



Invitation to the Final Conference of the European Territorial Cooperation (ETC) Project

"hi-tech center in der grenzüberschreitenden Region"

Ladies and Gentlemen,

we would like to invite you to our final conference of the project "hi-tech center in der grenzüberschreitenden Region".

At the beginning of the project the project goal were defined as followed: How can we economically optimise the market entry phase of high-tech start-ups and companies focused on hi-tech products and technologies?

This objective should be achieved by different modules such as a Marketing-Testbed methodology, the development of an interdisciplinary course, scientific works, start-up trainings, cooperation with universities and other research projects, etc.

With the final conference we want to present our results achieved and to provide some ideas which came-up within our project as the basis for interesting discussions.

Agenda:

- 11:00 Herbert Störi, TU Vienna: Welcome
- 11:15 Rainer Hasenauer, WU Vienna: Marketing Testbed Experiences
- 11:30 Peter Filo, UE BA: Implementation of an innovative system for the interdisciplinary education at the faculty of commerce at UE Bratislava
- 11:45 Start Up's - INITS: Speaker inquired

Cross Border Synergy Partner

- 12:00 Innovmat: Speaker inquired
- 12:15 Duo Stars: Speaker inquired
- 12:30 Smart Net: Speaker inquired

Global Synergy Partner

- 12:45 Reality: Katarína Chomová: Cooperation Results between the project HiTech Center CEE and TEC Monterrey Mexico
- 13:00 PICMET-CEE: Josef Orgonas: PICMET CEE – New Networking for Technology Management and Technology Marketing

13:15 bis 14:00 BREAK

Publication & Future:

- 14:00 From Innovation Stimulus to Market Entry: Wolfgang Schildorfer
- 14:30 Cross Border HiTec Center Furture / PICMET: Rainer Hasenauer

- 15:00 Q&A
- 15:30 Networking



N00092 ETC Projekt SK - AT
hi-tech center in der grenzüberschreitenden Region
Cezhraničné hi-tech center
<http://www.hitechcentrum.eu>



Date: Thursday, November 27 2014, 11:00 – 16:30

**Location: WU (Wirtschaftsuniversität Wien) Campus, Welthandelsplatz 1, 1020 Wien
Gebäude D3, Raum 0.221 (Ground Floor)**

We are looking forward to meet you at WU Vienna and ask you to confirm your registration by sending us an email to ws@hitec.at by 21st November 2014 at the latest. There is no conference fee.

Best regards,

Prof. Dr. Rainer Hasenauer

Prof. Dr. Herbert Störi

Prof. Dr. Peter Filo

Dr. Irene Fialka



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Programm zur grenzüberschreitenden Zusammenarbeit SLOWAKEI - ÖSTERREICH 2007-2013
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