

SOLARCOM

solar comfort
convention

SOLARCOM I Solar Comfort Convention



Christian Steinberg
WAREMA



Rüdiger Keinberger
LOXONE



Ralf Kern
RADEMACHER



Tobias John
ECONTROL Glas



Georg W. Reinberg
REINBERG



Friedrich Gülzow
ROMA Akademie



Frederik Lehner
Interconnection



Peter Berger
TEAM-Vertriebserolg

08.&09.
04 | 2021

SOLARCOM

**solar comfort
convention**

IC
Interconnection
Consulting

Welcome

solarcom | solar comfort convention

We are organizing **solarcom** in Vienna for the first time on **08 & 09 April 2021**. Under the motto **Digitalization | Innovation | Success Tools**, we will look at the sun protection markets of today and tomorrow with leading industry representatives as well as market and business experts. From current opportunities and challenges to analyses of the status quo of the European markets, to new trends and the effects of digitalization on sales and brand positioning.

Practice-oriented approaches to current issues, presented through best cases, empirical market analyses and panel discussions form the core of our event. On sales strategies in times of digitalization, on product innovations in the field of smart technologies and materials and on the interplay with architecture. In addition, we naturally analyze strategies that have become necessary after the crisis.

Our target group includes managing directors and decision-makers from marketing, sales and business development of companies in the sun protection industry, as well as their partners. They meet media and association representatives and last but not least experts from the business world.

Keynotes & Topics. Digitalization | Innovations | Success Tools

Christian Steinberg | Warema opens the first solarcom with a presentation on the success strategies of the market-leading manufacturer Warema. Ralf Kern | Rademacher and Rüdiger Keinberger | Loxone in their lectures will trace the innovations in the field of Smart Home and sun protection and Markus Szotrell | Sonne Licht Schatten will give insights into new trends in the sun protection trade, while the sales expert Peter Berger | TEAM-Vertriebserfolg in his keynote lecture will give impulses for the optimization of technical sales. Frederik Lehner | Interconnection Consulting will present current market developments in the industry and provide an outlook on emerging trends.

With the architect Georg W. Reinberg, who focuses on solar and sustainable building, we look at the interplay between architecture and sun protection and Tobias John | Econtrol Glas shows advantages and innovations in the field of sun protection in glass. Last but not least, we look at innovation trends and drivers from the perspective of a leading manufacturer in the industry with Friedrich Güzlow | Roma.

I am looking forward to an inspiring event!

Dr. Frederik Lehner

Geschäftsführer, Interconnection Consulting

Keynotes

*Success Strategies | Sun Protection Markets*

Christian Steinberg | WAREMA
Global Market Executive Board

9:10 am
8.4.2021

Christian Steinberg has been a member of the Management Board of Warema Renkhoff SE since 2019. As Chief Global Market Officer, he drives the Warema Group's strategy in the Sun & Living Spaces division. In his practical presentation, the expert shows successful positioning strategies and gives an outlook on upcoming trends as well as strategic answers to the increasing internationalization.

<https://www.warema-group.com/de/>

*Sun Protection & Smart Home*

Ralf Kern | RADEMACHER
Managing Director

9:50 am
8.4.2021

Ralf Kern has been CEO and spokesman for the Rademacher management board since 2019. He has decisively driven the development of the company in the past decade, in terms of strategic steps and in terms of product development. In his presentation, the experienced manager of Rademacher, a firm market player in the home automation segment, will show how far the interface between sun protection and smart home has progressed and what can be expected in the near future.

<https://www.rademacher.de/>

*Sun Protection as part of Smart Home*

Rüdiger Keinberger | LOXONE
Managing Director

9:05 am
9.4.2021

Rüdiger Keinberger leads the Austrian building automation company Loxone, which has grown from a start-up to a medium-sized market player in the last 10 years. In his presentation, the pioneer and trailblazer of the smart home industry shows how smart home will revolutionize the sun protection market and what this means for sun protection manufacturers and contractors.

<https://www.loxone.com/>

Keynotes

Innovation trends


Friedrich Gülzow | ROMA
Speaker at ROMA Academy

Friedrich Gülzow, who comes from the field of building physics and product development, has been leading seminars in the in-house ROMA Academy of the leading brand in the field of sun protection systems ROMA for three years. The technology-savvy trainer has accompanied more than 3000 people through his seminars on the topics of selling with heart and enthusiasm and joy in business. With just as much verve, he presents new innovation trends from Roma in his lecture.

<https://www.roma.de/> | <https://www.friedrichguelzow.de/>

9:50 am
9.4.2021


Ing. Tobias John | ECONTROL Glas
Managing Director

In his innovation lecture on the subject of solar control in glass, Tobias John shows the latest achievements in the field. With its smart glass | 2, Econtrol Glas has already launched the second generation of its smart glass on the market. Tobias John will explain in his presentation why this is a "core component of the adaptive building envelope of tomorrow" and how it enables individual energy management on the basis of dimmable glass, which is smartly networked and contributes to a holistic solution.

<https://www.ec-smartglass.com/>

11:00 am
9.4.2021


Architecture & Sun Protection
Georg W. Reinberg | Architekt Reinberg
Managing Director

Architect Georg W. Reinberg has been running his architectural office with a focus on solar and ecological architecture, low-energy and passive concepts since 1982 and has since realized more than 100 projects. The office stands for an ecologically thinking building culture, which wants to create a so-called "wealth for everyone" in a resource-saving way, with the help of the unlimited resource sun. In his lecture, Georg Reinberg will show how architecture and sun protection can best be combined under ecological aspects.

<http://www.reinberg.net/>

04:00 pm
8.4.2021

Keynotes

*Market development & trends*

**Dr. Frederik Lehner | Interconnection Consulting
Managing Director**

02:15 pm
8.4.2021

For more than 20 years, Dr. Frederik Lehner has headed the marketing and market research institute Interconnection Consulting, which develops individual solutions in the field of strategy, sales optimization and B2B marketing and is one of the leading market research institutes for the sun protection markets. In his presentation, he traces the latest market trends in the industry, gives an outlook on developments to be expected and gets to the heart of the consequences of the crisis for the industry.

<https://www.interconnectionconsulting.com/>

*The future of Sun Protection*

**Tobias Löhner | ROMA
Head Marketing**

11:40 am
9.4.2021

Tobias Löhner is Head of Marketing at Roma. At the panel discussion on 09.04.2021, he will contribute to the topic of the future of sun protection alongside Rüdiger Keinberger and Tobias John. What must the sun protection of tomorrow be able to do. What will come and which steps are to be particularly considered on the way there. Keyword: Technological achievements and sustainability.

<https://www.roma.de>

*Potentials in distribution*

**Ing. Peter Berger BA CMC | TEAM-Vertriebserfolg
Managing Director**

03:30 pm
8.4.2021

Peter Berger has been dealing with technical sales optimization issues for almost 35 years. The founder of the consulting group TEAM-Vertriebserfolg has completed over 200 sales optimization projects. From his portfolio of 10 years of experience in sales in various industries, he has identified the most important potentials for sales success. In his keynote speech, the experienced keynote speaker will provide practical and descriptive input on the most important success drivers in sales.

<http://www.reinberg.net/>

Networking

Our target group & whom you'll meet

Our trade conference is intended as a communication platform. Our target group are managing directors and decision makers from marketing & sales of companies in the sun protection industry. We thereby focus on manufacturers & sales partners. You will meet representatives of the media and associations and, last but not least, economic and business specialists.



Keynotes & Topics. Digitalization | Innovations | Success Tools

solarcom looks at current opportunities and challenges in the sun protection industry: We analyze the status quo of the European markets, their most important trends and present success factors for the industry. We discuss the impact of digitalization on sales and brand positioning. Strategies for innovation and success stand alongside practical approaches to sales strategies in times of digitalization, product innovations in the field of smart technologies and the interplay between architecture and sun protection. Keynote speeches, empirical market analyses and open discussions are part of the conference, as well as an evening event and an award ceremony.

Success strategies of a leading manufacturer

Smart Home & Sun Protection

Trends in sun protection trade

Market development & trends in the industry

Architecture & Sun Protection

Sun Protection in Glass

Innovation trends from a manufacturer's point of view

Smart Home | A new profession for sun protection

Markets | Trends

Success strategies | Sales

Smart Technologies

Sun Protection & Architecture

Innovations |

Smart Home & Glass

Agenda

08.04.
2021

- 09.00** Welcome & Opening | Frederik Lehner
- 09.10** **Success strategies of a leading manufacturer**
Christian Steinberg | WAREMA
- 09.50** **Sun Protection & Smart Home**
Ralf Kern | RADEMACHER
- 10.30** Coffee Break
- 11.00** **Trends in sun protection trade**
Markus Szotrell | Sonne Licht Schatten
- 11.40** **DISCUSSION: Marketing and sales of the future**
Diskussion mit | Christian Steinberg | Ralf Kern | Markus Szotrell
- 12.15** Lunch Break
- 13.30** **A new professional profile for sun protection**
Milo Maric | Initiative Smart Living (angefragt)
- 14.15** **Market development & trends**
Frederik Lehner | Interconnection Consulting
- 15.00** Coffee Break
- 15.30** **Potentials in distribution**
Peter Berger | TEAM-Vertriebserfolg
- 16.00** **Architecture & Sun Protection**
Georg Reinberg | Architekt Reinberg
- 16.30** PRESENTATION of the solarcom.Awards
- 18.00** Evening Event

Agenda

- 09.05 Sun protection as part of Smart Home**
Rüdiger Keinberger | LOXONE
- 09.50 Innovation trends from a manufacturer's perspective**
Friedrich Gülzow | ROMA
- 10.30** Coffee Break
- 11.00 Sun protection in glass**
Tobias John | ECONTROL Glas
- 11.40 DISCUSSION | The future of sun protection**
Rüdiger Keinberger | Tobias Löhner | ROMA | Tobias John
- 12.15** Event End

09.04.
2021

Secure your ticket in advance ! **Our EARLY BIRD until 12.02.2021**

Secure your SOLARCOM ticket. Registration is only possible online. In addition to our SINGLE and EARLY BIRD ticket, we also offer a GROUP discount and an ONLINE ticket. You can find more information here:

**Information
around
Corona**

**EARLY BIRDS
€ 790.-
12.02.2021**

*Organisatorisches***TICKETS | PRICES**

SINGLE EARLY BIRD	€ 990.- € 790.-
up to and including	12.02.2021
GROUP	4 for 3 3.960.-
ONLINE	€ 599.-
Partner Ticket Evening	€ 50.-

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SOLARCOM

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