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Support for Austrian SME's towards internationalisation

SME Workshop

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- How do we accompany SME's going abroad?
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What are the typical requests?

- Evaluate market entry: information on how to do business, sectors, macro-economic data, SWOT from an Austrian perspective etc.
- Support regarding specific business cases
 - find potential clients / partners
 - setting up a company
 - interventions: business partners / authorities
- Get connected
 - Industry networks
 - Austrian business community
 - (Other) Stakeholders – government, administration...

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How do we accompany SME's?

- Internationalisation starts at home...
 - Advantage Austria is part of the Austrian Federal Economic Chamber (est. 1848; 480,000 member companies)
 - 83 local advisory and support offices all over Austria (motivational and information events)
 - 9 foreign trade departments on regional level (business support, customer acquisition)
 - HQ on the national level: Strategy, Programming, Budget, HR, stakeholder management

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How do we accompany SME's?

- ...and continues abroad
 - More than 110 offices in over 70 countries run by Austrian trade professionals as Commercial Counsellors of Austrian Embassies, employing 800 people representing 80 nationalities
 - 1 million international visitors per year to its global web portal in 28 languages (200 country pages)

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How do we make sure our support is needed?

- Quality Feedback
 - At events and for each written contact customers are asked to fill in and return quality feedbacks (quality, suggestions)
 - Efficient claims management
- Advisory Board consisting of companies and stakeholders
- Periodical polls: “Außenwirtschafts-Monitor”

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Do we refer to support programmes at European level?

Any activity on the European level has to

- demonstrate a clear European value-added
- be demand driven (bottom-up)
- be part of a coordinated EU effort
- avoid confusing duplication of existing structures and their activities
- guarantee an efficient, transparent and accountable appropriation of taxpayer's money
- be implemented by TPO's / BIO's whose core business is the internationalisation of companies

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Do we refer to support programmes at European level?

Clean Tech Singapore & KL 2014

- 4 out of 5 Austrian participants were large enterprises, in two cases global industry leaders
- Budget: 25,000 EUR/company (extensive subsidies to participants)
- Lack of co-ordination: Advantage Austria and other TPO's/BIO's on the ground not involved in the design and implementation of the program
- Duplication of Advantage Austria's services

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Do we refer to support programmes at European level?

What does/should work

- Advocacy
- Market intelligence
- Capacity building at national level



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