

brandannual

THE BUSINESS AND INVESTMENT MAGAZINE

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SUSTAINABLE DEVELOPMENT

THE INDEPENDENT EXPERTS



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Brands for Impact!

EDITORIAL

Im Konsumverhalten in einer sich ständig verändernden Welt, spielen Wertschätzung, Vertrauen und Attraktivität eines Produktes oder einer Dienstleistung eine bedeutende Rolle bei der Wertbestimmung einer Marke. Um die nachhaltige Wirkung der Markenwertschöpfung zu analysieren, untersucht das European Brand Institute die langfristige Wirkung des Markenwerts auf die ESG-Säulenscores. Unsere Ergebnisse zeigen, dass der Markenwert positiv mit dem Social-Säulen-Score des aggregierten ESG-Scores sowie mit dem Umwelt- und Governance-Säulen-Score korreliert.

Auch mit dem Focus des diesjährigen **Brand Global Summit – Brands for Impact** tragen wir – gemeinsam mit Vertretern führender Unternehmen und politischer Einrichtungen – dieser Entwicklung Rechnung. Ziel dieser Marken ist es, positive Auswirkungen auf die Gesellschaft und den Planeten zu erzielen. Durch die Kombination ihrer Werte mit denen von Verbrauchern und Stakeholdern können Marken ihre Beziehung zu ihrem Publikum stärken und sich in einem überfüllten Markt differenzieren.

Marken geben Orientierung, vermitteln Werte, schaffen Erlebnisse und tragen zu unserem Wohlbefinden bei.

Mein besonderer Dank geht an die Stadt Wien und ihrem Bürgermeister Dr. Michael Ludwig für seinen Ehrenschatz, an unsere Partner UNIDO, Wirtschaftskammer Wien, Ministerien und Botschaften, Vertretern von Regionen, Städten, Unternehmen, Medienpartnern sowie an unsere Beiratsmitglieder für die gute Zusammenarbeit.

Viel Spaß beim Lesen!

Consumer behavior in a constantly changing world sets its focus on appreciation, trust and attractiveness of a product or service. These facts play an important role in determining the value of a brand. To analyze the sustainable impact of brand value creation, the European Brand Institute examines the long-term impact of brand equity on ESG pillar scores. Our results show that brand equity is positively correlated with the social pillar score of the aggregated ESG score as well as with the environmental and governance pillar score.

By setting the focus of this years' **Brand Global Summit – Brands for Impact**, we are taking this development – together with representatives of leading companies and political institutions – into account. These brands aim to create a positive impact on society and the planet. By combining their values with those of consumers and stakeholders, brands can strengthen their relationship with their audience and differentiate themselves in a crowded market.

Brands provide orientation, convey values, create experiences and contribute to our well-being.

My special thanks go to the City of Vienna and its Mayor Dr. Michael Ludwig for his patronage, to our partners UNIDO, the Vienna Chamber of Commerce, ministries and embassies, representatives of regions, cities, companies, media partners as well as to our advisory board members for their good cooperation.

Enjoy reading!



KR DI Dr. Gerhard Hrebicek
President European Brand Institute,
Publisher



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THE BUSINESS AND INVESTMENT MAGAZINE



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Wien etabliert sich als Begegnungsstadt mit Mehrwert

Der Brand Global Summit 2023

findet auch in seiner inzwischen 19. Auflage in der führenden europäischen Kongress- und Tagungsstadt Wien statt. Als Bürgermeister der Stadt Wien freue ich mich immer über die Initiativen zur Förderung internationaler Wirtschaftsbeziehungen. Darüber hinaus ist diese Veranstaltung auch ein eindrucksvoller Beleg dafür, wie stark unsere Stadt im Bereich hochwertiger Businessveranstaltungen verankert ist.

Der Brand Global Summit, eine Initiative des European Brand Institutes, verbindet internationale Wirtschaftsförderung mit Wiener Gastfreundschaft und konnte auf diese Weise einen exklusiven Business & Networking Event etablieren. Inzwischen nehmen die auf dieser Veranstaltung im Wiener Rathaus gewonnenen Geschäftskontakte zwischen österreichischen und internationalen Unternehmen und Regionen eine nicht zu unterschätzende Bedeutung in der Entwicklung und Förderung länderübergreifender Projekt- und Investmentgeschäfte ein. Zahlreiche führende Entscheidungsträger aus Wirtschaft, Wissenschaft, internationalen

Organisationen, Politik und Diplomatie nehmen Wien nicht mehr nur als die lebenswerteste Stadt der Welt wahr, sondern erleben sie auch als Wirtschafts- und Begegnungsstadt mit persönlichem Mehrwert.

Gerade in so herausfordernden

Zeiten, wie wir sie alle gegenwärtig erleben, nehmen die internationale Zusammenarbeit mit den Entwicklungs- und Schwellenländern sowie ihre wirtschaftliche Förderung aus den verschiedensten Gründen einen deutlich höheren Stellenwert ein als noch vor einem Jahrzehnt. Daher erscheint mir die Partnerschaft des Brand Global Summit mit der Organisation der Vereinten Nationen für industrielle Entwicklung (UNIDO) überaus wichtig und unterstützenswert. Sie stellt darüber hinaus auch einen wesentlichen Beitrag für das zukunftsrelevante Thema einer globalen nachhaltigen ökonomischen Entwicklung unserer Welt dar.

Ich wünsche allen Teilnehmerinnen und Teilnehmern des 19. Brand Global Summit 2023 viele gute Gespräche in internationalem Umfeld und den Beginn erfolgreicher Aktivitäten!



Dr. Michael Ludwig
Bürgermeister und Landeshauptmann von Wien
Mayor and Governor of Vienna



PHOTOS: PIX.ABAY.COM, PFD.GREGOR.KUNTSCHER

UNIDO enhances the resilience and competitiveness of SMEs

In the dawn of a new technological era, in which frontier technologies have become fundamental drivers of modern economies, branding finds itself at a transformative juncture. Digital transformation and AI are expanding the horizons of how brands interact, engage, and influence. Aside from automation and analytics, digitalization brings brands new level of interaction, assessment of customer expectations and responsiveness. They can move beyond that transcends conventional branding and marketing strategies. Brands can thus leverage data-driven insights, automate processes for predictive brand engagements and create customized experiences. In this year's edition of "Brandannual" and "Brand Global Summit: Brands for Impact," we explore these themes and unravel the complex interplay of technology and branding in an era of unprecedented change.

Branding driven by digital technologies is about cultivating relationships, anticipating needs, and orchestrating tailored interactions. Such an approach offers prospects that extend far beyond commercial gain. UNIDO and EBI, recognizing the transformative potential of AI, are positioning it within broader goal of reinforcing sustainability and competitiveness in line with Agenda 2030. Our joint initiatives such as the "Branding for competitiveness and sustainable growth" (B4C), "Brand Global Summit" and "Brand Global Exchange" (BGX) reflect this vision, bridging technology with higher purpose, innovation with responsibility.

Digital transformation extends into intel-

lectual property as well. It represents a confluence of technology and creativity, and can bring together commercial incentives with societal values, development of local communities and an environmental agenda. In Indonesia for example, UNIDO's efforts are focused on enhancing the resilience and competitiveness of SMEs active in traditional and originative industries. These efforts aim to modernize those sectors through technological advancements and skills upgrading. By embracing innovative industrial design, and advanced marketing and branding techniques, SMEs can strengthen their operations, improve their international reputation and establish strong ties with the tourism sector. In doing so they create new jobs, diversify the economy, and attract more investments. These expertise and experience of UNIDO has large replication potential in Africa, Latin America, Central Asia, and other regions facing similar challenges.

Amid the sweeping changes of the Fourth Industrial Revolution (4IR), UNIDO has a number of initiatives to foster institutional branding through sector-specific competence centres, essential knowledge and technology hubs in a world where digital transition dictates success. Targeting developing nations which have yet to unleash their full potential, UNIDO wants to equip them with the skills and resources necessary to harness dynamic trends stemming from the digital transition. Facing the digitalization challenge, we can boost their international competitiveness, technology absorptive capacities and relevant skillsets, thus catalyzing sustainable growth in a swiftly changing global economy.



Gerd Müller
Director
General of the
United Nations
Industrial
Development
Organization
(UNIDO)



PHOTOS: UNIDO, PIXABAY.COM

Marken wirken und schaffen einen Mehrwert!

Marken wirken. Das Motto heuer unterstreicht, welche Bedeutung einer bekannten Marke in der Welt der Wirtschaft zukommt. Denn Marken schaffen einen Mehrwert, indem sie Innovation, Marktposition und Unverwechselbarkeit zur Geltung bringen. Zudem zeigen sie auf eindrucksvolle Weise die Leistungsfähigkeit etablierter Unternehmen und versprechen Beständigkeit für die Zukunft.

Diese Beständigkeit ist gerade in herausfordernden Zeiten wie diesen ein wichtiges Gut, denn die Arbeitswelt steht vor einem enormen Umbruch. Vorallem durch die Digitalisierung, die alle Bereiche unseres Lebens durchdringt. Aber auch die demographischen Entwicklungen, neue Geschäftsmodelle sowie neue Zugänge zu technologischer und digitaler Produktivität werden die Arbeitswelt der Zukunft dominieren.

Als Bundesregierung sind wir uns dessen bewusst, dass es bei der Bewältigung

dieser Herausforderungen den tatkräftigen Beitrag innovativer Start-ups und etablierter Klein- und mittelständischer Betriebe braucht. Während die Politik die erforderlichen Anreize und Strukturen schafft, um unsere Wirtschaft zukunftsfähig zu machen, sowie für angemessene und faire Rahmenbedingungen sorgt, übernehmen die Entscheidungsträger in der Wirtschaft Verantwortung gegenüber ihren Beschäftigten und ihrem Unternehmen.

Es freut mich daher, dass der diesjährige Gipfel Unternehmen und Organisationen in den Mittelpunkt rückt, die in ihren Geschäfts- und Marketingstrategien soziale, ökologische und ethische Aspekte verfolgen. Denn die Anstrengungen sowohl von Wirtschaftstreibenden als auch von der Politik müssen sich künftig darauf konzentrieren, eine positive Entwicklung der Gesellschaft voranzutreiben und mit einem ressourcen- und klimagerechten Fortschritt zu verbinden.



Karl Nehammer
Bundeskanzler
der Republik
Österreich
Federal
Chancellor of
Austria



PHOTOS: BKA/NIEDETZKY, ÖSTERREICH WERBUNG/WAROVSKI KRISTALLWELTEN

Niederösterreich ist eine Marke auf internationaler Ebene

Es gibt viele Gründe, warum sich Niederösterreich in den letzten Jahren und Jahrzehnten so gut entwickelt hat. Die Lage im Herzen Europas sowie das innovations- und investitionsfreundliche Klima im Land sind wesentliche Beiträge dazu. Das Ergebnis ist eine Bilanz, die sich nicht nur in Ziffern und Zahlen zeigt, sondern auch in einer Stabilität und Stärke, von der alle Landsleute profitieren. Das überdurchschnittliche Wirtschaftswachstum, die kontinuierlich steigende Kaufkraft und der Rekord bei der Anzahl der Beschäftigten zeigen, dass unser Land auf dem richtigen Weg ist.

Das haben auch die Ergebnisse unserer Haushaltsbefragung im Rahmen der Landesstrategie 2030 gezeigt. 94 Prozent der Bürger gaben dabei an, dass man in Niederösterreich gut bzw. sehr gut leben kann. Und neun von zehn Landsleuten sagten, dass sie Niederösterreich als ihre Heimat sehen. Sichtbar wird dieses Bekenntnis zum Bundesland Niederösterreich auch am unglaublichen Zusammenhalt. Niederösterreich ist zum Glück reich an Menschen, für die Engagement, Hilfsbereitschaft und Nächstenliebe keine leeren Worte sind. Schon die Tatsache, dass fast jede Zweite und jeder Zweite sich in unserem Land freiwillig engagiert, zeigt, dass

Niederösterreich ein besonders guter Boden für das Ehrenamt ist.

Ein hohes Maß an Sicherheit, wie dies in unserem Land der Fall ist, trägt entscheidend zum Wohlbefinden der Menschen bei und ist Teil unseres Lebensgefühls und unseres Selbstverständnisses. Die Sicherheitsfamilie Niederösterreich, die aus Bundesheer, Polizei, Rotes Kreuz, Samariterbund, Zivilschutzverband und weiteren Blaulichtorganisationen besteht, zeichnet Professionalität, Vorbildwirkung sowie ein gemeinsames Miteinander aus und sie helfen stets, wann immer jemand Hilfe und Unterstützung braucht.

Als Landeshauptfrau hoffe ich, dass die Teilnehmerinnen und Teilnehmer den Brand Global Summit auch nützen, die kulturellen und kulinarischen Angebote im Bundesland Niederösterreich näher kennen zu lernen. Die landschaftliche Schönheit und die Kulisse unserer Regionen, gepaart mit Spaß, Freude und Kulinarik, lassen Ausflüge nach Niederösterreich wieder zu Events der Spitzenklasse werden. Als Landeshauptfrau hoffe ich, dass die Teilnehmerinnen und Teilnehmer schöne und bleibende Eindrücke von Niederösterreich mit nach Hause nehmen.



Mag. Johanna Mikl-Leitner
Landeshauptfrau von Niederösterreich
Governor of Lower Austria



PHOTOS: SEPA MEDIA/SEIBERL-STARK, COURTESY OF LOWER AUSTRIA

Marken die bewegen und begeistern

Der Wirtschaftsstandort Wien beweist immer wieder seine Stärke – vor allem wenn die Zeiten nicht so leicht sind. In den Pandemie Jahren, aber auch jetzt in der Phase der vor allem von den Energiekosten getriebenen Preissteigerungen, entwickelt sich die Wiener Wirtschaft überdurchschnittlich. Weil sie vielfältig ist, vor allem was die Branchenverteilung und die Unternehmensgrößen betrifft. Weil unsere Betriebe innovativ und flexibel sind. Wien ist auch die Hauptstadt Österreichs was Unternehmensgründungen und Patentanmeldungen betrifft.

Diese Qualitäten drücken sich auch in den Marken aus, die Unternehmen aus Wien etabliert haben und auch neu kreieren. Wie auch die Stadt Wien selbst eine starke Marke ist, – sei es im Kultursektor, als lebenswerte Stadt oder eben als Wirtschaftsstandort.

Bereits zum 19. Mal geht der Brand Global Summit heuer in unserer Bundeshauptstadt über die Bühne. Er verbindet einmal mehr internationale Experten und bündelt Know-how mit

neuesten Entwicklungen. Mit mehr als 1.500 Teilnehmern aus über 50 Ländern hat sich der Brand Global Summit zu einem Fixstern als Kongress für Markenstrategie auf regionaler und internationaler Ebene entwickelt.

Das heurige Motto „Brands for Impact“ ist auch sinnbildlich für den Wirtschaftsstandort Wien und seine Unternehmen. Eine große Zahl von Marken „Made in Vienna“ haben bereits seit vielen Jahren Bestand und sind nachhaltig erfolgreich. Wiener Unternehmen verbinden gekonnt Tradition und Moderne. Sie sind ein wichtiger Faktor für unsere Volkswirtschaft, begeistern aber auch viele Menschen im In- und Ausland. Wiener Produkte und die Unternehmen, die sie herstellen, schreiben echte Erfolgsgeschichten. Dieser „Impact“ drückt sich auch in den Marken aus.

In diesem Sinne wünsche ich allen Teilnehmerinnen und Teilnehmern des Brand Global Summit einen fruchtbringenden Austausch und interessante Tage in Wien.



DI Walter Ruck
Präsident der
Wirtschafts-
kammer Wien
President
of Vienna
Chamber of
Commerce and
Industry



Cuba Unique: “The Key of the Gulf”, a country to discover

It is a great honor for me as Ambassador of the Republic of Cuba in Austria to present my greetings to the organizers of the Global Brand Summit. Cuba has inspired many over the years and has managed to position itself in the world as a reference in many areas of international interest, including brands. Classic examples are the best cigars and rums, including Cohiba and Havana Club rum, flagship brands of the Cuban market.

But Cuba is much more than rum and tobacco. It is a first-class tourist destination. The joy, the cultural level and the hospitality of the Cuban people, have value by themselves to turn Cuba into a singular option within the Caribbean area. Few destinations can boast that after visiting them, travelers keep an indelible mark in their memories forever. Cuba is privileged to be among them.

If we talk about Cuba, we must also talk about its scientists. Cuba has managed, with few resources, to develop a powerful network of scientific centers dedicated to research and production, among other things, of medicines and vaccines that are

unique in the world. Heberprot-P, a product with several years in the market for diabetic foot ulcers, or the therapeutic vaccine against lung cancer CIMAVAX-EGF, with great results in the survival of people with this type of disease, are among the products that are being developed and that may be available to the world.

Cuba as a place to invest. A favorable business environment has been created in Cuba for investments. The Portfolio of Foreign Investment Opportunities is published every year and can be consulted on the websites of Ministry of Foreign Trade and Investment, the Chamber of Commerce and the Center for the Promotion of Foreign Trade and Investment (ProCuba).

The people of Cuba, ambassadors of their country. The Cuban people is proud of having achieved international recognition, including for several of its leading brands and scientific advances. We invite you to visit Cuba. To discover all the opportunities Cuba has to offer. To discover that Cuba is special, that is... "Unique".



H.E.
Mr. Pablo
Berti Oliva
Ambassador
of the Republic of
Cuba in Austria



#CubaUnica

PHOTOS: PEXELS.COM, COURTESY OF THE EMBASSY OF CUBA IN AUSTRIA

Ecuador puts its focus on biodiversity

The National Geographic Magazine

'Traveller' of 2023 describes the natural and cultural beauty of Ecuador in 'The World's Undiscovered Gastronomic Treasure', whose gastronomy encompasses the country's four geographic regions, influenced by our ancestral, colonial and contemporary origins. Recently the pastry chef Pia Salazar won the competition of "The World's Best pastry chef Awards 2023" in recognition of her talent, which is shared by many more chefs showing the high quality and standard of the country's national cuisine.

The Ecuadorian embassy has organized several events in Austria, most notably the donation of replicas of the ancient cocoa vessel, the 'Vasija del Cacao', to the famous Austrian chocolate manufacturers HEINDL and Zotter, which form part of their permanent exhibition. Archaeological evidence and findings in the upper part of the Ecuadorian Amazon (in the canton of Palanda) show that the use of cocoa dates back to 5.500 B.C. and thus the origins of cocoa lie in Ecuador.

Furthermore, Ecuador produces the national cocoa variety called 'Fino de Aroma', fine aroma cocoa, whose unique

quality distinguishes it from other cocoa types, and accounts for 65% of global exports of this specific cocoa type. There are numerous national companies focused on the marketing of cocoa and the sale of gourmet chocolate.

The Galápagos Islands represent the most famous Natural World Heritage site in Ecuador, not only due to the theory of the evolution of species and due to its unique species and ecosystems on a global level, but also due to its participation in the largest debt-for-nature swap transaction in history, which results in the saving of 1.100 million dollars of debt payment for the country. In exchange for the debt relief the country will invest 450 million dollars in the conservation of the Galápagos Islands. This measure will enhance climate resilience, sustainable fishing and ocean biodiversity.

Ecuador promotes the proposal to create an Organization of Megadiverse Countries between the countries that constitute 70% of the planet's biodiversity, with the aim of measuring wealth based on natural capital within the framework of the ecological transition process the Ecuadorian government is committed to.



H.E. Mireya del Carmen Muñoz Mera

Ambassador of the Republic of Ecuador in Austria



PHOTOS: COURTESY OF THE EMBASSY OF ECUADOR IN AUSTRIA, WIKIMEDIA.COM

Brands must generate a positive social impact

In today's society, brands have the opportunity and duty to generate a positive social impact. Consumers are increasingly interested in brands that share their values and support significant causes. This revolution has spawned "Impact Brands": businesses that prioritize purpose, sustainability, and profitability.

The Dominican Republic exemplifies this approach, offering a vibrant landscape for businesses seeking to make a difference. From sustainable tourism ventures that protect the environment and empower local communities to agricultural initiatives promoting organic farming and fair-trade practices. Their mission serves as a guide for overcoming difficult obstacles and making decisions that positively affect the country.

These brands establish a deeper connection with Dominican consumers by defining their goals and generating trust and loyalty. They communicate their purpose-driven initiatives openly, allowing

consumers to participate in their mission and feel that their purchasing decisions are making a difference.

Brands for Impact in the Dominican Republic through responsible supply chains and equitable labor practices directly impact sustainability and business ethics. They act as drivers in the development of a circular economy in the Dominican Republic while promoting sustainability.

In conclusion, the Dominican Republic propels social and environmental improvement. These firms demonstrate the viability and success of purpose-driven business models in by contributing to a more sustainable and equitable future for the Dominican Republic. As Dominican consumers continue to demand more from the brands they support, we can anticipate the Brands for Impact movement to acquire even more momentum, transforming the country's industries.



Laura Faxas
Ambassador of the Dominican Republic to Austria



PHOTOS: PIX.ABAY.COM. IN COURTESY OF THE EMBASSY OF THE DOMINICAN REPUBLIC

Surf City El Salvador: A new position for the country

El Salvador is a country that borders the Pacific Ocean and offers a privileged position in the center of America, which facilitates an excellent connection to the rest of the American continent. Short distances allow you to travel and to appreciate tourist attractions such as beaches, lakes, volcanoes, archaeological sites, natural reserves, museums, and recreational parks.

In 2019, El Salvador began a process to move from a neutral or negative perception to an emerging country positioning itself as an ideal destination to visit, invest and live. This process is based on at least three pillars: a strong work in terms of public safety from the central government, the country's positioning strategy through the destination brand Surf City El Salvador and a good job of containing the pandemic caused by COVID-19. Surf City El Salvador as a promotional strategy

Surf City El Salvador is a program, but at the same time an anchor strategy that aims to bring holistic intervention of public spaces in tourist destinations, linking and emulating this strategy from the marine-

coastal strip to other destinations within the national territory through the participation of all sectors; and whose guiding thread is the Ministry of Tourism as the lead agency in tourism at the national level.

It also seeks to promote the country as a venue for major international events and cruise routes that pass through Central America.

Surf City El Salvador is the host of the following first-level international events:

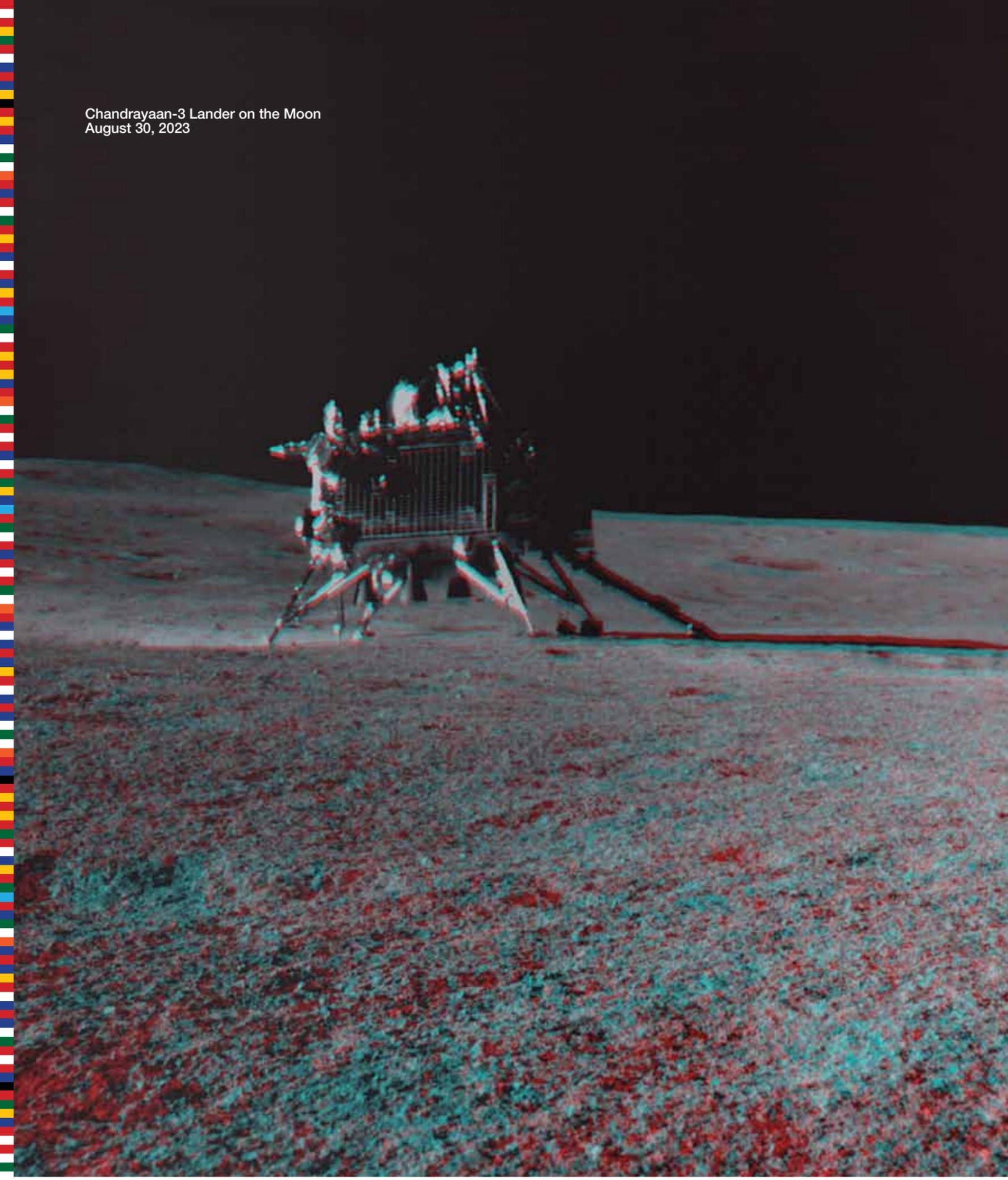
- 7 May to 13 May 2023: ISA World Longboard Championship in El Sunzal.
- 30 May to 7 June 2023: ISA World Surfing Games in La Bocana and El Sunzal.
- 9 June to 18 June 2023: Surf City El Salvador Pro at Punta Roca.
- 24 June to 29 June 2023: Central American and Caribbean Games in Punta Roca.
- 19 September to 25 September 2023: Surf City El Salvador Longboard Classic at El Sunzal.
- 9 November to 12 November 2023: Surf City El Salvador ALAS at Oriente Salvaje, Las Flores Beach.



Julia Emma Villatoro Tario
Ambassador of El Salvador to Austria and Permanent Representative to UNO Vienna



PHOTOS: IN COURTESY OF THE EMBASSY OF EL SALVADOR



Incredible India: Unleashing Potential, Shaping the Future

India celebrated 75 years of her independence in 2022, a young nation state but an ancient civilization, blessed with breathtaking landscapes and a vibrant tapestry of cultures. India is a global brand recognized for its rich history, philosophy, diverse traditions, a burgeoning economy, and a voice for reason and peace in a divided world.

At the heart of 'Incredible India' lie her 1.4 billion people – the largest population in the world - encompassing a mosaic of languages, religions, and ethnicities. This diversity manifests itself in myriad ways, from the colorful festivals to the mouth-watering delicacies of her cuisine. Over millennia, India has shared with the world countless offerings be it Yoga, Ayurveda, the modern numerical system, or architectural marvels, classical dance and music. Traditional craftsmanship in the intricate handloom textiles, exquisite jewelry, and vibrant handicrafts continue in an unbroken lineage over thousands of years.

In recent decades, India's economy has grown rapidly supported by sound economic policies, the entrepreneurial zeal of her industry and the spirit of innovation of her people. India's advancements in space exploration, nuclear energy, digital technologies as well as pharmaceuticals are well recognized. With a robust IT industry and a thriving startup ecosystem, India has also emerged as an innovation hub with Indian unicorns making their impact globally.

Furthermore, India, as a responsible global citizen has also taken initiatives like the International Solar Alliance, Coalition for Disaster Resilient Infrastructure and Lifestyle for Environment, thus playing her part in facing our common challenges of a degraded environment. As India marches on the road of growth and progress, she continues to represent a harmonious blend of tradition and modernity, of unity in diversity, a land of immense possibilities inspired by the motto of 'one earth, one family, one future'.



H.E. Jaideep Mazumdar
Ambassador of India to the Republic of Austria, Montenegro and the Holy See and Permanent Representative of India to the UN and other International Organisations in Vienna



PHOTOS: IN COURTESY OF THE EMBASSY OF THE REPUBLIC OF INDIA



Oman follows an ambitious green hydrogen strategy

Oman is positioned as one of the most attractive nations for producing green hydrogen on a competitive and large scale. With the abundance of solar and wind energy, water, and extended land. In addition to its extensive experience in energy production and export and its centrality to global trade routes, Oman aims to become one of the world's leading green hydrogen producers and exporters hubs, targeting production of one million tons annually by 2030, reaching eight million tons in 2050. Initial production is scheduled for 2027-2028.

To lead the country's ambitious green hydrogen strategy, Oman established the new brand identity of HYDROM, to the structuring of associated large-scale world-class green hydrogen projects and managing the process of allocating land to developers as well as facilitating the development of common infrastructure and connected ecosystem industries. In 2022, HYDROM launched the first public tender for two blocks of land, with an additional six blocks of land to be offered to investors in 2023.

The first and strategic green hydrogen project in Oman is HYPOR Duqm, with a site of 150 square kilometers in the Special Economic Zone in Duqm. The project is a joint venture between the Public Energy Company of Oman OQ and DEME Concessions of Belgium. The project will connect the export terminal, storage infrastructure and liquid jetties at the Port of Duqm and use the port as a gateway for the global export of Oman's green hydrogen. It is expected that first production will take place in 2027. TÜV has awarded the world's first green hydrogen and green ammonia certification for HYPOR Duqm. The OQ has launched two other projects, one in partnership with developers from Saudi Arabia and the United States, and the other in partnership with developers from Kuwait and the United Kingdom.

On March 2023, Oman signed six agreements of binding commercial terms for investment in green hydrogen production, with total investments \$20 billion over the next seven years, with developers from Kuwait, Singapore, UAE, Japan, Britain, Germany, Belgium, India, and the Netherlands.



H.E. Yousuf Al Jabri
Ambassador and
Permanent
Mission of
the Sultanate of
Oman to Austria



Spain attracts Investments through national-regional Collaboration

The Spanish model of collaboration between the central government and the regions -known as autonomous communities- to attract foreign investment is a successful example worth highlighting. It combines the strength and support of the national administration with the knowledge, proximity, and resources of the autonomous communities. This collaboration relies on close coordination and a clear division of responsibilities, thus maximizing efforts and ensuring a favourable environment for foreign investment.

A key component of this collaboration is ICEX Spain Trade and Investments, specifically its Executive Directorate Invest in Spain, which serves as a comprehensive one-stop shop for foreign investors. It acts not only as a point of contact with the autonomous communities but also as a link to other government bodies and regulatory entities, and also as a provider of information and guidance on key areas such as labour legislation, taxation, visas, aids and incentives.

In fulfilling its mission, Invest in Spain works closely with the autonomous communities to identify the optimal location

for each investment project. To accomplish this, it relies on a vital tool: the Inter@ctua platform, where the regions present their bids and conditions to compete for foreign investment projects, thus ensuring a seamless and neutral communication. Since its inception, over 30% of the projects managed annually by Invest in Spain have been shared with the regions through this platform. In 2002, 106 new foreign investment projects were transferred to the regions through Inter@ctua, accumulating a total of 899 jointly managed projects since the tool's launch in 2006.

Once a foreign investor decides to establish their presence in a specific region, the selected region takes responsibility for handling the necessary procedures and location management. In the meantime, ICEX-Invest in Spain continues to provide support during the establishment of the project as well as in its subsequent development in Spain through its Aftercare department. This service facilitates the consolidation and growth of investments in Spain by providing assistance in the necessary administrative, operational and strategic processes.



Cristina Fraile Jiménez de Muñana
Ambassador of the Kingdom of Spain to Austria



PHOTOS: IN COURTESY OF THE EMBASSY OF THE KINGDOM OF SPAIN

BRANDS FOR IMPACT

Brands are the key for sustainable development, adding value to products and services, improving competitiveness of companies, organizations, cities and regions, contributing to increased exports and market access, linkages with innovation and creativity, supporting business resilience to external shocks. The value of a brand, creating it, maintaining it or, even better, growing it, is of significant importance to any enterprise that currently has, or aspires to have, brands. Brands influence customer choice, and the power of a brand's attraction influences sales today and tomorrow.

Brands are essential for Innovation and Entrepreneurship, leading to more attractiveness for talents, loyal customers, increased and more sustainable sales, better market positions, increased exports.

Brands for Locations, Cities and Regions including regional Heritage Brands, the formation of clusters and cluster brands, business and innovation parks improve

the linkages and integration of traditional and creative industries into other economic sectors such as the tourism industry (destination branding) for Regional Development.

Investments in Brands, funding and financing create value, growth and prosperity. Brands and brand management are a prerequisite for more profitability and scalability of businesses. Brands create superior returns, reduce the downside risk, are less volatile and show better fundamental performance.*

*SOURCE: CREATING SUSTAINABLE BRANDS. A PUBLICATION OF EBI, 2020. PHOTOS: WWW.FREEPIK.COM

PHOTOS: WWW.FREEPIK.COM

In Brands we trust

A brand is a name, term, design, symbol or any other feature that gives a product, service or concept an identity and distinguishes it from others on the market. Branding is the art of becoming knowable, likable and trustable.

The European Brand Institute (EBI) and the United Nations Industrial Development Organization (UNIDO) have held the 18th Brand Global Summit at the Vienna International Centre and online. The Summit explored the topic of “IN BRANDS WE TRUST”, highlighting success stories and experiences of branding as an effective solution to support enterprises and regions, to achieve higher productivity, to diversity and to attract investments. This yearly gathering also gave an insightful perspective on the global challenges for brands and international businesses, brand investments, innovations and brands,

brands for resilience and growth as well as an outlook on the future challenges. The Summit brought together leading branding experts and high-level representatives from governments, the private sector, academia, and international organizations. They exchanged experiences on applying brand management as a multidimensional-impact tool for improving business performance and resilience in an increasingly digitalization-driven world economy, while accelerating industrial upgrading and sustainable development at the regional, national and international levels.



BRAND GLOBAL SUMMIT

IN BRANDS WE TRUST

IN BRANDS WE TRUST

IN BRANDS WE TRUST

WORLD

BRAND GLOBAL SUMMIT 2022 INITIATIVES

Gerd Müller, Director General UNIDO, was welcoming the summit participants with a video message: "The past years have been marked by the pandemic and all its consequences. We have seen the incredible shift from conventional growth and crisis medication ideas towards more innovative approaches. Today we can review our progress in this direction and map out a way forward to a more sustainable future. As initial transformation continues, brands are intellectual property, becoming more important for generating value addition and competitiveness. This is all the more important for post-pandemic

recovery, pioneering the jobs and skills of the future. On the path to sustainable recovery we need to continue developing a wider and efficient democratized use of brands and IP. Together UNIDO and EBI have pioneered branding as a tool for sustainable inclusive industrial development. Our holistic approach brings many benefits like our development of branding for competitiveness and sustainable growth. Service module and the organization of brand global Summit. This initiative helps either application of branding and IP protection and maximise their impact."

- 1) Sonja Kato, Moderator
- 1) Gerd Müller, Director General UNIDO participated via video
- 3) Fabio Russo, Chief SME Development and Job Creation Unit-UNIDO, Gerhard Hrebicek European Brand Institute
- 4) f.l.t.r.: Alfred Koblinger CEO IQONIC Consulting GmbH, Gabriela Maria Straka Brau Union, Gerhard Hrebicek
- 5) Herbert Kovar, Managing Partner Tax & Legal, Deloitte Österreich, Gerhard Hrebicek
- 6) f.l.t.r.: Farrukh Alimdjjanov, Industrial Development Officer at UNIDO, Jasmin Köse (EBI), Oliver Authried (UNIDO), Milena Rud (UNIDO), Gerhard Hrebicek
- 7) Alfred Koblinger
- 8) f.l.t.r.: Farrukh Alimdjjanov, Sonja Kato, Alfred Koblinger, Gabi Straka, Gerhard Hrebicek
- 9) Gerhard Hrebicek, European Brand Institute



PHOTOS: KATHARINA SCHIEFFL



Brands and intellectual property dominate the global economy. Yet these, are the least understood assets. But the importance of intellectual property rights in particular has become increasingly clear in recent years and in the age of digitization for society, economy and for businesses. Brands provide orientation, convey values, create experiences and contribute to our well-being. They are essential for innovation, new jobs, and increased efficiency and are leading to sustained competitiveness. Sustainable Brands create trust and build long term relationships and are therefore more resilient in times of crisis. This is why the motto of this year's Brand Global Summit is: "In Brands We Trust," stated Gerhard Hrebicek, President of the European Brand Institute, in his opening

remarks. He also said, that "a brand is not just a logo, a brand creates trust and mainly experiences."

"More and more consumers are searching for authenticity and are willing to pay higher prices for typical food products that are deeply rooted in their territories or origin. For small and medium producers, this new trend signifies a major opportunity, (...) stated Fabio Russo, Senior Industrial Development Officer of UNIDO's Pampat project on GI and agri-tourism in Tunisia. Moderator at the *Brand Global Summit 2022* was Sonja Kato, komunikato & coachings, who guided the panellists through thematic sessions and ensured the smooth running of the discussion.

Alfred Koblinger, CEO IQONIC Consulting GmbH gave insight into sustainable brands at the pulse of innovation. In his keynote "Sustainability pays off" he gave a best practice example of the well-known Austrian brand "Schärdinger". He discussed how a company explains an investment to their shareholders or clients reasonably, in order to put trust in the brand. Motivating consumers to act sustainably and buy the new reusable glass bottle for milk, was the main goal when repositioning the brand of Schärdinger into a sustainable direction. When setting up a communication campaign, they set up a new way of communicating. To name a few aspects: shifting from companies to the customer's perspective, from brand staging to brand experience (moments of

PHOTOS: KATHARINA SCHIEFFL

enjoyment), from products to people and their stories, from story-telling to story-selling. Mr. Koblinger described according to his example, that radical repositioning at Schärdinger was focused on mindfulness and gaining consumer's trust. Mr. Koblinger concluded his speech with a quote from the founder of Ikea Ingvar Kamprad who said at the age of 82: "There is still a lot to do. Wonderful future".

Director Corporate Affairs and ESG Sustainability at Brau Union Österreich, Mrs. Gabriela Maria Straka stated "Being responsible to further shaping and leading the agile ESG transformation agenda, my innovation and communications focus is key to foster collaboration across functions. A passionate leadership and strong people focus enables establishing a winning mentality throughout the organization to drive the ESG sustainability agenda." Mrs. Straka's key message in regards to the brand of Brau Union/Heineken Group was brewing a better world. Sustainability is an important factor for the company and brand of Heineken/Brau Union. Green initiatives in regards to beer are being taken to ensure satisfaction for consumers and investors.

Discussing digital transformation and brand investment, moderator Sonja Kato opened the panel by explaining how Digitalization and Innovation need Brands. Edgar Baum, Chief Executive Officer AVASTA, Canada, Nohelia Sanchez, Representa-

tive EBI & WBAF Latin America, Sarvinoz Junaydova, UNIDO project in Tajikistan (e-commerce and branding) and Farshida Zafar, Director, Erasmus X & Erasmus Centre for Entrepreneurship discussed how brands can be built and grown based on where the best customers are, not just where the company is based.

In the panel Brands and Financing, keynote speaker Prof. Stephan Unger, Department of Finance at St. Anselm University in Boston, gave a speech on "Brands as Collateral for Financing". Senior Director Investment Products Division, Securities and Future Commission in Hongkong, Trevor Lee, Herbert Kovar, Managing Partner Deloitte Tax, Bettina Rieger, Managing Partner Essentio and Lia Rosida, UN Joint Program "Assist" in Indonesia gave an overview on global financial market trends and discussed NFTs as instruments for financing brand investments. Stephan Unger noted that business resiliency is going through branding and securing power supply as social value, for example quality of service. He also mentioned that three steps are relevant for a successful brand. First creating a Brand, followed by maintaining a brand and growing the brand.

The panel brands and UNIDO projects, moderated by Farrukh Alimdjianov, Industrial Development Officer at UNIDO, showcased multiple success stories and shared experiences on the use of brands as an effective solution to create jobs, improve



Speakers'



ALFRED KOBLINGER
CEO IQONIC CONSULTING GMBH

"Sustainability pays off. A risky investment. Against great resistance. A radical repositioning. Including the death of an icon. Relevant communication. Motivating consumers to act sustainably. Success factors for a sustainable transformation of Austria's largest milk processor with amazing results and multiple awards."



GABRIELA MARIA STRAKA
DIRECTOR CORPORATE AFFAIRS & ESG SUSTAINABILITY BRAU UNION

"Being responsible to further shaping and leading the agile ESG transformation agenda, my innovation and communications focus is key to foster collaboration across functions. A passionate leadership and strong people focus enables to establish a winning mentality throughout the organization to drive the ESG sustainability agenda."



NOHELIA SANCHEZ
REPRESENTATIVE EBI & WBAF LATIN AMERICA

"Digital branding and brand innovation are two pillars of a business strategy capable to survive in this VUCA world. Everyday developments like AI and blockchain have confirmed to all of us, that our business might change, but our brands should remain."

DAWN COLOSSI
CHIEF MARKETING OFFICER AT SOFTWARE AG

"The future has to be sustainable. Technology will be an enabler of re-imagining how we do business, live our lives, power our planet and feed our people. As the Chief Marketing Officer at Software AG, I've worked to put these beliefs and core values at the center of what drives our business. So, when ERA (Electric Car Racing) approached us with an opportunity to partner with them on re-imagined motorsport for a sustainable, equitable and diverse future of the sport, we jumped at the chance. Software AG ERA Championship is the world's first all-electric junior formula racing series, showcasing high-tech performance electric motorsport in a competitive



environment that guarantees close racing and it uses Software AG's Cumulocity platform to pull performance data from the cars and present it live to the analytics teams in the pit lane. Learn why that matters and how it is the perfect example of how a 100+ year old industry can transform for the future."



HERBERT KOVAR
MANAGING PARTNER TAX & LEGAL, DELOITTE ÖSTERREICH

"The Covid pandemic and Post-Covid phase demonstrates that businesses with strong and well established brands are more resilient in crises. Reason for this is the ability of a strong brand to generate long-term and sustainable cash-flows. Thus, those businesses can balance out the decrease of crisis-induced short-term cash-flow in a better way. As a consequence at European Level the so-called 'Green Deal' should also promote strongly immaterial property like brands, since immaterial economic growth can also be designed in a low or no CO₂-emitting way. Austria should increase the promotion of immaterial property like brands, since business cases of modern companies which are fit for 21st century's economy in many cases rely on brands. Especially small and medium-sized businesses show that digitization needs brands and brands need digitization. Only by means of digitization small and medium sized businesses are able to sell their goods and services on a world-wide basis without a costly marketing organization. But digitization needs brands as well since well-established brands generate trust in the anonymous world-wide web."



the quality of products and services, and achieve higher productivity, support economic diversification and to attract investment.

In the evening, at the invitation of Mayor Michael Ludwig, the Vienna Brand Gala Reception took place in the Festivity Hall of the Vienna City Hall. Together with Gerhard Hrebicek, President of the European Brand Institute, Omar Al-Rawi, member of the Vienna City Parliament, UNIDO Managing Director Bernardo Calzadilla-Sarmiento and Ramiro Aquiles Recinos Trejo (Ambassador El Salvador) welcomed the international guests.

“ Sustainable Brands create trust and build long term relationships and are therefore more resilient in times of crisis. ”

GERHARD HREBICEK
PRESIDENT, EUROPEAN BRAND INSTITUTE

The guests experienced a special cultural atmosphere with Sax'n Soul Duo Ingo Beer and fabulous singer Sabrina Kreuzberger. International flair once again permeated the Festivity Hall during the traditional tastings of regional specialties such as wine, rum, coffee and cigars by the representatives of the Corps Diplomatique of Latin American and Caribbean countries, Weingut Gebeshuber and Staud's.

Spotted among the guests: H.E. Julia Villatoro (Ambassador El Salvador); H.E. Andor Nagy (Ambassador Hungary), Renate Altenhofer (Managing Partner European Brand Institute), Herbert Kovar, Partner Deloitte Tax, Desislava Stoyanova (Head of Economic and Commercial Section Embassy of the Republic of Bulgaria), Gabriela Maria Straka (Director Corporate Affairs & ESG Sustainability Brau Union), Aysegül Baykal, Deputy Director Schoellerbank, Monica Rintersbacher, Managing Director Leitbetriebe Austria, Gerald Ganzger, Partner Lansky, Ganzger, Göth, Frankl & Partner, the Ambassadors of, Chile, Cuba, Costa Rica, Nicaragua, Venezuela, El Salvador, as well as Representatives from UNIDO such as Marco Kamiya, Farrukh Alimjanov, and many more.

PHOTOS: KATHARINA SCHIEFEL, IN COURTESY OF SPEAKERS

Women for Sustainability

On September 20th, 2022, European Brand Institute in cooperation with UNIDO and partners such as: ÖBB, Refinitiv, US Embassy, Wirtschaftskammer Wien, invited the 10th Women Leadership Forum at the UNIDO headquarters. The hybrid event allowed participants to join from all over the world online, as well as the lucky people who joined us in person and got to meet our distinguished speakers.

The focus lied on women who are promoted as important agents of positive change and role models for sustainability, forging important achievements towards sustainable development. This year's forum aimed to show that it is never too late to change yourself and never too late to begin a new journey. Female leaders, experts and participants from all over the world met on-site at the Vienna International Centre and online to exchange experiences and discuss how to strengthen the role of women and achieve gender equality for the next generation.

"WOMEN. FOR. SUSTAINABILITY", MOTTO OF WLF 2022, LED TO INSPIRING DISCUSSIONS.

Renate Altenhofer, initiator and founder of the Women Leadership Forum, welcomed the international speakers on site and online. The aim of the 10th Women Leadership this year was to raise awareness to the importance of gender parity and equality and a positive outlook for the future. Furthermore, the Forum promoted inclusiveness and visibility of women at all levels of sustainability, as women are important agents for positive change and role models for sustainability. Sonja Kato, managing

director of kommunikato & coaching, our wonderful moderator once again led the day with aplomb.

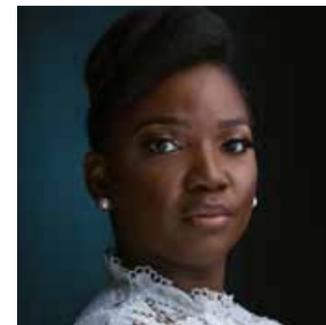
Gerd Müller Director General of the UNIDO, stated the importance of achieving Gender Equality and stop violence against Women as women are peacemakers. "Women are crucial for a sustainable future of our planet."

H.E. Victoria Kennedy, Ambassador of the United States of America, issued, that "If you can see her, you can be her" and that "Life can happen with us, so life can happen for us." When women achieve high office or business success, they impact and empower future generations of women and girls to follow in their footsteps.

H.E. Laura S.H. Holgate, U.S. Ambassador to the Vienna Office of the United Nations and to the IAEA emphasized that "A woman alone has power, but collectively we have impact".

Maya Morsy, the President of the National Council for Women in Egypt believes that women are the best in decision making and also believes that the next Generation will approach higher positions.





"It is our responsibility to reverse inequality by creating access to opportunities for girls and women in rural communities to have an education, voice and agency and be able to live self-determined lives."

Abisoye Ajayi



"A balanced participation of women in decision-making processes in the private sector should be our goal as it broadens the perspectives, translating into better and sustainable financial results, a greater capacity to innovate, and a more efficient use of resources."

Anna Dorangricchia

"A sustainable future is an inclusive future. Women participation in the workforce and decision-making leads to diverse, equitable, and inclusive action across sectors. We cannot talk about a sustainable future without acknowledging the important role that women play."

Dorcas Owinoh



"We have a shortage of women and far too few women in STEM professions. In the IT sector, the share of women in Austria is currently only 18 percent. Yet women have all the career opportunities in the world, especially in the IT sector. This is exactly why WOMENinICT exists: Our goal is to make more women visible in ICT professions! The more awareness we create and the more female role models we have, the more we can attract young girls and women to the ICT sector."

Christine Wahlmüller-Schiller



/// World is changing; women in business creates a new market, a new channel for the world's economy: Women get higher education, they participate more and more in the global workforce, we see more women in top executive positions or among entrepreneurs. In other words, women are becoming richer, controlling a larger share of the total wealth in the world. And when it comes to investing, women prioritize value investments and care more about sustainable investing, unlike men, who are mostly focused on financial performance. Thus, as women are getting wealthier and join the investment club, ESG related investments are likely to skyrocket going forward. ///

Benjamin Pahlich

Aysegül Gokce Bayakal



Dorcas Owinoh, the managing director of the Lake hub Foundation, stated that women are the social pillar of sustainability as they have to carry a lot of responsibilities, in private and at work.

The dialogue: "Cracking the code-Women's education in STEM" chaired by Christine Wahlmüller-Schiller and the panels: Mojtaba Tavakoli, Lisa Cichocki, Abisoye Ajayi, Astrid Wieland, Elisabeth Dokalik-Jonak, and Arti Lalwani, gave insight as

to which measures need to be taken to increase the number of girls interested in STEM (Science, Technology, Engineering, Mathematics) and promote inspiring female role models. It was also agreed on that men and women have to work together and that everything starts with the family. Kasia Greco held a masterclass on why there is a need for leadership development. She said that the business landscape is changing and future leaders will need to acquire new skills to lead effectively.

Sustainable finance and the revolution of ESG (Environmental Social Governance) was discussed by the panellists: Aysegül Bayakal, Melanie Keita, Vera Kocsis, Vania Franceschelli, Neila Amara, Cornelia Walch and Tamara Abdel- Jaber. The debate made clear as to why women are underrated in ESG and in leading positions.

They gave an insight on how women have to face a lot of challenges to get into a leader's position. Agreeing on Gender Bal-



/// The path to the ESG revolution will be challenging and ultimately we must succeed in an ESG transformation in which the most diverse experts must work together to make the change possible. The goal is clear, but we have to shape and walk the path together. ///

Cornelia Walch



ance Teams, this should be the first step to manage challenges.

Elke Pichler, Anna Chanduvi, Lea Haep-Ninnemann, Keysha Mayuga, Doris Clemenz and Siddiqa Masoud discussed how young leaders are shaping the future. The final round table with Rebecca Vogels, Yulia Stark and Benjamin Pahlich, showed how future makers can be on the rise. Ben-

jamin Pahlich talked about his experience with Africa GreenTech, working with less fortunate households in Africa and providing them with sustainable energy. Rebecca Vogels enlightened us with her story-telling journey and how she got to where she is now.

Anna Dorangricchia concluded the event with powerful closing remarks.



"We need to create an environment that equips leaders with the skills and mindset to drive forward inclusive and sustainable development. This starts with ourselves - by ensuring that we provide equal access to opportunities, showcase balanced leadership structures and create a compelling narrative around social impact."

Doris Clemenz



"Women's leadership and representation in law enforcement and judicial institutions are linked to more effective, victim-centered responses to crime. Yet women are severely under-represented in these fields. UNODC supports Member countries to address the imbalance and increase access to gender-responsive justice."

Ghada Waly

"It is in our hands to shape the future sustainably, building on the knowledge of the people before us as a foundation for our future generation. For me, approaching this with dignity is the key to successful change."

Elke Pichler



"My impression is that the GenZ especially sees sustainability as a basic requirement - in their daily consumption as well as their working life. It is not just another optional feature but an imperative for their decision making and leads to a shift in values."

Lea Haep-Ninnemann



"Leading in an uncertain world is truer than ever - same as the majority of 'invisible labour' still left to women. We need to understand - for us and our female mates - what it takes to lead in this fast-changing and challenging environment, take a sustainable approach and act accordingly."

Kasia Greco



"Women are key players to the progress of, not only the STEM fields, but also of society itself, in e.g. Diversifying approaches to solve current and future challenges. As long as a society does not grant women the same opportunities as it does to men, its progress will remain limited."

Mojtaba Tavakoli

"Empowering women in what are typically seen as male-dominated industries is so important, especially for young people like myself. If young women can see that it's possible for them to thrive in whatever field they are passionate about, the world could stand to learn from new perspectives especially when it comes to creating a more sustainable present and future."

Keisha Mayuga



"I dream of a world where investors are equitably funding women fund managers and all fund managers have a gender lens integrated into their work."

Tamara Abdel Jaber



/// The opportunities in the STEM world are limitless. It is our responsibility to empower girls and women to follow a career in tech by creating an environment where they can prosper. I am convinced: #ITgirls will change the world - let's all inspire them to do so. ///

Astrid Wieland



"UNIDO and its partners are dedicated to advancing equality, safeguarding the environment, and boosting women's participation at all levels."

Gerd Mueller



"We need a new narrative! A narrative that takes us from climate angst to climate action and offers a vision of how we can save the world, instead of spreading guilt, anxiety, and climate angst. A good story can change the world."

Rebecca Vogels



"In times of global crises like these, Women Leadership has never been more crucial. As women leaders in finance, we have the power, passion and heart to make a real difference for future generations by driving the sustainability agenda across industries, investment strategies and business practices. Sustainable finance, in particular, can play a key role in helping women entrepreneurs to develop sustainable innovations and implement sustainable practices that can transform our economies into greener and more inclusive systems in the long term."

Melanie Keita



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Mag. Renate Altenhofer
Initiatorin Women Leadership Forum
www.womenleadership.at

PHOTOS: KATHARINA SCHIFFEL, COURTESY OF SPEAKERS





India and Austria to become economic partners

The Austro-India Business Association (AIBA) was founded to strengthening international relations between these two countries and to exploring new opportunities.

The Austro-India Business Association (AIBA) is a non-profit association with the aim of strengthening economic relations between Austria and India, especially in the fields of: Business, Industry, Sports, Culture, Tourism, Education, Science, Health, Medicine, Regional Development and Brand Development, etc. as well as the promotion of companies and organizations as well as cities and regions with the aim of sustainable development.

The focus is on promoting business and industry partnerships in the areas of: Infrastructure, Road and Rail Technology, Waste Management, Smart Cities, Life Sciences, Advanced Materials, Automation, Electromobility, Green Hydrogen, Digitalization, as well as the development of resilience in supply chains. Information events, studies, PR activities make a valuable contribution to draw attention to the outstanding achievements of Austrian and Indian companies and organizations as well as their brands and initiatives to support brand companies and organizations in Austria and in India.

INDIA AND AUSTRIA AS ECONOMIC PARTNERS

India has become an increasingly important player in the Austrian economic market in recent years. The two countries have established bilateral trade relations, with India exporting various goods and services to Austria and Austria investing in India. Economic ties between the two countries

have been strengthened by factors such as India's growing economy, increasing demand for Austrian products in India, and cooperation in areas such as technology, renewable energy, and manufacturing. India's presence in the Austrian economic market has been marked by an increase in exports of goods such as textiles, pharmaceuticals, chemicals and machinery. Indian companies have also gained a foothold in Austria by investing in sectors such as IT services, automotive components and hospitality.

There are also notable collaborations between Indian and Austrian companies in areas such as research and development, innovation and technology transfer. Joint ventures and partnerships in areas such as renewable energy, environmental technologies and advanced manufacturing have facilitated knowledge sharing and business opportunities between the two countries.

www.austroindia.org



vtlr.: Aravind Melligiri, Managing Director Aequs, Arvind Balaji, Chairman Lucas TVS, Nagaraju Srirama, President JK Fenner, Michaela Friepess, Member of the Supervisory Board Pierer Mobility, Michael Schuch, CEO Swarco, Gerhard Hrebicek, President European Brand Institute

OPPORTUNITY INDIA: RELIABILITY, SCALE AND DYNAMISM

The Austrian Federal Chamber of Commerce (WKO) hosted the first AUSTRO - INDIA BUSINESS FORUM on April 24 2023

Some of the leading companies of India and Austria gathered to share their experiences and present their outlook for growth in the coming decade in areas like trade, investment, technology partnerships and opportunities for collaboration to face the challenges of the future. The event featured the leadership of Lucas TVS group (part of the USD 8.5 billion TVS group), JK Fenner (part of the USD 7 billion JK Organisation) and Aequs (500 million USD) who were here to explore cooperation models around manufacturing value chain, technology and export potential and Austrian companies like Swarco and Pierer Mobility Group. The event also provided an opportunity to interact with the office bearers of the Austro-India Business Association (AIBA) and learn about their vision and activities.



H.E. Jaideep Mazumdar, Ambassador of India to the Republic of Austria, Gerhard Hrebicek, President European Brand Institute



A global player – through innovation and responsibility

Founded in 1980 by Prof. Johann F. Graf in Gumpoldskirchen, Europe's leading gaming technology group with 32 technology centers in 15 countries around the globe has received numerous international awards for its innovations.

The company's innovative strength is demonstrated by its 5,000 registered intellectual property rights and approximately 200 new games and variations for gaming floors and the digital portfolio each year. The offering ranges from technological developments and gaming highlights for gaming facilities to iGaming innovations from NOVOMATIC's Digital Gaming and Entertainment Division, Greentube, which is constantly expanding the land-based portfolio with its

ever-growing range of online content. NOVOMATIC serves various industry segments with specialized premium solutions.

Winner of the Best CMS/Software Product Award at this year's European Casino Awards in London, the patented NOVOVISION™ Casino Management System is a biometric-based access solution for gaming facilities that provides a powerful set of tools to streamline pro-

cesses, increase operational security and maximize guest convenience. In terms of player protection, the system is setting the standard around the world.

GROUP-WIDE ESG PROGRAM

As a developer of high-tech gaming equipment and a worldwide operator of gaming venues, NOVOMATIC is not only pursuing further international expansion, but also following its belief in "success by taking responsibility".

In addition to revenues of EUR 2.9 billion in the 2022 fiscal year and strategic acquisitions, the Group's stable development is also reflected in the growing number of employees, which currently stands at more than 24,500 worldwide and 3,200 in its home country of Austria. Due to its great commitment to its employees, NOVOMATIC is also considered one of the leading employers in Austria in 2023, as evidenced not least by the LEADING EMPLOYER award.

NOVOMATIC is taking a big step in the direction of green energy with the construction of a new photovoltaic system on a total area of 20,000 square meters at its headquarters in Gumpoldskirchen. The Group's largest PV system generates

more than 2 million kilowatt-hours of electricity annually, providing a significant portion of the company's annual electricity consumption with zero emissions. International subsidiaries in key markets such as Spain, Italy, Germany and Poland have already switched to solar energy, demonstrating the Group's commitment to "going green".

Continuous growth, increased sales and a strong commitment to sustainability were key factors in the company's excellent second place in the European Brand Institute's Brand Value Ranking and fourth place in the Sustainable Brand Rating, which examines the contribution of brand companies to sustainable development in Austria.



PHOTOS NOVOMATIC

"The top positions in both the Brand Value Ranking and the Sustainable Brand Ranking confirm not only the success of our dual corporate strategy as a producer and operator, but also our strong sense of responsibility towards our customers, business partners and the environment. We are convinced that sustainable brands create trust," says Stefan Krenn, Director Group Marketing & Communications.



/// We are convinced that sustainable brands create trust. ///

Stefan Krenn, LL. M.
Director Group Marketing & Communications

FACTS ABOUT NOVOMATIC

- More than 24,500 employees worldwide
- Locations in approximately 50 countries
- 215 fully consolidated subsidiaries
- 14 production sites in 11 countries
- Export of innovative gaming equipment, system solutions, lottery system solutions and services to more than 100 countries
- NOVOMATIC operates 2,100 electronic and regular casinos worldwide
- 214,000 gaming terminals and video lottery terminals (VLTs) through own gaming facilities and rental models

For more information, please visit www.novomatic.com

Cyber Security – the correct handling of cloud and software solutions

Hacker attacks have now become a realistic threat that can affect any business, regardless of size and business model. According to a recent KPMG study 2023, cyber-attacks have tripled within a year.



Monica Rintersbacher (Leitbetriebe Austria)

In the event of a successful hacker attack, sums in the millions or even a threat to the company's existence can be expected. In order to avert greater damage, strategic thinking and safety precautions have therefore become indispensable. Leitbetriebe Austria has addressed cyber security through focus talks to facilitate knowledge transfer between companies.

PREVENTION FOR DIGITAL INVESTMENTS AND SOFTWARE SECURITY

Digital transformation has led to massive changes. Every company has now also become a software company to a certain extent. Particularly in the area of open source solutions, caution is advised here because this makes you more open to attacks. For example, on a cruise ship, hackers could gain access to the engine

room through a customer app in combination with the guest Wi-Fi. Thus, the "well-intentioned" customer experience provided a gateway for cyber-attacks. In order to be prepared against attacks, it is advisable to involve security experts from the very beginning (i.e. from the development of the software) and to identify vulnerabilities in good time. A structured analysis and a "hacker mindset" help with this. Since hackers are also becoming more creative, the ongoing analysis of applications is also necessary. In practice, this is often based on a so-called white-box audit by a security specialist.

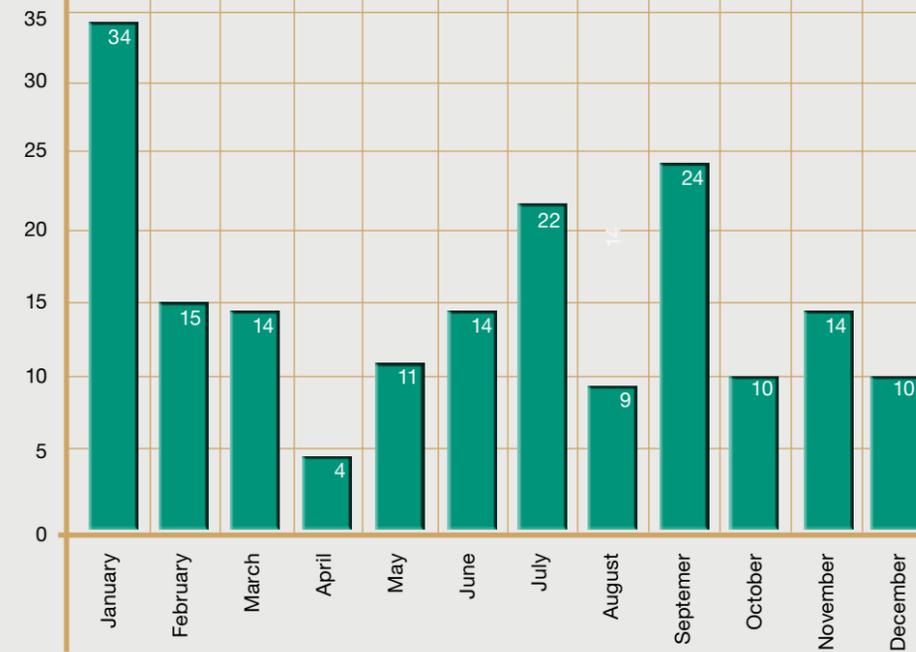
DESIGNING SECURE CLOUD APPLICATIONS

There is still a great deal of resistance to cloud applications among many companies, as they fear for their data security.

PHOTOS: SABINE KLIMPT, I-STOCK

MONTHLY DEVELOPMENT OF RANSOME CASES IN AUSTRIA

In 2022 181 cases were reported in total across Austria.



CYBERCRIME REPORT 2022

ABOUT LEITBETRIEBE AUSTRIA

Leitbetriebe Austria represents the model companies of the Austrian economy and offers a unique platform for positioning as a flagship company, exclusive relationship management and trustworthy knowledge transfer. Leitbetriebe (leading companies) are companies that, apart from economic success, also assume social, environmental and socio-political responsibility. Certification as a leading company takes place after successful completion of the specially developed qualification procedure.



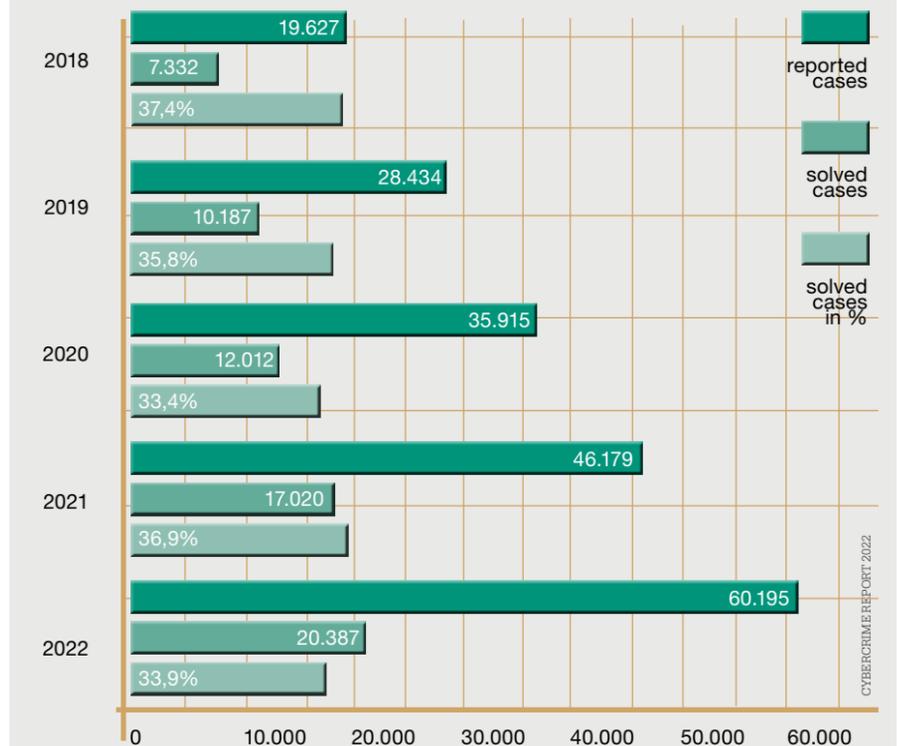
In the meantime, however, it has become clear that exactly the opposite is the case: security, data protection and efficiency are measurably higher with reliable cloud providers than in one's own server room or data centre. It is important that companies deal with the topic of cloud solutions in depth, analyse the processes completely and plan the changeover well in advance. A lead time of about six months is necessary to migrate business solutions to the cloud.

AWARENESS TRAINING PROGRAMMES FOR COMPANIES

Large companies usually have their own IT departments that take care of security in the company. But even if security precautions are in place, the human factor is still the greatest danger. All 903 companies surveyed in the current KPMG study have experienced at least one phishing attack in the past year. Phishing emails are becoming more and more professional and are therefore no longer so easy to recognise. Training for staff and crisis management are particularly important for this reason. Regular backups are also a must, so that no data is lost.

ANNUAL DEVELOPMENT OF CYBERCRIME CASES IN AUSTRIA

from 2018 till 2022



CYBERCRIME REPORT 2022

The Future of Sustainable Energy

Nature stores Energy building organic matter up from Carbon & Water and breaks end of life abundance down again. Humans should keep Carbon & Water within terrestrial closed loop Circular Regeneration.

In a world grappling with Climate Change from linear Take – Produce – Use – Discard into ultimately air, resource consumption we can't wait until they deplete! Climate Change being a consequence of unprecedented atmospheric stock building of Carbon discharged or fluxed into CO₂ and Water Vapor saturation in our planet's Greenhouse Gas at the interface of Troposphere to Stratosphere.

Some is needed to isolate and protect our planet from being chilled to a seasonal average day & night surface temperature of -18°C. But Global Warming is a typical example for adverse effects from too More of the Same practice.

There's a growing polarization between "systemic pessimists" wanting to carry capacities to the limits of growth and "technological optimists" who see unlimited potential for renewable energies but fail to admit that effective energy isn't immaterial. Hence, there are planetary limits for whatever linear resource consumptions. Even an all-electric world would be utmost mineral intensive to build and needs molecules for energy storage. Neither can underground storage of CO₂ eliminate the fact that Carbon, whether of fossil or biogenic origin destroyed in a ton of CO₂ will be linearly replenished by 2½ barrels Crude Oil or needs 120% energy equivalent electricity plus Water for its resurrection with Green Hydrogen.

Nature's Carbon-Water Nexus sets planetary limits for so called renewable energies. It's like two sides of a coin - addressing one automatically affects the other. At now progressed Global Warming 80% precipitation falls on oceans meaning, only 1/3 terrestrial evaporation returns to land. Over the last 150 years the planet lost 50% of its humus by this dehydration. Linearly such soil erosion CO₂ flux averaged higher than contemporary annual fossil fuel CO₂ emissions. But the US architect and writer Buckminster Fuller once wrote: "You never change things by fighting the existing reality – to change something, create a new model that makes the existing models obsolete." He became famous for his versatile geodesic dome structure designs resembling the

C₆₀ Carbon Allotrope discovered one year after he had died in 1983.

Nature's sole heir of residual energy from ceased matter are hydrocarbons. Harnessing the potential of synthesizing crystalline Carbon by dry-spitting the Hydrogen from it, offers a most promising vision for an affordable sustainable energy future for all – [SDG7]. Carbon is any habitat's most pivotal element. Hence, "Decarbonization" is a grossly misleading term. Our world rather needs to embrace "Carbon Efficiency" to change the game, namely, to get a maximum usage value (or Energy) of any Carbon employed prior to destroying it into CO₂. As we stand at the crossroads of sustainability, we must start to embrace a future making resource efficiency – [SDG12] the way of life. Imagine a world where any matter we use is not discarded but kept in terrestrial closed loops as a resource to be regenerated or reused.

Ironically the awareness of C₆₀ Allotropes unlocked new insights into Carbon's versatile forms and possible ways of their use. Carbotopia® developed the first continuous economically viable process to synthesize crystalline Carbon co-producing Hydrogen and first published "Nanotechnology as a useful contribution to a reduction of CO₂ Emissions" (ISSN1864-6972) in 2007. Ever since the cost per kilogram graphene like Carbon filaments recovered from one cubic meter biogas fell to ~€0.35 (<1% a barrel crude oil price). 3kg of it can be converted at an electricity price of €110/MWhel to a kilogram CO₂-neutral Hydrogen for €1.75/kg or 3ltr renewable 2nd generation synthetic fuel for €0.80/ltr, e.g. for aviation.

Carbon Circularity unlocks 85% storage efficiency for Green Hydrogen from reusing exhaust Water of Hydrogen Fuel Cells to regenerate Synthetic Methane for dry splitting again later. The European Brand Institute offers an acquirable comprehensive Sustainability Assessment on such kind of "Low Carbon Emission Decarbonization" upon requests for quotation. So, all elements of a sustainable energy future exist, but aren't properly combined or employed yet!
www.carbotopia.org

PHOTO: WWW.FREERIX.COM

Finance

Who benefits from Alternative Financing of Brands & IP?

PHOTO: MASTER1305 ON WWW.FREEPK.COM

Europe's future depends on Intellectual Property and in particular on many strong and valuable Brands that should be marketed even better. But how can Brand investments be financed?



ABOUT SDGs

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth - all while tackling climate change and working to preserve our oceans and forests.

Certainly, Alternative Financing can contribute to many of the SDGs.

ALTERNATIVE FINANCING OF BRANDS AND INTELLECTUAL PROPERTY

Investments in Brands and IP is benefiting all involved stakeholders but also provides significant impact to the Macro-Economy and the society and is therefore a contributor to the UN Sustainable Development Goals (SDG).

BACKGROUND

Investing in a Brand is not just a simple marketing effort, it is rather a 360 degree effort of the entire organisation and analysing the community, partners, market, financials, quality/service and innovation, products and legal protection (as outlined in the ISO 20671 framework). It requires therefore also a "healthy" operation to achieve its goals and not only capital but also know-how is required to be successful.

Most of the SME and Midcap companies, which are often family-owned, have spent their cash reserve to stay in business during the recent financial crisis. To receive bank loans for such investments, without sufficient collateral, remains a challenge, especially if the investments are not solely fixed asset driven. Often the necessary brand and operational development know-

how is not sufficiently available in SME and Midcap companies.

Specialized alternative financing sources can provide capital and know-how to support companies on their journey to growth and success. These Funds don't have just the financial know how but also experts in operations, brand developments and a deep understanding of markets and consumers.

BRANDS & IP AS COLLATERAL FOR FINANCING – ASSET BASED LENDING

Overcoming the barriers to lending against IP assets is attractive at a national, European and global level.

Equity investors typically invest into companies, but not into IP assets as such. The equity finance community considers the importance of IP when financing companies, however, the actual value of IP assets per se is rarely considered important. IP is usually evaluated but not formally valued in the regular banking, venture capital or private equity sectors. The general consensus amongst those interviewed is that IP is too risky to be used as collateral for traditional loans. However,

it must be noted that cases of intangible asset-based lending (IABL) have occurred in certain circumstances. Combined asset-based lending has been achieved whereby a bank provides a loan to a pension fund against tangible assets and the pension fund then provides a sale and lease-back arrangement against intangible assets. IABL from pension funds (on a sale and lease back arrangement) rather than banks, provides a route for SMEs to obtain loans that is gaining increasing attention.

One reason given for this uptake in IABL between a company and pension funds is the growing number of SMEs who have difficulties in securing bank loans. **It is usually unclear** whether IP will generate benefits in the future. As a consequence, an important part of internally generated IP is not recognised in the balance sheet of an enterprise, meaning that potential investors are not receiving some relevant information about the company. The filing of a "management report" together with the annual report, giving

detailed information about IP value, seems to be a useful vehicle to improve publicly available information on intangibles.

BENEFITS FOR BRAND COMPANIES

It is very difficult for SME and Midcap companies to receive traditional bank financing, especially if the investments are not solely fixed asset driven. Alternative financing provides Equity, operational Know-How and Brand Tools could provide through Brand Valuations and correct structuring a collateral and strengthen the balance sheet.

Investing in Brands will increase the enterprise value as the Brand value has a significant impact.

BENEFITS FOR MACRO-ECONOMY

Several studies confirm that companies with strong brands create macro-economic benefits such as higher innovation and investments. It will also create more jobs and international and qualified employment

and is encouraging exports, as it is easy to enter new markets with a strong Brand. Products are not solely driven by price but rather quality and service and create better margins. Brand companies also attract other companies, service providers and suppliers and employees.

Brand investments can accelerate existing country and regional goals and such investments can be used as a synergy or supplement for other incentives such as guarantees and grants. Studies show that Brands are more resilient to crisis and its investments support the transition to a knowledge and digital based economy. Through **the Standard ISO 20671** and the ISO 20671 Brand Certification Program it is possible to measure the success and progress and provide a transparent tool.

Brand Investments could be a part of a national growth strategy through funds or clusters and solve regional issues or challenging industries and could therefore be seen as a "problem solver".



PHOTOS: JOOMP ON WWW.FREEPIK.COM, SNOWING ON WWW.FREEPIK.COM

The time is ripe for Africa to achieve more inclusive growth

After hosting the World Economic Forum and the FIFA World Cup, South Africa now hosts the World Business Angels Investment Forum

The time is ripe for Africa to tap into the energy of its startups and achieve more inclusive growth. After hosting the World Economic Forum and the FIFA World Cup semi-final, South Africa will now host the 2023 WBAF World Congress of Angel Investors (WBAF 2023) at the Durban International Convention Center (ICC) on 20–22 November 2023. The theme will be Mobilising Science and Technology Parks for Financial Inclusion. The Congress is a global convergence of global leaders of early and post-early stage equity and capital markets. WBAF 2023 also includes the WBAF Financial Inclusion Congress Africa Edition.

Opened by former president Nelson Mandela in 1997, the Durban ICC was South Africa's first international convention centre and has played a pioneering role in attracting international events to Durban since its inception. The complex is one of the greatest legacies Nelson Mandela gifted to Durban and all of South Africa. He cut the ribbon in the late afternoon of Friday 8 August 1997. Durban is the third most populous city in South Africa after Johannesburg and Cape Town and the largest city in the KwaZulu-Natal province. It is also one of the largest cities on Africa's Indian Ocean

coast. Durban was notably one of the host cities of the 2010 FIFA World Cup. Africa is one of the world's most promising destinations for foreign direct investment. The continent offers the world's highest return on FDI. Although figures have occasionally plunged, they swiftly surge back, evidencing the region's economic resilience.

Since the year 2000, Africa's GDP has grown by 5.1% per year on average, nearly three times the growth rate in the OECD area during the same period. In spite of recent country-specific challenges and headwinds from the global economy, growth is set to remain strong. Africa's recent economic dynamism has been underpinned by sound macroeconomic policies and strong partnerships with major emerging markets. The continent has become more resilient to shocks and has benefited from a strong demand for commodities, increased investment flows, and closer links to global value chains.

ABOUT THE WORLD BUSINESS ANGELS INVESTMENT FORUM (WBAF)

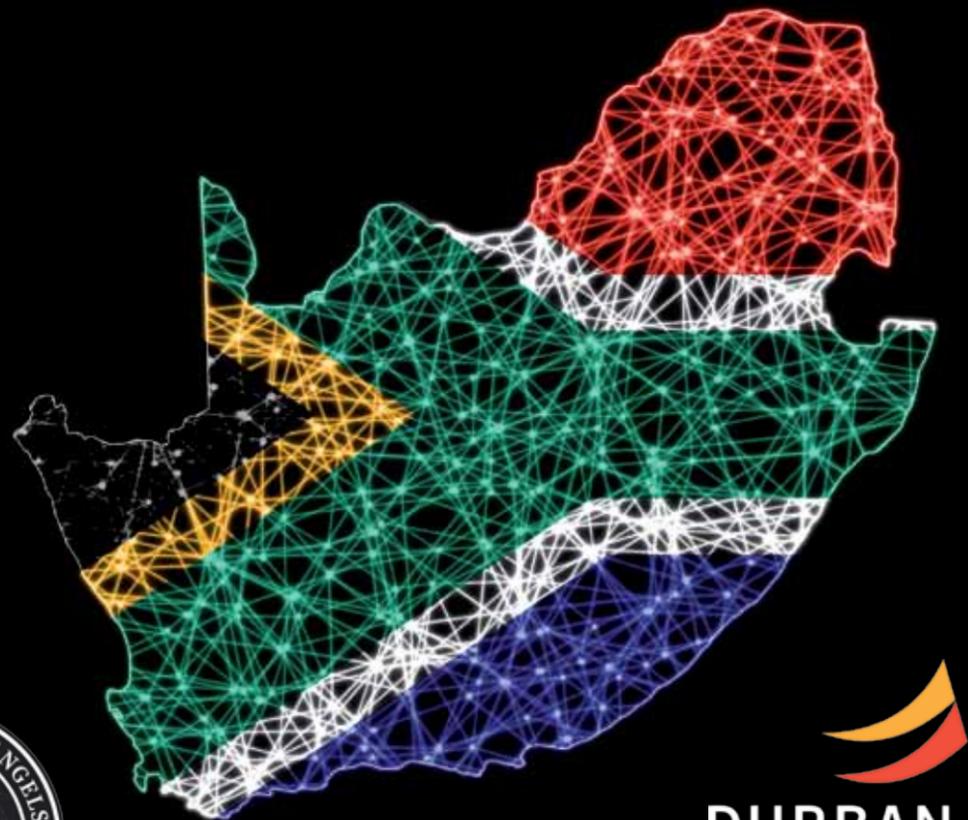
As an affiliated partner of the G20 Global Partnership for Financial Inclusion (GPII), the World Business Angels Investment Forum (WBAF) is committed to collaborating globally to empower the economic development of the world by fostering innovative financial instruments for startups, scaleups, innovators, entrepreneurs and SMEs and to promoting gender equality and women's participation in all sectors of the world economy. WBAF invites you to join our global efforts to ease access to finance, promote financial inclusion, and create more jobs and social justice.

The four missions of WBAF are:

- Easing access to smart finance for entrepreneurs and angel investors
- Promoting gender equality
- Increasing financial inclusion
- Promoting digital inclusion



www.wbaforum.org



DURBAN ICC

To illustrate its commitment to increasing financial inclusion around the world, the World Business Angels Investment Forum will organize WBAF 2023 – the world’s flagship angel investment congress – in Durban in November. The World Business Angels Investment Forum provides a platform for sharing experiences and helping design better policies, all with the aim of easing access to finance for startups, scaleups, entrepreneurs, and high growth businesses.

THE AFRICA CONGRESS ON FINANCIAL INCLUSION

WBAF 2023 will include the WBAF Financial Inclusion Congress Africa Edition as part of its programme. The goal is to unleash the real potential of the continent’s entrepreneurs, to tailor innovative financial instruments for Africa, and to lay out a roadmap for governments to convert their economies to ‘smart’ economies. The 2023 Congress will host a dialogue roundtable chaired by CEO of the Nelson Mandela Foundation.

The biggest event of the world’s early and post-early stage equity and capital markets The World Business Angels Investment Forum, an affiliated partner of the G20 Global Partnership for Financial Inclusion (GPFI), is committed to global collaboration to empower the world’s economic development by fostering innovative financial instruments for SMEs, innovators, and startups. One way the World Business Angels Investment Forum does this is through its World Congress, the biggest event of the world’s early and post-early stage equity and capital markets. It is also a unique opportunity not only for angel investors, VCs, and policymakers to exchange ideas on best practices and collaboration, but also for industry and business leaders to forge new connections and pursue business opportunities.

THE ROLE OF ANGEL INVESTORS IN THE UNITED NATIONS AGENDA

The World Business Angels Investment Forum is hosting its 2023 World Congress (WBAF 2023) as a global convergence of global leaders of early and post-early stage equity and capital markets in South Africa. They will discuss in detail the G20 agenda

to increase financial inclusion worldwide and will share information about the 2024 action plans of global leaders of early and post-early stage equity and capital markets in their response to the United Nations Sustainable Development Goals and the GPFI platform.

Angel investment is booming worldwide

More than 90% of the early-stage investments in Europe in 2021 came from angel investor capital. The angel investment market size is more than €10 billion in Europe and more than \$26 billion in the US and Canada. The total size of the world’s early-stage investment market is expected to exceed \$50 billion by 2024.

The \$50-billion market for angel investment promises a \$150 billion exit in the next 5 to 7 years.

OECD reports show that more than 96% of the world’s economy is driven by SMEs, entrepreneurs, and startups. Many governments have understood the importance of the early-stage investment market in the creation of new jobs and social justice in their countries and have therefore implemented new regulations that provide tax incentives for angel investors, corporate ventures, and startups.

THE WBAF ANGEL INVESTMENT FUND ANNOUNCES 10 MILLION USD FOR STARTUP INVESTMENTS AT THE GLOBAL FUNDRAISING STAGE (GFRS) 2023

The Fund, a subsidiary of WBAF, is an investor-owned and investor-managed angel investor network that aims to provide its funding members with an opportunity for active involvement in a diversified capital investment process. The Fund’s deal flow is generated from the Global Fundraising Stage (GFRS), which is hosted by the World Congress of Angel Investors every year. The next GFRS is on Wednesday, 22 November at WBAF 2023, Durban, Kwa-Zulu-Natal, South Africa.

TURKISH AIRLINES ANNOUNCED AS THE OFFICIAL AIRLINE OF WBAF 2023

A leading global airline, Turkish Airlines, has been announced as the official airline of the World Congress of Angel Investors WBAF 2023. It has direct flights from Istanbul to Durban and offers discounts for angel investors and startup founders to join the Congress in Durban.

Worldwide recognition of the importance of technology-focused entrepreneurs Governments around the world have understood the importance of angel investment, startups, and technology-focused entrepreneurs for boosting their economies.

The Congress will host four global summits as part of its agenda: a Global Startup Summit; a Global Women Leaders Summit; a Science, Technology and Innovation Summit; and an Ethical Governance Summit. 100 selected startups will pitch on the Global Fundraising Stage after an investment readiness workshop and a one-on-one mentoring session. During the Congress, the WBAF Business School will deliver short courses, workshops, masterclasses, and the Qualified Angel Investors Certification Course. The 2023 Grand Assembly will take place on 20 November, before the Congress starts. WBAF has 1,640 Senior Associates, High Commissioners, Senior Senators, Senators and International Partners from 148 countries. The Congress will also host the Annual

PHOTOS: WBAF; WWW.FREEPIK.COM



BAYBARS ALTUNTAS

Executive Chairman, World Business Angels Investment Forum – An affiliated partner of the G20 Global Partnership for Financial Inclusion (GPFI).

Former Senior Advisor of the London Stock Exchange Group (LSEG) for the Elite Program, Executive Chairman of the World Business Angels Investment Forum (WBAF) – an affiliated partner of the G20 Global Partnership for Financial Inclusion (GPFI) chaired by the Queen Maxima of the Netherlands, Council Member of the Inclusive Capitalism – founded and chaired by Lynn Forester de Rothschild and operates under the moral guidance of Pope Francis.

The only entrepreneur to be granted a personal audience with President Obama at the Presidential Summit on Entrepreneurship in Washington DC. Awarded as JCI Ambassador, following Ban Ki-moon, Secretary General of the United Nations.

Recipient of the European Trade Association of Business Angels (EBAN) award for the Best Individual in Europe Globally Engaging with the Global Entrepreneurial Ecosystem in 2014 (Ireland), 2015 (Netherlands), 2016 (Portugal), 2017 (Spain) and 2018 (Bulgaria). A co-author of Planet Entrepreneur: The World Entrepreneurship Forum’s Guide to Business Success Around the World, published by Wiley (2013). Author of Off the Bus, Into a Supercar! How I Became a Top TV Star and Celebrated Investor, published by Balboa Press (2014) and translated into Chinese, Croatian, Albanian, and Macedonian.

Star of the Turkish version of the television show Dragons’ Den / Sharks Tank. Profiled by leading international media such as CNN International, Bloomberg, BBC.

Meeting of WBAF Country Offices, to be attended by the Country Directors and board members of each office. WBAF has 10 country offices on 4 continents. WBAF 2023 will also host the Africa Congress on Financial Inclusion.

The traditional VIP Gala Dinner will feature its annual World Excellence Awards, which celebrate high growth and success in the angel and early-stage investment market, recognising the fastest-growing brands and acknowledging the founders,

angel investors, crowd-funders, early-stage venture capital investors, NGO leaders, and the policymakers behind them. The official website of the Congress is now live: www.wbaf2023.org



SUSTAINABLE BRANDS

under the aspect of environmental social governance (ESG)

The issue of sustainability is playing an increasingly important role for the younger generation, especially in terms of consumer behavior.

The importance of sustainability has risen sharply in all areas in recent years. Due to climate change and the scarcity of resources, the younger generation in particular is increasingly and intensively addressing the issue of sustainability with regard to their future and that of the earth.

Companies have also recognized this and already started a few years ago to focus more on developing strategies for better sustainability of the company and the goods and services it offers in order to meet the challenges of today and remain competitive.

The initial skepticism of some companies that increased sustainability on the one hand could mean an economic disadvantage and negative consequences for economic growth for the company on the other hand has largely faded away nowadays. Instead, companies have recognized that it is already necessary to position themselves accordingly in terms of sustainability and also to invest in order to be at all competitive in the future. Sustainability is therefore not associated with an economic disadvantage for the companies but has rather become a mandatory basic requirement.

However, it must also be clear that sustainability is not something that can simply be bought from one day to the next. Rather, sustainability must

/// **A great brand provides information for the customer of what is relevant in today's world and, therefore, establish trust between the customers and the company . . .** ///

Mag. DANIEL SOELLNER
Associate, specialized in trademark and media law. He also advises in the fields of civil law and litigation.



become an integral part of the company and its corporate philosophy as part of a process over time.

In this context, the so-called "ESG" (Environmental, Social, Governance) criteria were developed. These represent framework conditions for the consideration of environmental, sustainability and social issues within corporate management. The ESG criteria are designed to be embedded in a company's strategy and to address the needs and opportunities for value creation for all stakeholders of the company.

A significant and indispensable tool for

the implementation and realization of sustainability in companies are brands. A brand has several functions, but probably the most important one, especially with regard to sustainability, is the function of trust ("Vertrauensfunktion"). A brand is the most valuable link and the strongest bond between a company and a customer and can be considered as a key tool to achieve responsibility for sustainable consumption and production.

The interdependence between customers and brand is enormous. On the one hand, customer behavior determines the success and development of the brand, on the other hand, brands influence

customer behavior by having an identity-forming and a high symbolic function by showing the interests and values of the customer to the outside world. Therefore, a brand can not only be seen as an investment in marketing communication, or just a key strategy for a company to retain customers, but much more also as a trustworthy source of information and a significant, influential and awareness raising force in society.

A great brand provides information for the customer of what is relevant in today's world and, therefore, establish trust between the customers and the company, for the market to thrive and evolve

in a more sustainable direction. It also creates a great loyalty and strong relationship with the customer, which leads to repeated purchasing and subsequently to a higher brand value and, logically, more value for the company itself.

The trust that brands are able to create between the company and the customer regarding the reliability of sustainable demands can be seen as the basis for the development of a sustainable market. Since awareness of sustainability and environmental concern is growing, customers are seeking for products or brands with which they can identify themselves and their values.

PHOTOS: LANSKY, GANZGER, GOETH & PARTNER, FREEPIK.COM

THE EVOLUTION OF BRANDS IN THE DIGITAL AGE

“Innovation is the ability to see change as an opportunity - not a threat” – Steve Jobs

In the rapidly evolving digital era, brands have undergone a major transformation. Brands, once primarily associated with physical products and offline experiences, now have a significant

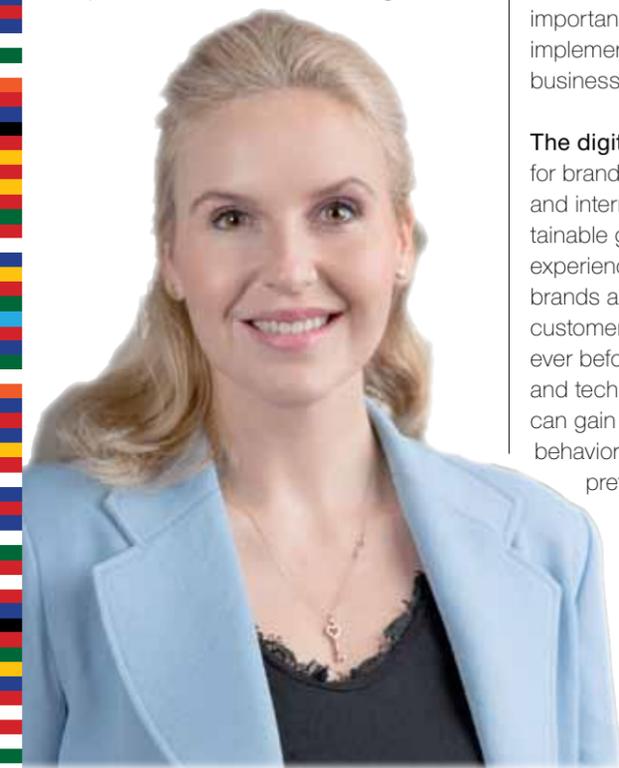
digital footprint. Digital transformation has become a necessary strategy for businesses to remain competitive in our technology-driven world. Therefore, it is crucial that brands understand the importance of digital transformation and implement new technologies into their business models accordingly.

The digital age offers great opportunities for brands to reshape their operations and internal processes, enhance sustainable growth and improve customer experiences. Due to new technologies, brands are now able to understand their customers and their needs better than ever before. By using artificial intelligence and technology-driven solutions, brands can gain valuable insights into the behavior of the consumers and their preferences. This approach allows

brands to provide tailor-made products, services and marketing strategies to meet the customers' needs.

By using digital platforms brands have discovered new ways of how to interact with their customers more effectively. Social media, digital marketing, involvement of chatbots and personalized advertising are just a few examples. The use of the various digital platforms enables the brands to reach a broader and more international audience. With the increased use of digital platforms however, ensuring the protection of sensitive data has become an essential task for the brands. In order to comply with the applicable laws and regulations in connection with data security and data privacy, the implementation of strict security measures must be ensured at all times.

In conclusion, in the increasingly digital world brands should not overlook the power and the numerous opportunities that digital transformation offers. Those who embrace the newest trends and technological developments are better positioned than those who do not. Innovation of operations and business models is not only an option anymore, but rather a necessity for the brands in order to remain relevant and competitive in the market.



Dr. Natalia Feriencikova
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PHOTOS: LANSKY, GANZGER, GOETH & PARTNER, FREEPIK.COM

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„Nachhaltigkeit ist ein Muss“

Die Zeiten, in denen sich Marken ausschließlich auf ihre Gewinnmaximierung konzentrieren können, sind vorbei. Heute müssen sie Verantwortung für ihr Handeln übernehmen und dies auch nach außen kommunizieren. Welche Ansprüche Konsumentinnen und Konsumenten in Bezug auf Nachhaltigkeit mittlerweile haben und wie Marken am besten damit umgehen, weiß Herbert Kovar, Managing Partner Tax & Legal bei Deloitte Österreich.



Nachhaltigkeit gewinnt in der Wirtschaft zunehmend an Relevanz. Kann man als Marke ohne Nachhaltigkeitsanspruch noch bestehen?

Nachhaltigkeit ist mittlerweile ein Muss und die Voraussetzung für ein erfolgreiches Geschäftsmodell in der Zukunft. Wesentlich in diesem Zusammenhang ist vor allem Vertrauen in die einzelnen Stakeholder – von Kreditinstituten, Investorinnen und Investoren, Kundinnen und Kunden, Lieferanten sowie Mitarbeitenden. Auf lange Sicht führt der Fokus auf Nachhaltigkeit jedenfalls zu besseren Finanzierungs- und

Einkaufskonditionen, besseren Margen, einer höheren Arbeitgeberattraktivität und damit schlussendlich zu einem spürbaren Wettbewerbsvorteil.

Wie haben sich denn die Ansprüche der Konsumentinnen und Konsumenten in den vergangenen Jahren dahingehend verändert?

Kundinnen und Kunden erwarten sich heutzutage neben anderen Kaufentscheidungsmotiven, dass Unternehmen sich an den aktuell anerkannten gesellschaftlichen Werten orientieren. Hier wird vor allem

auch auf Dimensionen wie Ökologie und Inklusion wertgelegt. Aber auch akzeptable Arbeitsbedingungen in den einzelnen Wertschöpfungsketten sowie die sogenannte Corporate Social Responsibility dürfen keinesfalls vernachlässigt werden.

Wie kann nachhaltige Markenführung aussehen?

Wichtig ist es, die aktuell anerkannten Werte und Zukunftstrends zu besetzen und sich zumindest in einer dieser Dimensionen signifikant von der Konkurrenz abzuheben. Nur so ist es auch möglich als Marke aus dem nachhaltigen Marken-Dschungel hervorzustechen.

Können nachhaltige Marken zur Transformation der Wirtschaft beitragen?

Marken sind der zentrale Treiber für die Transformation. Denn feststeht: Die Wirtschaft lässt sich nicht alleine durch Verbote und Vorschriften verändern, sondern vor allem durch einen Wandel des Produkt- und Dienstleistungsangebots. Dabei sind Marken wesentlich, um das Mind-Set der Konsumentinnen und Konsumenten im positiven Sinn zu transformieren. Der betriebswirtschaftliche Vorteil für das Unternehmen besteht zudem darin, sich als First-Mover oder zumindest sehr frühzeitig auf die neuen Bedürfnisse am Markt einzustellen, was letztlich wiederum zu einem Wettbewerbsvorteil führt.

/// Kundinnen und Kunden erwarten sich heutzutage neben anderen Kaufentscheidungsmotiven, dass Unternehmen sich an den aktuell anerkannten gesellschaftlichen Werten orientieren. ///

Herbert Kovar

Managing Partner Tax & Legal
bei Deloitte Österreich

Deloitte.

One-Stop-Shop für Markeninhaber:innen

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MAKING AN
IMPACT THAT
MATTERS
since 1845

“Trust in Infrastructures – it’s in their DNA!”

As transmission system operator APG has been standing for the sustainability of its electricity infrastructure for decades.

We live in times of multiple transformations: the political world order is in a process of reorganizing itself. Digitalization is sweeping through the economy and society, the energy transition without jeopardizing the security of electricity supply is a must in the fight against climate change and the creation of a sustainable world. Individualization and personalization are the expectations of modern customers. The massive inflation as destabilizing factor of social cohesion and affordability, the change in the use of media and the resurgence of authoritarian systems are only a few of the currently relevant developments. Infrastructures play a central role in all these areas.

The stronger the infrastructure the higher the economic and living standards in a region. However, the ongoing changes require massive investments in these infrastructures as public services so that they will be able to ensure a high quality of service and stability – whether it is in the fields of electricity and energy supply, health, education or mobility – also in the future.

Today, a high-capacity electricity infrastructure plays a key role: for the energy transition, for the integration of renewables, for the electrification of all areas of life, for a secure electricity supply as basis of our digital society, for the availability of low-cost electricity, for the usability of flexibilities of all customers and thus for a successful fight against climate change.

Trust and acceptance on the part of the population are indispensable to actually implement the necessary investments of billions of euros over the next few years. As transmission system operator APG has been standing for the sustainability of its electricity infrastructure for decades – be it power lines or substations. And for decades APG has been connecting people, products, services and business enterprises through electricity. Infrastructures live up to the trust placed in them through their sustainability. Thus they have been and are the most consistent brands. For generations.

www.apg.at

PHOTO: EVGENIY TAO / WWW.FREEMEDIA.COM



In Brands we Trust

Brands contribute more to company valuation than any other asset

Therefore, the importance of brands increases among shareholders as well as consumers, investors, managers and employees of companies.

Brands contribute 40-60% to the company's value. 87% of the value of companies in the S&P 500 Index can be traced back to intangible assets, they increase creditworthiness and enable easier equity and debt financing. Strong and valuable brands can act as collateral and provide better and easier access to finance. Many companies, but also politicians, are not yet aware of the immense economic potential that can be released through trademarks and IP rights.

BRANDS ARE ESSENTIAL ECONOMIC FACTORS

A brand is not just a logo or a mark, but an identity that distinguishes a company and its products in the market and from the competition.

It is the public face of a company and/or its products and services and a collection of perceptions including its people, assets, products, services and behaviours. Brands, especially brands that are managed sustainably, increase the trust of customers and other stakeholders, hence the motto "in sustainable brands we trust".

The intangible assets created by innovation processes account for a large part of

the value of today's companies. Brands approx. 40% of the company value on average, patents approx. 4% - why this? Because patents expire after 20 years, trademark protection can be extended indefinitely.

BRANDS ARE NEEDED IN THE DIGITAL ECONOMY

Brands offer Differentiation and build relationships in global economy. On the one hand as a differentiator in a global market, because those who act digitally also compete globally and need a brand to stand out. Digital technologies also enable the creation of new goods and product innovations, which lead to the emergence of new industries – and the jobs and incomes that come with them. New technologies can also increase efficiency, leading in turn to sustained competitiveness and expanding businesses.

Most developing countries are not involved, however - these new technologies are at the core of successful inclusive and sustainable industrial development. On the other hand brands create (better) relationships in a digitized world. Brands primarily create trust among consumers, investors and society. Brands also provide orientation, support, convey values and create experiences. We feel good with brands, they contribute to our well-being.

PHOTOS: WWW.FREEPIK.COM, RAWPIXEL.ON WWW.FREEPIK.COM, KATHARINA SCHIFFEL

BRANDS LAST FOREVER

Our analysis shows very clearly that investments in brands support the economic recovery from the pandemic-related downturns, create growth and ensure prosperity. Sustainability-oriented brands encourage investments, deliver higher long-term returns, reduce the risk of loss, are less volatile and generally perform better on the capital market, which also makes them a good choice for long-term investors and financiers.

INNOVATION NEEDS A BRAND

The business models of modern companies that are fit for the 21st century often are based on brands. Small and medium-sized companies in particular are showing that digitization needs brands and brands need digitization."

Trademarks, designs, geographical indications and regional marks, copyrights, recipes and others - ensure that innovations are brought to market as life-enhancing products and services. Brands and IP thus also create growth for national economies and also make a contribution to securing national economies as a whole. Specially post covid. Our studies show that only 9% of companies in Europe and 6% of companies worldwide use the current trademark and IP protection system. This means that 94% of companies worldwide are not using the existing system.

So to all start-ups: register and protect your brands and IP rights! The protection of brands and IP rights is of central importance for your future and the "battle for capital"!



Our studies show that only 9% of companies in Europe and 6% of companies worldwide use the current trademark and IP protection system. This means that 94% of companies worldwide are not using the existing system.

Dr. Gerhard Hrebicek, MBA
President European Brand Institute



A genuine competitive advantage

Current ISO standards of good practice Brand Management provide indications for Sustainability in the ISO 20671 input element Innovation as well as in the output Customer/Stakeholder Dimensions as perceivable brand image.

BRAND EVALUATIONS CONSIDERING SDGS

Brand evaluations considering SDGs should be reported at least annually, ideally just before an annual planning review.

In this way the brand and SDG related evaluation can be used to explain business results and assist in the planning process. More frequent reporting on key indicators is recommended to improve brand management.

Ideally, brand health indicators should be updated often and reviewed by brand management. An estimate of Brand Strength and resulting Brand Value, if possible, may be especially useful in making brand investment decisions.

REPORTING AND INTERFACING WITH OUTSIDE PROFESSIONALS

Because 80% of the company value is not on the balance sheet, the value of a company increasingly exceeds the book value as presented in annual financial statements. The reasons for this increased valuation are the unrepresented capacities and capabilities that a company has created—its intangible assets.

For investors, directors or management, these future intangible assets, and brands

in particular, must be part of what is measured and managed. Their influence on the economic and financial value must be presented and developed sustainably.

For reporting, external reporting models such as the ISO 20671 framework, the Integrated Reporting Framework and the GRI model of the Global Reporting Initiative have been developed to enhance pure financial reporting.

In particular, the ISO 20671 framework reinforces the understanding of brand management and bridges the gap between economic/financial value and non-financial assets, especially brands. This aspect should be taken into account by tax consultants and accountants so as not to be reduced to a minor role that only focuses on the 20% of the value of a company/organization.

OUTSIDE AUDITS

An outside audit can ensure that requirements and guidelines are examined and determine whether they meet the required standards.

Audits can provide the initiators of continuing improvement changes with important feedback on the effectiveness of their measures.

THE FOLLOWING BUSINESS CATEGORIES DESCRIBE THE CURRENT ISO STANDARD:

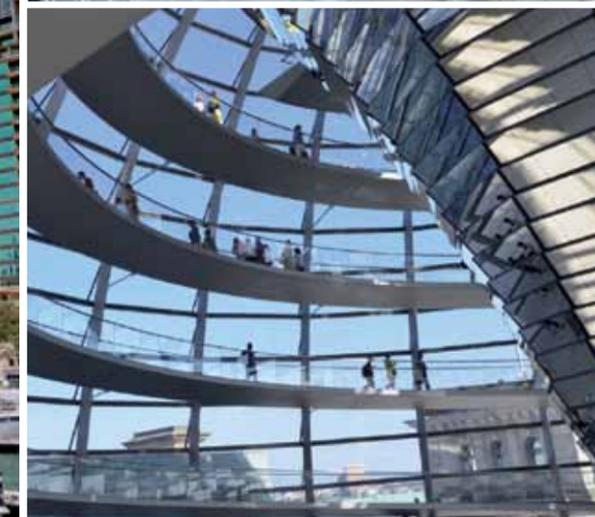
- a) Leadership Culture (equal opportunity, continuous training, Social security)
- b) Trade Practices (Carbon & Water footprint, Foreign (aid) Direct Investment)
- c) Supply Chain Culture (up-through to cradle comprehensive cultural values)
- d) Annual Reporting (incl. non-financial qualitative growth indications)
- e) Risk-Management (internal Risk-Canvas transparent assessments)
- f) Corporate Social Responsibility (integrity and conformity to own practice)
- g) Communication (publicly paradigmatic educational setting branch standards)



Brands

Brands are more valuable than ever!

Brands are an instrument for the economic development of every enterprise and organization, city and destination. In new markets the value of brands will continue to grow. But any enterprise without key elements of branding will have a hard time winning peoples' trust.



Why regions need brand management

The struggle for attention and preference is not limited to commercial goods and services; it applies equally to geo-political entities. It is invariably related to the notion that regions compete with other regions for people, resources, and business.

Region branding is a crucial success factor in today's competitive market, yet many regions struggle to create a strong regional brand. Creating a strong profile requires focus. Branding can strategically manage and shape a region's image; therefore, a clear concept of what the region stands for and its future vision is essential. The brand promise needs to be relevant to the target group and the core concepts need to be credible. Both academia and field experts offer evidence that in the long run, destinations are more likely to be successful and their growth sustainable with an integrated brand management strategy rather than one-off marketing campaigns.

Effective brand management not only creates more competitive regions and cities, but also increases innovation and civic engagement, leading to a healthier local economy. A comprehensive brand strategy is an effective economic development tool to attract human capital, foreign direct investment and tourism.

REGION BRAND MANAGEMENT

Regions and cities are in competition for investors and skilled personnel, for tourists and residents. If a specific region is not visible, it will be overlooked. State governments, business development agencies and others benefit from a more attractive brand profile and better brand recognition.



PHOTOS: PIXABAY, WWW.FREPIK.COM

The result is changing the way one views regions and cities—their brands and their markets. The struggle for attention and preference is not limited to commercial goods and services; it applies equally to geo-political entities.

It is invariably related to the notion that regions compete with other regions for people, resources, and business. The global competition of cities is estimated to host 2.7 million small cities/towns, 3,000 large cities, and 455 metropolises.

Destinations, cities, regions or countries could be considered as region brands. Region branding can be defined as the process employed by public administrations to intend to create regional brands. It aims to affect the perceptions of a region and position it favourably in the minds of the target groups.

Region branding is a process made up of several sub-processes. Unlike branding simpler entities like a product, service, company, person or classical subjects of branding, region branding, and in particular nation and city branding, is a complex process derived from the great diversity of stakeholders in the process.

Region branding can even be considered as a "governance strategy" for regions managing their most important asset—their region brand. In this regard, many public administrations are starting to implement region brand strategies and management systems.

CITY BRAND MANAGEMENT

City branding refers to all the activities that are undergone with the purpose of turning a city from a location into a destination. City branding is often confused with city marketing. The difference comes from the fact that marketing uses consumer wishes and needs as its guiding principle for the operations of an organization, whereas in the case of branding a chosen vision, mission and identity play that role. City branding creates a single brand for the city and extends it to all its offerings and interactions. From a customer point of view, this creates a unique picture of the city at every level of interactions.

INTEGRATED BRAND MANAGEMENT FOR CITIES AND REGIONS

Results in:

- Increased competitiveness, innovation & civic engagement
- Positive impact on investment, inhabitants and tourism
- Higher returns in real estate, infra & events
- New sense of purpose & direction for inhabitants, businesses and institutions



A GEOGRAPHICAL INDICATION (PGI)

is used on products that have a specific geographical origin and possess qualities or a reputation attributable to that geographic origin.



PROTECTED DESIGNATION OF ORIGIN (PDO)

is used to describe a product originating in that region, of which the characteristics are essentially due to a particular geographical environment.



Successful region management pays off

Some of Europe's regions are not only among the world's most popular travel destinations, but are also home to some of the world's most valuable enterprises.

As regional brand but also PGI example probably the most famous consumer good of Europe – the region of Champagne is famous for its sparkling wine. The name of the region became the brand of the best category of sparkling wines. Moët – the most valuable Champagne brand.

BRANDS CREATE PROSPERITY FOR CITIES AND REGIONS

Brands are key intangible assets, the economic value of intangible assets is increasing relative to physical assets. European Brand Institute studies proofed, that the value of the top 10 brands of a

European country correlates positively with the GDP per capita of this country; meaning the higher the value of the brands of a country, the higher the GDP per capita of this country, bringing more prosperity to the country. Or in short: valuable brands create wealth for your country.

Brands are an underutilized vehicle for the economic development of smaller and medium-sized organizations, cities and destinations, and economically underdeveloped regions.

There is a need to develop new

approaches to analyzing and reporting the true value of brands. Branding is an investment that creates financial value and drives an organization's growth.

With the new international Standard ISO 20671 brand owners have a globally applicable and accepted approach to managing, monitoring and reporting their brands! These Certified Brands create value and prosperity.

/// The origin of brands is an important competitive advantage in our global economy. This is especially true for cities and regions. ///



Alexander Biach
Deputy Director Vienna Chamber of Commerce & Industry
& Vienna business location advocate

INTEGRATED BRAND MANAGEMENT FOR CITIES AND REGIONS

Region Brand

The region brand will transfer the image of the region to its brands and products. This will generate cost savings and synergetic effects in marketing and advertising. In addition, it will increase the willingness to be part of the regional brand experience.

Region Brand

Regional product Brands

Leading company Brands

Citizens & stakeholders

Brand Certification

To ensure a coherent brand image of the region product brands and company brands have to act upon defined principles. The ISO Brand Certification aims to strengthen the region brand by introducing the latest international standards to the brands of the region.

Vienna: A livable innovation and business location

Over the past years Vienna has established itself as an important hub for research and development in different fields such as quantum research, AI or virtual reality.

Vienna, the magnificent capital of Austria, is not only known for its cultural and historical significance, but also for its emerging role as a center of innovation and business. While the city is often associated with classical music, coffeehouses, and the Viennese waltz, one remarkable facet of Vienna sometimes remains hidden: its leading role in research areas such as quantum physics, artificial intelligence (AI), virtual reality (VR), and cybersecurity. In this article, we will take a look at how Vienna has become a hotspot for these cutting-edge technologies.

Vienna has become a globally recognized center for quantum research. The Institute of Quantum Optics and Quantum Information (IQOQI) at the Austrian Academy of Sciences is one of the leading research institutes in this field. Here, scientists are working on groundbreaking projects, including the development of quantum computers, quantum communication systems and quantum-based sensors. The close cooperation between academic institutions, industrial partners and start-ups has made Vienna an attractive place for talented researchers in quantum physics. The 2022 Nobel Prize in Physics for Anton Zeilinger confirmed this.

Vienna is also an up-and-coming center for AI research and development. For example, the Austrian Institute of Artificial Intelligence (OFAI) or the "Center for Artificial Intelligence and Machine Learning" (CAIML)



at the Vienna University of Technology are leading the way in researching AI technologies. These institutions are working on the development of innovative AI algorithms, machine learning, and neural network technology. Collaboration with companies in Vienna promotes technology transfer and enables the implementation of AI applications in various industries, from healthcare to transportation and logistics.

Vienna is also a pioneer in the research and application of virtual reality technologies. The VRVis-Center for Virtual Reality and Visualization Forschungs-GmbH is a globally recognized research institute in this field. Experts at VRVis work on the development of VR applications for fields such as architecture, design, medicine and entertainment. Vienna attracts talented researchers from all over the world due

to its multidisciplinary approach and the availability of state-of-the-art infrastructures in this field.

In an increasingly interconnected and digitized world, cybersecurity is of crucial importance. Vienna has established itself as an important hub for research and development in the field of cybersecurity. For example, the ViSP - the Vienna Cybersecurity and Privacy Research Cluster can be found here. One of its members, the AIT Austrian Institute of Technology operates one of the leading cybersecurity research laboratories in Europe and works closely with companies and international organizations to develop advanced solutions to cybersecurity challenges. Vienna's expertise in this area ranges from identifying security vulnerabilities to developing innovative encryption techniques.

To provide a strategic framework for these developments, Vienna's City Administration has developed the economic and innovation strategy WIEN 2030. In six key themes, projects are promoted that strengthen Vienna as a business location. The themes build on existing strengths and contribute to solutions for the challenges of the coming decade. Vienna's key themes are: Smart solutions for life of the 21st century city, Vienna as a metropolis of health, Digitalization, Vienna-style, Smart production, City of international encounter, and Vienna as metropolis of culture and creativity.

PHOTOS: WWW.FREEPIK.COM, RAWPIXEL.ON.FREEPIK



Vienna has thus developed into an international player in promising fields, although it is sometimes overshadowed by other major technology hubs. The city offers a unique combination of first-class research facilities, close cooperation between science and industry, and an attractive living environment for talented professionals. It is time for Vienna to receive the recognition it deserves as a dynamic innovation and business location for these forward-looking technologies.

Elisabeth Unger,
City of Vienna, Municipal Department for Economic Affairs, Labour and Statistics

LINKS:

- *Austrian Institute of Technology (AIT)*
<https://www.ait.ac.at/>
- *Institute for Quantum Optics and Quantum Information (IQOQI)*
<https://www.iqoqi.at/>
- *Austrian Institute of Artificial Intelligence (OFAI)*
<https://www.ofai.at/>
- *Institute of Science and Technology Austria (IST Austria)*
<https://ist.ac.at/>
- *VRVis Zentrum für Virtual Reality und Visualisierung Forschungs-GmbH*
<https://www.vrvis.at/>
- *Strategy "VIENNA 2030 - Economy & Innovation"*
<https://www.wien.gv.at/english/business-media/vienna-2030.html>

MyNyale: A Harmonious Blend of Sustainability, Tradition, and Modernity

In the age of intensified competitive pressures that push countries towards innovation-intensive production and wider export outreach, intelligent marketing and branding approaches have been increasingly used by many developing and emerging economies to promote inclusive and sustainable industrial development (ISID).



July 2023, UNIDO announced "MyNyale", a sustainability-focused brand in Indonesia, which marked a significant milestone in the country's business landscape. Supported by the UN Joint Programme "Accelerating SDGs Investment in Indonesia" (ASSIST), specifically UNIDO's component on SMEs upgrading, MyNyale is set to become a driving force for innovation, sustainability, and conscious consumer patterns across various industries. Rooted in the United Nations' 2030 Agenda and aligned with the Sustainable Development Goals (SDGs), MyNyale caters to diverse sectors, from textiles to jewelry, and agriculture to aquaculture.

UNIDO's component of the Joint Programme, with a focus on enhancing the resilience and competitiveness of SMEs in traditional and creative industries on Lombok Island, aims to modernize these sectors through technological advancements and skills upgrading. By embracing innovative industrial design, advanced marketing and branding techniques, and leveraging the advantages of the digital age, SMEs can strengthen their operations, establish strong ties with the tourism

sector, create new jobs, diversify the economy, and attract more investments.

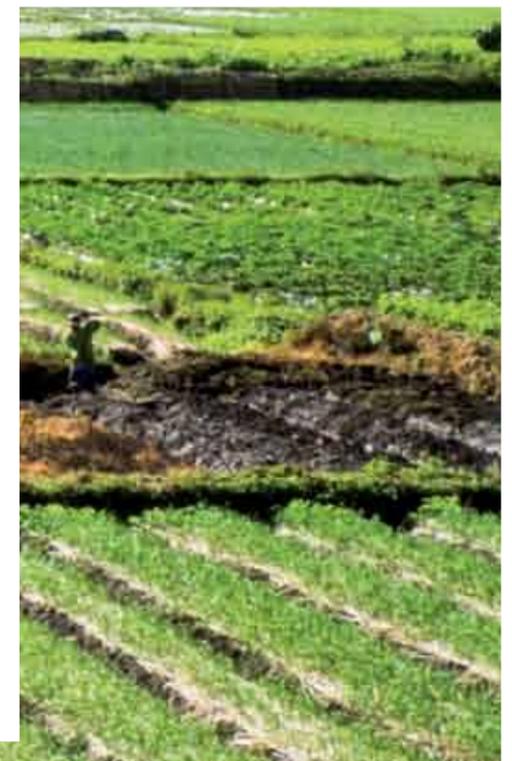
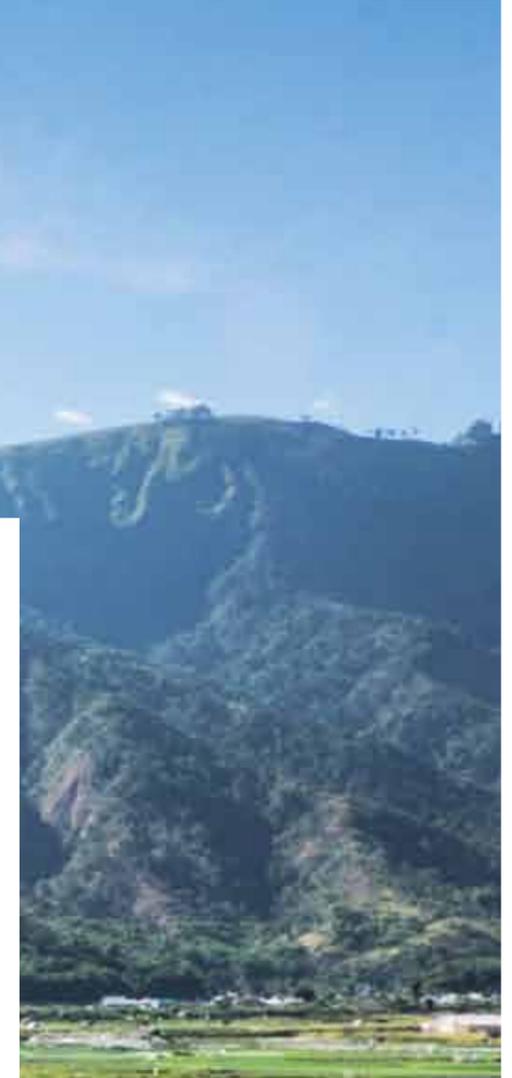
Most notably, this holistic approach unlocks unprecedented opportunities for SMEs to access credible finance mechanisms and utilize them effectively. This transformative journey not only positions these industries for future success but also cultivates an ecosystem where tradition, innovation, and sustainability coexist, bringing us a step closer to a sustainable future.

Emerging like a modern fable from the legendary tale of Princess Mandalika, MyNyale infuses traditional Indonesian values into the contemporary world. With an emphasis on sustainable practices, MyNyale becomes a timeless bridge between the past and the future, showcasing the elegance and strength of Indonesia's cultural heritage.

MyNyale's journey begins in the realm of textiles, a sector pulsating with generations of Indonesian cultural heritage. Here, the brand unveils a collection of sustainably crafted products that reflect a harmonious marriage of traditional weaving techniques with environmental consciousness. Made from locally sourced and eco-friendly



PHOTOS: PIXABAY.COM





materials, the products are meticulously designed to reduce ecological impact without sacrificing style or quality. Each piece, whether a fashion accessory or home décor item, echoes the captivating cultural tapestry of Indonesia.

As we explore further, we encounter MyNyale's glittering jewellery collection, where each piece is handcrafted by local artisans using recycled shells, reclaimed metals, and gemstones, demonstrating the brand's commitment to the circular economy.

In the verdant domain of agriculture, MyNyale furthers its mission to nurture the planet. The brand stands firmly in favour of sustainable farming practices offering a range of organic and low-input agricultural products. In doing so, MyNyale not only produces eco-friendly products, but also uplifts rural communities and safeguards time-honoured farming methods. Every product is a testament to the brand's dedication to preserving Indonesia's rich culinary traditions and supporting local farmers.

Plunging into the aquatic realm, MyNyale introduces us to an innovative vision for aquaculture. By adhering to responsible farming techniques and operational pro-

cedures, MyNyale helps conserve marine ecosystems while providing a selection of responsibly sourced seafood delicacies. The brand's commitment to sustainability ensures that every product meets the highest quality standards, contributing to the preservation of Indonesia's rich aquatic resources.

Beyond its tangible products, MyNyale embarks on a mission to inspire conscious consumerism and promote a sustainable lifestyle. Through the intertwining of local culture, wisdom, style, durability, and responsible production practices, the brand encourages customers worldwide to make more sustainable choices. By spreading knowledge about conscious consumption, MyNyale invites individuals to shape a future that honors the past and preserves the planet for future generations.

And so, the saga of MyNyale continues with its transformative impact extending beyond tangible products, fostering economic growth, empowering local communities, and preserving Indonesia's cultural heritage. With its commitment to sustainability and its ability to catalyze positive change across sectors, MyNyale serves as a beacon of the SDGs, aligning with UNIDO's vision of inclusive and sustainable industrialization.



Modernising the Bolivian Republic of Venezuela

Unlocking Venezuela's agro-Industrial potential: Amplifying the impact of food security and economic revitalization through branding

Venezuela is at a critical juncture, striving to ensure food security, strengthen agro-industrial value chains, stimulate employment, and create an enabling environment for the overall revitalization of its agro-industrial industrial sectors. To support the country in this endeavor, UNIDO has been implementing a transformative project funded by the Russian Federation, with the overarching objective of contributing to the modernization of five key agro-industrial value chains leading to stronger local capacities in agricultural processing and provision of agricultural inputs. Simultaneously, the project emphasizes precision agriculture and innovative agricultural practices, empowering farmers to adopt sustainable and efficient techniques thereby fostering the development of local communities. This multifaceted approach seeks to bolster the sustainable supply of high-quality agro-products while nurturing national expertise in the process.

The project builds national capacities to enhance productivity, efficiency, and competitiveness in the selected agro-industrial value chains of maize, beans, soybeans, rice, and sugar cane. Through the adoption of smart agriculture practices, farmers optimize resource utilization, minimize environmental impact, and boost yields. By incorporating cutting-edge technologies

in processing and value addition, product quality is improved, shelf life is extended, and consumer demands are met. Additionally, the project prioritizes inclusivity, community development, and growth of agro-industrial activities in vulnerable areas.

One crucial aspect of the project is the exploration of financing options for agro-industrial value chains. Access to affordable financing is instrumental in enabling small and medium-sized enterprises (SMEs) to modernize their operations, acquire necessary equipment, and invest in research and development. By facilitating financial support, the project aims to remove barriers to growth and catalyze the expansion of agro-industrial activities throughout the country.

Panela, a cherished food product derived from the evaporation process of sugar cane juice, holds immense cultural significance in Venezuela. Known for its energy-boosting properties, nutritional value, and its role in traditional drinks like 'papelón con limón', panela is a staple in the Venezuelan diet. However, the production of panela in the country is predominantly carried out in artisanal mills with limited infrastructure and outdated practices. The absence of Good Manufacturing Practices (GMP), inadequate packaging, and the lack of branding have hindered its commercial potential and profitability.



Recognizing these opportunities for improvement, UNIDO has initiated an upgrading intervention on revitalizing panela production underpinned by marketing and branding under the Industrial Updating and Modernization Programme in Venezuela.

The project entails a series of specific actions to enhance quality and marketing parameters, including the installation of modern systems for cleaning sugar cane juice to remove up to 90% of impurities at small and medium-sized panela producers in Moco, Trujillo State. Incorporating stainless steel "pailas" will optimize heat transfer, eliminate impurities, and enhance production efficiency. Additionally, UNIDO will develop the capacities of the panela producers and implement Good Manufacturing Practices to ensure consistent quality and safety in the production and packaging processes. One of the key interventions is the creation and development of a distinctive panela brand, which will not only increase competitiveness but also foster a sense of commitment and responsibility among producers.

UNIDO will work closely with beneficiary SMEs to clearly formulate the brand's origin, guiding principles and overall identity. The development of a panela brand will help the producers expand their market horizons, while instilling consumer-oriented mindset that encourages brand loyalty.

The experience gained by Agroturismo Vichu C.A. in brand development is expected to have a positive ripple effect, encouraging other panela producers to either join the umbrella brand initiative or take an individual effort to invest in branding, quality improvement, and market expansion. Moreover, the project will explore the creation of tourist activities to showcase the panela production process, allowing visitors to experience the enchanting natural setting of the Venezuelan Andes while gaining insights into the regions rich gastronomical heritage.

As a spillover initiative, the project aims to strengthen panel's market positioning by introducing a new product, "granulated



panela," which is widely accepted as a healthier substitute for refined sugar. This diversification will cater to changing consumer preferences and further enhance the market potential for panela. According to the UNIDO project experts, with its own branded products, local producers will be in the position to gain access to grocery stores and supermarket chains, generating a significant increases in annual income. This positive impact will extend to at least 45 households benefiting an estimated total of 180 individuals within the panela-producing community in Moco.

With a keen focus on harnessing technological advancements, improving product quality, and implementing impactful branding strategies, UNIDO is not only empowering local communities to fully benefit from the opportunities embedded in smart agro-industry, but also igniting a wave of **sustainability-oriented paradigm shifts across** different sectors, while honouring rich cultural heritage of each recipient country and region. As this transformative journey toward revitalizing panela production in Venezuela continues, UNIDO's endeavors to continue to shape a narrative of resilience, innovation, and prosperity across Venezuela's agro-industrial value chains.



UNIDO's Institutional Branding Approach in the Age of Digital Transformation

In the era of unprecedented change, institutional branding emerges as a powerful catalyst that bolsters the sustainability momentum. The power of a clear, compelling message regarding an institution's commitment to inclusive and sustainable industrial development can profoundly influence public perceptions, stimulate active engagement, and forge fruitful partnerships.

These relationships are essential for maintaining relevance, credibility and efficient collaboration in an environment that is becoming increasingly conscious of the manifold challenges associated with the digital transition. In this article, we delve into the essence of institutional branding, exploring how institutions, by aligning their identity, mission, and vision with the principles of inclusive and sustainable industrial development underpinned by branding, can not only foster enduring relationships with stakeholders but also position themselves as trailblazers in the promotion of more sustainable practices and values.

In response to the profound transformations ushered in by the Fourth Industrial Revolution (4IR), digital transformation, and accelerated adoption of frontier

technologies, the United Nations Industrial Development Organization (UNIDO) has embarked on an ambitious path of fostering institutional branding for capacity-building provided by sector-specific competence centres, each an essential beacon in the vast landscape of these rapidly developing fields. The target of these efforts are developing nations, standing at the crossroads of potential and challenge in the digital era. UNIDO's mission goes beyond merely industrial and technological upgrading, it aims to empower them with the skills, knowledge, and resources necessary to benefit fully from these dynamic trends. By doing so, UNIDO is contributing to the enhancement of national and regional capacities, boosting industrial competitiveness, thus catalyzing inclusive and sustainable economic growth — a solid stepping stone towards achieving the Sustainable Development Goals while navigating the

PHOTOS: WWW.FREEPIK.COM



complexities of a fast-evolving global economy.

In this context, institutional branding takes on a gradually expanding role, serving as an engine that powers the creation of a potent and unique identities for capacity-building and competence centers. UNIDO's approach to institutional branding transcends the confines of logos and catchphrases, transforming a brand into a strategic medium for articulating the center's mission, vision, and unique offerings to a diverse spectrum of stakeholders, from collaborators and beneficiaries to policymakers and the wider public.

When it comes to capacity-building and competence centers operating in the realms of 4IR, digital transformation, and frontier technologies, their branding becomes a manifesto of their commitment. It encapsulates their devotion to technological innovation, their advocacy for digitally inclusive societies, their foresight in employing novel approaches, and their relentless drive to fortify local, national, and regional industrial sectors. Crucially, their branding must underscore the tangible assets they bring to the table - be it the delivery of crucial skills training, the promotion of technological literacy, or leading the charge in transformative research and development ventures.

A carefully developed brand identity brings a variety of benefits, serving as a magnet for strategic partnerships and funding, bolstering credibility, and maintaining the industrial development momentum by producing the effect of knowledge spillovers well beyond the target sector. It becomes an indispensable instrument in molding perceptions and positioning competence centers as reliable expert pools and knowledge hubs in their respective fields. By succinctly expressing their unique value proposition, these

centers can ensure the needed extent of stakeholder engagement, stimulate collaboration, and propel their mission to arm societies with the resources they need for a future sculpted by digital transformation and frontier technologies.

EMPOWERING ARMENIAN LIGHT INDUSTRIES

The Light Industry Service and Training Center established in Yerevan, Armenia under the brand "SPACE59", marks a significant milestone in the transition from Phase II to Phase III of the UNIDO Project on "Improving Competitiveness of Export-Oriented Industries in Armenia through Modernization and Market Access." The center is a successful example of a collaborative effort between the public and private sectors, facilitated by the Ministry of Economy of Armenia, and offers top-tier technical support services to SMEs as well as comprehensive training for light industry professionals at all levels.

The center's key objective is to uplift the light industry's human resource potential by offering expertise in industrial design, product development, business management, marketing and branding. This is ensured through the provision of a variety of sources, such as pattern making, digital product design, fashion illustration, virtual prototyping, shoe-making and more.

Over the past three years, "SPACE59" became a potent catalyst in fortifying Armenia's national reservoir of expertise, thereby escalating the competitiveness of Armenian light industry enterprises. This crucial upskilling is expected to not only further boost their standing within domestic and international markets but also pave the way for the emergence of one of the nation's most digitally advanced, inclusive and sus-

tainable sectors, which is a significant income provider for a large portion of the Armenian population.

The UNIDO Project in Armenia, running since 2014, has initiated a series of activities that have amplified technical capacities in innovative fashion design, fostered networking within regional value chains, and ensured effective export promotion of Armenian garment and textile products.

SUPPORTING INNOVATION ECOSYSTEM AND ENTREPRENEURIAL SUPPORT INFRASTRUCTURE IN AZERBAIJAN

In the past three years, UNIDO, in partnership with the governments of Azerbaijan and Slovenia, has devoted its efforts to the "Development of an innovation ecosystem and support infrastructure, including a Digital Education and Innovation Centre in Azerbaijan" project. This initiative represents a significant leap in building a vibrant innovative ecosystem that propels Azerbaijan's transition to the Fourth Industrial Revolution (4IR).

Institutional branding has been central to this project, emphasizing the replication of best international practices to create a distinctive brand identity. This encompasses nurturing innovation ecosystems, bolstering competitiveness of local enterprises, fostering knowledge transfer, and catalyzing strategic alliances between the public and private sectors, and academia.

Tapping into the specialized knowledge from the Ljubljana Technology Park (PTP) and the Slovenian Institute of Quality and Metrology (SIQ), UNIDO and the Innovation Agency of Azerbaijan have launched a set of thematic workshops and webinars. These sessions, focusing on innovation management, start-up community building, CE marking acquisition



for EU market access, and business management and leadership, have greatly enhanced the brand identity of the project.

This carefully orchestrated branding exercise culminated in the establishment of TechHub, an e-learning platform that adds further substance to the project's brand. TechHub is a unique knowledge space, delivering specialized webinars on digital transformation, 4IR technologies, and development of start-up and scale-up ecosystems.

The careful construction of the project's brand identity and the associated capacity-building program have firmly placed Azerbaijan on the path towards becoming a significant player in the realms of 4IR and digital transformation, both regionally and internationally. The strong institutional branding of the project has indeed played a pivotal role in shaping this promising trajectory.

SMART BUILD CENTRE INITIATIVE FOR SUSTAINABLE AND COST-EFFICIENT HOUSING TECHNOLOGIES IN THE KYRGYZ REPUBLIC

UNIDO's project "Fostering Community-Level Job Creation and Income Generation through Development of Cost-Effective Building Materials Production" was designed to champion innovative, affordable, and sustainable construction technologies, alongside eco-friendly building materials. The undertaking involved a comprehensive feasibility study to pinpoint the optimal blend of local and international technologies capable of producing energy-efficient, environmentally sound building materials.

A cornerstone of the project was the launch of the Smart Build Centre, which introduced seven pioneering technologies through its innovative online platform, www.smartbuild-kg.com. The portal quickly evolved into a comprehensive database for reliable building materials and cutting-

edge housing technologies, offering information on nearly 45 international companies. In addition to providing a treasure trove of industry-specific data, it also made available a plethora of manuals, standards, research papers, and guidelines - serving as a one-stop resource for sustainable building practices.

With its unwavering commitment to empowering local communities, the project enhanced job creation and income generation at a grassroots level, particularly in the rural parts of the country. Additionally, it offered much-needed access to information and practices on affordable and eco-friendly housing and improved irrigation systems. This multifaceted project saw the Smart Build Centre assert its institutional branding in the sphere of sustainable construction and industrial development in Kyrgyzstan, thus, steering the nation towards a more sustainable pathway.

The future depends on intellectual property

Although intellectual property (IP) and intellectual property rights (IPRs) play an increasingly important role in corporate strategy, the accurate valuation of IP remains a major difficulty to their emergence as a tradable asset class.

The intangible assets created through the processes of innovation represent a major share of the value of today's businesses.

Despite their fundamental importance, the understanding of IP and IP rights does, however, differ widely amongst businesses large and small.

There is a clear need to increase market actors' confidence and certainty in IP valuation methods as a way to stimulate IP transactions, to support IP based financing and to give companies the tools to provide information about their IP. This will also allow investors to better understand the business and the value of the company

itself and even to provide decision makers with the required information to decide whether to enforce or to license IP.

Today, Brand & IP valuation of a company's assets is an opinion, at a particular point in time – similar in many respects to the way that a legal opinion is given.

The ISO brand (e) valuation standards have been issued during the last years

THE EUROPEAN VIEW

The importance of intellectual property rights (IPR) to society and the economy has become increasingly clear in recent years. They support directly or indirectly 35% of

jobs, almost 39% of the EU's GDP and 90% of external trade.

According to latest studies, large companies are four times more likely to own IP rights than smaller companies - 40% of larger firms have registered rights, compared with 9% of SMEs. They also show that companies that own IP rights perform better than those that do not.

Businesses that own Intellectual Property Rights generate more revenue per employee than those that do not, have more employees and pay higher salaries to their workers and that this relationship is particularly strong for SMEs.

PHOTO: WWW.FREESTOCK.COM



EU ACCOUNTING RULES

1) Not all intangible items (e.g. intellectual property, brand names) meet the definition of an intangible asset, i.e., identifiability, control over a resource, and existence of future economic benefits or service potential.

If an item within the scope of this rule does not meet the definition of an intangible asset, expenditure to acquire it or generate it internally is recognised as an expense when it is incurred.

2) An asset is identifiable if it either:
(a) Is separable, i.e. is capable of being separated or divided from the entity and sold, transferred, licensed, rented,

or exchanged, either individually or together with a related contract, identifiable asset or liability, regardless of whether the entity intends to do so; or
(b) Arises from binding arrangements (including rights from contracts or other legal rights), regardless of whether those rights are transferable or separable from the entity or from other rights and obligations.

3) A binding arrangement describes an arrangement that confers similar rights and obligations on the parties, as if it were in the form of a contract.

4) An entity controls an asset if the

entity has the power to obtain the future economic benefits or service potential flowing from the underlying resource and to restrict the access of others to those benefits or that service potential. The capacity of an entity to control the future economic benefits or service potential from an intangible asset would normally stem from legal rights that are enforceable in a court of law. In the absence of legal rights, it is more difficult to demonstrate control. However, legal enforceability of a right is not a necessary condition for control because an entity may be able to control the future economic benefits or service potential in some other way.

Sustainable Brands create impact

Sustainable branding has become a crucial component of modern business. In a world where issues such as the dangers of climate change, polluted oceans and poverty are dominantly being discussed, companies have increasingly changed their focus and developed strategies to meet the challenges of our time with a contemporary perspective.

As a result of growing global competition and ever shorter periods of the supremacy of products with the inbuilt latest technology, the contribution of the brand to its owners will continue to increase. The brand is just one of several factors that provide a stable competitive advantage. Despite the commercial importance of brands, their management still lags behind that of their tangible counterparts. A number of techniques have been developed for managing production, that measure and analyze every detail of the manufacturing process using sophisticated computer systems.

Brand investments and their results are not followed in detail nearly as much as investments in other assets. As the importance of intangibles to companies

increases, managers will inevitably need to install more value-based brand management systems that can align the management of the brand asset with that of other corporate assets and provide more reliable indicators on the contribution of a brand to the overall business performance.

Intangible assets are recognized as highly valuable goods in economic activities. Brands & IP are probably the most valuable and still the least understood intangible assets, creating economic value and sustainability.

HOW DO BRANDS CONTRIBUTE?

Brands contribute more to shareholder value creation than any other asset – tangible or intangible, therefore the importance

PHOTOS: INIMAGE.COM, SCHEDEL

of brands increases among shareholders as well as among consumers, investors, managers and employees of enterprises. Within the framework of responsible corporate management and a transparent pursuit of corporate development in the sense of good corporate governance, corporate strategies, brands as well as their influencing factors play a significant role.

As an intangible asset, the value of brands will become one of the most important indicators of relevance to the balance sheet and a tool for financial investments. The ability to measure and grow the contribution of brands has emerged as a critical issue for investors, CEOs, CFOs, entrepreneurs and an opportunity for CBOs (Chief Brand Officers) and CMOs (Chief Marketing Officers). Precisely for this reason, there is a need to value brands reliably.

BRANDS CREATE VALUE

A brand is not just a logo or a trademark but an identity that distinguishes a business and its products in the marketplace and from the competition. It is the public face of a company or region and/or its products and services and a collection of perceptions, including its people, assets, products, services and conduct. A company's or region's brand makes it recognizable to the world and creates a lasting and therefore valuable impression on the customer's mind.



The “©EBI — 12 reasons 4 sustainable brands Compass” illustrates the contribution of brands and brand management to improved competitiveness, greater access to global markets and additional value creation:

These four focus areas prove the relevance of brands and demonstrate the contribution to competitiveness and sustainable growth:

- **Brands as the key for sustainable development**
adding value to products and services, improving competitiveness of companies, organizations, cities and regions, contributing to increased exports and market access, linkages with innovation and creativity, supporting business resilience to external shocks.
- **Brands for Locations, Cities and Regions**
including regional “Heritage” Brands to improve the linkages and integration of traditional and creative industries into other economic sectors such as the tourism industry (destination branding), usage of Protected Designation of Origin and Protected Geographical Indication; regional Brands as contribution for the Regional Development.
- **Brands for companies, SMEs and for internationalization**
improving competitiveness for companies and SMEs, formation of clusters, business and innovation parks, Innovation and Entrepreneurship, leading to

more attractiveness for talents, loyal customers, increased and more sustainable sales, better market positions, increased exports, new segments and markets.

- **Brand investments, funding and financing**
Value, growth and prosperity can be created through investment in brands and brand management as a prerequisite for more profitability and scalability of businesses. Brands enable superior returns, reduce the downside risk, are less volatile and show better fundamental performance. Consider impact investing to fund the achieving of UN SDGs and to create sustainable growth.

/// **Nowadays it is essential for enterprises and professionals to understand how**

sustainable brands are built and how they can be measured, managed and reported on. It is as important as to secure brands and use them as business assets. ///

Dr. Gerhard Hrebicek

PHOTO: WWW.FREEPIK.COM



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ABOUT EUROPEAN BRAND INSTITUTE

The European Brand Institute (EBI), partner of UNIDO, is Europe's leading institute for the evaluation of intangible assets. The key activities emphasize on brand value and patent value. Through ongoing research and participation in the international standardization of brand and patent valuation - especially the ISO standards on brand evaluation - as well as advisory and consulting services in the areas of brand corporate finance, balance sheet activation, implementation of brand measurement and reporting, brand management education as well as for investments in brands, EBI contributes to sustainable development in Europe and globally. EBI and its brand valuation company are the only ones worldwide being certified according to ISO 20671, 10668:2010 and ÖNORM A 6800 to ensure that the valuations are in line with generally accepted principles and standards and to increase confidence in the quality of our valuations, and are offering the "ISO Certified Brand" program for companies, regions and managers.

www.europeanbrandinstitute.com



Nina Kaiser, ÖAG Vice President and Co-Founder 4Gamechangers



Rainer Newald, Secretary General Austro-American Society (ÖAG), Philipp Bodzenta, President Austro-American Society (ÖAG)

Future of the Brand – Brands forever

On the occasion of 20 years of the Austrian Brand Value Study and therefore having created awareness for the value of brands in Austria, the European Brand Institute invited to the BRAND TALK 2023 under the motto "Future of the Brand - Brands forever" in the club rooms of the Austrian-American Society ÖAG.

The global economy is dominated by intellectual property and immaterial assets, especially strong and valuable brands" explained Gerhard Hrebicek, President of the European Brand Institute, in his opening statement. "IP rights, especially trademarks, are the most valuable and still least understood assets today," he stated.

ÖAG President Philipp Bodzenta welcomed the guests, and Paul Leitenmüller brought a smile to the participants with a Leadersnet street survey on the topic "What is a brand?".

In the Experts' Talk chaired by ÖAG Vice President and 4Gamechangers Co-Founder Nina Kaiser, panel guests Elisa Aichinger, Deloitte Consulting, Stefan Krenn, Novomatic AG, Herbert Kovar,

Deloitte Tax Austria, and Gerhard Hrebicek, European Brand Institute, explored how expectations of brands have changed over time and what makes the next generation different.

The moderator's opening question to the panellists about which brand had accompanied them since their youth brought up a bit of nostalgia. Manner, Nike, Burton, Bensdorf and Tyrolia were named before the future of the brands was discussed.

Gerhard Hrebicek explained the difference in brand awareness in Europe and America: "In the U.S., there is often a stronger emphasis on brand awareness, as American consumers are more open to new brands and show strong brand loyalty. In addition, brands play an important role

in identity formation and self-presentation. The challenge for Europe, he said, is that "Europe may fall behind the U.S. and China in expanding international brands in some areas, but there are also European companies with a global presence and successful international brands."

Elisa Aichinger gave an insight into the brand behaviour of millennials with regard to consumer decisions and employer selection. Nina Kaiser wanted to know from Stefan Krenn, Director Group Marketing & Communications of NOVOMATIC AG, how to shape the long-term value of a brand.

Stefan Krenn explained that the basics for building sustainable brand value are a corresponding brand vision, a clear and authentic brand positioning, and the harmony of this positioning with the lived corporate values. Using the example of the B2B brand NOVOMATIC and the operational B2C umbrella brand ADMIRAL, Krenn impressively explained how the two brands were successfully positioned internationally from Austria and are now in use in more than 100 countries. For Krenn, it is clear that the European market leadership and the great

international success of NOVOMATIC are not least due to the clear brand positioning as a manufacturer and operator of innovative premium products with the highest product quality.

"From an economic point of view, brands are a significant asset, as they are the source of future cash flows. So far, it is not common practice in Austria, Europe, or the U.S. to assign brands directly as assets; nevertheless, there are interesting opportunities to use brand companies as collateral for financing," Herbert Kovar, Partner Deloitte Tax Austria, is convinced.

Spotted at the Brand Talk and Networking: Gerald Ganzger, LGP, Rainer Newald, ÖAG, Martin Heimhilcher, WKW, Peter Drobil and Gabriele Stanek, Heinz Stiastry, journalist Margaretha Kopeinig, Richard Mauerlechner, weekend Magazin, Manfred Lepuschitz, Leopold PR Werkstatt, Jörg Spreitzer, greatplacetowork, Martin Dolezal, snowsports academy, Stefan Petters, carpotopia, Alexandra Lindlbauer, Novomatic, GianPaolo Spadola, WKW, Aysegül Bayakl, Schoellerbank, Renate Altenhofer, European Brand Institute, and many more.

PHOTOS: EBI, LEADERSNET/IG LANGEGGER



Elisa Aichinger, Deloitte Consulting



Stefan Krenn, Novomatic AG

Major events in sports are extremely important

At the 'Kaiser Wiesn' in Vienna, ÖSV President Roswitha Stadlober and leaders from the worlds of sport and business discussed why top events such as the World Ski Championships and others are a decisive economic factor. The evening was organized in cooperation with the Snowsports Academy and the European Brand Institute.

Next to the Vienna Giant Ferris Wheel, numerous interested parties gathered at the Kaiser Alm to listen to the Brand Talk 2023 on the topic of "The economic significance of major events for stakeholders in the sports business" - and to network afterwards in the rustic ambience of the Wiesn.

The aim of this top-class panel discussion was set by host Martin Dolezal, who as CEO of the Snowsports Academy is responsible for the training of 2,500 ski and snowboard instructors every year: "Our motto is 'Snow Connecting People' - because snow has something that connects people, friendships are formed here. With this event, we want to ring in the winter this year and take a look at two upcoming top events: the 2024 World Ski Flying Championships and the 2025 World Ski Championships."

"These two upcoming major events represent a concentrated force of emotions that we also want to convey to the younger generation," explained Roswitha Stadlober, President of Ski Austria / Austrian Ski Federation. "That's why it's so nice to have these events take place in Austria, so we can really get this mood across."

"But such events are also enormously important for us as the ÖSV itself, since we are the organizer. This means that we bear the risk at a World Cup, but hopefully we can make a profit so that we can maintain



our operations and in turn promote young talent," Stadlober said. "After all, we finance a staff of around 400 employees in the winter and just as many athletes."

ENHANCING REGIONS SUSTAINABLY

For Bartl Gensbichler, Head of the Organizing Committee of the 2025 World Ski Championships, the upgrading of his home region is also a priority: "There is always a boost for the region after an event. In skiing in particular, there is no more efficient way for a tourist resort than to organize a major event - whether World Cup races or the World Championships. The resources that we use here, we get back many times over: in advertising, marketing and customers who become aware of us as a result - and not just for the winter, but also for the summer season."

Gensbichler's conclusion: "One intention of doing a major event is to make sustainable





Bartl Gensbichler



Roswitha Stadlober, Barbara Bleier-Serentschy



Tom Berger

/// One intention of doing a major event is to make sustainable progress as a region. After all, people want to live more beautifully where they are at home. ///

Bartl Gensbichler

Head of the Organizing Committee of the 2025 World Ski Championships

progress as a region. After all, people want to live more beautifully where they are at home."

The ski jumping world championships at Kulm in Bad Mitterndorf at the end of January 2024 will be even earlier. Volksbank is at the forefront of this, as Marketing Manager Barbara Bleier-Serentschy emphasized: "We have been a partner of the national ski jumping team for 16 years and are very proud of it. Our motto for 2024 is 'We are Kulm', because it is our biggest event next year. Therefore, we want to get as many visitors there as possible."

Analyzing economic impact is important, but it's not everything, Bleier-Serentschy said. "We measure every sponsorship we do. But we're not just about logo visibility, we're about joint long-term collaborations. That's why we're also committed to young talent, to getting kids excited about this sport and this movement, for example with the Goldi Cup and the Vienna City Eagles, the largest ski jumping club in Austria. For example, a Viennese is already a junior world champion."

OTHER FORMATS, NEW TECHNOLOGIES

The situation in golf in Austria is somewhat different, explained Niki Wiesberger, Director of Marketing & Business Devel-

opment at the Austrian Golf Association. "We hope that in the future we will again be able to host a tournament in the highest category of the European Tour. However, with the Challenger Tournament - the second-highest category - in Adamstal in Lower Austria, we are pursuing a completely different direction: we want to promote young golfers in particular and offer them an opportunity to play in the international field."

Nonetheless, his sport is well positioned in this country, Wiesberger reported. "Austria is a golf country. The nearly 160 golf facilities generate direct value added in the mid three-digit million range. The inclusive value added of the sport is even around one billion euros."

Tom Berger, Head of LAOLA, talked about where the journey is headed for major events in sports. "We live in a society where the dynamics are stronger than ever, faster than ever, and where things are getting smaller and smaller. And there are fewer and fewer general guidelines and points of orientation - and sport is one of the few areas that connects people across nations, across religions, across continents, across industries. And what have people always done in all cultures when issues change, when things move too fast for them, when they have fears? They cele-

brate. Because celebrating reduces stress and brings people together. And that's where big events are great for that."

Berger described what organizers, companies, sponsors and fans will have to prepare for in the future as follows: "We just have to make sure that we translate these topics for the young target audience. And that's what we're here for as LAOLA - also to deal with developments like the Metaverse and to create digital winter sports landscapes. By the way, congratulations to the ÖSV for the Ski Challenge, because it's exactly with gaming initiatives like this that you pick up young people."

IMAGE OF THE BRAND "AUSTRIA"

Gerhard Hrebicek, who was also a co-organizer of this panel discussion with his European Brand Institute, reported on the great importance of Austria as a business location: "In total, tourism and sports provide an added value of 42 billion euros - that's almost 10 percent of the gross domestic product. 330,000 jobs are created as a result, and there are almost 47,000 catering businesses in the country."

"But the brand 'Austria' is also about identity," added Hrebicek, who heads Europe's leading institute for brand evaluation and certification. "And the brand 'winter

/// ... sport is one of the few areas that connects people across nations, across religions, across continents, across industries. ///

Tom Berger,
Head of LAOLA

sports' is quite important for the Austrian identity. Our 'winter hut' at the Kaiser Wiesn for example stands for this. One of the co-owners of the Wiesn produces such wooden huts and sells them all over the world - so thus also exports our image and tradition."

Finally, host Martin Dolezal of the Snowsports Academy once again pointed out the multi-layered impact of major events in sports. "Such events are extremely important for Austria because we use them to motivate children and young people to take part in sports themselves. So they are a factor for fitness and health. In addition, they bring people together and are thus a part of integration, because people cheer and celebrate together. And especially for a tourism country like Austria, major events are very important - you could almost call them an industry in their own right."

/// In total in Austria, tourism and sports provide an added value of 42 billion euros. ///

Gerhard Hrebicek
Head of European Brand Institute





Brands must constantly meet people's desire for a better life

Some Chinese brands have bucked market downtrends in their respective niches to enter the Top 100 of the world's most valuable brands.

The past years have shown that Chinese businesses have demonstrated the importance of building and maintaining a resilient brand, particularly when faced with uncertainty and global challenges, such as retail and supply chain disruptions, inflation, rising energy costs, and the resurgence of COVID-19 restrictions.

The China Council for Brand Development (CCBD) is mainly engaged in brand theory study, formulation of international and national standards, publicity of brand evalu-

ation, professional and technical training, international cooperation and others.

To be scientific, impartial, transparent and admitted China Council for Brand Development (CCBD) is the only national brand-related organization that has acquired permission from State Council and approval from Ministry of Civil Affairs of the PRC and is under the direct administration of General Administration of Quality Supervision, Inspection and Quarantine of the PRC (hereinafter referred to as "AQSIQ").

Adopting the system of council, CCBD is a non-profit social organization constituted voluntarily by enterprises, public institutions, social groups and individuals that are relevant to brand development. Mr. LIU Pingjun, member of the national committee of CPPCC and former deputy director of AQSIQ, acts as the president of CCBD.

CCBD has been focusing on brand evaluation, which is currently its important undertaking, in the principle of "To be scientific, impartial, transparent and admitted". Brand evaluation is an important action to generate positive energy for Chinese

PHOTOS: ULLÉ BAUM, WWW.FREERPH.COM

brands, improve their international influence and propel them to go global.

STANDARDS LAY FOUNDATION FOR BRAND-BUILDING

One of "the three transformations" in brand activities is transforming Chinese products to Chinese brands. This process requires correct understanding of brand connotation, meaning the quality, style and virtue of a brand and denotation, referring to cultivation, marketing and evaluation of brands. For achieving these goals standards should be recognized and applied as the basis and embodiment of a brand.

These standards determine the quality of brand products and services leading to a progressive and operable approach in standardization.

CCBD pays attention to the development and implementation of standards for brand products and services so as to consolidate the foundation of the brand and make them a symbol for the brand. Along with the development, standards need continuously revision in terms of brand innovations and development, so that the brands and standards enter the market synchronously.



Minister Chen Gang, Liu Pengjun (President CCBD), Gerhard Hrebicek (President EBI)



Austrian Brands score through innovative Strength



For the 20th time, the European Brand Institute (EBI) conducted its Austrian Brand Value Survey and identified the most valuable brand corporations. The results were presented to media representatives and brand managers on June 28, 2023.

According to study author Gerhard Hrebicek, President European Brand Institute, "Despite ongoing multiple crises, domestic TOP brand enterprises were able to return to pre-pandemic levels and achieve brand value increases in 2022. Due to the brand's trust effect, sales, margins and profits are more stable, risk is reduced and borrowing costs are lowered, thus positively influencing numerous performance indicators.

The Sustainable Brand Rating, conducted for the fourth time, showed that the brand corporations surveyed were able to improve their scores and that investments in sustainability are having an impact. Greater availability of alternative forms of financing based on the monetary valuation of brands and IP rights would allow corporations as well as national economy to grow."

The ten most valuable Austrian brand corporations together are worth more than

EUR 37.157 billion, with a positive brand value development of +7.4% overall. TOP 10 grow by approx. 65% in 20 years. The highest relative brand value growth was recorded by the gaming technology group NOVOMATIC (+13.6%), the TOP10 newcomer Pierer Mobility (+12.9%), followed by Red Bull (+8.5%).

RED BULL OUTSTRIPS ALL WITH EUR 18.4 BILLION BRAND VALUE

The Red Bull empire continued to grow in 2022, adding more than EUR 1.439 billion (+8.5%) in brand value thanks to excellent sales performance in nearly all target markets and a successful expansion strategy. In addition, the growth prospects for the future are promising. With a brand value of EUR 18.4 billion, Austria's only GLOBAL TOP 100 brand corporation and "best practice" example at international universities, is the undisputed leader in the ranking of the most valuable domestic brand corporations.

PHOTOS: KATHARINA SCHIFFEL

NOVOMATIC: RECORD GROWTH THROUGH INNOVATION AND SUSTAINABILITY

With innovative strength, continuous growth through strategic acquisitions and a strong commitment to sustainability, Europe's leading gaming technology group NOVOMATIC was able to achieve a brand value increase of +13.6% due to significant revenue growth in fiscal year 2022, as well as the pursuit of a comprehensive corporate responsibility program and further strengthen its position as the second most valuable brand corporation in Austria with a brand value of EUR 3.446 billion.

TOP 3 PLACEMENT FOR SPAR

The giant domestic retailer SPAR Austria Group was able to further expand its market leadership with innovation and sustainability initiatives, successfully continue its expansion course in all business areas and maintain its podium position with +3.4% brand value growth and EUR 2.515 billion brand value.



SWAROVSKI SHINES AGAIN WITH TOP4 RANKING

After turbulent years, the Tyrolean crystal group Swarovski, Austria's most valuable luxury goods group, once again attracted attention with a strong brand value increase of +6.2% and moved up to fourth place with a brand value of EUR 2.178 billion. The transformation process seems to be bearing fruit, which, despite volatile general conditions, brings 10% sales growth and

From an economic point of view, brands are a significant asset as they are the source of future cash flows. To date, it is not common practice in Austria, Europe or the U.S., to pledge brands directly as assets-yet there are interesting opportunities to use brand companies as collateral for financing.

Herbert Kovar
Managing Partner Tax,
Deloitte Austria





increases in almost all business areas and markets, and thus bright future forecasts again.

ÖBB: SUSTAINABLE, FUTURE-ORIENTED TOP 5

In the 100th year of its existence, ÖBB continues to grow with sustainability. Austria's largest and most valuable mobility and logistics corporation scores with innovative and customer-focused solutions. As a driving force for the economy and an important employer, the enterprise is building for the future with investments and

innovations, including the expansion of renewable energy sources. With emotional 360-degree brand staging, as well as new initiatives such as the Green Marketing Award, the brand value was increased by +4.8% to EUR 2.175 billion.

Austria's most valuable and sustainable financial services brand Erste Group Bank recorded a brand value increase of +2.3% and ranks 6th with a brand value of EUR 2.170 billion. Raiffeisen Banken Group also increased its brand value by +1.3% and holds 7th place with a brand value of EUR 2.036 billion.

PIERER MOBILITY IN THE FAST LANE IN TOP 10

The globally active mobility group Pierer Mobility successfully relies on a strong premium brand portfolio that ensures sustainable profitability and market presence, as well as innovation and strategic partnerships. With a brand value of EUR 1.152 bil-



/// The brand value makes the emotional connection between the company and its customers visible. This relationship is important to us. For this reason, ADMIRAL invests a lot of time and money in this value and is now one of the top 3 sponsors in Austria. ///

Monika Racek, CEO Admiral Casinos & Entertainment

lion and growth of +12.9%, the sustainable mobility provider overtakes XXXLutz and enters the TOP10 for the first time.

Austria's most valuable brand corporations were also examined for sustainability or externally perceived sustainable actions.

brand corporations have proven their resilience in systemically important industries such as APG (Austrian Power Grid) and the Austrian Red Cross. They are an indispensable foundation for the economy and society.

SUSTAINABLE BRAND RATING AUSTRIA

The European Brand Institute has again evaluated the contribution of brands to sustainable development in Austria in the sectors: Transport, Utility Infrastructure, Energy, Health and Social, Finance, and Media in 4 categories: Brand Leadership, Product/Services, Social Responsibility and Investment in Austria.

The criteria catalog with 52 indicators, derived from the UN Sustainable Development Goals (SDGs) of Agenda 2030 as well as ISO 20671, was evaluated with the "EBI Scoring Model" and transformed into a "Sustainable Brand Rating". In addition,

The industry leaders are:

- ÖBB (Transport/AAA)
- APG (Utilities Infrastructure/AAA)
- Verbund (Energy Supplier/AA+)
- Erste Group Bank (Finance/AAA)
- Rotes Kreuz (Health & Social /AAA)
- ORF (Media/AAA)

ÖBB emerges as Austria's leading Sustainable Brand for the fourth time in a row, followed by Erste Group Bank and Spar. In times of ongoing crises, especially the current energy crisis combined with high inflation, it is clear that public service

The Austrian Brand Value Study 2023 determined for the twentieth time from the "trend-TOP500 of Austria" of June 2023 those domestic brand corporations that are more than 45% owned by Austrians and whose brand value was determined according to the current international standards ISO 10668 and ISO 20671. The TOP 10 Austrian brand corporations are published; the analyses were carried out on the basis of more than 180 Austrian brand corporations in 16 industry segments.

SUSTAINABLE BRAND RATING AUSTRIA 2023

SUSTAINABLE BRAND STUDIE

DIE 10 WERTVOLLSTEN MARKENUNTERNEHMEN IM SUSTAINABLE BRAND RATING IM VERGLEICH ZUM MARKENWERT 2023

SB ¹ RANK	UNTERNEHMEN	SEKTOR	SB ¹ SCORE	BV ¹ RANK
1	ÖBB	VERKEHR	AAA	5
2	ERSTE GROUP	FINANZEN	AAA	6
3	SPAR	RETAIL	AAA	3
4	NOVOMATIC	GAMING	AAA	2
5	Raiffeisen	FINANZEN	AA+	7
6	Verbund	ENERGIE VERSORGER	AA+	8
7	PIERER MOBILITY AG	INDUSTRY	AA+	n.a.
8	OMV	UTILITIES	AA+	9
9	SWAROVSKI	LUXURY	AA+	4
10	Red Bull	CONSUMER	AA	1

Das European Brand Institute hat den Beitrag der Marken gemeinwirtschaftlicher Unternehmen und Organisationen* zur nachhaltigen Entwicklung in Österreich in 6 Branchen: Verkehr, Versorgungsinfrastruktur, Energieversorger, Gesundheits- und Sozialinfrastruktur, Finanzen und Medien in 4 Kategorien untersucht.

Im Rahmen dieser Studie wurden auch Österreichs wertvollste Markenunternehmen auf Nachhaltigkeit bzw. extern wahrgenommenes nachhaltiges Handeln untersucht und dabei ein „Sustainable Brand Ranking“ erstellt.

Der Kriterienkatalog mit 52 Indikatoren in 4 Kategorien, abgeleitet aus den Agenda 2030 SDGs sowie ISO 20671, wurde ausgehend vom Durchschnitt A (Average) mit AAA (Above Average) AA (Slightly Above Average) bis BA (Slightly Below Average) BBA (Below Average) im Vergleich zum Mitbewerber untersucht, mit dem „EBI Scoring Model“ bewertet und in ein „Sustainable Brand Rating“ übergeführt.

DIE 4 KATEGORIEN

- BRAND LEADERSHIP
- SOCIAL RESPONSIBILITY
- PRODUCT/SERVICES
- INVESTMENT

TOP 3 INDUSTRY LEADERS

VERKEHR	MEDIEN
1 ÖBB AAA	1 ORF AAA
2 VIG AAA	2 STYRIA MEDIA GROUP AA+
3 SPAR LINDORF AA+	3 MediaPrint AA+

VERSORGUNGS-INFRA	GESUNDHEIT & SOZIALES
1 APG AAA	1 ÖSTERREICHISCHES ROTES KREUZ AAA
2 austro GASTSTÄTTE AA+	2 Caritas AAA
3 WIENER NETZE AA+	3 volkshilfe. AA+

ENERGIEVERSORGER	FINANZEN
1 Verbund AA+	1 ERSTE Group AAA
2 ENERGIEAG AA+	2 UNIQA AAA
3 SPAR ENERGIE AA+	3 VIG AAA

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/// Brands forever! By registering a trademark, a sustainable and (theoretically) eternal value can actually be created for the enterprise. The protection period of registered trademarks is unlimited, there are trademarks that have been registered continuously for decades. It therefore also makes economic sense to develop a trademark, register it and manage it professionally. ///

Gerald Ganzger, Managing Partner Lansky, Ganzger, Göth & Partner

The EBI GLOBAL TOP 100 Brand Corporations 2023

According to the European Brand Institute's GLOBAL TOP 100 Brand Corporations 2023 Ranking, US brand corporations dominate the global brand landscape. US tech giant APPLE remains the most valuable brand corporation worldwide with EUR 367.834 bn (-8%), followed by Google (Alphabet Inc.) with EUR 304.759 bn (+1%) and Microsoft with EUR 240.563 bn (+7%) in third place.

Study author Gerhard Hrebicek, President of the European Brand Institute: "With average brand value growth of +6% for the GLOBAL TOP 100 BRAND CORPORATIONS, 2022 was a very mixed year. While TOP 10 brand companies in the utilities (+36%) and pharmaceuticals (+16%) sectors recorded the highest growth, IT&Tech brand corporations posted a decline of 7% in brand value growth, in opposite Microsoft raises by +7% its brand value and climbs to 3rd place."

■ US car group Tesla further extended its lead in the automotive sector with EUR 64.115 bn (+23%/global rank 12), followed by Toyota with EUR 40.888 bn (+17%/global rank 28). US pharmaceutical giant Pfizer gains +12% in brand value and leads the pharmaceutical industry segment with a brand value of EUR 52.885 bn (ranked 16th globally).

■ Europe's most valuable brand corporation French LVMH Group remains in 5th place worldwide with a brand value of EUR 135.640 bn (+8%/global rank 5), followed by the Swiss number 1 Nestlé EUR 49.484 bn. (0%/global rank 22) and the Belgian Anheuser Busch InBev EUR 39.103 bn

(+13%/global rank 29). Red Bull, Austria's only brand corporation in the GLOBAL TOP 100, is in 90th place with EUR 18.400 bn (+8%) in the ranking.

■ France, the world leader in the luxury segment, confirms its role as Europe's brand hotspot with a total value of the TOP 10 brand companies of EUR 312 bn. Germany's TOP 10 brand companies, led by Deutsche Telekom, are worth EUR 211 bn and Switzerland's EUR 139 bn, the Dutch TOP 10 are worth EUR 135 bn, led by consumer goods giant Unilever.

■ China's ALIBABA Group is in 6th place in the GLOBAL TOP 100 ranking with EUR 112.628 bn (+5%). The world's largest energy group Saudi Aramco climbs up to 13th place with a brand value of EUR 63.076 bn (+33%), Exxon Mobil shows highest brand value growth (+69%/ global rank 58).

USA dominates the GLOBAL TOP 100 with 57 (+9) brand corporations, with a value share of 67%, Europe has 26 (-6) with a further declining value share of 17,4%, while Asia with 17(-2) and a value share of 15,6% falls back slightly.

PHOTO: PEXELS

GLOBAL TOP 100



BRAND CORPORATIONS 2023

European Brand Institute GLOBAL TOP 100 Ranking: 1st Apple, 2nd Google, 3rd Microsoft, Europe's LVMH Group in 5th place, Exxon Mobil and Saudi Aramco show highest brand value growth.

GLOBAL TOP 10 BRAND CORPORATIONS

RANK	BRAND CORPORATION	SEGMENT	COUNTRY	BRAND VALUE 2023*	%
1 (1) ↔	Apple	IT & Technology	USA	367.834	-8%
2 (2) ↔	Google	IT & Technology	USA	304.759	1%
3 (1) ↑	Microsoft	IT & Technology	USA	240.563	7%
4 (-1) ↓	amazon	Retail	USA	206.372	-15%
5 (5) ↔	LVMH	Luxury	France	135.640	8%
6 (6) ↔	Alibaba Group	Retail	China	112.628	5%
7 (1) ↑	Johnson & Johnson	Consumer goods	USA	76.121	10%
8 (-1) ↓	Facebook	IT & Technology	USA	75.938	-29%
9 (1) ↑	Walmart*	Retail	USA	69.540	10%
10 (3) ↑	Coca-Cola	Consumer goods	USA	66.387	17%

*Data based on fiscal year 2022 in billion EUR | financial data source: LSEG data

The GLOBAL TOP 100 BRAND CORPORATIONS RANKING by the European Brand Institute has analyzed more than 3,000 brand companies and their brands in 16 sectors based on the latest ISO standards. Data based on fiscal year 2022, financial data source: LSEG data.



EUROPE TOP 10 BRAND CORPORATIONS IN GLOBAL TOP 100

1.	5.	LVMH	France
		Luxury	
2.	22.	Nestlé	Switzerland
		Consumer goods	
3.	29.	ABInBev	Belgium
		Consumer goods	
4.	32.	Christian Dior	France
		Luxury	
5.	39.	Unilever	Netherlands
		Consumer goods	
6.	40.	T-Mobile	Germany
		Telco	
7.	49.	Volkswagen	Germany
		Automotive	
8.	52.	Unilever	UK
		Consumer goods	
9.	54.	L'Oréal	France
		Consumer goods	
10.	57.	Novartis	Switzerland
		Pharma, Health & Biotech	

GLOBAL TOP 100
EURO 4,384.385 bn
average 6%

www.europeanbrandinstitute.com



The Importance of Brand Standards

Brands are created to reflect the value of a company and to appeal to its customers. By that, brands drive shareholder value through brand assets and brand performance. Because the contribution of the brand to its owners shall continue to increase, it is necessary to amend accounting standards to measure that.

Brands create values but need standards to measure them. According to ISO 20671 and ISO 10668 brands are defined as intangible assets, including but not limited to names, terms, signs, symbols, logos and designs, or a combination of these, intended to identify goods, services or entities, or a combination of these, creating distinctive images and associations in the minds of stakeholders thereby generating economic benefit/values.

This standard ISO 20671- part 2 distinguishes between and expands on the family of ISO brand related standards including ISO 10668 (2010): Monetary Brand Valuation and ISO 20671: (2019) Brand Evaluation – Principles and Fundamentals. It offers an approach to identify and implement these two ISO standards based on the needs and objectives of the organizations with a process over time acknowledging that operating entities

change and grow over time. This definition emphasizes that brands are not physical or objective entities. A brand is an idea in the mind of consumers. The organization does not own the brand, but it does have control of it. Having control of a resource that leads to the expectation of future economic benefits is the International Accounting Standards Board's accounting definition of a financial asset.

Intangible assets are now the key to economic growth and increasing corporate value. Unfortunately, as with intangible assets generally, it has historically been very difficult assign a value to brands or identify the metrics for brand management and reporting.

Brands exist in the minds of customers. Names, symbols and the like are just ways of referring to brands, ideally in a way that itself influences how consumers think

about the brand. The brand, however, is the ultimate meaning, or the idea, of the product in the consumer's head. It is how the consumer thinks about the product, what he or she believes to be true about it. A brand is thus subjective, not objective. The key point to realize is that it is the consumer who owns the brand. The brand exists in the consumers' mind. Although brands are created by tangible investments in advertising and other marketing activities, the resulting brand is the idea or meaning that is created in the consumer's mind. It is an intangible asset. Beyond this, and unlike software or patents, a brand only exists as a subjective state in the consumer mind. From a company's point of view, the question becomes, how do you assess the value of a brand when brands are so intangible as to be essentially subjective.

The latest international standards set rules for the assessment of brand management and the monetary valuation—for something that exists in the consumer's head.

To do this we have to first evaluate the strength of the brand according to the latest international standards. These standards specify the different kinds of indicators of brand strength that can be used to evaluate the power of the brand idea or

meaning in the consumer's mind. Many indicators have been developed by marketers and used to measure brand strength. A simple one would be to ask consumers which brand in a category they would pick if they could have any of them regardless of price.

The final step in determining the value of a brand is to relate the evaluation of the brand to one or more metrics of financial performance. The performance on financial cash flow determines the monetary valuation of the brand.

ISO 10668: Monetary Brand Valuation is a valuation process representing a point-in-time financial value of the brand that can enable an organization to report this value. ISO 10668 compliant brand valuations can be used to convey the financial value of a brand to external audiences such as investors, tax authorities, and prospective buyers or licensees of the Brand.

ISO 20671: Brand Evaluation – Principles and Fundamentals is a process standard that a Brand-owning entity applies internally or with the support of an external brand evaluator. It provides a framework for evaluating an operating entity's brand over time with a focus on the customer and other relevant stakeholders. One potential use of this standard is to support management and the marketing function, determine the allocation of funds for investment with the objective of developing Brand(s), and serve as the basis for external reporting of brand performance.

The value of a brand for a company can thus be measured even though brands are inherently intangible and subjective. For such measurements to be accepted and



/// The implementation of international standards is the key to being able to treat brands as intangible assets. ///

Dr. Gerhard Hrebicek

implemented, however, standards must be implemented so that measurements are consistent and comparable across organizations and over time.

The implementation of these international standards is the key to being able to treat brands as intangible financial assets so that they may be fully taken into account in corporate governance and in transactions among companies as well as in investment decisions.



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We love Brands

With its Brand Academy the European Brand Institute is offering a value-based brand management training, focused on brand management, brand development and brand evaluation, based on the latest ISO standards.

The Brand Academy was founded from an idea to share the knowledge of independent brand & patent valuation experts and consultancy. We started our program creation and development in cooperation with the European Brand Institute (EBI) as Europe's leading platform of brand value. With more than 20 years of proven experience in brand & IP valuation, European Brand Institute is serving as a certified legal team of experts.

We offer workshops and training courses in the increasingly important field of brand management and leadership. By taking studies through the Brand Academy you will learn how to evaluate and professionally manage, measure and report Brands.

The Brand Academy specialist study programme focuses on brand management issues facing organizations and their related corporate identity, value, image, and reputation. Strategic Brand Management has a specialist focus on corporate brand but also examines the importance of product and services branding. At the strategic brand level, you will study a wide range of corporate brands from a variety of sectors (private, public, regional, international and



not-for-profit) including company start-ups, SMEs, multi-nationals and across sectors and cultures. Significantly, you will also study how corporate brands are a key facet of an organization's overall corporate strategy.

In particular, the programme will: Offer frameworks for understanding issues related to Brand evaluation at the corpo-

rate level (including corporate finances, communications, corporate branding, corporate identity, corporate image, and corporate reputation); Provide an in-depth understanding of the implementation issues associated with the development of the corporate marketing mix; Help prepare you for employment by developing a sound understanding of corporate level brand evaluation in context; Help equip you with a strong foundation and professional skills for advancing into academic research or professional practice in the corporate brand management field.

The aim of this programme is to provide you with a sound knowledge and understanding of the theories that underpin corporate brand management and to help equip you with practical skills and tools to apply corporate brand management in practice. Graduates of this programme can look forward to a wide range of career opportunities within a variety of sectors. In particular, this degree will help prepare you for roles in Strategic Brand Management & Brand Evaluation.

www.brand-academy.org

CERTIFICATION
Continual professional development program, professional certification based on ISO 20671 Brand Evaluation Standard.

POSTGRADUATE
Postgraduate Strategic Brand Management (European Qualification Format), EQF Level 7 Postgraduate Strategic Brand Management Diploma.

MBA
The full MBA study program, consisting of one year, 10 + 2 modules postgraduate academic course, focusing on Global Brand Management.

This as well as companies to understudy program is designed to help individuals stand, manage and implement the main concepts of Brand Management and Brand Evaluation.

The full study program, consisting of one year, 10 modules postgraduate academic course, built from an ambition to focus on global brands. To understand and connect cultures & deepen your knowledge of the development management and communication.

This study program is designed to help individuals as well as companies to understand, manage and implement the main concepts of Brand Management and Brand Evaluation.

PHOTO: RAWPIXEL ON WWW.FREEPK.COM



www.brand-academy.org

The Brand Academy is designed to provide value-based brand management training focused on brand management, brand development and brand evaluation based on the latest ISO standards. We offer workshops and training courses in the increasingly important field of brand management and leadership. As continual professional development program, we offer we offer Study Programmes in accordance with ISO 20671 Brand Evaluation Standard.

167
LESSONS

157
TESTS

35
MODULES

in accordance with



ISO 20671



Make Brand Quality visible & measurable

Certified Brands comply with international standards for holistic brand management, thereby increasing the brand's competitiveness.

Certified Brand is based on the know-how and over 20 years of relevant experience of the European Brand Institute and a global team of brand management experts. Together, they have developed ISO 20671 for increasing the efficiency of value driven brand management.

How to become a Certified Brand?

The Certified Brand Seal of Quality is the first international seal whose award is based on an objective evaluation standard. The Certified Brand program was developed in cooperation with Austrian Standards International and is based on the latest ISO standards. The Certified Brand Seal of Quality shows that the brand is managed according to the global framework.

Why become a Certified Brand?

Brands as distinguishing features and essential value factors are of great importance for small as well as for large companies, regions, associations, their customers and stakeholders, and the global economy. According to the latest studies of the European Brand Institute, the brand value represents on average around 40% of the company value - and the trend is rising! Therefore, the ISO 20671 „Brand Evaluation“ has been developed for the mea-

surement, management and reporting of brands. The new international standard is a framework that defines the dimensions for

Brand is the art of being number one in customers' minds. Brand management is the ability to turn it into value.

Dr. Gerhard Hrebicek



holistic brand management and enables companies, regions and associations to work efficiently to increase the brand value.

The companies, regions and associations awarded with the Certified Brand Seal of Quality work on their future fitness in accordance with the highest standards of brand management in order to trigger improvements and increase the value of their brand.

During the Certified Brand Process trained independent auditors accompany the company, region or association to guarantee a comprehensive quality standard and a clear documentation of the company's competences.

Make valuable brand quality visible

- The Certified Brand Framework introduces the company to all dimensions of holistic brand management and reveals the strengths, weaknesses and potentials for improvements.
- The Certified Brand Process triggers improvements in brand management leading to value creation and provides valuable input to strengthen the company's leadership.
- The Certified Brand Certificate and Seal of Approval increases the status among partners and investors.

PHOTOS: CHRISTIAN@MAC.COM, WWW.FREERIK.COM



ISO 20671

THE INTERNATIONAL SEAL OF QUALITY FOR VALUABLE BRANDS

TRIGGERS IMPROVEMENTS IN BRAND MANAGEMENT LEADING TO VALUE CREATION.



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VALUE TO BRANDS



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