

## EUROPEAN BUSINESS FORUM 2026

### PROGRAMME

**Friday, 17 April 2026, 2 pm (Language: English)**

**Place: Campus Eisenstadt, lecture hall 1**

**Topic: Made in Europe – Rediscovery of the European economy**

**Moderation: Julia Kreyler-Valsky** (Employee of University of Applied Sciences Burgenland)

Time		
2:00 to 2:15 pm	Welcome and opening	<b>Georg Pehm</b> – Managing Director University of Applied Sciences Burgenland
2:15 to 3:15 pm	Keynote-Speaker	<b>Michael Ploder</b> – Director of POLICIES, Institute for Economic, Social and Innovation Research, Joanneum Research Graz
3:15 to 3:30 pm	Break	
3:30 to 3:45 pm	Presentation from Bachelor students	Students from the Bachelor's degree programme in International Business Relations
3:45 to 4:45 pm	Moderated audience discussion with Burgenland companies	<b>Lisa Smith</b> – Co-Founder and CEO of Prewav <b>Christina Glocknitzer</b> – Managing Director Seal Maker <b>Werner Trenker</b> – Managing Director Med Trust
4:45 to 5:00 pm	Closing and invitation to wine tasting	<b>Julia Kreyler-Valsky + Marcus Wieschhoff</b>
5:00 to 7:00 pm	Wine tasting & buffet in the assembly hall	

### Co-operation partner



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