



# B2B-MEETINGS IT SUMMIT 2016

5<sup>th</sup> and 6<sup>th</sup> April 2016  
Linz, Austria

Thinking digital means thinking towards the future. We already are in the midst of the digital era and digitalization drives the development of our economy and society. The IT SUMMIT 2016 is all about thinking forward and thinking creatively, acting digital and managing digital. Enjoy keynotes from start-up founders, successful practitioners, social designers and creative minds in the digital environment.

## COMPANY VISITS



5<sup>th</sup> April 2016

We invite you to join our site visit to the Softwarepark Hagenberg. Meet researchers and companies from the local IT hub. The visits will take place one day before the Summit.

## B2B MEETINGS



6<sup>th</sup> April 2016

Efficient Networking. An ideal opportunity to initiate contacts in pre-arranged meetings. You decide with whom you want to talk to. Ideas are shared fast and easily.

## CONFERENCE



6<sup>th</sup> April 2016

Keynotes will provide an outlook on latest trends & technologies. Learn more about hybrid board games, revolution of interior planning, smart factories and digital stores.

Bernd Abl, Umdasch Shopfitting Group

**Stores Go Digital, Consumers Stay Human Customers in the web: Potentials and limits**

Manfred Lamplmair, Founder and CEO Rudy Games

**Homo ludens digitalis Hybrid gaming worlds between physical and digital reality**

Bernhard Peham, eww ag | ITandTEL

**IT Infrastructure, quo vadis? Despite „Software defined anything“, the basis of digital-virtual worlds remains physical**

Andreas Kronsteiner, CIO Internorm

**Industry 4.0, Cyborgs, and Us Sociotechnical systems, their complexities, and more ...**

Albert Ortig, CEO natural & Roomle

**Thinking Digital in Creative Spaces Interior app, co-working loft, agency: the common thread?**

KEYNOTE: Oliver Holle, CEO Speedinvest GmbH

**Gazelle Companies With Digital Turbo How successful start-ups think, what investors know about them, and what we all can learn from that.**

Register here:

[www.b2match.eu/itsummit2016](http://www.b2match.eu/itsummit2016)

