

# Art & Economic Forum

AAA Association

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## PRESS RELEASE

Walter Junger, president and founder of AAAAssociation, is proud to announce The Art & Economic Forum, an inaugural and momentous event.

## *THE MISSION*

*“WE WILL PROVIDE THE SETTING, SET THE TIMES AND CURATE THE TOPICS; OUR GUESTS WILL FILL THE SETTING WITH LIFE, THE TIME WITH MEMORIES AND THE TOPICS WITH MEANING.”*

Uniting three continents Asia, Africa and Europe to experience three facets of culture; art, industry and philanthropy, over three days in the city that birthed Wolfgang Amadeus Mozart, the event is the embodiment of the AAAAssociation. Our vision is to connect the economies and cultures of Asia, Africa and Austria, creating a global atmosphere of synergy. An art competition, which is performed parallel to the forum illustrates the innovation which, in our ever-changing society, is needed daily. As we are not satisfied only to benefit the lives of each participant, 100% of all proceeds will go towards our self-established charity organisation.

The Art & Economic Forum is dedicated to creating a supportive environment for every participant, from the economically inclined to the artistically gifted, and all who fall in between. The forum’s setting, situated on the former palace grounds of historic Klessheim Palace, will provide the perfect environment for the genesis of this grand endeavour. The Art and Economics forum will play host to lectures held by esteemed dignitaries, titans of industry and celebrated artisans to discuss innovations, changes and trends of the world’s economy. All who are in attendance are encouraged to express their experiences and opinions throughout the event, which is founded as an open-source market of knowledge. This event will reach the hearts and minds of three continents while enriching, with every single profit, the hearts and lives of underserved children. In the plainest of terms, we aim to enhance the cultural exchange between three continents over three spectacular evenings, in the name of business, art and charity.

Our event is the epitome of exchange, the exchange of knowledge, culture and business. The potential of future benefit exists for every participant but even more for those, to whom we will donate all profits produced during the forum. We will provide the setting, set the times and curate the topics. Our guests will fill the setting with life, the time with memories and the topics with meaning.

## *THE LOCATION*

The old-fashioned city, Salzburg, is located in the centre of the EU, a huge consumer market. From immense manufactures to financial institutions, the European Union is a global turnstile in terms of business, art and culture. Austria has an especially deep and rich history spanning over a millennium. Vienna's reputation as an upmost bastion of European art and industry has spanned, monarchies, empires and entire cultures themselves. The capital of Austria is still one of the most captivating cities in the entire world, a trait which is mirrored in picturesque and powerful Salzburg. We strive for Austria to act as the world's gateway into Europe, contributing to the import and export of art, commerce and entrepreneurs alike.

Salzburg is a city full of nature, history and opportunities which will welcome every individual who has the pleasure to experience it. The Art & Economic Forum, however, is not only about one city as we endeavour to embrace the whole world. Salzburg is a lucrative place to start a business, yet there are many other cities in Asia and Africa which should be considered. To achieve our goals, cultural diversity and inclusion must be the focus of the proceedings. Every participant has the possibility to promote and share their vision to others in attendance, serving to illustrate that the world is full of culturally rich places, lucrative endeavours and resource-rich countries.

This year is the beginning of an annual event. In the year 2022, the event will be held in Shanghai, China. There is a special connection between Salzburg and Shanghai, as it is Salzburg's sister city. It illustrates the bond between China and Austria, well established but still uncompleted. In 2023, we chose Mombasa, Kenya, as it is an cultural previous capital and we see a lot of potential in the developing nation of Kenya.

## *THE VENUE*

The "Kavalierhaus" has been the host to innumerable events. The property is located next to the airport, next to the Ernst Happel stadium and is the neighbour of the Klessheim golf course. It was established by American soldiers. Aristocrats, bishops and wealthy huntsman; this provides the venue with an extensive and rich history. Not only the building itself, but also the gardens are suitable for live events. Since 2017, our organisation tried to reserve the Kavalierhaus for three days in a row. Finally, we have secured the historic venue and we want to celebrate it! We have three days, three continents and three main aspects combined in one residence. Our attitude will be demonstrated through detail and excellence. But without engaged and eloquent guests, it will be just a casual affair.

## *THE PATRONAGE*

The event is under the patronage of Harald Preuner, the mayor of Salzburg. He is the mayor since 2017, and has already accompanied plenty events within those four years. Sacrificing time and effort, he supports the purpose of the event and helps us offering an extraordinary time for our guests.

## *THE ASSOCIATION*

Represented by our members around the whole globe, the AAAAssociation is on the forefront of combining business and cultural interests between Asia, Africa and the EU. Founded due to scarcity of interaction, the AAAAssociation implemented an exchange system for every willing business to join. As the associations global network is extensive, a membership guarantees knowledge, engagement and a plethora of invaluable connections. The association is dedicated to enhancing and simplifying cooperation between Asia, Africa and Austria. The non-profit organization supports a variety of philanthropic pursuits focused on children's charities in the underserved regions of our world.

## *THE CHARITY*

All of our proceeds will be donated to different kind of charities in Asia, Africa and Austria. We are already in contact with them, to provide a serious service of improvement for those charities. In Austria, we support the Sonneninsel Seekirchen, which accompanies children with cancer or other serious illnesses. In China, we are in close contact to the Shanghai Zhanyi Service Center. The center mainly provides rehabilitation training and life guidance for 2-16 –year-old orphans, children with autism or mental retardation.

All of them will draw painting for us , which then will be offered at the Art&Economic Forum. The money will be directly given to them to support there devotional willingness to help others.

## *THE SUPPORT*

The Tourism school of Klessheim is a well-known and well-respected international school. Globally known, the school provides students with practical-orientated education, enhances entrepreneurship and secures every participant plenty of opportunities after graduation. All around the world, the school is represented through graduates who own restaurants and hotels, cultivate vineyards and brew beer, work on a high-level management sector and implement companies in all sectors of the economy. With an emphasis on language and manners, an acquired reputation as well as an outstanding location, the school demonstrates how to create and preserve international relations.

The “College of Hospitality” is the icing on the cake. The two-year program has an emphasis on international students, multicultural education and international success. Students from Johannesburg, Beijing and Vienna make friends in one class while they learn about traditional food from India, business innovations from Japan and tourism statistics from the WTO. Relations to different partner universities from Sydney to Oxford offer a further education for every graduate. Students from the college are supporting all facets of the event from catering and logistics, to marketing and finance.