

IncredibleEurope sustains its position as the European *Muttankstelle* for futuremakers

The 3rd IncredibleEurope Summit was held on June 9 to 10 in Vienna. In 2011 once again its initiator Selma Prodanovic could inspire high-ranking speakers and participants, who discussed and generated solutions and opportunities for Europe. This years IE Summit was dedicated to "The Influence of ONE". On the one hand it refers to the influence of ONE Europe, which serves as Global Player, on the other hand of the influence of ONE single individual, which can make a positive difference.

The introduction was given by the keynote speaker Jean Oelwang, CEO of Virgin Unite (the entrepreneurial foundation of the global Virgin Group). She reiterated the influence, pointing out the small and large initiatives individuals can make, such as Richard Branson. An optimistic attitude can cause changes and incredible effects, such as the IE Summit proves itself. Selma Prodanovic: *"The fact that IE, which is itself a Start-Up, stood up to international comparison and is already in its next stage of development makes me very happy and confirms our whole teams work"*.

Among the speakers were Cecily Drucker, daughter of Peter Drucker, internationally recognised entrepreneur and angel investor; Hans Reitz, co-founder alongside Muhammad Yunus of The Grameen Creative Lab, which is dedicated to the drastic reduction of the world poverty; Josef Penninger, Scientific Director of the Institute for Molecular Biotechnology in Vienna and world leader in breast cancer research as well as Sacha Lakic, mastermind in the field of environmentally friendly industrial design and designer of the first electric sport car Venturi Fetish.

Not only the lectures but also the entire atmosphere of the Summit in 2011 was characterized by a positive spirit. People from different fields of work could meet to exchange in these two days, and create something special together. *"[...] I can honestly tell you that I've never experienced anything alike, even if I've attended a lot of conferences and congresses during the years. The quality of the contributions, the speakers, the actions (there was a lot of interactive stuff going on) were simply - INCREDIBLE [...]"* Günter Grumpak, ITBeurope.

To maintain this exceptional atmosphere and quality of the European *Muttankstelle*, preparations for the 4th IE Summit are already in progress, from 14 to 15 June 2012 IncredibleEurope will again gather futuremakers and thinkers from around the world and their visions will turn Vienna for two days into the creative center of Europe.

Vienna is not only the venue for the IncredibleEurope Summit 2011, but also the location of the consulting company Brainswork, which Selma Prodanovic founded in 2005 to support and advise visionary entrepreneurs. For more information: www.brainswork.at

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