

The background of the slide is a stylized illustration of a mountain range. The foreground features rolling green hills with several wind turbines. In the background, there are more mountains, some of which are covered in snow. A semi-transparent blue rectangle is overlaid on the middle of the image, containing the event information. In the top right corner of this blue rectangle, there is a small white line-art icon of a circuit board.

SILICONALPS

EBSCON 2025

October 8, 2025

Messe Congress Graz, Austria

CONCEPTION & PROGRAMMING



GENERAL INFORMATION

CREATIVE DESTRUCTION and the Future of Electronic & Software-Based Systems

EBSCON Goals / USP

- Enhance the visibility of the region
- International keynote speakers and attendees
- Held for the 5th time
- Approx. 350 participants
- Organised by the Silicon Alps Cluster GmbH
- In the heart of a whole week full of events, incoming delegation, networking opportunities and held together with the ESBS-Austria convention on October 9.

CREATIVE DESTRUCTION



Creative destruction, a concept introduced by **economist Joseph Schumpeter**, describes the process where new innovations and technologies displace older ones, leading to the obsolescence of established industries and firms. This process is considered a fundamental driver of economic progress in capitalist economies, as it fosters growth by replacing outdated methods and products with more efficient and innovative alternatives.

JOSEPH SCHUMPETER

Born

- February 8, 1883

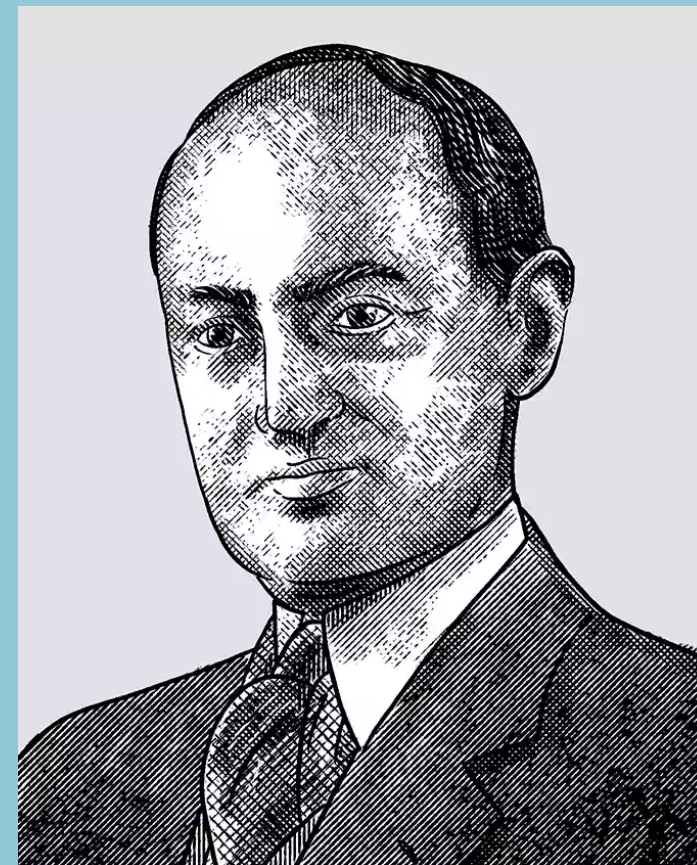
Died

- January 8, 1950

Economist and Economist Historian

Best known for his 1942 book "Capitalism, Socialism, and Democracy", the theory of creative destruction, and for offering the first German and English references to methodological individualism in economics.

Creative destruction, a term he coined, describes how the old is constantly being replaced by the new.





KEY IDEAS

- **Innovation and Disruption:**

Creative destruction is driven by innovation, where new technologies, products, or business models emerge and challenge the existing order.

- **Obsolescence:**

These innovations render older technologies, products, and industries obsolete. For example, the internet disrupted traditional media, and smartphones have largely replaced landlines.

- **Job Displacement:**

The process can lead to job losses in industries that are being replaced, as businesses struggle to compete or adapt.

- **Economic Growth:**

Despite the disruptive nature, creative destruction is a key driver of long-term economic growth by increasing productivity, efficiency, and ultimately, living standards.

- **Dynamic Process:**

Creative destruction is not a one-time event, but rather an ongoing process of change and adaptation in a capitalist economy.

In essence, creative destruction is a powerful force that shapes economies by constantly innovating and replacing outdated practices, ultimately driving long-term progress and growth, but also creating challenges for those whose industries are disrupted.

PRESS CONFERENCE










The press conference is the kick-off of the EBSCON conference. It is held on October 8 at 9am. This year the press conference will attract even more attention for our sponsors as we will sign a memorandum of understanding between three Chips Competence Centers live on stage.

Preliminary itinerary:

- 1) Official opening by LHStv.in Gaby Schaunig (Carinthia) and Landesrat DI Willibald Ehrenhöfer (Styria)
- 2) The leader of the aCCcess consortium Régis Hamelin will introduce the Memorandum of Understanding, signed live by the CCCs (Sweden, Netherlands, and Austria)
- 3) Official introduction and kick-off of the conference on CREATIVE DESTRUCTION

Our Gold sponsors have the opportunity to be part of the panel and answer press questions. They will also be part of the extensive media coverage before and after the event.

EBSCON WEEK 2025 | CREATIVE DESTRUCTION

Monday	Tuesday	Wednesday	Thursday	Friday
06.10. HACK2BRIDGE "Electronics" UNICORN Startup & Innovation Hub  REGISTER NOW registration required!	07.10. HACK2BRIDGE "Electronics" UNICORN Startup & Innovation Hub  REGISTER NOW registration required!	08.10. <div style="border: 2px solid blue; padding: 10px; text-align: center;"> EBS C#N </div> EBSCON 2025 "Creative Destruction" <u>Messe Congress Graz,</u> <u>Messeplatz 1</u> 09.00 am - Press Conference 10.00 am - Opening  REGISTER NOW FREE Book your representation booth now! Sales packages are already available 	09.10. INCOMING DELEGATION DAY (STYRIA) Exploring Styria with the delegation group from  High Tech NL <small>Share Innovation. Shape tomorrow.</small>  OpenTech Networking Dinner by Photonics Austria  registration required!	10.10. INCOMING DELEGATION DAY (CARINTHIA) Exploring Carinthia with the delegation group registration required!
	 aCCcess Consortial Meeting (closed event)		ESBS-AUSTRIA FALL EVENT full-day TU Graz, Inffeldgasse 13 organized by  ESBS AUSTRIA registration required!	

EBS
C#N

PROGRAMME

08 October 2025

Messecongress Nord, Messeplatz 1, 8010 Graz

09:00	Foyer	Business Breakfast / Exhibition	Room 12	Press Conference
10:00	Room 12	Opening Willibald Ehrenhöfer Gaby Schaubig	Henriette Frädrieh The Magic of First Principles & Question Marks: Rethinking the Future Through Radical Curiosity	
11:00	Room 12	Talents' Pitch (Hack2BRIDGE)	11:45 Room 12	Queue Pitching
12:00	Foyer	Networking Lunch / B2Match (12:30 - 13.30)		
13:30	Room 12	How to "Schumpeter" the ESBS Industry		
14:15	Room 10 + 11	Bar Camp 1 How accessible applications & innovations foster regional economic development	sponsored by AT-C ³ Austrian Center of Computational Sciences	Bar Camp 2 How fabless companies allow Europe to focus on innovation
15:30	Room 12	EBSCON 5.0 - Closing Panel Panel discussion & Wrap Up hosted by Richard Sturn		
16:45	Room 12	Closing	Foyer	EBSCON Networking B2Match (Room 10)

EBS
C#N5.0
a SILICONALPS EVENT
Creative
Destruction

EBSCON 2025

08 October

Congress Graz

Electronic and Software Based
Systems Conference

Messecongress Nord, Messeplatz 1, 8010 Graz

PERSONAL INVITATION



KEYNOTE1: Henriette Frädrich

Topic:

The Magic of First Principles & Question Marks: Rethinking the Future Through Radical Curiosity

Content & Core Focus:

- Creative Destruction as a Catalyst for True Innovation
- Creative destruction as an evolutionary force – balancing disruption, failure, and radical reinvention
- How First Principle Thinking breaks through complexity to unlock meaningful innovation
- The power of a “question mark mindset” – why we should stop knowing everything and start asking better questions
- AI, transformation & purpose – why technology alone won’t save us, and what truly drives human progress
- Embracing the gap – why destructive processes might just be the best thing that can happen to organizations (and people)

PIONEERS Track

Host: Lilly Adlgasser (organisatorisch wie zB Anwesenheitscheck, etc.)

Moderation: Benjamin Rammel oder Lilly

11 Uhr – 11.45 Uhr, Room 12

Content & Core Focus:

- Pitching der Top 3 Teams (je 3 min pro Team) → nacheinander rauf, dann am Panel Platz nehmen
- Panel: dann kommen 3 Industriepartner rauf und diskutieren Creative destruction → 20 min
- Währenddessen läuft Publikumsvoting (QR Code auf großem Screen)
- Preisverleihung: FH Joanneum (Florian Temmel) wird Hauptpreis übergeben, die anderen beiden Industriepartner “sponsern” den 2. und 3. Preis (evtl. amsOsram, NXP, AVL?)
- FH Joanneum wird als Hauptsponsor bei den beiden Pre-Events logotechnisch mittransportiert.
- Plan B
 - Lilia Yang veranstaltet 2 Wochen vorher einen Nachhaltigkeits-Hackathon → Vorstellung
 - Chrissi, HTL Schüler:innen



BAR CAMP 1: Regional Innovation in Action: **How Disruptive Methods Drive Local Transformation vs. How accessible applications & innovations foster regional economic development**

Host: Benjamin Rammel

Members:

- Anke Steinberger (AT&S)

Solving the Unsolvable: TRIZ in Action

Why structured problem-solving boosts industrial innovation and resilience

- TBD (NXP)

Turning Regional R&D into European Innovation Hubs

How Austria's IPCEI site amplifies local R&D—building labs, partnerships, events—to generate spill-over across EU regions and strengthen regional innovation ecosystems

- Bart Scholte van Mast (go-e)

Shared Charging for Everyone

How a regional charging innovation becomes a blueprint for a innovation infrastructure



BAR CAMP 2: European Innovation – How fabless companies allow Europe to focus on innovation

Host: Michael Leopold

Programme will be ready at the beginning of August.

CLOSING PANEL DISCUSSION

- Hosted by the head of the [Schumpeter centre](#) in Graz:

Univ.-Prof.i.R. Mag. Dr.rer.soc.oec.
Richard Sturn





CLOSING PANEL DISCUSSION

Topic/Introduction (tbc):

- **Gerald Steinwender**

3DSE Benchmark-Studie „Mastering R&D Competitiveness in 2030+“

Members of the panel (tbc):

- **Andrea Höglinger (TU Graz)**
- **Christina Hirschl (Silicon Austria Labs)**
- **Stefan Rohringer (Infineon)**

EXHIBITION PACKAGES

GOLD PARTNERSHIP



- Main sponsor Mainstage tracks (room 12)
- Guidance as Gold Partner on website, B2Match (registration platform), participant badge
- Guidance as Gold Partner in PowerPoint presentation (breaks)
- Participation 1 person at the press conference (8 October, 09:00 a.m.)
- Booth Large: approx. 12m², screen 55" + 2 bar tables + 2 chairs + roll-up option
- Hard plastic sign with company name & logo to take away after EBSCON
- Highlight in post-event reporting
- 2x social media posts
- Set-up roll-up in a designated area (room 12)
- 1 minute cue pitching before the lunch break (room 12)

EXHIBITION PACKAGES

SILVER

PARTNERSHIP

- Main sponsor track side-stages (room 10 or 11)
- Guided tour as silver partner on website, B2Match (registration platform), participant badge
- Guided tour as silver partner in PowerPoint presentation (breaks)
- Booth Large: approx. 12m², 55" screen + 2 bar tables + 2 chairs + roll-up option
- Hard plastic sign with company name & logo to take away after EBSCON
- Highlight in post-event reporting
- 1x social media post
- Roll-up set-up in a designated area (room 10 or 11)
- 1-minute cue pitching before the lunch break (room 12)



EXHIBITION PACKAGES

BASIC

PARTNERSHIP

- Booth Small: approx. 6 m², 55" screen + 1 high table
- Hard plastic sign with company name & logo to take away after EBSCON
- 1 minute cue pitching before the lunch break (room 12)
- Mention in the post-event report



EXHIBITION PACKAGES

For more information on the packages and sponsoring opportunities please contact Benjamin Rammel (benjamin.rammel@silicon-alps.at) and Timon Theurl (timon.theurl@silicon-alps.at).

Registration for the conference is free – save your ticket here:

<https://www.b2match.com/e/ebscon-2025>

Matchmaking slots will open one month ahead of the conference.

If you are a member of the press and would like to schedule a one-on-one interview with one of the speakers or panel members, please contact Tamara Schmölder (tamara.schmoelzer@silicon-alps.at)

CONTACT US FOR MORE INFORMATION.

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