

MARKTPLATZ AUSTRIA 2014

FOOD AND BEVERAGES FROM AUSTRIA

Opportunities for food and drink buyers from all over the world

Vienna | 15 October 2014 | 08:30 am

PROGRAM

AUSTRIAN FEDERAL ECONOMIC CHAMBER | ADVANTAGE AUSTRIA

WIRTSCHAFTSKAMMER ÖSTERREICH | AUSSENWIRTSCHAFT AUSTRIA

Wiedner Hauptstraße 63 | 1045 Vienna

Wednesday, 15 October 2014

08.30 – 09.00 **REGISTRATION AND COFFEE**

09.00 – 09.05 **WORDS OF WELCOME**

Konrad Eckl
Project Manager ADVANTAGE AUSTRIA

09.05 – 09.15 **OPENING ADDRESS**

Karl Hartleb
Deputy Director General ADVANTAGE AUSTRIA

09.15 – 09.30 **FOOD QUALITY - A TASTE OF AUSTRIA**

N.N.
The Austrian Federal Ministry of Agriculture, Forestry, Environment and Water
Management

09.30 – 09.45 **A FOCUS ON ORGANIC FOOD**

N.N.
Marketing Organic Food, Agrarmarkt Austria

gefördert im Rahmen von



Wir stehen Unternehmen zur Seite



einer Förderinitiative des Bundesministeriums
für Wissenschaft, Forschung und Wissenschaft
und der Wirtschaftskammer Österreich

09.45 – 10.00

AUSTRIAN WINE - 7 ELEMENTS OF UNIQUENESS

Willi Klinger
Managing Director of the Austrian Wine Marketing Board

10.00 – 12.30

B2B-MEETINGS AND FOOD PRESENTATIONS

Face to face talks between international buyers and Austrian food companies

12.30 – 13.30

LUNCH

13.30 – 18.30

B2B-MEETINGS AND FOOD PRESENTATIONS

Face to face talks between international buyers and Austrian food companies

19.15

BUSTRANSFER

Departure from hotel with bus to original Viennese Wine Tavern/Heuriger

20.00 – 22.00

DINNER AT HEURIGER

After Dinner bustransfer back to hotel