

A habitat for entrepreneurship: Creating a culture of innovation

Trilogue Salzburg
August 14 - 15, 2014



Introduction

The 13th Trilogue Salzburg 2014, hosted by the Bertelsmann Stiftung, will address how to create an environment in which entrepreneurship can flourish. Modern, dynamic economies rely on innovative businesses to ensure economic stability and growth as well as social progress and welfare. Both the environment in which entrepreneurs operate, and the philosophy they follow to guide their work have a tremendous impact on the quality and volume of innovation that reaches the marketplace.

While policymakers are responsible for establishing a legal framework and the necessary infrastructure for innovation to take root, individuals and companies develop new ideas and grow these into popular goods and services. The entrepreneur's ability to convert new ideas into successful innovation is also highly influenced by psychological factors and the environment in which they operate. The process of creative destruction, through which innovation is invented, determines long-term economic growth.

Therefore, it is of utmost importance to understand how to foster innovation-driven entrepreneurship. Against this backdrop, the Trilogue Salzburg 2014 convenes political and corporate decision makers, artists and think tank representatives to tackle the following questions:

- What have been learnt from the most innovative ideas of the past decade and how do we expect marketplaces to change in the future?
- How do entrepreneurs and organizations create and pinpoint brilliant ideas and cultivate these?
- What are the milestones on the path to innovation?
- How can entrepreneurs take innovative ideas to the marketplace?
- What are the main barriers to innovation for entrepreneurs?
- How can individuals, companies and societies stimulate inventive thinking to create new businesses?
- How can cities, regions and states develop conditions for entrepreneurial spirit?
- Which regulations prevent entrepreneurship?
- How can leaders best manage social and economic change that is brought about by accelerated job creation and destruction?

In a series of original background papers commissioned for this conference, the key questions above will be tackled from various perspectives. Additionally an overarching conference paper will distill the main issues and findings from the background papers to foster a vibrant discussion at the Trilogue Salzburg.

Draft Conference Program

Thursday, August 14, 2014

	Arrival and Check in at Sheraton Salzburg Hotel
7:30 p.m.	Transfer
8:00 p.m.	Opening Dinner hosted by Liz Mohn
Thereafter	Transfer back to Sheraton Salzburg Hotel

Friday, August 15, 2014

9:45 a.m. Lobby Sheraton Hotel	Bus Transfer or Walk to Mozarteum
10:00 a.m. Mozarteum – Solitär Hall	First Session Art and Culture of Entrepreneurship: What type of spirit are we looking for?
12.30 p.m.	Lunch at Hotel Sacher
2:00 p.m. – 5:00 p.m. Mozarteum – Solitär Hall	Second Session A New Paradigm of Innovation: Which environment and conditions do we have to develop?
Thereafter	Bus Transfer or Walk to Sheraton Salzburg Hotel
6:45 p.m.	Bus Transfer from Sheraton Hotel to Haus für Mozart
7:00 p.m.	Pre-opera Reception
8:00 p.m. Haus für Mozart	Wolfgang Amadeus Mozart • Don Giovanni Dramma giocoso in two acts. Conductor: Christoph Eschenbach
Thereafter	Bus Transfer back to the Sheraton Salzburg Hotel

Saturday, August 16, 2014

Check out at Sheraton Salzburg Hotel
Departure of participants

General Information

Venue:	Mozarteum Salzburg, Solitär Hall Mirabellplatz 1 A-5020 Salzburg
Hotel:	Sheraton Salzburg Hotel Auerspergstraße 4 A-5020 Salzburg +43 662 88999-0 www.sheratonsalzburg.at Accommodation costs will be born by the hosts.
Conference Language:	English
Chair of conference sessions:	Dr. Wolfgang Schüssel
Journalists and Observers:	The conference is open to accredited journalists and selected observers.
Embargo Policy:	Journalists and Trilogue participants are required to abide by the embargo policies and the confidentiality clause governing the Trilogue.
Chatham House Rule:	To enable the free flow of ideas and lively debate the anonymity of speakers and participants must be maintained. In other words, a person's view may not be associated with an individual or association without prior and explicit consent of the person in question.
Travel:	The organizers are asking all participants to arrange travel to and from Salzburg on their own. Limited funds are available to reimburse travel costs when necessary.
Transfers in Salzburg:	The organizers will arrange all transfers in Salzburg, including airport transfers.
Dress Code:	Business casual for the sessions and cocktail attire for the dinner and opera.

Trilogue Salzburg

Surrounded by the stimulating atmosphere of the Salzburg Festival, the Trilogue Salzburg convenes leading thinkers, decision-makers and renowned personalities from the arts, civil society, business and politics to engage in crosscutting, inter-cultural and future-oriented debate at a roundtable. The Trilogue Salzburg was originally initiated by Dr. Wolfgang Schüssel, member of the Bertelsmann Stiftung Supervisory Board and former Austrian Chancellor. The Trilogue 2014 focuses on the question how to foster entrepreneurship and innovation.

Contact

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