



VIENNA WINDOW + SUN PROTECTION CONGRESS
27 - 28 JUNE 2024 | MELIÀ VIENNA

ARTIFICIAL INTELLIGENCE. MODULAR CONSTRUCTION. UNDERSTANDING MARKETS.

AI. ANALYSIS. CIRCULAR ECONOMY. DISCUSSION. INNOVATION. KNOW-HOW. MATERIALS. MARKETS. MARKETING. MODULAR CONSTRUCTION. NETWORKING. STRATEGY. SUSTAINABILITY.



WFSK | 2024

AI. MODULAR CONSTRUCTION. UNDERSTANDING MARKETS.

The 5th edition of the Vienna Window and Sun Protection Congress will take place from 27-28.06.2024 and will focus on innovation, in-depth analysis and industry-relevant, practice-oriented tools. After all, challenging times require efficient and targeted action.

Current trends in artificial intelligence and modular construction (technology, materials, circular economy) as well as marketing solutions for both sectors (AI-based tools, recruiting, digital marketing) and our "Figures, data, facts - analyses" are fixed components of the congress. Because at the end of the day, it's all about understanding the markets better and reacting accordingly, equipped with the know-how of adequate tools.

We are pleased to introduce you to this year's speakers. As always, there will be discussions and the traditional finale with a Viennese wine tavern. And in 2024 we will again present the WFSK.awards. You can find more information on the following pages!

WFSK | KEYFACTS

WHAT: Congress for the window and sun protection industries

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

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

HOW MUCH:

- € 650.- for the CLASSIC Plus ticket.
- € 990.- for the CLASSIC ticket.
- € 499.- for architects and the Online PLUS Ticket.
- € 2.499.- for the GROUP ticket (4 participants).

TO THE
TICKETS

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



WFSK | PROGRAM



50% CO2-REDUCED: MODULAR CONSTRUCTION

27.06.
09.05h

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

ANDREAS GÖBEL | DHME



MODERN CIRCULAR ECONOMY.

27.06.
09.50h

The REHAU Window Solutions Division focuses on recycling materials for sustainable window solutions. This has enabled it to establish itself as a driver for a sustainable circular economy in the window industry. The principle: old windows are collected, their PVC components are processed into high-quality recycled granulate and incorporated into the resource-saving production of new window profiles.

CARSTEN HEUER | REHAU



BUILDING CONSTRUCTION SCENARIO 2030.

27.06.
11.00h

2023 will be the year of the perfect storm in the European building construction sector. After 10 years of a concrete money boom, money is no longer free: Sharp rises in interest rates and even sharper increases in construction costs are clashing with a severely dampened buying mood, which has been clouded by global crises. The result is a slump in new construction in the high double-digit range. Renovation is in no way able to compensate for this. In this fact-based presentation, we will show you exactly what you can expect.

DR. FREDERIK LEHNER | IC

WFSK | PROGRAM



SYSTEM OPTIMIZATION WINDOW INSTALLATION.

27.06.
13.30h

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

THOMAS STEMESEDER | GS STEMESEDER



SYMBIOSIS OF INNOVATION & TRADITION.

27.06.
14.00h

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

ANDREAS KRALER | HELLA



LOW-CO₂ GLASS AND CIRCULAR ECONOMY.

27.06.
14.30h

SAINT-GOBAIN GLASS is a pioneer with the world's first CO₂-reduced glass. Combined with a genuine circular economy and the appropriate use of post-consumer glass cullet, the benefits are twofold: For planners, contractors, as well as for the environment of tomorrow. Axel Roth shows the challenges and potentials in these areas.

AXEL ROTH | SAINT GOBAIN / ANGEFRAGT

WFSK | PROGRAM



FACTS, FIGURES, DATA! SUN PROTECTION.

The coronavirus pandemic proved to be a blessing for the sun shading industry, but the time afterwards will be a test. Dramatic slumps in almost all markets and segments are the order of the day and are leading to a restructuring of the market. Nevertheless, there are glimmers of hope and certain segments that will be among the big winners in the long term. In his groundbreaking presentation, Dr. Armandi shows what you can bet on in 2025.

27.06.
15.30h

DR. STEFANO ARMANDI | IC



FACTS, FIGURES, DATA! WINDOW MARKETS.

The European window markets have taken a strong breather. High construction financing costs and a weak economy are weighing on the sector. In virtually no market can the slump in new construction be offset by increased renovation. However, the most important finding of the crisis is that subsidies have an extremely strong impact on the individual markets. A very differentiated picture emerges in detail, which is the focus of this presentation.

27.06.
15.30h

DR. FREDERIK LEHNER | IC



BLUE COLLAR RECRUITING.

The "war for talent" is a thing of the past. Welcome to the battle for every worker. A few years ago it was easy to find suitable employees in the blue collar sector, but today it is becoming more and more challenging. The demands and requirements of jobseekers are increasing, which poses major challenges for companies. ISS Austria Managing Director Erich Steinreiber sheds light on the problem area and shows possible solutions.

27.06.
16.15h

ERICH STEINREIBER | ISS

WFSK | PROGRAM



AI BETWEEN HYPE AND IGNORANCE.

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

28.06.
09.05h

MAG. LIC. LIVIA RAINSBERGER | WISSENCE



DIGITAL MARKETING FOR COMPONENTS.

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

28.06.
09.50h

ALEXANDER OSWALD | FUTURA!



AI IN THE WINDOW BUSINESS.

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

28.06.
11.00h

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



WIENER FENSTER- U. SONNENSCHUTZ-KONGRESS
KI. MODULARES BAUEN. MÄRKTE BESSER VERSTEHEN.

WHERE / WHAT

WFSK | ALL AROUND

ALL-IN: CATERING, SEATED LUNCH, FINALE

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

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

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

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

** Included in the ticket price!*

MELIÁ | VIENNA



"Breathtaking luxury hotel in Austria's tallest skyscraper"

Donau-City-Straße 7 | A-1220 Vienna

FINALE



Our finale 2023 at the Weinhof Zimmermann in 1190 Vienna

WFSK | AWARDS

INNOVATION | SUSTAINABILITY | WEBSITE

We honor special achievements in the areas of sustainability, innovation and website. The competition is aimed at manufacturers and suppliers in the window and sun protection industries. We look forward to receiving your submissions!



DOWN-
LOAD



WFSK.AWARDS WINNERS 2023

HEROAL | SIEGENIA-AUBI | INTERNORM | SOMFY | ADLER-WERK LACKFABRIK | MACO - MAYER & CO
BESCHLÄGE | SALAMANDER WINDOW AND DOOR SYSTEMS | FENSTERBLICK | FENSTERMAXX

WFSK PARTNER 2024



**FRANCA KIRCHER, B.A.
EVENTMANAGEMENT & PR**

Tel: +43 1 585 4623-15

Fax: +43 1 585 4623-30

kircher@interconnectionconsulting.com

www.interconnectionconsulting.com

WFSK | SPONSORING

MORE PRESENCE FOR YOUR COMPANY!

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

**MORE
INFO**

ABOUT | US

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

REFERENCES | IC.EVENTS



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

