

Announcement | April 14, 2009

## IncrediblEurope Initiative kicks off in Vienna

The IncrediblEurope website [www.incredibleurope.com](http://www.incredibleurope.com) was launched by Brainswork GmbH on April 10. It celebrates the first INCREDIBLE SUMMIT, which will take place at the Kursalon in Vienna on June 29, 2009.

At the event, leading heads of Europe's innovation and creativity will discuss solutions, opportunities and chances for Europe and the world under the motto "IncrediblEurope – The Power of Creativity and Innovation". With a broad network of partners from all over Europe, and the variety of stakeholders involved, the event will serve as a model of good practice for the construction of and cooperation in a shared Europe.

Issues such as global competition and the necessity of continental branding, the creative challenges in and beyond times of crisis, the effective nurturing of creative and innovative ideas or successful branding for spaces and places and its importance for sustainable development, will all be covered by a series of high-level panels. Outstanding presentations of good practice, a diverse and attractive program, and the celebration of Europe's extraordinary young entrepreneurs are our contribution of Europe's future role as a sustainable, creative and innovative continent – a role to be built together.

The Conference addresses entrepreneurs, innovators, creative minds, researchers, businesswomen and businessmen, further all those working on creative and innovative solutions in economy and other fields, as well as those interested in creativity, innovation and entrepreneurship. The aim is to inspire anti-cyclic action and apply the best ideas in synergies and a positive climate on both the European and the local level.

The organizers, the IncrediblEurope Association and Brainswork GmbH, are looking forward to welcoming 300 participants from all over Europe and an exciting selection of top-range speakers, whose names will be revealed in the coming days.