

Open Eyes Economy on Tour – Austria

24th of June 2020

Digital media: opportunities and threats

ONLINE CONFERENCE

Moderator: **Bartłomiej Biga, PhD** – Vicepresident of the Open Eyes Economy Programme Council, Cracow University of Economics

Block 1: Digital media: opportunities and threats

10:00 Opening

10:10 *Threats in the Digital Media* – **Dobromir Ciaś**, Edge NPD

10:30 Discussion panel: *Non-obvious business models with digital content: good practices*

Katarzyna Kantner, PhD, Eskadra Creative Agency

Mateusz Mleczek, Film Studio Multilab

Michał Zamencki, Warsaw Production Team

11:20 Q&A

11:30 Break

Block 2: The Digital media in practice - Possibilities for polish SME in Austria

13:00 Opening

13:10 Setting up a business in Austria - **Aleksandra Fux**, Polish-Austrian Economic Cooperation Initiative

13:25 Business location Austria: *Opportunities for Polish companies* - **Birgit Reiter-Braunwieser**, Director Central & Eastern Europe, Austrian Business Agency

13:45 Specification of doing business in Austria - **Barbara Kamińska-Szuba**, Head of Foreign Trade Office in Austria, Polish Investment & Trade Agency

14:05 Q&A

14.30 The end of Conference