



VIENNA WINDOW + SUN PROTECTION CONGRESS

27 - 28 JUNE 2024 | MELIÀ VIENNA

**ARTIFICIAL INTELLIGENCE.
MODULAR CONSTRUCTION.**

**UNDERSTANDING
MARKETS.**

AI. ANALYSIS. AWARDS. CONCLUSION. CIRCULAR ECONOMY. COMMUNICATION. DISCUSSION. FACTS. INNOVATION. KNOW-HOW. MARKETS. MARKETING. MATERIALS. MODULAR CONSTRUCTION. NETWORKING. STRATEGY. SUSTAINABILITY. TECHNOLOGY. TRENDS. TOOLS.

WWW.WIENERFENSTERKONGRESS.AT



WFSK | 2024

AI. MODULAR CONSTRUCTION. UNDERSTANDING MARKETS.

The 5th edition of the Vienna Window and Sun Protection Congress will take place from 27-28 June 2024 and will focus on innovation, in-depth analyses and industry-relevant, practice-oriented tools. After all, challenging times require efficient, goal- and future-oriented entrepreneurial action, which we want to support with our content.

Current topics relating to digitalisation and sustainability (technology, materials, circular economy) and marketing solutions for both industries (AI-based tools, recruiting, digital marketing) are just as much a fixed component as figures, data and facts, because the declared aim is ultimately to *understand markets better* and to be able to react accordingly with the know-how of adequate tools.

We hope you will recognize our program as a valuable contribution to better mastering the manifold current challenges. You will find more information on the following pages.

WFSK | KEYFACTS

WHAT: Congress for the window and sun protection industries

WHEN / WHERE: 27 - 28 June 2024 at the Meliá Vienna

WHO: Window and sun protection manufacturers and suppliers, as well as their partner companies. Also: Architects, software developers, ...

HOW MUCH:

- € 599.- at EARLY BIRD | until 31 March for the CLASSIC Plus ticket.
- € 890.- at EARLY BIRD | until 31 March for the CLASSIC ticket.
- € 499.- regular for architects and the Online PLUS Ticket.
- € 2.499.- regular for the GROUP ticket (4 participants).

**TO THE
TICKETS**

IC.Events
by Interconnection Consulting
Getreidemarkt 1 | 1060 Vienna | Austria
Tel: +43 1 585 4623-15
www.interconnectionconsulting.com



WFSK | PROGRAM

50% CO₂-REDUCED: THE ANSWER OF MODULAR CONSTRUCTION.

27.06.
09.10am



ANDREAS GÖBEL | DHME

Andreas Göbel is a project developer at Daiwa House, the world's seventh-largest construction group. With the Community Campus (Bochum), DHME realised the largest modular building in Europe in 2023. DHME thinks in cycles and takes back residential buildings after many decades to create something new. This process already guarantees minus 50% CO₂ emissions at a favourable fixed price.

27.06.
11.00am

CONSTRUCTION SCENARIO 2030.



DR. FREDERIK LEHNER | IC

Frederik Lehner and his IC have been analyzing over 100 construction sectors worldwide since 1998. IC is thus a specialist in the evaluation of market constellations in the construction sector. At the WFSK, Mr. Lehner will present the "Building Construction Scenario 2030" and show where the journey is heading based on the German construction industry, which has started to sweat.

SYSTEM OPTIMISATION: WINDOW INSTALLATION.



THOMAS STEMESEDER | GS STEMESEDER

Thomas Stemeseder, Managing Director of the premium aluminium system provider GS Stemeseder, presents the newly developed and patented "Perfect" system, which offers significant advantages in the construction process: Windows and sliding systems, crash glazing, sun and insect protection, ... are combined in a completely new way: Reliable planning, cost-saving, modular and flexible.

27.06.
01.45pm

WFSK | PROGRAM

SYMBIOSIS OF INNOVATION & TRADITION.



ANDREAS KRALER | HELLA

Andreas Kraler is the third generation of his family to manage HELLA. In 2023, he was honoured with the coveted EY Entrepreneur Of The Year Award in the Innovation category. HELLA has been successful since 1959 thanks to a clever innovation policy focussed on technical progress. Hellas Innovation Lab is dedicated to trend research and drives the company into the future with innovative strength.

27.06.
02.25pm

FIGURES, DATA, FACTS! THE WINDOW + SUN PROTECTION MARKETS.



DR. FREDERIK LEHNER & DR. STEFANO ARMANDI

Frederik Lehner has headed the IC marketing and market research institute, a leader in the field of window and sun protection market research, for over 20 years. In their analysis, Frederik Lehner and Stefano Armandi present figures, data, facts and forecasts on the development of the two industries based on current data.

27.06.
03.30pm

EVERY EMPLOYEE COUNTS. RECRUITING 2024.



SOON TO BE | ANNOUNCED

The "war for talent" is a thing of the past. Welcome to the battle for labour. A few years ago it was easy to find suitable employees in the blue collar sector, but today it is becoming more and more of a challenge. The demands and requirements of jobseekers are increasing, which poses major challenges for companies.

27.06.
14.00pm

WFSK | PROGRAM

ARTIFICIAL INTELLIGENCE: BETWEEN HYPE AND IGNORANCE.

28.06.
09.05am



AI is currently attracting a lot of media attention. Its far-reaching possibilities for sales are largely unknown. Yet AI can significantly support the sales process and open up opportunities. With its extensive potential, AI is developing into a strategic resource and should be introduced in the right context, from the right perspective and with the right understanding.

MAG. LIC. LIVIA RAINSEBERGER | WISSENCE

28.06.
09.50am

DIGITAL MARKETING FOR BUILDING COMPONENTS.



Alexander Oswald is a consultant, strategist, lecturer and managing director at FUTURA, a powerful collective of expertise in the fields of analysis, positioning, marketing, digital marketing, storytelling and content. He speaks on the potential of digital marketing - analysing, strategising, planning, implementing, managing and controlling marketing activities in digital and social media channels.

ALEXANDER OSWALD | FUTURA!

THE USE OF AI IN THE WINDOW BUSINESS.

28.06.
11.30am



Franz Juen holds a doctorate in computer science and economics. He heads QUOMATIC.AI, which specialises in IT, machine learning and artificial intelligence. Together with sales expert Peter Berger, he shows what opportunities AI opens up in production and sales processes and what it takes to integrate it into existing structures in the best possible way.

DR. FRANZ JUEN & ING. PETER BERGER, BA, CMC



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WFSK | ALL AROUND

ALL-IN: CATERING, SEATED LUNCH, FINALE

DISCUSSIONS: “Big Picture: Trends & Markets” / “Marketing & Sales 2023”

COFFEE BREAKS: Three coffee breaks in the foyer of the Meliá Vienna *

LUNCH: Set lunch in the FLOW BAR of the Meliá Vienna *

ROOMS: On request.

FINISH: Traditionally in the ambience of a typical Viennese wine tavern *

** Included in the ticket price!*

MELIÁ | VIENNA



"Breathtaking luxury hotel in Austria's tallest skyscraper"

Donau-City-Straße 7 | A-1220 Vienna

WE ARE HAPPY TO ANSWER YOUR QUESTIONS !



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WFSK | SPONSORING

MORE PRESENCE FOR YOUR COMPANY!

Our packages give you the opportunity to make a targeted appearance at the congress. There are four different packages for your appearance, starting at € 2,499. You can make your booking either directly via the homepage or in person with [Franca Kircher](#).

**MORE
INFO**

ABOUT | US

Interconnection Consulting is a Vienna-based market intelligence company with its own event division. Since 2019, we have been organising larger business events and congresses with a BRANCH focus and on MANAGEMENT topics. Our two-day BRANCH events place a clear emphasis on the areas of innovation, market development, strategy, digitalisation and communication. Parallel to the presentations by leading representatives of the respective industries and external experts, discussions, an award ceremony and a closing event are organised.

REFERENCES | IC.EVENTS



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