

PROGRAM

2nd VIENNA WINDOW CONVENTION



STRATEGIES | DISTRIBUTION | INNOVATIONS

19. & 20.
11 | 2020

#WFK
2020





Dear Ladies & Gentlemen,,

Interconnection Consulting presents the 2nd Vienna Window Convention on November 19 & 20, 2020. Our 1.5-day conference for the window industry is held under the motto Strategies | Distribution | Innovations. In view of the current situation we will look at necessary strategies after the crisis and analyse current topics in the field of digitalisation and sustainability. This year's conference will be opened by Univ.-Prof. Dr. Andreas Sönnichsen on Living with the Corona Crisis & the Future from the Public Health Perspective.

As usual, the focus will also be on personalities who play a decisive role in shaping the industry with their ideas, innovations and strategies and who drive the successful development of the market. We will also be listening to market-specific expert presentations and best cases.

STRATEGIES | DISTRIBUTION | INNOVATIONS: Key Note Speakers & Experts 2020

After the opening by Dr. Andreas Sönnichsens on the consequences of the current crisis, Patrick Seitz (aluplast) will present approaches to reconcile sustainability and corporate growth in his lecture Green prospects. With Helmut Berger (Internorm) and Jens Eberhard (Oknoplast Germany) we look at successful pan-European sales and positioning strategies and Roberto Antoniotti (Voilap Digital) discusses new approaches to Retail 4.0 for windows and doors. Christoph Blepp (S&B Strategy) presents current study results on the window industry and shows challenges and opportunities it faces. And Dr. Frederik Lehner will then analyse the effects of the current crisis on the industry in very concrete terms

With Patric de Hair (Plan.One) we look at the digital cooperation with architects and Christopher Strobel (CS-Consulting) analyses smart future concepts of the industry, while Roger Wollhaupt (Jansen) in his lecture deals with digitisation concepts with regard to Business Information Modelling (BIM) for window and facade construction.

In addition to key note speeches and empirical market analyses, our two panel discussions on the industry's success factors (moderator: Daniel Mund, Glaswelt) and the effects of digitization on the industry (moderator: Frank Lange, VFF) will provide impulses for interactive think tanks and strengthen communication and exchange among those present. They accentuate the event as well as the award ceremony in cooperation with our media partners.

I look forward to welcoming you personally !



Dr. Frederik Lehner
Geschäftsführer | InterconnectionConsulting

The 2nd Vienna Window Convention, an overview

1,5 Tage Networking & Think Tanks

A PLACE TO MEET & A PLACE TO BE: Our audience & who you will meet

The Vienna Window Convention considers itself a communication platform. Our target group are managing directors and decision makers from marketing and sales of manufacturing companies, system providers & suppliers and software developers. You will meet media and association representatives and last but not least economy experts.



Thematic focus: STRATEGIES | DISTRIBUTION | INNOVATIONS

„The development of the window market is not accidental. It is decided by people who burn for ideas, design and implement strategies and take risks. Exactly these personalities are the focus of our Vienna Window Convention and should find their platform and stage here. The exchange of ideas and strategies in personal contact is the added value for all participants.“

Once again this year, the Vienna Window Convention will focus on personalities who play a decisive role in shaping the industry and who also drive forward the successful development of the market:

- Success factors & Growth potentials | Strategies after the crises
- Successful sales strategies | Digital distribution
- New market potential through new values: Sustainability
- Effects of digitization: Smart concepts & BIM

KEY NOTE SPEAKERS



Dr. Andreas Sönnichsen | Centre for Public Health | MedUni Wien

19.11
09.05

Living with the corona virus | The future from a public health perspective

Prof. Dr. Andreas Sönnichsen has held the professorship for general medicine at MedUni Vienna since October 2018. He also heads the Department of General and Family Medicine at the Centre for Public Health at MedUni Vienna. Sönnichsen is the publisher and author of numerous textbooks on medicine. At the congress he will speak about the effects of the crisis from a public health perspective.



Patrick Seitz | CMO | ALUPLAST

19.11
09.35

Green prospects | Sustainability: New values & potentials

The family-owned company aluplast, system manufacturer for plastic windows and producer of plastic profiles for windows and doors, today has 1,500 employees worldwide. Patrick Seitz, son of the founder and as CMO jointly responsible for the operative management of aluplast, has been VP of EPPA since 2015. In his presentation, he will outline a solution for reconciling growth and sustainability. This is particularly interesting for the material PVC, where the green image is expandable.



Jens Eberhard | CEO | OKNOPLAST

19.11
15.30

Building up a distribution in a new market

Jens Eberhard is CEO of Oknoplast Germany, a Polish family business that is now one of the leading manufacturers of plastic windows in Europe. Oknoplast is facing the big challenge to build a tightly knit distribution system, define a brand value and position itself against a number of other players in the biggest window markets. Mr. Eberhard explains the strategy for this in his presentation.



Roberto Antoniotti | CEO | VOILAP Digital

19.11
13.30

Retail 4.0 for windows & doors

Roberto Antoniotti is CEO of Voilap Digital and Chief Digital Officer of the Italian Voilap Holding, the world leader in window profile machines for PVC and aluminium. Voilap digital was created in 2011 with the aim of creating an advanced e-commerce platform for windows and doors. Today the company has become a reference point for the world of Retail 4.0. Roberto Antoniotti explains the interaction of digital components with classic distribution channels.

KEY NOTE SPEAKERS



Helmuth Berger | CEO | INTERNORM

Sales as a success formula

Since 2019, Helmuth Berger has been solely responsible for the operative management of the Upper Austrian family-owned company Internorm, which, as a window and door manufacturer, sells its products in over 10 sales offices and through more than 1,300 selected sales partners in 21 countries. In addition to the strong brand, Internorm's distribution network is a hard to beat USP of the highest successful window manufacturer. The sales strategy is the focus of his presentation.

20.11
09.05



Patric de Hair | CEO | PLAN.ONE

The new digital cooperation with architects

Plan.One offers architects and manufacturers a search and comparison portal for building products and thus forms an interface between the digital planning level of architecture and the manufacturers of building products. The product search engine offers software extensions for all common BIM planning systems. Patric de Hair, founder and CEO, will speak at the congress about the possibilities that the search and comparison portal Plan.One offers in digital collaboration.

19.11
14.15



Christoph Blepp | Partner | S&B Strategy

Window Industry 2030

Christoph Blepp is a partner at S&B Strategy, a strategy and M&A consultancy focusing on the construction and digital business model segments. At the congress, he will analyse current study results on the window industry in transition and present the challenges and opportunities it faces.

19.11
10.00



Christopher Strobel | CEO | CS-Consulting

Smart concepts for the future window

Christopher Strobel is founder, managing director and shareholder of CS-Consulting, a company specialising in the areas of smart home and digitalisation requests in building services engineering. In his presentation, he will show that smart home and the associated digitalisation of home and building technology have long since arrived in the present.

20.11
09.50

KEY NOTE SPEAKERS



Roger Wollhaupt | SPM | JANSEN

Digitalization of the construction industry ..

The Swiss company Jansen, a leading aluminium systems supplier, is committed to innovation. Roger Wollhaupt is Senior Project Manager BIM (Building Information Modeling) & expert in digitization issues. In his keynote, Mr. Wollhaupt will discuss the impact of Building Information Modeling (BIM), which supports the consistent use of digital building blocks and networks all those involved in the process, on window and facade construction.

20.11
11.00



Dipl. Ing. Daniel Mund | Editor-in-Chief| GLASWELT

Moderation of the discussion: Success factors on the window market

GLASWELT is the leading association-independent trade journal for the glass and facade industry in Germany. It focuses on all relevant aspects of the production, processing, finishing and application of flat glass. The editor-in-chief Dipl.-Ing. Mund will moderate the panel discussion on day 1.

19.11
11.40



Frank Lange | Managing Director | VFF Verband Fenster + Fassade

Moderation of the discussion: Effects of digitalization


The Window + Facade Association is the trade organisation representing the leading manufacturers of windows, doors and facades, system and trade partners and installation companies in Germany. The cross-material association represents the interests of over 350 members. Frank Lange, the new Managing Director of VFF since the beginning of March 2020, will be leading the discussion at the congress on the effects of digitalisation on the industry.

20.11
11.40

- 09.00 Welcome & Opening by Dr. Frederik Lehner
- 09.05 Living with the corona virus | The future from a public health perspective
Dr. Andreas Sönnichsen | Public Health Expert | MedUni Wien
- 09.35 Green prospects | Sustainability: New values & potentials
Patrick Seitz | CMO | ALUPLAST
- 10.00 Window Industry 2030
Christoph Blepp | Partner | S&B STRATEGY
- 10.30 Coffee Break
- 11.00 The window markets after the Corona crisis
Dr. Frederik Lehner | CEO | INTERCONNECTION
- 11.40 Discussion | Success factors on the window market
Moderation: Daniel Mund | Editor-in-Chief | Glaswelt
- 12.15 Lunch Break
- 13.30 Retail 4.0 for windows & doors
Roberto Antoniotti | CEO | VOILAP Digital
- 14.15 The new digital cooperation with architects
Patric de Hair | CEO | PLAN.ONE
- 15.00 Coffee Break
- 15.30 Building up a distribution in a new market
Jens Eberhard | CEO | OKNOPLAST
- 16.15 AWARD Ceremony
In cooperation with baelemente bau
- 17.00 End of the 1st congress day
- 19.00 EVENING EVENT | The convention on the dance floor!

19.11.2020
STRATEGY
& MARKET

- 09.05 Sales as a success formula
Helmuth Berger | CEO | INTERNORM
- 09.50 Smart concepts for the future window
Christopher Stobel | CEO | CS-Consulting
- 10.30 Coffee Break
- 11.00 Digitalization of the construction industry ..
Roger Wollhaupt | Senior Project Manager | JANSEN
- 11.40 Discussion | Effects of Digitalization
Moderation: Frank Lange | Managing Director | VFF
- 12.15 Closing words | Dr. Frederik Lehner



20.11.2020
INNOVATION

REGISTRATION | EARLY BIRD Tickets until 31.07.2020

Secure your ticket for the Vienna Window Convention. Registration is only possible online. In addition to our single ticket and the EARLY BIRD single ticket we also offer a group discount. You can find more information here:



ONLINE
REGISTRATION
2nd Vienna
Window Convention

ONLINE-REGISTRATION: www.wienerfensterkongress.at/registration

TICKETS

- 1,5 Day Early-Bird Ticket € 790.-
until 31.07.2020
- 1,5 Day Single Ticket € 890.-
- GROUP-TICKET 4 for the price of 3

EVENT VENUE

Soon to be announced !

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Detailed information can be found online !

EVENING EVENT

The convention on the dance floor !

- 19.11.2020 from 07 pm
- Details to come soon

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2020

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