

# ΕΜΠΟΡΙΚΑ ΝΕΑ

ISSUE 2/2009 December, 22nd, 2009

Dear Reader,

A very difficult year for the Austrian Export Industry is coming to its end. With a small domestic market, Austria depends heavily on exports with about 6 out of 10 Euros earned outside Austria. Therefore Austria was considerably affected by the economic downturn in our Export markets and since the third quarter of 2008, the Austrian economy has been in the worst recession since World War II. Austrian Exports to Greece declined by 25 % until September (Cyprus 11 %) which is slightly above the average of Austrian exports to European Union member states in general.

The main sectors affected where, Mobile Phones, Timber and Wood Products, Paper and Passenger Cars. Exports of Pharmaceutical Products and Energy drinks slightly increased.

For the next year the outlook for Austrian exports has become more positive, with 71 per cent of Austrian businesses calling it very good or good, according to a Market-Institut study. Only 25 per cent of Austrian firms saw the outlook for exports over the next year as bad or very bad, compared to 42 per cent last March. With private consumption and exports also tentatively picking up there is reason to be more optimistic. Even if the forces of growth may lose some momentum in 2010, activity will remain on a gradual upward path

To promote our exports to Greece and Cyprus several activities are planned for 2010. In Greece we are planning to organize an Austrian Show Case in the IT and software sector; we will also promote Austrian Fashion and are planning to organize a Trade Mission for Hotel equipment and Tourism infrastructure. We believe that Greece has to improve constantly its touristic product in order to remain competitive in fast changing market conditions. We will also continue to promote Austrian environmental and photovoltaic technology.

In Cyprus we will soon open a Marketing Office and plan also a Trade Mission in the field of Hotel equipment and Tourism infrastructure.

I would also like to draw your attention to our redesigned Austria "A" which is the visual basis for the new corporate brand Advantage Austria"

As of now, ADVANTAGE AUSTRIA is the visual identity of the Austrian foreign trade organization in the global market. The new brand brings together text and graphics and will help to improve worldwide recognition of the quality and benefits of Austrian products and services, as well as raising Austria's profile internationally as a business location.

We will remain as ever THE Austrian agency for internationalization. We provide advice to Austrian businesses on every aspect of exporting, and are the first port of call for anyone who is interested in trading with Austrian companies or in Austria as a business location.

I would like to take this opportunity to thank you all for continues interest in Austrian products and we appreciate your business especially in this difficult times and you can be assured that Austrian companies will prove reliable partners also in these challenging times.

I wish you and your families Merry Christmas and a Happy and Prosperous New Year!

Bruno Freytag  
Austrian Trade Commissioner for Greece and Cyprus



## Austrian companies are looking for business partners for the following products

- [Spectacle Frames and Sunglasses](#)
- [Leasing and Chartering Sailing Yachts](#)
- [Electrical Plants for Industrial and Commercial Installations](#)
- [Apples from Austria](#)
- [Inflatable Sports Boats](#)
- [Sausage and Cured Meat Products](#)
- [Nursery for Cemetery and Ornamental Plants](#)



## Useful information

- [Links](#)
- [Trade Fairs in Austria January - April 2010](#)



## Austrian companies looking for partners

In this section we present to you a number of Austrian companies, which are looking for trade representatives, importers, buyers or co-operation partners in Cyprus and/or Greece. If you are interested in a co-operation, feel free to contact them directly! All company information is also available in German on [www.advantageaustria.org/gr](http://www.advantageaustria.org/gr) under "Business Opportunities".



Titanic Optik Austria  
Weinitzenstraße 1  
8045 Graz-Andritz, Austria  
☎ +43/ 316/ 694220  
☎ +43/ 316/ 694258  
✉ [export@eyewear.at](mailto:export@eyewear.at)  
🌐 [www.eyewear.at](http://www.eyewear.at)



### SPECTACLE FRAMES AND SUNGLASSES

#### Wanted: Sales Partners

We are seeking optical wholesalers and/or importers as well as (smaller) chains of opticians. We are also interested in independent sales representatives for our products.

Our 6 different collections offer a wide selection of spectacle frames and sunglasses in all categories (from products for children and teenagers to fashionable and classic frames and sunglasses) and in all price ranges.

Our latest amazing new collection is called BLACKNOVUM, which is guaranteed 100% made in Europe (currently only in Austria). All components used are 100% sourced in Europe (guaranteed origin!).



TITANIC Optik offers the following brands:

- TITANIC - the youthful brand for teenagers or people with smaller faces
  - JACQUES LEMANS - the collection offers a wide choice of designs and models - from youthful to classic or elegant!
  - TOMS by Thomas Muster - the trendsetting brand for a younger age group with extravagant tastes, inspired by the former professional tennis player and only Austrian No.1 according to the ATP world ranking list
  - NUOVO - our reasonably priced, comprehensive basic collection offers unique quality in this price range
  - ROLF RÜDIGER - highly fashionable children's collection with "Memory-Titanium" effect, therefore very flexible and adjustable, for children and parents you demand the best from their spectacles
  - BLACKNOVUM - new high end collection 100% made in Europe (in Austria and Italy); only 6 models are available, only for men and only in black - luxurious, elegant, unique!
- Correspondence can be in English or German.



Ecker Yacht & Flug GmbH  
Schnalla 63, 4910 Ried/Innkreis,  
Austria

+43/ 7752/ 879 74-0

+43/ 7752/ 875 57

info@eckeryachting.com

www.eckeryachting.com



## LEASING AND CHARTERING SAILING YACHTS

### Wanted: Sales Partners

We have bases in Croatia (Veruda near Pula, Punat on the island of KRK, Zadar, Trogir near Split and Dubrovnik), in Greece (Samos, Lefkas) and in Turkey to the east and to the west of Marmaris in Göcek and Orhaniye.

We are seeking a partner to act as a broker for our sailing yachts such as for example, a specialist agent for yacht chartering or travel agents.



Ecker Yachting started as a one-man business in 1982 and was incorporated into the newly-formed company Ecker Yacht & Flug GmbH in 1998. The Head Office is in Ried/Innkreis and it has subsidiary companies in Croatia, Greece and Germany.

Ecker has 84 employees and charters out approx. 150 sailing yachts from its 10 bases. It is thus the largest operator in this sector in the German-speaking area.

The principal business is bareboat chartering. The 11m to 18m. long sailing yachts and catamarans are fully equipped. Everything that a skipper could possibly want is provided, from the most modern yacht electronics e.g radar and GPS chart plotter to ship's diesel, dinghy with outboard motor and galley kitchen.

Correspondence can be in English or German.

---

THE WORLD'S OLDEST  
BOY GROUP.



 Holidays in Austria  
www.austria.info



G. KLAMPFER Elektroanlagen  
GmbH  
Paschinger Strasse 59, 4060  
Leonding, Austria  
☎ +43/ 732/ 67 13 14-0  
☎ +43/ 732/ 67 77 60  
✉ [office@klampfer.at](mailto:office@klampfer.at)  
🌐 [www.klampfer.at](http://www.klampfer.at)



## ELECTRICAL PLANTS FOR INDUSTRIAL AND COMMERCIAL INSTALLATIONS

### Wanted: Direct Customers

We have many years' experience as specialists in the construction of electrical plants for industrial and commercial installations in 24 countries and can thus respond optimally to your requirements. Klampfer Elektroanlagen provides one-stop comprehensive general services. The company specialises in particular on electrical plants for industrial and commercial installations. It supports its customers worldwide, from the initial consultancy to the successful implementation.

Klampfer relies on its large international team with its many years' experience and which excels in its ability to provide targeted solutions. Customers benefit from the transparent work flow and the total reliability.

The company has had branches in Romania, Ukraine, Serbia and Russia for some years and also, since 2008, in Greece.

Klampfer Hellas Elektroanlagen AE  
Valaoritou 19, Voula, 16673 Athens  
Postal address: Al. Panagouli Str. 50, Glyfada, 16675 Athens

Correspondence can be in English or German.



EVA Handels GmbH  
Gewerbepark, Feldgasse 259, 8181 St.  
Ruprecht an der Raab, Austria  
☎ +43/ 3178/ 23 27-0  
☎ +43/ 3178/ 36 10  
✉ [office@eva-apples.com](mailto:office@eva-apples.com)  
🌐 <http://www.eva-apples.com>



## EVA HANDELS GMBH Apples from Austria

### Wanted: Sales Partners

We wish to expand further our exports of fresh apples in the following varieties: Golden delicious, Gala, Idared, Jonagold, Braeburn, Arlet, Fuji, Pinova and Evelina.

The quality is in accordance with top international requirements. The optimal climate and the good soil in the South-east of Austria gives the apples their outstanding flavour. The EVA Group handles over more than 130,000 tons of apples which are deliverable throughout the year.



The EVA Group consists of ten member firms, harvesting 140,000 tons on average per year. The excellent climatic conditions, the most modern storage and sorting facilities and expert know-how results in the production of top-quality apples which are exported to the EU, Eastern Europe, North Africa and beyond. Strict quality control and international safety standards are maintained: BRC, Global-GAP, QS, IFS, TNC. The principal varieties are: Golden Delicious, Gala, Idared, Jonagold, Braeburn, Elstar, Arlet, Fuji, Pinova, Kronprinz Rudolf .....

Correspondence can be in English or German.



Grabner GmbH Weistracherstraße 11,  
3350 Haag, Austria

+43/ 7434/ 42251 0

+43/ 7434/ 42251 66

gertraud.pfaffenbichler@gra  
bner-sports.at

www.grabner-sports.at



## INFLATABLE SPORTS BOATS

### Sailing catamarans, kayaks, motor boats

#### Wanted: Sales Partners

We are seeking partners such as boatbuilders, outdoor equipment suppliers, sports and hobby shops, rafting and tourist operators who use boats themselves or rent out or sell boats.

We are also interested in contacting end-users of our products.



Grabner is the only manufacturer in Europe of high quality inflatable boats (successor to SEMPERIT + METZELER).

Its product range includes inflatable kayaks, canoes, rafting boats, motor boats and sailing catamarans. The environmentally friendly rubber material provides maximum safety, highest durability and the longest life span.

More than 20 different premium models impress our customers in 40 different countries all over the globe. We can provide a complete range of original accessories for every boat.

In its second factory, GRABNER manufactures a wide range of swimming aids and life jackets for all water sports and for commercial use.

Correspondence can be in English or German.



Greisinger Fleisch-, Wurst- u. Selchwaren-  
erzeugung GmbH,  
Klamerstraße 10, 4323 Münzbach, Austria

+43/ 7264/ 4600-0

+43/ 7264/ 4600-18

export@greisinger.com

http://www.greisinger.com



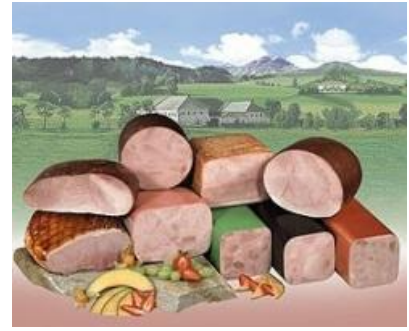
## GREISINGER FLEISCH-, WURST- U. SELCHWARENERZEUGUNG GMBH SAUSAGE AND CURED MEAT PRODUCTS

### **Wanted: Direct Customers**

In Cyprus the company is primarily seeking contacts with wholesalers and supermarkets who wish to stock Greisinger quality products. Reliable deliveries and an uncompromising focus on the customer are particular strengths of Greisinger.

For general information please contact:

Mr. Karl Neulinger:  
0043(0)7264-4600-38.



Greisinger is a family firm that has been producing high quality meat and sausage products for 25 years and exports them to more than 30 countries worldwide. Exports account for approx. 20% of total turnover. The principal markets are the EU, Eastern Europe and Asia (Japan, South Korea etc.). The firm is "higher level" certified by the IFS and, if needed, can prepare necessary documentation e.g. the DIN GOST certificate required for the Russian Federation.

As a producer Greisinger conforms with EU standards and aligns its guiding principles and business philosophy with the specific requirements of its customers - as demonstrated by the slogan "Naturally. THE BEST". For example, the company has one of the biggest and most modern pasteurisation plants in Austria. This greatly extends the shelf life of its vacuum-packed products.

Correspondence can be in English or German.



Friedhofsgärtnerei Traude Fritz  
Unter der Kirche 5, 1110 Wien,  
Austria

+43/ 1/ 767 31 70  
+43/ 699/10117741  
+43/ 1/ 767 31 70  
[fritz@traude.co.at](mailto:fritz@traude.co.at)  
[www.traudl.com](http://www.traudl.com)

### **NURSERY FOR CEMETERY AND ORNAMENTAL PLANTS**

#### **Wanted: Co-operation Partners**

Our aim is to establish the nexus between Art - Culture - Flowers and Music at an international level and to promote this to the public at large. We want to popularise Austrian vocal music with an exceptional timbre in the form of recitals of songs by international composers combined with Austrian garden culture and horticulture under the motto "The Power of Nature - Plants and Music".

FRITZ has been located in the Simmering district of Vienna since 1929 and was originally based in Pötzleinsdorf. The origins of this gardening dynasty can be traced back to the 16th century and even earlier times.



Innovative floral creations and an artistic approach to photography and grave designs (living wreaths, "Winterdesign") are our trademarks.

**Products:**

- Innovative floral arrangements
- Music interpretation
- Horticultural designs by our nursery for cemetery and ornamental plants
- Promotion of Austrian music and horticultural art

<http://www.youtube.com/watch?v=EN5eQ0vpUfs>

Correspondence can be in English or German.



## Useful information



For the first time in its long history, the Austrian foreign trade organisation will unite its international offices under a new brand: **ADVANTAGE AUSTRIA.**

### AUSTRIAN TRADE BECOMES ADVANTAGE AUSTRIA 24.11.2009

The visual basis for this new corporate brand is the redesigned Austria "A". The combination of the red-white-red Austria "A" and "Advantage Austria" will ensure a highly recognisable, clear and distinctive corporate identity for the whole organisation around the globe.

As of now, ADVANTAGE AUSTRIA is the visual identity of the Austrian foreign trade organisation in the global market. The new brand brings together text and graphics and will help to improve worldwide recognition of the quality and benefits of Austrian products and services, as well as raising Austria's profile internationally as a business location.

We will remain as ever THE Austrian agency for internationalisation. We provide advice to Austrian businesses on every aspect of exporting, support Austrian companies on the road to success in every world market, and are the first port of call for anyone who is interested in trading with Austrian companies or in Austria as a business location. We hope that the new ADVANTAGE AUSTRIA brand will enable us to maximise our service in the future.



## Links

---

### Trade Fairs in Austria January - April 2010 (Selection)

<i>Name/Further Information</i>	Type of Fair	Venue & Date
Ferien Messe Salzburg <a href="http://www.ferienmesse.at">www.ferienmesse.at</a> <a href="http://www.tulln.at/messe">http://www.tulln.at/messe</a>	Public access show for travel and tourism Luxus motor show	Salzburg, 14.-17.1.
Aquatherm Vienna <a href="http://www.aquatherm.at">www.aquatherm.at</a>	International trade fair for heating, sanitary fittings, air condition and ventilation	Wien, 26.-29.1.
CASA <a href="http://www.casa-messe.at">www.casa-messe.at</a>	International Trade Fair for creative interior design, gifts and lifestyle articles	Salzburg, 27.-30.1.
CREATIV SALZBURG <a href="http://www.aquatherm.at/en/index.html">www.aquatherm.at/en/index.html</a>	Intern. trade fair for gifts, home accessories, design- and lifestyle articles, paper, stationery goods, floristry, handicraft supplies, etc.	Salzburg, 29.-31.1.
WELLNESS <a href="http://www.wellnessmesse.at">www.wellnessmesse.at</a>	Spa Trend & Lifestyle	Innsbruck, 6.-7.2.
BAUEN+WOHNEN <a href="http://www.bauen-wohnen.co.at">www.bauen-wohnen.co.at</a>	International fair for building interior, design and energy saving	Salzburg, 11.-14.2
FERIENMESSE SALZBURG <a href="http://www.ferien-salzburg.at">www.ferien-salzburg.at</a>	Fair for holidays, travel and leisure	Salzburg, 26.-28.2.
CROSS CON <a href="http://www.itnt.at/">http://www.itnt.at/</a>	The CROSS CON 2010 focuses on ICT solutions for process and business optimization. Trade Fair for information Technology and Telecommunication	Vienna, 27.-29.4.

---

#### The Austrian Trade Commission for Greece and Cyprus

8 Vas. Sofias, GR-106 74 Athens

Phone: +30 210 8843711, Fax: +30 210 8827913 E-mail: [athen@austriantrade.org](mailto:athen@austriantrade.org)

We are looking forward to your comments and suggestions on this bulletin and are at your disposal for any information you may need. If you would like to be removed from the distribution list of the bulletin, please let us know!

Οι ίδιες πληροφορίες στα γερμανικά θα τις βρείτε στην ιστοσελίδα μας  
[www.advantageaustria.org/gr](http://www.advantageaustria.org/gr) στο Geschäftschancen

Offenlegung gemäß §25 Mediengesetz / disclosure:  
[http://portal.wko.at/wk/offenlegung\\_dst.wk?back=0&dstid=1342](http://portal.wko.at/wk/offenlegung_dst.wk?back=0&dstid=1342)

#### IMPRESSUM / COPYRIGHT:

Publisher:

AUSSENWIRTSCHAFT ÖSTERREICH der Wirtschaftskammer Österreich  
(AWO / AUSTRIAN TRADE) (WKÖ / AUSTRIAN FEDERAL ECONOMIC CHAMBER)

Wiedner Hauptstrasse 63, A-1045 Vienna/Austria

---