



Analysis, Tools and Best Practices at ..

WIENER
**FENSTER &
SONNENSCHUTZ**
KONGRESS

MARKETS | STRATEGIES | INNOVATION
DIGITALISATION / SUSTAINABILITY

22.-23.6.2023





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FENSTER &
SONNENSCHUTZ
KONGRESS

22.-23. JUNI 2023 / ALMANAC VIENNA

Analysen, Tools und Best Practices

Markets, Strategies and Innovation

This year, the Vienna Window Congress will take place as the fused Vienna Window and Sun Protection Congress for the first time. From 22-23 June 2023, the programme will include analyses, tools and best practices on current industry-relevant topics relating to digitalisation and sales, as well as new trends in the areas of sustainability, markets and innovations.

DIGITALISATION / SUSTAINABILITY

The WFSK remains thematically true to its line and focuses on the development of the markets and on contemporary strategies in 2023. For the first time, in addition to the window industry, we will also be looking at the neighbourly sun protection markets. In the form of parallel sessions, we will integrate the industry, broaden our view and open up to a wider audience.

In addition to the lectures, there will be panel discussions, the presentation of the WFSK.Awards, a lunch on 22.06. and an evening event on the first day. The break catering is included. The Vienna Window and Sun Protection Congress is organised as a hybrid event.

TARGET GROUP: Management, sales and marketing of the window and sun protection industry, as well as their partner companies, media and associations.

SPEAKER COMPANIES 2023: Plandata, HELLA Sun- and weather protection technology, Salamander, Bartenbach, RADEMACHER (Delta Dore Group), SmartHome Initiative..

TICKETS are available from 499.-, we also offer a group ticket (4 for 3).



IC.Events by
Interconnection Consulting
Getreidemarkt 1 | A-1060 Vienna
tel.: +43 | 585 4623-33
www.interconnectionconsulting.com



Sustainability & Digitalisation



BUILDING INFORMATION MODELING

Prok. Univ. Ass. DI Lars Oberwinter has been the sole managing director and head of the BIM Solutions department since 2020. He advises leading, German-speaking companies in the field of interdisciplinary BIM implementation and digital construction planning process optimisation. He is a research assistant at the Chair of Industrial Construction and Interdisciplinary Construction Planning at TU Wien. Since 2009, he has been researching and developing strategies and methods of interdisciplinary BIM application in a scientific and private-sector context.

LARS OBERWINTER / PLANDATA

plandata.eu



FIGURES, FACTS, DATA: THE WINDOW MARKETS

For more than 20 years, Dr. Frederik Lehner is heading the marketing and market research institute Interconnection Consulting, which develops individual solutions in the field of strategy, sales optimisation and B2B marketing and is one of the leading market research institutes for the window and sun protection markets. In his lecture, he traces the latest market trends in the industries and gives an outlook on developments to be expected.

FREDERIK LEHNER / INTERCONNECTION CONSULTING

interconnectionconsulting.com



CLIMATE-NEUTRAL BUILDINGS / CLIMATE-NEUTRAL WINDOWS

Prof. Jörn P. Lass, as head of the ift Rosenheim institute, will speak about the future of climate-neutral building and, in addition to questions of building efficiency, will also include the life cycle assessment of products. In the future, a significant and new aspect in the field of building envelopes will be the consideration of climate change: Today, it is no longer sufficient to limit change through energy-efficient and sustainable building products; building envelope components must also protect against extreme weather events. Ensuring protection of life, health and material assets.

JOERN P. LASS / IFT ROSENHEIM

www.ift-rosenheim.de

Windows & Sun Protection



ROCK DEIN HANDWERK®

Armin Leinen is an expert for living customer enthusiasm and brand development in the skilled crafts sector. His keynote speech ROCK DEIN HANDWERK® (ROCK YOUR CRAFTS) - more BRAND, more SKILLS, more FREEDOM) shows in a practical way how customer enthusiasm is generated, how employees live it every day and how customers and employees become active recommenders. Armin Leinen impressively emphasises the importance and interaction of customer brand and employer brand. Authentic, practical, humorous and inspiring, his lecture encourages direct implementation in your own company!

ARMIN LEINEN / SPEAKER | TRAINER | COACH

www.arminleinen.com



INNOVATIONEN IN DAYLIGHT RESEARCH

Andreas Danler has been working in the lighting design office of Christian Bartenbach since 1989. After his education in daylight and artificial lighting technology as well as perception psychology, he was involved in numerous daylight and artificial lighting projects as a project manager for more than a decade. Since 2003, he has been a member of the Bartenbach management team responsible for lighting design. He will dedicate his lecture to sun protection in the field of daylight solutions.

ANDREAS DANLER / BARTENBACH

www.bartenbach.com



SUN PROTECTION & SMART HOME ...

Ralf Kern has been CEO of Rademacher since 2019 and has been instrumental in driving the company's strategy as well as the development and marketing of smart home solutions. Since 2021, Rademacher has been part of the French DELTA DORE Group, where he is also a member of the DELTA DORE Management Board and has been responsible for strategy and technology development in the Group since the beginning of 2023. In his presentation, he will give an insight into the intelligent interaction of sun protection and smart home, as well as an overview of the possibilities of intelligent sun protection to contribute to the energy transition and at the same time provide comfort and security.

RALF KERN / RADEMACHER | DELTA DORE GRUPPE

www.rademacher.de

Innovation & Smart Home



INNOVATION & SUSTAINABILITY

Till Schmiedeknecht is Co-CEO and Managing Partner of Salamander Industrial Products. Salamander Window & Door Systems is one of the leading European quality providers of energy-saving, design-oriented window and door systems. As an experienced partner of window manufacturers, Salamander aligns its high-performance product range and its app-based solutions precisely to the needs of window buyers - under the sign of excellent "Made in Germany" quality, sustainability, reliable service and high delivery capacity.

TILL SCHMIEDEKNECHT / SALAMANDER



SMART HOME: DEVELOPMENTS & PROSPECTS

In 2009, Günther Ohland, together with other SmartHome pioneers, founded the SmartHome Initiative Germany as a cross-trade federal association. Ohland is chairman of the association. The main focus is on the application integration of building technology, multimedia, telemonitoring and SmartHome security. With lectures and workshops, Ohland informs consumers, industry, trade, commerce, politics and administration about the benefits of smart technology and the realisation of smart projects.

GUENTHER OHLAND / SMARTHOME INITIATIVE GERMANY

WFSK.Awards

We award special achievements in the areas of innovation, sustainability and in web presence.

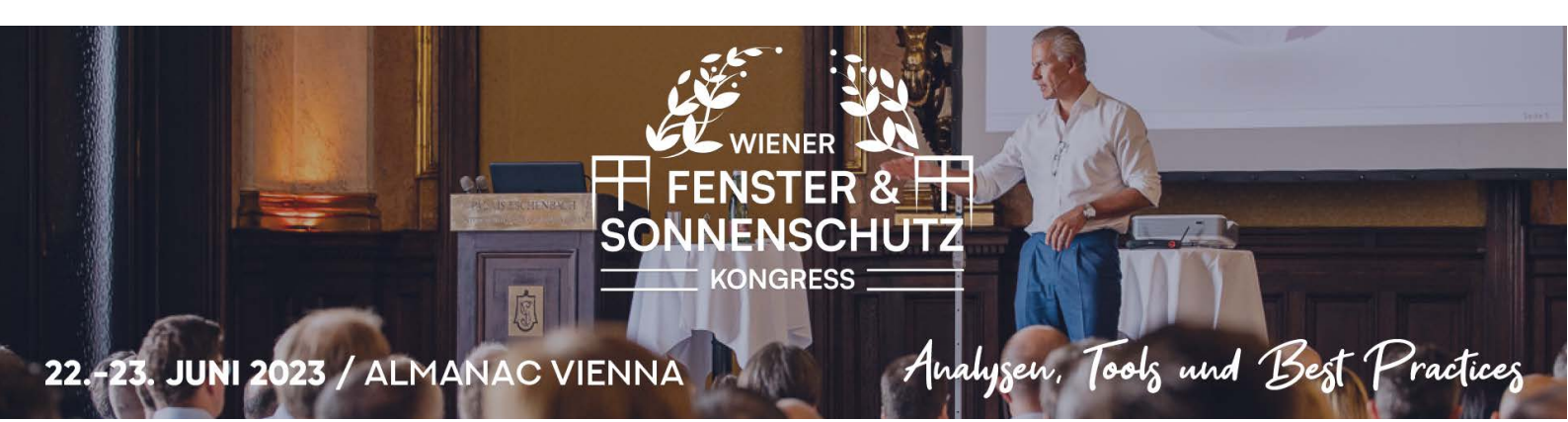
INNOVATION: In this category we award innovations from the fields of digitalisation, distribution, greening, technology or products!

WEBSITE: Achievements in categories such as usability, design & design elements, lead generation (SEO) are honoured here.

SUSTAINABILITY: Efforts in terms of ecological quality | environmental management, product life cycle: raw materials | manufacturing processes, material cycle | recycling are awarded in this category.

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WFSK Tickets

The Vienna Window and Sun Protection Convention is the annual industry event in the heart of Europe with a focus on markets and strategies. The target group includes management, sales and marketing of companies in the window and sun protection industries, as well as their partner companies, media and associations.

OUR TICKETS AT A GLANCE!

- SINGLE € 890 .-
 - GROUP/4 € 2670 .-
 - ONLINE € 499 .-
 - ARCHITECTS € 499 .-
- ➔ REGISTER HERE

Cooperations with WFSK

We offer various partner packages and appreciate your interest. With our SILVER package, you can secure your logo display in the run-up to and during the event. Our GOLD package also includes a presentation stand and the premium package. DIAMOND provides you with your own business lounge! Of course, we are happy to cater to your individual wishes. For further information please contact [Carola Müller](#), tel.: +43 | 5854623-64.

PARTNER PACKAGES / DOWNLOAD



Silber

- Umfassendes Logo Display
- Internet | Newsletter
- Mappe | Druckwerke
- Platzierung Ihrer Broschüre

Basis Paket

- 1 Ticket für den Kongress
- 10% Rabatt auf bis zu 5 weitere Tickets

€ 2000.-



Gold

- Umfassendes Logo Display
- Platzierung Ihrer Broschüre
- Roll-up & Stand

Der Klassiker

- 2 Tickets für das Event
- 20% Rabatt auf bis zu 10 weitere Tickets
- + Präsentationsstand

€ 4000.-



Diamant

- Umfassendes Logo Display
- Platzierung Ihrer Broschüre
- Roll-up, Stand, Lounge

Premium

- 4 Tickets für das Event
- 30% Rabatt auf bis zu 10 weitere Tickets
- Präsentationsstand
- + Business Lounge

€ 10.000.-

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IC | Industry & Business Events

Interconnection Consulting is a Vienna-based marketing intelligence company with its own events division. We organise business events with a sector focus as well as on management topics. With our industry events, we place clear emphasis on the areas of innovation, market development, strategy, digitalisation and communication. In addition to keynote speeches by leading industry representatives and insiders, as well as external experts, the cornerstones of our events are discussions, an award ceremony and a joint evening event.

We have an open ear ...

.. for you and your concerns!

[Carola Müller](#) Awards & Cooperations
tel.: +43 | 585 4623-64

[Franca Kircher](#) Event Management & Organization
tel.: +43 | 585 4623-15

Interconnection Consulting
Getreidemarkt 1 | A-1060 Vienna
www.wienerfensterkongress.at



THANKS ! SOME OF OUR EVENT PARTNERS

