





# Austrian Asian African Association

curiosity needs tracks...



# Initiation

**2013**

**Bodensdorf, Austria**

# Founder

Walter Junger - President



*Walter looks back on a 30 years career in the hotel industry in four continents. He worked for such prestigious companies as Westin, Shangri-La and for ten years as Vice President for The Ritz-Carlton Hotel Company, as well as Brand Developer for Bvlgari Hotels, in Asia, Europe and Americas.*

*Due to his vast experience, Walter Junger is often requested as a keynote speaker for various industries such as Automotive, Aviation, Telecommunication and financial Institutions, to speak about the hotel and restaurant industry, design trends, and how to create exceptional service, as well as doing business in an European/Asian context.*

*Walter Junger is the founding president of the AAAA (Austrian Asian African Association). This non-profit association, aims to promote cultural as well as economic exchange between Austria and different Asian and African countries and to support a variety of children charities.*

# DIRECTORS

## **Director - Daniel Mair - Asia**

*Daniel is an Austrian Entrepreneur in the fields of Renewable Energy, Construction Project Management, Management Consulting, Trading etc. and based in Asia. Daniel is driving the Asian activities and organizing the Art and Economy Forum in Asia.*



## **Treasurer - Herwig Reininger - Austria**

*Herwig is an expert in Marketing and Sales; For the past 5 years, he has been managing the biggest member benefit system in Austria with more than 1.2 Mio members. In AAAA, he is responsible for the annual auditing of AAAA accounts.*





# OUR AMBASSADORS



PROFESSIONAL



CREATIVE  
INSIGHT



GLOBAL  
SUPPORT SYSTEM

## AMBASSADORS

**Besides the Directors of the Board, the following Ambassadors support all the AAAA members' concerns:**

### **Mario Enzesberger – Austria**

*Mario is the President and CEO of Liberty International Tourism Group, which is the largest privately owned Destination Management Company (DMC) in the world. Now being a resident in Kenya, Mario will be helping AAAA to create the Art and Economy Forum, and to promote AAAA in Africa.*



### **Bernhard Ilming – UEA**

*Bernhard is a hotel veteran for over 40 years, has worked with international hotel operators in Europe, Asia and the Middle East, and was previously managing director of an hotel real estate company.*



# AMBASSADORS

## **Guenther Klade - Austria**

*Guenther, together with his wife Sigrid, manages the commercial agency Ing Günther Klade KG in Carinthia and is responsible for the annual auditing of AAAA accounts.*



## **Lori Lee - Canada**

*Lori is the Managing Director of Galerie Junger in Berlin and supports all billing issues and charity initiatives of the AAAA.*





## AMBASSADORS

### **Leon Naidoo – South Africa**

*Leon, the former Consul at the South African Consulate General - Hong Kong & Macau, and Washington D.C., has now created Africa Impacts Solution to enhance African economic development projects. He will be helping AAAA to create the Art and Economy Forum, and promoting AAAA in Southern Africa.*



### **Johann Oberascher - Austria**

*Johann manages the energy portfolio in Salzburg's biggest energy company and in his own company MoreWinePlus, he is dealing with delicious wine. In AAAA he is the ambassador for Salzburg members.*



## AMBASSADORS

### **Joern Pfannkuch – Germany, Switzerland, Greece**

*With the magazine Views, Joern publishes one of the most traditional guest magazines in the luxury hotel industry. With his second company, Cinnamon Circle, he advises international hotels in German-speaking countries. At the AAAA, he devotes himself to initiating press contacts and doing public relations.*



### **Christian Puswald - Austria**

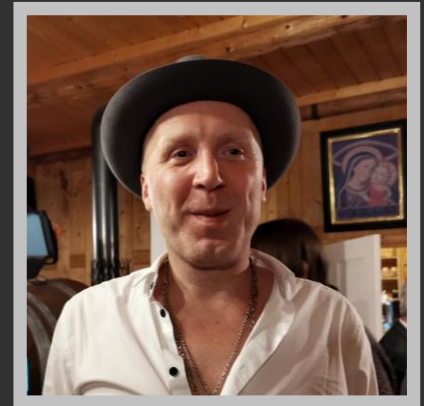
*Christian is a leading lawyer in Austria with his law firm Kleinszig & Puswald Rechtsanwälte. Christian is taking care of all legal aspects of AAAA.*



## AMBASSADORS

### **Kai Thiemes - Berlin / Germany**

Kai is a cultural networker with a passion for music. He has been travelling internationally as a musician, DJ, music consultant, music label operator and event organiser since 1994. In addition, he arranges contacts and deals in the field of real estate. In Berlin, he runs a little graphic agency and is currently in great demand as a music producer. He promotes the organisation and coordination of the Berlin chapter of the AAAA.



### **Christian Schwarzmann – Austria / China**

Christian is a sourcing expert connecting Europe and China. Specialized in cross-border procurement, and since more than 10 years he is living in China and Austria.



# AMBASSADORS

## **Peter Werth - Italy**

*Peter is the CEO of Woltank-Adisa Holding AG, a leading South Tirol company providing environmentally sustainable solutions, mostly in Europe and China. He is promoting AAAA in Austria and Italy, as well helping AAAA to create the Art and Economy Forum.*

*Each year, the Ambassadors meet before the summer general meetings to talk about the concerns of the AAAA and to set new goals for the future.*



# OUR MEMBERS



ENTREPRENEURS



ARTISTS



PHILANTHROPISTS



## MEMBERS

**At the moment more than 120 members from more than 10 nations use our business network.**

Our members are Executives and Opinion Leaders and work in a variety of industries, such as trade, services, tourism and the creative industries. Some of our members are also active at the political level and work in embassies or foreign representations.

We are constantly striving to expand our AAAA network and look forward to your suggestions for new potential members.

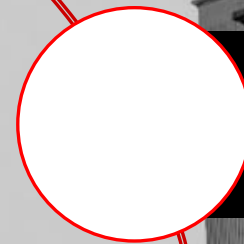
In September 2016, our association signed a strategic partnership with the German Federal Association for Economic Development and Foreign Trade (BWA - <https://www.bwa-deutschland.com/> ), which has over 1,000 members. Organized at federal and state level as well as in regional international business clubs, it brings together leaders from science, industry and public life. The regular and mutual exchange through the participation in meetings and events and personal member discussions serve the common advocacy of interests in Asia for the benefit of all members, the bilateral contact of the companies of both institutions and the joint work in substantive matters.

In January 2019, AAAA partnered with Austrocham (Austrian Chamber of Commerce - <http://www.austrocham.com/> ) in Hong Kong, to enhance our networks in Hong Kong and China. Through our partnership, our members enjoy stronger information exchange in Europe and in Hong Kong.

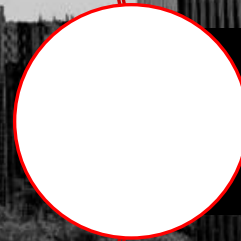
# M E M B E R S

Continent	Country / City	No. of members
Europe	Austria	93 Members
	Germany	12 Members
	Switzerland	1 Member
	Italy	2 Member
Asia	China	7 Members
	Hong Kong	5 Members
	Thailand	4 Member
	Nepal	1 Member
Africa	South Africa	1 Member
Other countries	Senegal	1 Member
	Canada	1 Member
Bundesverbandes für Wirtschaftsförderung und Außenwirtschaft (BWA)	Germany	1000+ Members
AUSTROCHAM	Hong Kong	80+ Members

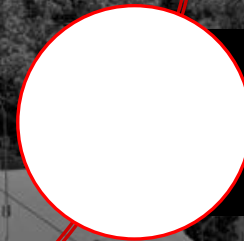
# OBJECTIVES



BUSINESS NETWORK



CULTURAL  
EXCHANGE



CHARITY

# OBJECTIVES

## 1. Business network

One of the main aims of this organization is to build a business network between Austria, Asia, and Africa. For this purpose, periodic meetings and dinners will be held at the various unique locations to deepen the various contacts between individual AAAA members. Furthermore, similar meetings take place in various Asian and African cities where members are located. Through lectures and fireside chats, they will be informed about the economic potential of Austria. Every single individual benefits from the consolidated pool of contacts.





# OBJECTIVES

## 2. Cultural Exchange

Besides the business network, the AAAA is also focused on the exchange of culture and art. This includes, for example, the showcasing of various artists, art exhibitions or book presentations that have a certain relation to the AAAA. This will take place, if possible, on the dates of the periodic meetings to give each member the opportunity to participate.





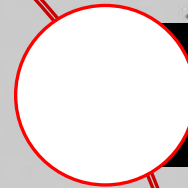
# OBJECTIVES

## 3. Charity

As an association with a charitable focus, the AAAA will seek to realize initiatives in the Asian and African regions with a special emphasis on underprivileged children. With the help of contacts and experience of the individual members, annual projects will be implemented directly and efficiently by the members. Funding for these charity projects will come from the finances of the AAAA, which consist of various revenues, donations or contributions. All financial expenditures will be carried out in a highly clear and transparent manner.



# MEMBERSHIPS



INDIVIDUAL MEMBERSHIP



COUPLE MEMBERSHIP



CORPORATE MEMBERSHIP



STUDENT MEMBERSHIP

# MEMBERSHIPS

## **General benefits for members:**

- Opportunity to participate to the meetings of AAAA
- Publication in the AAAA Newsletter (name, position, profile link)
- Realizing and participating in charity projects in Asia
- Integration in the AAAA business network through annual mailing of the updated membership list
- Opportunity for participation in corresponding art and cultural events

## **Obligation:**

- Participation in a minimum of 1 of the regular meetings/dinners of the AAAA
- Positive and continuous representation of the values and charter of the AAAA
- Acquisition of new members for the benefit of every member of the AAAA
- Support of each member with exchange of ideas and friendly assistance
- Energetic participation in the annual charity projects.

# MEMBERSHIPS

## 1. Individual Membership

Any individual person over the age of 16 years is allowed to become an individual member. This individual member needs to be nominated by an existing member and thereafter endorsed by a board member.

- EUR 250 initial fee
- EUR 100 yearly fee

## 2. Couple Membership

Any couple is welcomed to join us through this couple membership. This couple needs to be nominated by an existing member and thereafter endorsed by a board member.

- EUR 250 initial fee per couple
- EUR 180 yearly fee

# MEMBERSHIPS

## 3. Corporate Membership

Any company which currently (or will be operating in the next 12 months) operates within the Austrian, Asian or African region area; have a minimum of 5 employees and officially registered in the respective regions (e.g. GmbH, AG, Ltd. etc.). The company needs to be nominated by a current member and thereafter endorsed by a board member. Max. 8 members + partner/companion: the representative members can be changed yearly, Additional advantages for a company membership: 1 company presentation (max. 15mins) in one of the AAAA meetings on a first come, first serve basis, and thereafter due to continuous membership once a year a 15 minute company presentation/promotion (in mutual agreement with the board members) and one free advertisement of the company in the AAAA newsletter per year.

- EUR 1000 initial fee
- EUR 500 yearly fee



# MEMBERSHIPS

## 4. Student Membership

Any individual person over the age of 16 years who is enrolled in a recognized college or university as a full-time student can be nominated by an Ambassador due to his/her outstanding motivation and actions to grow. For the nomination process to be approved, there needs to be an AAAA Ambassador recommendation. The Young Leader Membership is free of charge and is allowed for a maximum of 3 years and thereafter the member will be charged a standard yearly fee as an individual member.

## 5. Special One-off Artist Membership

Any individual person over the age of 16 years who has a career as full-time artist can be nominated by by an Ambassador for a Special One-off Artist Membership. This was created to support up-and-coming artists.

- No initial fee
- EUR 100 yearly fee

# MEMBERSHIPS

## **6. Honorary Membership**

Any individual person over the age of 16 years and nominated by the board due to his/her special dedication in the association, special contributions for Austria / Asia / Africa, or social and political position are allowed to become an honorary member. For the nomination process to be approved, there needs to be a majority vote of the board achieved. The honorary membership is a lifetime status, free of charge, and can only be revoked due to serious defiance of the AAAA charter.

# EVENTS & ACTIVITIES

- MEMBER'S MEETINGS
- KEYNOTE SPEAKERS
- CHARITY PROJECTS
- DELEGATION TRIP

## MEMBERS' MEETINGS

**The members' meetings will take place periodically in Austria, Germany, South Africa, Kenya, and Asia on a regular basis.**

The members' meetings are planned as a culinary and informative highlight for each member. These events usually take place in a unique and/or historical location. These evenings always include guest speaker, new members introductions, guest chefs and wine makers, and artist presentations.

Other highlights are monthly online lectures on topics related to Asia and/or Austria by a member or a guest speaker e.g. country ambassador, business leader or artist. New members will also be introduced and inducted to AAAA.

In all these events, we promote the deepening of contacts between the individual members through joint events, talks and meetings. Through interesting lectures from the fields of economics, finance and politics, the members are informed about the economic potential of Austria/Germany both in-coming and out-going.

As part of the delegation trip, the AAAA members visit selected business partners and charity projects and institutions under the AAAA Charity Program, to get to know them personally and also to hand over the donations personally and on site.



# MEMBERS' MEETINGS





## KEYNOTE SPEAKERS

**At the AAAA Meetings we offer interesting lectures in the Europe-Asia/Africa context of international and national leaders, economists and politicians who share a lot of interesting information about the cultures and economic opportunities of the respective regions. Below is a small selection of lectures already held:**

Speech Walter Junger , CEO & Founder H12; „China is changing: 1990-2014“

Speech Gudrun Mosler-Törnström, Austrian politician; „European and foreign politics, art and culture“

Speech Alex Zheng, President Plateno Hotel Group; „Business experiences in China“

Speech Enno Drofenik, Austrian ambassador in Thailand ; “Business opportunities in Thailand”

Speech Dr. Gustav Gressel , Austrian Trade Commissioner Thailand; “Economic relations between Austria and Thailand”

Speech Mary Gu, President & MD (East Asia Region) for the Special Olympics; “Founding and Growth of the Special Olympics in China”

Speech Mario Enzesberger, CEO Liberty International; “Tourism industry in Asia and Africa”

Speech Gerhard Hinterhäuser, MD & CEO MEAG Hong Kong ; “Finances and Insurances in Hong Kong/Asia”

Speech Michael Kratzer, deputy of Austrian consul general of Hong Kong

Speech Frank Li, Chairman Macau Huibang Group; “Workshop for investment opportunities”

Speech Michael Tancsits, Trade councillor Peking; “The politics and relationship between Austria and China as trading partner”

Speech Franz Kurz, CEO Golden Earth Vision Energy GesmbH; „Sustainable energy supply in the future“

Speech Gao Xingle, Botschaftsrat für Wirtschaft und Handel der Chinesischen Botschaft; „Sustainability in China“

Speech Richard Trappl, Leiter des Konfuzius Institut; „30 years experience as China representative of the University of Vienna“

Speech Michael Schumann und Rene Leibold, Vorstände BWA; „Europe/Asia – cooperation and challenge“

Speech James Tay, General Director MasterConcept Asia, Ltd; „China youth Elite Ski Program in Austria“ as an example for bilateral exchange programs between China and Austria“

Speech William Zhao, Managing Director of BlasaCapital with “How does the exchange rate change affect the commercial real investment return in China”

Speech Veronika Gmachi-Abdul, MD NE Österreich GmbH und Founder Urstein Institut“Light on the Silk Road- Higher education for transcultural interaction.”

Speech Josef Magreiter, Head of Lebensraum Tirol Holding, “Tirol on its way to winter Olympics in China.”

## KEYNOTE ONLINE GUEST SPEAKERS

**At the AAAA Online Guest Speaker Series, we offer interesting talks and discussions in the Europe-Asia/Africa context of international and national leaders, economists and politicians who share a lot of interesting information about the cultural and economic opportunities of the respective regions. Below is a small selection of lectures already held:**

- “Quo Vadis China?” by Mr. Danile Berger, Partner of EAC – International Consulting, Shanghai China
- “Africa's Transformation, opportunities for growing trade and investment” by Dr. Gill Mahlati, the late Chairman of African Finance Group
- “Logistics & Disruptive Technologies in Supply Chain” by Mr. Merih Dale, Strategic Account Manager, Rhenus Logistics Hong Kong Limited
- “Sailing – Sports, Tourism & Sourcing” by Mr. Christian Schwarzmann, Founder of Sail Global
- “Global Connectivity” by Dr. Philipe Reinisch, Silkroad 4.0
- “On the way to large-scale operation of hydrogen filling stations (State of the art, lessons learnt, standardization, quality seal)” by Mr. Peter Werth, CEO Woltank-Adisa Holding AG
- “Industry 4.0 in Production Facilities” by Mr. Markus Lang, COPA-DATA
- “Cognitive and visual processing enhancement on the go” by Mrs. Minda Marshall, Co-founder & CEO of LECTORSA
- “AI / KI, CRYPTO CURRENCY” by Mr. Peter Krell
- “Successful Together – 30 Years Cooperation between Taicang and Germany” by Mr. Matthias Mueller, Founder and Owner of MM China Link
- “Geopolitics in Entrepreneurial Practice - New Perspectives in Times of Global Uncertainties” by Mr. Urs Unkauf, Federal Executive Director of the Berlin-based Federal Association for Economic Development and Foreign Trade
- “Insights into the incredible world of programming for Hollywood special effects and the development of real holograms with AI” by Mr. Sven Schreiber, Digital strategist and Publisher

## CHARITY PROJECTS

**An important goal of the AAAA is the support of disadvantaged children in Asia and Africa through the charity program. Below please find a short selection of some of the projects that we supported.**

At the annual meeting in Asia / Africa, members have the opportunity to visit and get to know the selected projects and institutions. In 2015, members visited Wat Sra Kaew orphanage in Angthong, Thailand for the first time. There, a lunch including dessert was sponsored for 2,200 children and distributed with the active assistance of the present members. In total, the AAAA was able to hand over a donation of € 2,500 to the orphanage.

In 2016 the AAAA donated over € 3,000 to the Sprouts Foundation, which develops and supervises educational programs for disadvantaged children in Hong Kong.

In 2020, it was decided to support a Nepalese charity called Right4Children in order to renovate a school in urgent need of upgrades to the water system, toilets, sports facilities, classrooms, etc. The 3-year project encompasses a total investment of USD 12,000. The AAAA Delegation visited the school in 2023.

In 2024, AAAA donated € 3,000 to Phuket Has Been Good To Us to provide educations to children in need for the improvement of their English language both in skills (written, spoken, reading) and knowledge.

In order to offer children a better future and new perspectives, the AAAA will continue to support various projects with donations in the Asian and African regions over the next few years.



# CHARITY PROJECTS





# OUR FUTURE



ESTABLISH YEARLY ART  
AND ECONOMY FORUM  
ROTATING BETWEEN  
AUSTRIA, ASIA, AND  
AFRICA



ENHANCE  
MEMBERS  
PARTICIPATION



CREATE OUR  
CONTINUOUS  
CHARITY PROJECTS



**Austrian Asian African Association**

[www.austrianasianassociation.at](http://www.austrianasianassociation.at)  
[info@austrianasianassociation.at](mailto:info@austrianasianassociation.at)

# Thank You

For more information about AAAA, please contact

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