

ALPE-ADRIA BUSINESS CONFERENCE

15TH OCTOBER 2026 | CASTLE TAGGENBRUNN

CONNECTING THE ALPE-ADRIA REGION

A cross-border **business conference for business leaders, entrepreneurs and experts from Slovenia, Austria and across the Alpe-Adria region.**

2026 focus: Sport · Tourism · Gastronomy · Business

Real success stories, fresh perspectives and practical insights explore how **sporting events, strategic infrastructure and innovative experiences** can strengthen destinations, **extend the tourism season**, build international visibility and create new business opportunities.

INSIGHTS & PERSPECTIVES

Visit Klagenfurt

The role of cross-border culinary experiences

Visit Ljubljana

Destination development & innovative event formats

Wörthersee Marathon & Vienna City Marathon

Cross-border cooperation & synergies in major sporting events

Istria Tourism Board

Successful tourism practices & destination development

EXTREM

Sporting events & experiences · Pogi Challenge · Goni Pony

Austrian Federal Economic Chamber – Tourism & Leisure

Tourism, business & cross-border cooperation in the Alpe-Adria region

Slovenian Tourist Board

Tourism best practices & destination development · Juliana Trail

J-Hospitality Group

International sports hospitality · Olympic Games & major sporting events

MODERATOR: Johannes Orasche

**The conference will be conducted in English.*

FROM BUSINESS TO NETWORKING

Following the conference, the **Alpe-Adria Wine Festival & Clubbing** brings together **600+ guests from across the region**, creating an ideal setting to strengthen connections, meet potential partners and explore new business opportunities.

BECOME A PARTNER

Be part of a cross-border platform for new ideas, **valuable connections and business opportunities between Slovenia and Austria.**

Partnership contribution: €2,000–€6,000

DISCOVER
THE 2025
PREMIERE
EDITION:



CONTACT:

Jure Jezeršek

Business Director
J-Hospitality Group

E: jure.jezersek
@j-hospitalitygroup.com