

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

09:15 – Accreditation

09:30 - Carinthian Chamber of Commerce – Tourism & Leisure Industries Division
Welcome address

09:45 - J-Hospitality Group
Opening remarks

10:00 - Visit Klagenfurt
The role of cross-border culinary experiences

10:30 - Fraport Slovenia
Air connectivity as a driver of tourism & business

11:00 - EXTREM
Sporting events & experiences · Pogi Challenge · Goni Pony

11:30 - Lunch Break

12:15 - Ljubljana Tourism
Destination development & innovative event formats

12:45 - Wörthersee Marathon & Vienna City Marathon
Cross-border cooperation & synergies in major sporting events

13:15 - Tourism Mittelkärnten
Gamification and digital trends in sports tourism

13:45 - Panel Discussion
Carinthian Chamber of Commerce, Fraport Slovenia, Ljubljana Tourism

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.

MORE INFO:



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CONNECT. EXCHANGE. SHAPE THE FUTURE OF THE ALPE-ADRIA REGION.