



An export initiative by

- “Austrian Federal Economic Chamber” (WKÖ)
- “Austrian Federal Ministry of Economy, Family and Youth” (BMWFJ)

AUSTRIAN TRADE - International Agency for the Austrian Economy

- Encouraging international activities by identifying business opportunities abroad
- Supports cross-border commercial activities
- Positions Austria globally as an attractive business location and a reliable business partner

Facts & Figures

- 108 offices in 72 countries
- 800 employees
- 75 nationalities
- 877 AUSTRIAN TRADE events
- 1,100 AUSTRIAN TRADE publications
- 20,000 Austrian companies
- 60+ years' experience
- Global business support

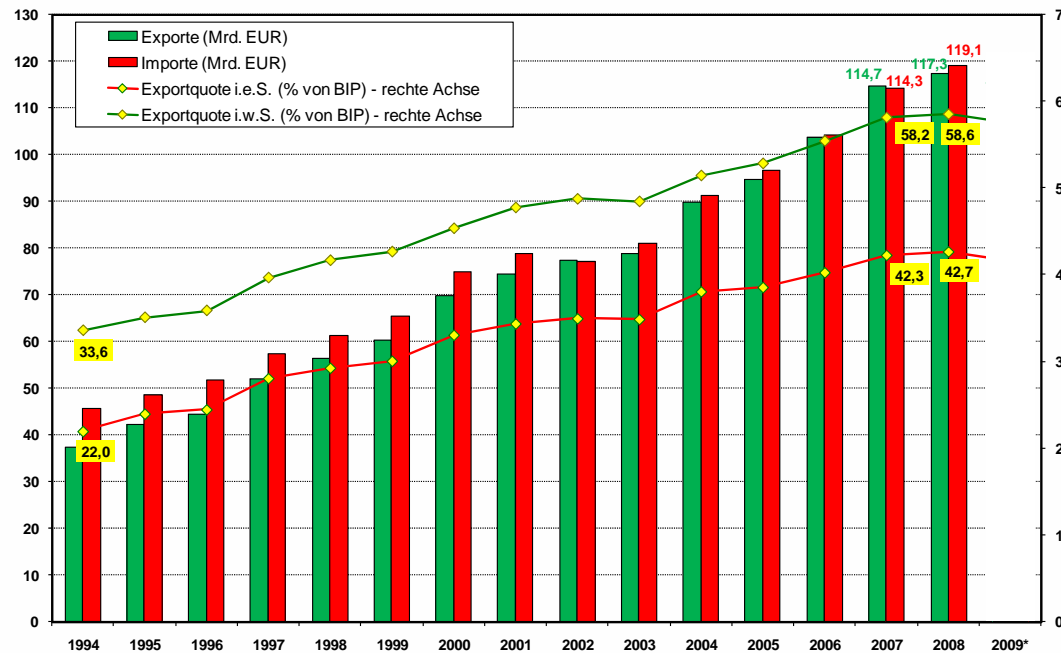
AUSTRIAN TRADE in China

- 3 Austrian Trade Offices in Peking, Hong Kong and Shanghai
- 1 Regional Office in Guangzhou

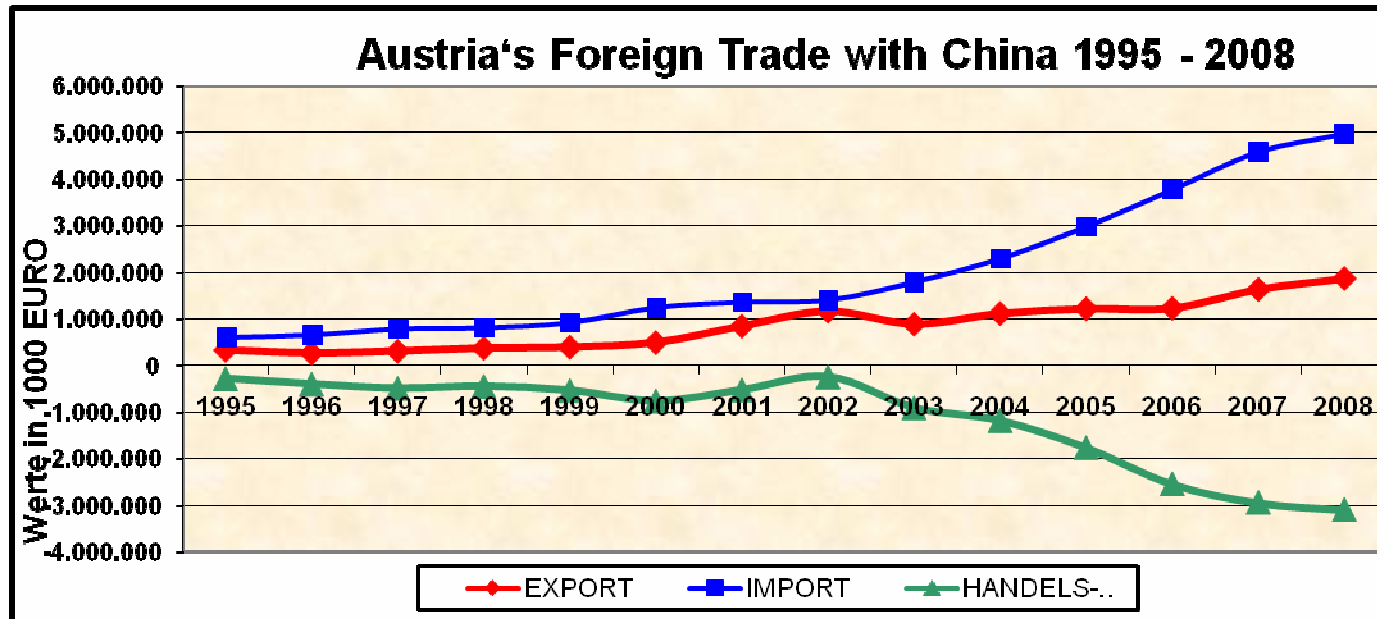


Austria Export Statistics

- Exports in 2008: Mio € 119.568
- Imports in 2008: Mio € 117.525
- Number of exporters: 36.000



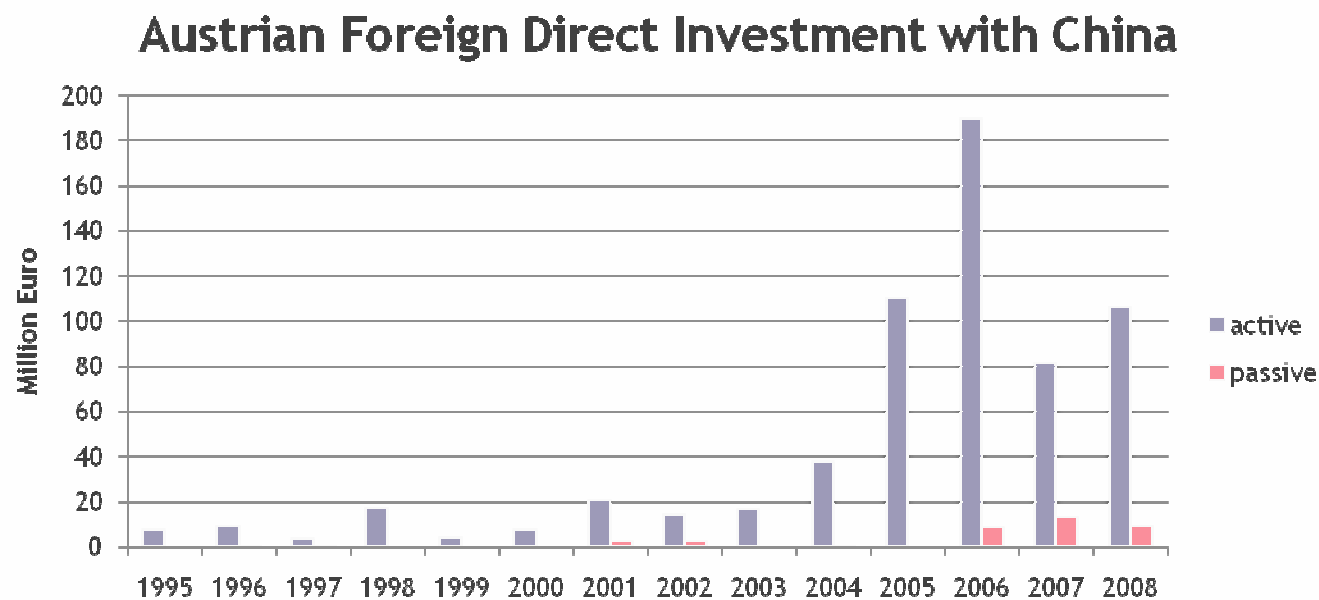
Export Statistics with China



Main industries

- Exports: engineering manufactures & vehicles, processed goods, chemical goods
- Imports: engineering manufactures & vehicles, other finished goods

Export Statistics with China



2008

- active: € 106 Million
- passive: € 9 Million

go-international Objectives

increase foreign trade volume

minimise barriers to export

increase number of exporting corporations

introduce corporations to emerging export markets

encourage experienced exporters to enter overseas markets

go-international – Key Data

Cooperation between

- “Austrian Federal Ministry of Economy, Family and Youth” (BMWFJ)
- “Austrian Federal Economic Chamber” (WKÖ)

- operated by the Foreign Trade Department (AWO) of the Austrian Federal Economic Chamber (800 employees/ over 100 offices worldwide in 73 countries)
- Contract period: 1.4.2009 – 31.3.2011
- Budget: a total of EUR 25 million per year
Main partner: WKÖ → 19 million per year

go-international – Concept

35 individual support programs allocated to

5 main pillars:

1. Export Motivation
2. Focus on Industries
3. Business of International Technology
4. Competitiveness through Education
5. Increase of Service Exports and support for acquisition of international projects

Main Pillar

1. Export Motivation

Focus: to support “new to export” companies with export ambitions and/ or motivate companies to engage in activities on new foreign markets

Goal: we inform, educate and provide financial support to reduce/ eliminate barriers to export to ease market entries

Companies may choose from a variety of support-programs such as export consulting/ coaching, market evaluation missions to neighbouring countries, funding of market entry costs, export angels, temporary local offices.

Main Pillar

2. Focus on Industries

Focus: to analyse and explore foreign/ emerging markets to provide companies profound information

Goal: to identify market opportunities and to enable companies to take new and/or further steps in these markets

go-international facilitates a support-program which focuses on 15 industrial sectors in 43 countries (service features: market reports, "Key Accountants" abroad, events in Austria and the target markets)

In addition the initiative offers support for the participation on international trade fairs, participation at scientific congresses, export co-operations, incoming missions, consulting expenses.

Main Pillar

3. Business of International Technology

Focus: on technological companies with new and innovative products/ services

Goal: acceleration and support of internationalisation efforts of technology companies in foreign markets

We gather latest information on the technical industry and provide access to this data for companies (Tech-co-operations). A technology-officer in China is your direct contact and ensures the quality of this information.

Further *go-international* offers a direct financial funding of market entry costs to technical companies entering new markets worldwide.

Main Pillar

4. Competitiveness through Education

Focus: internationalisation of human capital of Austrian subsidiaries abroad and sale of Austrian education-expertise

Goal: to advertise/ export Austria's expertise on education by building networks with foreign educational institutions and to motivate companies to invest in continuing education of their own human capital

This initiative supports the education (workshops/ seminars/ training programmes) for employees of Austrian subsidiaries abroad, internships & personnel exchange and increases the export of Austrian educational know-how.

Main Pillar

5. Increase of Service Exports and Support for Acquisition of International Projects

Focus: to raise the share of service exports worldwide and increase the participation of Austrian companies in international projects

Goal: to help Austrian service providers (consultants, engineers, designers) to enter foreign markets and to facilitate the access of Austrian companies to tender procedures related to international projects

Elements of this program are:

- financial support for Austrian companies who invest in consultancy related to the application process for international projects,
- events in Austria and market evaluation missions in foreign markets for Austrian service providers
- enhance the establishment of new networks abroad.

Your *go-international* Programs

Incoming Missions

Definition

Co-financing of costs related to official contract placing between foreign initiators and Austrian companies and financial support for co-operations with large purchasing organisations.

Details (www.go-international.at/ in German language only)

- 50% financing of travel expenses from foreign delegations visiting Austrian companies
- financial limits: Europe EUR 7.500,-; overseas EUR 15.000,-
- content of this funding: visitation of a reference unit in Austria, the presentation of the production site or a product presentation in Austria
- project partners: at least 3 Austrian companies

Education/ training of employees at subsidiaries using Austrian know-how

Definition

This funding aims to enhance education-programs at Austrian subsidiaries abroad. The goals are to increase the efficiency and competitiveness of the foreign subsidiary and to strengthen the presence on the foreign market.

Details (www.go-international.at/ in German language only)

- 50% financing
- financial limits: max. EUR 10.000,-/ company
- subsidiaries in Europe: max. EUR 800,-/ course participant
- subsidiaries overseas: max. EUR 1.000,-/ course participant
- in Europe → exclusively for SMEs; overseas → no limitations
- condition: training with Austrian expertise in Austria or abroad

Internationalisation of employees; Internships

Definition

Enables companies to temporarily transfer their employees during the process of education and to further offer internships for Austrians and foreigners. Companies have the opportunity to prepare (potential) staff members for an international environment due to the exchange of language, culture and knowledge.

Details (www.go-international.at/ in German language only)

- Internships of young Austrians at subsidiaries abroad and foreigners in Austria (18 to 25 years)
- financial limits: in Europe → EUR 800,-/ person each month
overseas → EUR 1.000,-/ person each month
- time limits: max. 6 months

Export co-operations

Definition

At least 3 companies with the same target market form a co-operation and engage in export activities in a new market.

Details (www.go-international.at/ in German language only)

- 50% financing of expenses related to market entry
- financial limits:
 - 3-5 Austrian companies: EUR 8.000,- for each company
 - 6 and more Austrian companies: proportionate to a max. of EUR 40.000,-
- at least 50% of the participating companies must be „new to market“ in the new country
- at least 1 joint-event & 1 further activity/ project on the market

Consulting Expenses

Definition

Co-financing of consulting expenses for activities abroad in relation to company foundations, due-diligence, licence issues, patent protection, certification, standardizations and for international projects abroad.

Details (www.go-international.at/ in German language only)

- 50% financing of consulting expenses
- financial limits: max. of EUR 20.000,-/ company (2 projects to each EUR 10.000,-)
- in Europe → exclusively for SMEs; overseas → no limitations

Scientific Congresses

Definition

Active participation (as speaker or exhibitor) on economic- related scientific congresses abroad. This is an opportunity for companies to find new contacts and build networks to focus on potentials in new areas.

Details (www.go-international.at/ in German language only)

- 50% financing of project expenses
- financial limits per project:
Europe: EUR 2.500,-; overseas: EUR 5.000,-
- in Europe → exclusively for SMEs; overseas → no limitations
- each company may apply for max. 2 projects

go-international - Contact

www.go-international.at

(in German language only)

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