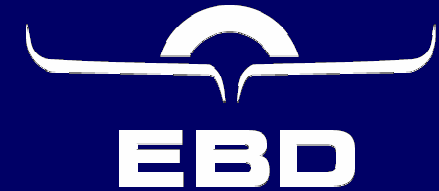


EURO BUSINESS DEVELOPMENT GMBH

AUSTRIA CONNECT - 2009 in CHINA

17 – 20 September 2009





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OFFSET Transactions – New Possibilities for Austrian Companies in China

***EBD – Industrial Business Consultancy for Advanced
Technologies***

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1. Introduction

- OFFSET = Economic compensation for governmental funding of military/paramilitary procurement in foreign countries
- more than 120 countries request OFFSET
- As a rule:
 - For direct orders to local industry =>
Typical amount of turn-over represents OFFSET credit volume
 - For technology transfer or investment in local industry =>
Typical Multiplier > 1 for OFFSET credit volume

2. Vision

Development and extension of business contacts for Austrian Industry with foreign companies in order to

- **facilitate** access to important markets and
- **establish** a network of high technology partners abroad.

Objective:

- **strengthen** Austrian competitiveness and
- **increase** opportunities for the creation of high-tech jobs on a long-term and sustainable basis.

3. Mission

Contribution to the fulfilment of the contracted Eurofighter OFFSET volume with the Republic of Austria by consulting and promoting the Austrian Industry and Research Institutes with the objective to generate additional business value.

OFFSET volume: € 4 billion

4. Role of EBD

EBD's main activities:

- Key partner providing local support in Austria
- Contact partner for Austrian Industry
- Consultancy and support for Austrian companies entering into new international markets
- Initiation and supervision of technology projects from research and development activities up to the manufacturing of new products

5. Results

Due to the wide range of business activities during the last 5 years

EBD contributed to the following results:

- Engagement of **120** Austrian companies
- Volumes already credited
 - > **€1 bn** business with EADS (key projects with Airbus)
 - > **€500 M** third party business
- Initiation of **30** R&D projects
 - **15** projects in realisation
 - > **€100 M** credited

6. New Business Areas

Further to 5 years of supported access to new markets and enabling new business potential for Austrian Industry mainly in the fields of aerospace, automotive and machinery, EBD now focuses on

1. Green Technology

(renewable energy, waste & water treatment)

and

2. Infrastructure Development

(airports, railways, etc.)

7. New Opportunities

- Worldwide, European companies do have OFFSET obligations
 - a. Organize a swap: “I help you with exports from country X, you help me in countries Y with market entry support.”
- Due to sales activities of European companies in China compensation could be part of the deal
 - a. Austrian companies in China could offer industrial potential
- Technology transfer/investments
 - a. Participate in R&D–teams including the future customer
 - b. Participate in investment projects of European companies in China or third countries

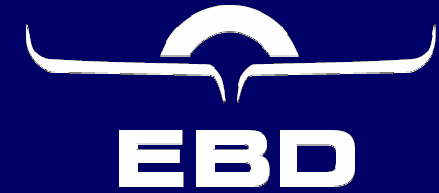
8. Outlook

OFFSET transactions offer real opportunities for entering into new business activities such as

- Increasing sales to existing markets
- Entering into new markets
- Participating in technology development and transfer
- Getting access to investment projects

EBD is prepared to consult/assist you to enter into the world of **OFFSET** activities.

September 2009



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**THANK YOU FOR YOUR
ATTENTION!**

