



# TEC

10:00–12:30

HOTEL ALPHOF

RECEPTION

## Technology Brunch hosted by Standortagentur Tirol *Technologiebrunch gegeben von Standortagentur Tirol*

13:00–13:10

ERWIN-SCHRÖDINGER-SAAL

LECTURE

## Opening of the Alpbach Technology Forum 2013 *Eröffnung der Alpbacher Technologiegespräche 2013*

SIMULTANEOUS TRANSLATION

Franz Fischler

President, European Forum Alpbach, Vienna

13:10–13:45

ERWIN-SCHRÖDINGER-SAAL

PLENUM

## Innovation and Policy *Innovation und Politik*

SIMULTANEOUS TRANSLATION

Hannes Androsch

Industrialist; Chairman of the Board, AIT Austrian Institute of Technology GmbH; Chairman, Austrian Council for Research and Technology Development, Vienna

Doris Bures

Federal Minister for Transport, Innovation and Technology of the Republic of Austria, Vienna

Karlheinz Töchterle

Federal Minister for Science and Research of the Republic of Austria, Vienna

<sup>Chair</sup> Gerald Gross

Founder and Director, gross:media e.U., Vienna

13:45–15:15

ERWIN-SCHRÖDINGER-SAAL

PANEL

## Future Innovation – International Perspectives *Die Zukunft der Innovation – internationale Perspektiven*

SIMULTANEOUS TRANSLATION

Yves L. Doz

Emeritus Professor of Strategic Management; The Solvay Chaired Professor of Technological Innovation, INSEAD The Business School for the World, Fontainebleau

Jeff Hoffman

Partner and Co-Founder, ColorJar LLC., Chicago; Co-Founder, priceline.com, Inc., Norwalk; Advisory Board Member, US State Department's GIST program (Global Innovation through Science and Technology), Arlington

Lothar Stein

Director Emeritus, McKinsey & Company; Privatinvestor Innovative Ventures, Munich

<sup>Chair</sup> Rainer Nowak

Editor-in-Chief, Die Presse, Vienna

15:40–16:40

ERWIN-SCHRÖDINGER-SAAL

PANEL

## Graphene – A Great Hope of Future Technologies? *Graphen – Hoffnungsträger zukünftiger Technologien?*

SIMULTANEOUS TRANSLATION

Konstantin Novoselov

Nobel Laureate in Physics; ERC Starting Grant 2007; Royal Society Research Fellow and Professor of Physics, School of Physics and Astronomy, University of Manchester

<sup>Chair</sup> Helga Nowotny

President, ERC – European Research Council, Brussels; Professor Emerita of Social Studies of Science, Swiss Federal Institute of Technology, Zurich



16:40–18:00

ERWIN-SCHRÖDINGER-SAAL

PANEL

## From Research to Economic Success

### *Von der Forschung zum wirtschaftlichen Erfolg*

SIMULTANEOUS TRANSLATION

Edward Astle

Pro Rector (Enterprise), Imperial College London

Nicole Grobert

ERC Starting Grant 2009 and ERC Proof of Concept Grant 2011; Royal Society University Research Fellow and Professor of Nanomaterials, Department of Materials, University of Oxford

Davide Iannuzzi

ERC Starting Grant 2007 and ERC Proof of Concept Grant 2011; Professor in Experimental Physics, Faculty of Science, VU University Amsterdam

<sup>Chair</sup> Helga Nowotny

President, ERC – European Research Council, Brussels; Professor Emerita of Social Studies of Science, Swiss Federal Institute of Technology, Zurich

20:00–21:45

ERWIN-SCHRÖDINGER-SAAL

PANEL

## Our Place in the Universe

### *Wir im Universum*

SIMULTANEOUS TRANSLATION

Lisa Kaltenegger

Research Group Leader, MPIA – Max Planck Institute for Astronomy, Heidelberg

Thomas Reiter

Director of ESA's Directorate of Human Spaceflight and Operations, German ESA-Astronaut, European Space Operations Centre, Darmstadt

Tilman Spohn

Head, Institute of Planetary Research, German Aerospace Center, Berlin

<sup>Chair</sup> Jürgen Mlynek

President, Helmholtz Association of German Research Centres, Bonn

21:45–0:00

HOTEL BÖGLERHOF

RECEPTION

## Evening Reception hosted by Forschung Austria

### *Abendempfang gegeben von Forschung Austria*

21:45–0:00

HOTEL ALPBACHERHOF

RECEPTION

## Career Lounge hosted by the Organisers and Siemens AG Österreich

### *Karrierelounge gegeben von den Veranstaltern und Siemens AG Österreich*

Networking for (aspiring) young high potentials with top-level representatives from research and economy, hosted by the organisers of the Alpbach Technology Forum and Siemens AG Österreich

Networking von (angehenden) Young High Potentials mit SpitzenvertreterInnen aus Forschung und Wirtschaft, gegeben von den Veranstaltern der Alpbacher Technologiegespräche und Siemens AG Österreich



# TEC

9:00–15:00

HAUPTSCHULE

WORKING GROUP

## 01 The Value Chains of the Future

### *01 Die Wertschöpfungsketten der Zukunft*

GERMAN LANGUAGE

Intro Sabine Herlitschka Chair Martin Kugler Coordination Günther Wellenzohn

Lisa Marie Forstner, Kurt Gruber, Christian Kesberg, Markus Klein, Hermann Mattanovich, Lars Mönch, Birgit Murr

9:00–15:00

HAUPTSCHULE

WORKING GROUP

## 02 To Develop the Future – Tomorrow's Innovation as Exemplified by International Leading Enterprises

### *02 To Develop the Future – Innovation von morgen am Beispiel internationaler Leitbetriebe*

GERMAN LANGUAGE

Intro Gerhard Riemer Chair Giovanni Franco Coordination Marlis Baurecht

Anton Mayer, Wolfgang Pell, Pierre Schlosser, Peter Schwab, Monika Sturm, Erwin Toplak

9:00–15:00

HAUPTSCHULE

WORKING GROUP

## 03 Smart City – Pathways to Future Urban Mobility

### *03 Smart City – Wege zur urbanen Mobilität von morgen*

GERMAN LANGUAGE

Chair Paul Tesarek Coordination Veronika Haunold

Bernhard Engleder, Andreas Knie, Gerald Murauer, Gabriele Payr, Martin Russ, Paul Verhoef

9:00–15:00

HAUPTSCHULE

WORKING GROUP

## 04 “Frontrunner”, a New Approach in RTI Policy

### *04 „Frontrunner“ als neuer Ansatz der FTI-Politik*

GERMAN LANGUAGE

Chair Michael Binder, Rupert Pichler Coordination Mario Steyer

Thomas Heimer, Norbert Mühlburger, Wolfgang Polt, Klara Sekanina, Heinz Seyringer

8:30–15:00

HAUPTSCHULE

WORKING GROUP

## 05 The Potential of the Alps: Focus Sustainable Use of Resources

### *05 Zukunftsraum Alpen: Fokus nachhaltige Ressourcennutzung*

GERMAN LANGUAGE

Intro Karlheinz Töchterle Chair Axel Borsdorf Coordination Karolina Begusch-Pfefferkorn

Astrid Björnson Gurung, Georg Grabherr, Christian Hoffmann, Pavel Kabat, Nike Krajnc, Alfred Teischinger

9:00–15:00

HAUPTSCHULE

WORKING GROUP

## 06 The Potential of ICT Tools in Open Innovation Processes

### *06 Das Potenzial von IKT-Tools im Open Innovation-Prozess*

GERMAN LANGUAGE

Chair Maria Bendl Coordination Klaus Puchbauer-Schnabel, Jürgen Rattenberger

Nikolaus Franke, Michael Heiss, Gertraud Leimüller, Manfred Moormann, Eveline Pupeter-Fellner



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9:00–15:00

HAUPTSCHULE

WORKING GROUP

07 Web attack! The Fight against Hackers and Data Loss  
*07 Web attack! Der Kampf gegen Hacker und Datenverlust*

GERMAN LANGUAGE

Intro Petra Bohuslav Chair Walter Seböck Coordination Claus Zeppelzauer

Ian Brown, Adrian Dabrowski, Johann Haag, Leopold Löschl, Hartmut Müller, Ruchna Nigam, Ireen Christine Winter

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9:00–15:00

HAUPTSCHULE

WORKING GROUP

08 Industry 4.0 – Impact on the Future of Working Lives  
*08 Industrie 4.0 – Auswirkungen auf die Arbeitswelt der Zukunft*

ENGLISH LANGUAGE

Intro Doris Hummer, Michael Strugl Chair Gerhard Klein Coordination Anke Merkl-Rachbauer

Alan Christie, Franz Hammelmüller, Klaus Huttelmaier, Martin Kuhlmann, Jochen Schlick, Diane-Gabrielle Tremblay

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9:00–15:00

HAUPTSCHULE

WORKING GROUP

09 Green Tech: Visions and Business of eco-mobility  
*09 Green Tech: Vision und Business ECO-Mobilität*

GERMAN LANGUAGE

Chair Johann Fank Coordination Sonja Kranz, Aldo Ofenheimer

Jost Bernasch, Walter Böhme, Martin Faulstich, Leopold Neuhold, Wolfgang Steiger, Ursula Zechner

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9:00–15:00

HOTEL BÖGLERHOF

WORKING GROUP

10 Identity 2.0: Digital Man  
*10 Identität 2.0: der digitale Mensch*

GERMAN LANGUAGE

Chair Gerald Gross Coordination Christian Klobucsar

Ivona Brandić, Stefan Bumerl, Thomas Corsten, Sebastian Eschenbach, Friedrich Faulhammer, Gerald Ganzger, Franz Lang

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9:00–15:00

HAUPTSCHULE

WORKING GROUP

11 Intellectual Property Management – Conditions for Prosperity and Success  
*11 Intellectual Property Management Voraussetzungen für Wohlstand und Erfolg*

GERMAN LANGUAGE

Chair Friedrich Rödler Coordination Eveline Ronge

Jürgens Antonitsch, Bernhard Dachs, Christoph Ernst, Sonja Hammerschmid, Bernhard Henhapel, Edeltraud Stiftinger

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9:00–15:00

HAUPTSCHULE

WORKING GROUP

12 Secure Society = Secured Future = Security Research  
*12 Sichere Gesellschaft = Gesicherte Zukunft = Sicherheitsforschung*

GERMAN LANGUAGE

Intro Gernot Grimm Chair Karl Blecha Coordination Michael Brugger, Ralph Hammer

Karl-Heinz Dernoscheg, Gi-Eun Kim, Reinhard Kreissl, Helmut Leopold, Helmut Schnitzer



9:00–18:00

LIECHTENSTEIN-SAAL

WORKING GROUP

**Junior Alpbach – Science and Technology for Young People**  
*Junior Alpbach – Wissenschaft und Technologie für junge Menschen*  
Topic: „Cyberbullying“

GERMAN LANGUAGE

9:00–15:00

HAYEK-SAAL

WORKING GROUP

**Ö1 Children's University Alpbach – Science and Technology for Kids**  
*Ö1 Kinderuni Alpbach – Wissenschaft und Technologie für Kinder*  
Topic: „Gletscherschwund und heiße Luft – was macht der Klimawandel mit unseren Alpen“

GERMAN LANGUAGE

9:00–15:00

HOTEL POST

WORKING GROUP

**Special Event: RTI Internationalization in Austria – Strategic Recommendations**  
*Sonderveranstaltung: Strategieempfehlungen zur FTI Internationalisierung*

GERMAN LANGUAGE

Marcus Bergmann, Ruth Müller, Georg Panholzer, Klaus Schuch

Chairs Heribert Buchbauer, Ingolf Schädler

Coordination Christian Gollubits, Brigitte Weiss

16:00–17:30

ERWIN-SCHRÖDINGER-SAAL

PANEL

**i-Learning – The Future of Learning in the Digital World**  
*i-Learning – Die Zukunft des Lernens in der digitalen Welt*

SIMULTANEOUS TRANSLATION

Martin Korte

Professor of Cellular Neurobiology; Director of the Zoological Institute, Braunschweig University of Technology, Braunschweig

Christiane Spiel

Head, Department of Applied Psychology: Work, Education, Economy, University of Vienna

Chair Joachim Treusch

President Emeritus, Jacobs University Bremen

17:45–20:00

ERWIN-SCHRÖDINGER-SAAL

PANEL

**Challenges for Biomedical Research**  
*Herausforderungen der biomedizinischen Forschung*

SIMULTANEOUS TRANSLATION

Julius Fabian Brennecke

Research Group Leader, IMBA – Institute of Molecular Biotechnology, Vienna

Kurt Wüthrich

Nobel Laureate in Chemistry; Cecil H. and Ida M. Green Professor of Structural Biology, The Scripps Research Institute; Professor of Biophysics, Institute for Molecular Biology and Biophysics, Swiss Federal Institute of Technology, Zurich

Johannes Zuber

Research Group Leader, IMP – Research Institute of Molecular Pathology, Vienna

Chair Wolfgang Knoll

Scientific Managing Director, AIT Austrian Institute of Technology GmbH, Vienna

20:00–22:00

LIECHTENSTEIN-HAYEK-SAAL

WORLD CAFÉ

**Open Dialogue – Smart Mobility for Smart Cities**  
*Open Dialogue – Smarte Mobilität für Smart Cities*

An open dialogue and discussion forum based on the ideas of students. Technological and social innovations will be at the centre of this interactive evening programme.  
Cooperation partner: AustriaTech.

*Ein offenes Dialog- und Diskussionsforum, basierend auf Ideen von Studierenden. Technologische und soziale Innovationen stehen im Mittelpunkt des interaktiven Abendprogramms.  
Veranstaltungspartner: AustriaTech.*



# TEC

9:30–10:15

ERWIN-SCHRÖDINGER-SAAL

PANEL

## Planning Innovation: At the Crossroads

### *Innovation planen: Irrwege und Auswege*

SIMULTANEOUS TRANSLATION

Luc Soete

Rector Magnificus, University of Maastricht

<sup>Chair</sup> Joachim Treusch

President Emeritus, Jacobs University Bremen

10:15–12:00

ERWIN-SCHRÖDINGER-SAAL

PANEL

## Cybercrime and Cybersecurity

### *Cybercrime und Cybersecurity*

SIMULTANEOUS TRANSLATION

Ian Brown

Associate Director, Cyber Security Centre; Senior Research Fellow, Oxford Internet Institute, University of Oxford

Peter Gridling

Director, Federal Office of the Protection of the Constitution, Federal Ministry of the Interior, Vienna

Volker Kozok

Forensic IT Specialist and Security Analyst, Department of Justice, Federal Ministry of Defence, Bonn

<sup>Chair</sup> Alexander Klimburg

Fellow and Senior Adviser, oiip – Austrian Institute for International Affairs, Vienna

12:15–13:15

ERWIN-SCHRÖDINGER-SAAL

PANEL

## The Wonderful World of Quantum Mechanics

### *Die wunderbare Welt der Quantenmechanik*

SIMULTANEOUS TRANSLATION

James Kakalios

Taylor Distinguished Professor, School of Physics and Astronomy, University of Minnesota, Minneapolis

<sup>Chair</sup> Joachim Treusch

President Emeritus, Jacobs University Bremen

13:15–13:30

ERWIN-SCHRÖDINGER-SAAL

PANEL

## Closing Statement of the Alpbach Technology Forum

### *Abschluss-Statement der Alpbacher Technologieggespräche*

SIMULTANEOUS TRANSLATION

Caspar Einem

Vice President, European Forum Alpbach; President, oiip – Austrian Institute for International Affairs, Vienna

13:30–14:00

OTTO-MOLDEN-FOYER

RECEPTION

## Snack Reception

### *Imbiss zum Abschluss der Veranstaltung*

HOSTED BY THE ORGANISERS



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# EUR

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17:00–19:00

HAUPTSCHULE

DISCUSSION

## The Simulation Game: Reality Check

ENGLISH LANGUAGE

Bernd Kleinheyer

Former External Consultant, GIZ – German Development Corporation, Bonn; International in-house consultant, Innovation Center of the Faculty of Mechanical Engineering, University of Belgrade

Georg Pfeifer

Head, Information Office of the European Parliament in Austria, Vienna

Paul Schmidt

Secretary General, Austrian Society for European Politics, Vienna

Thomas Seifert

Deputy Editor in Chief, Wiener Zeitung, Vienna

Markus Stock

Head of the EU-Office, Austrian Federal Economic Chamber, Brussels

Paul Verhoef

Head of Unit, New and Renewable Energy Sources, Directorate General for Research and Innovation, European Commission, Brussels

<sup>Chair</sup> Eva Feldmann-Wojtachnia

Senior Research Fellow, CAP – Center for Applied Policy Research, Munich

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# ART

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18:00–19:30

HALLENBAD

THEATRE PERFORMANCE

## Public Dress Rehearsal: Royal Academy of Dramatic Art:

### “The other magic mountain. A response to Alpbach”

ENGLISH LANGUAGE

20:00–21:30

HALLENBAD

THEATRE PERFORMANCE

## Royal Academy of Dramatic Art:

### “The other magic mountain. A response to Alpbach”

ENGLISH LANGUAGE

<sup>Intro</sup> Franz Fischler

President, European Forum Alpbach, Vienna

Jonathan Bonnici

Actor and Dancer, London

Molly Gromadzki

Actress, London

Jo Herbert

Actress, London

Daisy Hughes

Actress, London

Joseph Kloska

Actor, Royal Academy of Dramatic Art, London

Jonathan Livingstone

Actor, London

Nona Sheppard

Professor and Director, Royal Academy of Dramatic Art, London

James Taylor

Actor and Film-Maker, London