

Sector Focus (2.1.)

Description

Sector focus in high growth markets for strong Austrian sectors (target groups and market sectors selected according to growth potential worldwide and Austrian export potential in individual countries) using the following measures:

- Market report on the opportunities within the sector
- Events in Austria, strengthening knowledge transfer networks in Austria, Incoming Missions
- Presentations and participating in events abroad
- Associated promotional work abroad
- Key Accountant Managers in the target country
- Sector Coordinators in Austria (whose role includes identifying strong sectors and building knowledge transfer networks)

Five-Step Strategy

If a valid case can be made for doing so, it is possible to vary these steps or substitute alternative measures (see also 'Marketplace Events': a mixture of a Cooperation Exchange, ADVANTAGE AUSTRIA Forum and Incoming Mission).

Five-Step Strategy – The Austrian Trade Commission must submit in advance an outline of the five steps for the entire duration of the Go-International project.

1. Sector Coordinator in Austria drafts and co-ordinates the proposal
2. Austrian Trade Commission produces a market development report with practical focus on project business, capital investment projects and concrete business opportunities.
3. Market Information Events held in Austria (in at least two locations) with participation of specialists and industry experts from the target market. For countries and/or market sectors where market entry is difficult, it may be possible to offer individual consulting at the company's HQ as an alternative. Travel and accommodation costs could be covered using the Trade Commissioner's personal allowance for trips to Austria (e.g. for the Export Conference (*AH-Tagung*), annual leave etc.). This is subject to the approval of the Sector Coordinator.
4. Austria Showcase Event with a strong B2B focus held in the target market. As preparation for this, Fact-Finding Missions and Economic Missions may also be held, where appropriate. Inviting journalists from the Austrian trade press to these foreign events should be encouraged wherever possible to increase press coverage of export opportunities in general as well as to raise awareness of the Go-International programme and the market sector support available from ADVANTAGE AUSTRIA.
5. Key Account Manager – Conducts preparatory work (market study) and offers tailored company assistance and ongoing support from within the target market for the entire duration of the project.

PR activities for specific market sectors, such as inviting trade journalists (Incoming or Outgoing - coordinated through CorpCom) should be encouraged wherever possible to increase press coverage of export opportunities in general as well as the Go-International programme and the market sector support available from ADVANTAGE AUSTRIA, or in the case of foreign journalists to encourage reporting on the Austrian market sector and to promote Austrian events in the target market.

Details

- Industry reports – distributed free of charge
- Participating in events in Austria – free of charge
- Participating in events abroad – subject to fees (some discounts available)
- Subsidies for project costs including Key Account Managers and Austrian staff can be applied for by 31st March 2011. Should one Sector Focus project not be completed by that time, the remaining steps will be financed by a subsequent Go-International funding programme or through ADVANTAGE AUSTRIA resources

Workflow

- Key Account Managers: planning/budgeting Sector Focus, assigning resources (Ms Gyöngyösi)
- Events: close cooperation with regional managers, trade fairs etc.

Contact partner

ADVANTAGE AUSTRIA (AWO)

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Creative industries, interior design, fashion:

Mag. Punkenhofer, Mag. Döller; (see also 5.5.
“Creative Industries Focus”)