

2nd Vienna Window Convention

DIGITALISATION | SUSTAINABILITY | MARKETS



19. & 20. 11. 2020
Meliá Hotel Vienna



WELCOME



Although nothing is as it was this year, we have decided to take the Vienna Window Convention into its second round in 2020. The convention will be held at a new date and in an expanded form to include the theme Corona. We want to look at key aspects of the industry with leading representatives of the industry, as we did last year. To begin we will hear Prof.-Dr. Andreas Sönnichsen with an introduction to the current situation around Corona from a public health perspective.

In the presentation by InterConnection and Christoph Blepp (S&B Strategy), we also discuss the effects of the crisis on the industry and present current study results on the window industry in their presentation and present challenges and opportunities with which they are also confronted in this particular situation.

In addition, you can expect best cases scenarios in the areas of digitalisation, sustainability and sales, whereby the focus will be on first-hand information and personal exchange - this year of course with the necessary distance. Two panel discussions led by Daniel Mund (Glaswelt) and Frank Lange (VFF) on success factors and digitalisation effects strengthen the network character as well as an evening event on November 19, 2020. This year, too, we will be awarding the window awards in cooperation with our media partners.

Digitalisation | Sustainability | Markets : Key Note Speakers & Experts 2020

Cross-industry sustainability is one of the central issues of our time. The window industry also needs clear strategies and solution concepts for all materials. Patrick Seitz (Aluplast) will outline a solution for a more sustainable path into the future. Helmuth Berger (Internorm) and Jens Eberhard (Oknoplast) are our experts on positioning and sales. Both are leading their companies steadily on an expansion course. Helmuth Berger will give an insight into the structure of Internorm's strong sales network, while Jens Eberhard will explain his strategies for building a close-knit sales system and brand value.

We will discuss the topic of advancing digitalisation into in several ways: Roberto Antoniotti (Voilap Digital) will show us digital sales concepts and Patric de Hair will present the online portal Plan.One as an interface between digital architectural planning and the manufacturers of construction products. Roger Wollhaupt (Jansen) will talk about new developments in BIM for the industry and the smart home expert Christopher Strobel (CS Consulting) will present future-oriented concepts in this area.

I look forward to welcoming you personally!



Dr. Frederik Lehner | Managing Director
InterConnection



KEY NOTE SPEAKERS



Dr. Andreas Sönnichsen | Centre for Public Health | MedUni Vienna

19.11
09.05

Living with the Corona Virus | The Future from a Public Health Perspective

Univ.-Prof. Dr. Andreas Sönnichsen has held the professorship for general medicine at MedUni Vienna since October 2018. He is also the head of the Department of General and Family Medicine at the Centre for Public Health at the MedUni Vienna. Sönnichsen is the editor and author of numerous medical textbooks. At our convention, he will speak about the effects of the crisis from a public health perspective.



Patrick Seitz | CMO | ALUPLAST

19.11
09.35

Green Prospects | Sustainability: New Values & Potentials

The family-owned company aluplast is a system manufacturer for plastic windows and producer of plastic profiles for windows and doors, with 1,500 employees worldwide. Patrick Seitz is the son of the founder and CMO. As such he is responsible for the operational management of aluplast. Seitz has been VP of EPPA since 2015. In his lecture he outlines a solution to the compatibility of growth and sustainability. This is particularly interesting for PVC, where the green image can be expanded.



Jens Eberhard | CEO | OKNOPLAST

19.11
15.30

Developing Distribution Abroad

Jens Eberhard is the CEO of Oknoplast Germany, a Polish family company that is now one of the leading manufacturers of plastic windows in Europe. The major aim of Oknoplast is not only to stir up the market as a price leader, but also to build up a close-knit sales system, to define brand value and to position itself against a large number of other players in the largest window markets. Mr. Eberhard explains the strategy for this in his lecture.



Roberto Antoniotti | CEO | VOILAP Digital

19.11
13.30

Retail 4.0 for Windows & Doors

Roberto Antoniotti is the CEO of Voilap Digital and Chief Digital Officer of Italian Voilap Holding, the global market leader for window profile machines for PVC and aluminum. Voilap digital was created in 2011 with the aim of implementing a highly developed e-commerce platform for windows and doors. Today the company has become a reference point for the world of retail 4.0. Roberto Antoniotti explains the interaction of digital components with classic sales channels.

KEY NOTE SPEAKERS



Helmut Berger | CEO | INTERNORM

Sales as a Recipe for Success

For the past year, Helmut Berger has been solely responsible for the operational management of the Upper Austrian family company Internorm. Internorm sells its products as a window and door manufacturer in over 10 sales branches and over 1,300 selected sales partners in 21 countries. In addition to the strong brand, Internorm's sales network is a hard-to-beat USP of the highly successful window manufacturer. The sales strategy is the focus of his presentation.

20.11
09.05



Patric de Hair | CEO | PLAN.ONE

The New Digital Cooperation with Architects

Plan.One offers architects and manufacturers a search and comparison portal for construction products and thus forms an interface between the digital planning level of architecture and the manufacturers of construction products. The product search engine offers software extensions for all common BIM planning systems. At our convention, Patric de Hair, founder and CEO, will speak about the possibilities that the search and comparison portal Plan.One offers in digital collaboration.

19.11
14.15



Christoph Blepp | Partner | S&B Strategy

Window Industry 2030 : From Product Champion to Client Whisperer

Christoph Blepp is a partner at S&B Strategy, a management consultancy for strategy and M&A with a focus on the segments of construction and digital business models. At the convention, he will explain current study results on the changing window industry and show us the challenges and opportunities with which it is confronted.

19.11
10.00



Christopher Strobel | CEO | CS-Consulting

Smart Concepts for the Future Window

Christopher Strobel is the founder, managing director and partner of CS - Consulting, a company that specialises in the areas of smart home and digitalisation inquiries in building technology. In his lecture, he shows that the smart home and the associated digitalisation of house and building technology are very much part of the present.

20.11
09.50

KEY NOTE SPEAKERS



Dipl.-Ing. Automation Technology Roger Wollhaupt | SPM | JANSEN

Digitalisation of the Construction Industry From the Perspective of a Construction Product Manufacturer

The Swiss company Jansen, a leading steel system provider, is committed to innovation. Roger Wollhaupt is Senior Project Manager in BIM (Building Information Modeling) & expert in digitalisation issues. In his keynote, Mr. Wollhaupt discusses the impact of building information modeling (BIM), which supports the consistent use of digital building blocks and networks all those involved in the process, on window and facade construction.

20.11
11.00



Dipl. Ing. Daniel Mund | Editor in Chief | GLASWELT

Moderation for the Panel Discussion: Success Factors

GLASWELT is the leading independent specialist magazine for the glass and facade industry in Germany. Their focus is on all relevant aspects of the manufacture, treatment and processing, finishing and application of flat glass. The editor in chief, Dipl.-Ing. Mund will moderate the panel discussion on day 1.

19.11
11.40



Frank Lange | Managing Director | VFF (Window + Facade Association)

Moderation for the Panel Discussion: Impact of Digitalisation

The Window + Facade Association is a specialist organisation that represents the leading manufacturers of windows, doors and facades, system and trading partners and assembly companies in Germany. The cross-material association represents the interests of over 350 members. Frank Lange, who was made managing director of the VFF in the beginning of March 2020, will lead the discussion on the effects of digitalisation on the industry.

20.11
11.40

The 2nd Vienna Window Convention in Brief

1.5 Days of Networking & Think Tanks

PLACE TO MEET & PLACE TO BE: Our Target Group & Whom You Will Meet

Our Vienna Window Convention sees itself as a communication platform for the industry: We are aimed at managing directors and decision-makers from marketing and sales of manufacturing companies, system providers, suppliers and software developers. You will meet media and association representatives and, last but not least, business experts.



Main Topics: DIGITALISATION | SUSTAINABILITY | MARKETS

"The development of the window market is not accidental. It is decided by people who are passionate about ideas, who design and implement strategies and who take risks. It is precisely these personalities that are the focus of our Vienna Window Convention and should find their platform and stage here. The exchange of ideas and strategies in personal contact is the added value for all participants."

The Vienna Window Convention will once again be focusing on personalities this year, who will play a decisive role in shaping and shaping the industry and also driving the successful development of the market:

- Success Factors & Growth Potential Post-Crisis Strategies
- Successful Sales-Strategies | Digital Sales
- New Market Potential Through New Values: Sustainability
- Impact of Digitalisation: Smart Concepts & BIM

PROGRAMME

- 09.00 Welcome & Opening Words from Dr. Frederik Lehner
- 09.05 **Living with Corona | The Future from a Public Health Perspective**
Dr. Andreas Sönnichsen | Public Health Expert | MedUni Vienna
- 09.35 **Green Prospects | Sustainability: New Values & Potentials**
Patrick Seitz | CMO | ALUPLAST
- 10.00 **Window Industry 2030**
Christoph Blepp | Partner | S&B STRATEGY
- 10.30 Coffee Break
- 11.00 **Window Markets Post Corona Crisis**
Dr. Frederik Lehner | CEO | INTERCONNECTION
- 11.40 **Panel | Success Factors**
Moderation: Daniel Mund | Glaswelt
- 12.15 Lunch Break
- 13.30 **Retail 4.0 for Windows & Doors**
Roberto Antoniotti | CEO | VOILAP Digital
- 14.15 **New Digital Cooperations with Architects**
Patric de Hair | CEO | PLAN.ONE
- 15.00 Coffee Break
- 15.30 **Developing Distribution Abroad**
Jens Eberhard | CEO | OKNOPLAST
- 16.15 **Vienna Window AWARD**
In cooperation with bauelemente bau
- 17.00 End of 1st Day of the Convention
- 19.00 EVENING EVENT | Convention Dance!



Strategies
& Markets

PROGRAMME

- 09.05 **Sales as a Recipe for Success**
Helmuth Berger | CEO | INTERNORM
- 09.50 **Smart Concepts for the Future Window**
Christopher Stobel | CEO | CS-Consulting
- 10.30 Coffee Break
- 11.00 **The Digitalisation of the Construction Industry ..**
Roger Wollhaupt | Senior Project Manager | JANSEN
- 11.40 **Panel I Impact of Digitalisation**
Moderation: Frank Lange | Managing Director | VFF
- 12.15 Final Words | Dr. Frederik Lehner



Innovation &
Digitalisation

REGISTRATION | EARLY BIRD Tickets up to and including 31.07.2020

Secure your ticket for the Vienna Window Convention! Online registration only. In addition to our single ticket and the EARLY BIRD single ticket, we also offer a group discount. Further information can be found here:



ONLINE
REGISTRATION
2nd Vienna
Window Convention

ORGANISATION

TICKETS

1,5 Days Early-Bird Ticket € 790.-

Up to and including 31.07.2020

1,5 Days Single Ticket € 890.-

Group-Ticket: 4 for 3

EVENT LOCATION

Meliá Hotel Vienna

Donau-City-Straße 7 1220 Vienna

tel.: +43 190 104 2003

mail: melia.vienna@melia.com

web: www.melia.com

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INTERCONNECTION CONSULTING

Getreidemarkt 1 | 1060 Vienna

t: +43 1 585 4623-0

m: info@interconnectionconsulting.com

www.interconnectionconsulting.com

YOUR CONTACT PERSON

Event Management + PR

Iris Wildauer, BA BA

+43 1 5854623-33

wildauer@interconnectionconsulting.com