



Die Handelsagenten



THE AUSTRIAN
COMMERCIAL AGENT
Your sales professional

What are commercial agents?

Commercial agents are independent entrepreneurs.

Commercial agents **do not** act on their own behalf.

Commercial agents are entrusted with arranging the sale goods or concluding transactions in the name of and on behalf of the principal.

The benefits of commercial agents

Commercial agents have up to date market knowledge

They provide their principal with first hand information thus enabling fast action.

Commercial agents work professionally

Due to technological changes, commercial agents and their modern tools consist of a perfect liaison with the market.

Commercial agents have long standing customer relationships

Commercial agents take good care of their business relationships with their customers. A deep rooted relationship remains important in difficult market conditions.

Commercial agents are sales specialists

Commercial agents represent several principals and can therefore put together a perfect range of products that complement each other for their clients.

The benefits of commercial agents

Commercial agents work based on turnover

Commercial agents only receive payment once a sale has been completed and in the form of a commission, which is regulated in the contract.

Commercial agents do not charge fixed fees

Commercial agents are independent entrepreneurs. The principal therefore does not pay any social costs such as vacation and Christmas bonuses or health insurance. No emoluments, car, training or overhead expenses are incurred.

Commercial agents enable flat organisational structures for the principle

Outsourcing sales and parts of marketing operations (such as market observation, product launch) to independent commercial agents creates lean organisational structures. The principal saves on staff, avoids surplus capacity and can concentrate on core business.

Commercial agents and commercial agencies are strategic partners in a globalised world

Commercial agents are indispensable contacts for exporting firms all over the world. With their knowledge, new markets can be opened up with limited risks. All Austrian commercial agents are members of the Austrian Federal Economic Chamber and the international association IUCAB and are governed by the Law on Commercial Agents (HVertrG 1993).

Austrian commercial agents are specialists in sales and marketing and provide valuable assistance when entering new markets.

How can I contact a commercial agent?

There are several ways to contact a commercial agent:



- online on the commercial agents' Website: www.commercial-agent.at
- by enquiring at the local provincial association of commercial agents
- through the specialist magazine "commercial agent"

Online on the commercial agents' Website: www.commercial-agent.at

On www.commercial-agent.at you can find a free international online platform for company owners and Austrian commercial agents.

Company owners can list their offers free of charge in the section "**Free Agencies/Company Offers**". Interested commercial agents looking for an agent position related to a particular sector can contact the company owner directly. These online adverts are visible for 60 days and are then automatically deleted.

In the section "**Free Agencies/Offers of Commercial Agents**", you can find offers from commercial agents that can be searched according to sector and/or keyword. Details on blind adverts can be obtained upon request by mail.

Austrian commercial agents can sign up on www.commercial-agent.at in "**List of Austrian Commercial Agents**" on a voluntary basis. They can be found quickly and easily according to criteria such as "sector" or "location" and contacted directly.

Your provincial contact:

Burgenland:

Robert Graf-Platz 1, 7000 Eisenstadt
T +43 (0) 5 90 907 DW 3330
F +43 (0) 5 90 907 3315
E martina.rauchbauer@wkbgl.at

Carinthia:

Europaplatz 1, 9021 Klagenfurt
T +43 (0) 5 90 904 DW 300 or 335
F +43 (0) 5 90 904 314
E nikolaus.gstaettner@wkk.or.at or
elisabeth.regatschnig@wkk.or.at

Lower Austria:

Landsbergerstraße 1, 3100 St. Pölten
T +43 (0) 2742 851 DW 19341 or 19342
F +43 (0) 2742 851 19349
E handel.gremialgruppe4@wknoe.at

Upper Austria:

Hessenplatz 3, 4010 Linz
T +43 (0) 5 90 909 DW 4351
F +43 (0) 5 90 909 4359
E handel5@wkooe.at

Salzburg:

Julius-Raab-Platz 1, 5027 Salzburg
T +43 (0) 0662 88 88 DW 259 or 258
F +43 (0) 0662 88 88 583
E rholzer@wks.at or
mwagnleithner@wks.at

Your provincial contact:

Styria:

Körblergasse 111-113, 8021 Graz
T +43 (0) 316 601 DW 577 or 576
F +43 (0) 316 601 408
E GremialbereichKlemm@wkstmk.at

Tyrol:

Meinhardstraße 14, 6021 Innsbruck
T +43 (0) 5 90 905 DW 1432 or 1407
F +43 (0) 5 90 905 1337
E anton.engl@wktirol.at or
gabriele.widmann@wktirol.at

Vorarlberg:

Wichnergasse 9, 6800 Feldkirch
T +43 (0) 5522 305 DW 343 or 342
F +43 (0) 5522 305 103
E Woelfle.Wolfgang@wkv.at or
Cerny.Marlies@wkv.at

Vienna:

Schwarzenbergplatz 14, 1040 Vienna
T +43 (0)1 51450 DW 3251 or 3254
F +43 (0)1 505 26 47
E Andreas.Gurghianu@wkv.at or
Charlotte.Mara@wkv.at



Die Handelsagenten

Specialist magazine „Handelsagent“

Every Austrian commercial agent receives the magazine „Handelsagent“ by mail monthly.



You can put an advert in the magazine „Handelsagent“ for a fee.

For inquiries, contact:

Der Wirtschaftsverlag

A-1051 Vienna
Wiedner Hauptstraße 120-124
T +43(01) 546 64-331
F +43(01) 546 64-225
ISDN +43(01) 545 58 72
E handelsagent@wirtschaftsverlag.at
www.wirtschaftsverlag.at

You can also submit your advert directly at <http://www.wirtschaftsverlag.at> by completing the online form.

Commercial agents and their law

The Austrian commercial agent is subject to the 1993 Law on Commercial Agents (Handelsagentengesetz [HvertrG]). You can find the full text of the law on our Website www.commercial-agent.at or in specialist bookshops.

Sample contracts & literature

Sample contracts can be found on the Website www.commercial-agent.at

More detailed literature on the topic of commercial agents can be obtained from the provincial association or from <http://webshop.wko.at>



Questions and Answers on the Law on Commercial Agents



A Questions and Answers style practical guide, dealing with the topics below:

- Competition & Exclusivity
- Right to a commission
- Duty to inform
- Contract duration, termination

Commercial agents worldwide

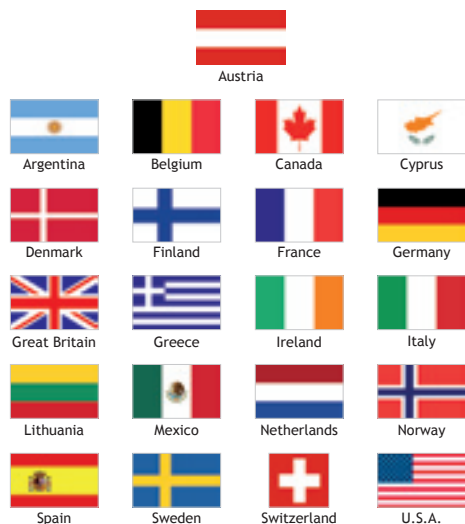
All Austrian commercial agents are indirectly members of the umbrella organisation of commercial agents:

IUCAB
International Union of Commercial Agents and
Brokers



www.iucab.nl

The IUCAB represents 470,000 commercial agents in Europe and America - from the following member countries:



Approximately 10,000 Austrian commercial agents work in Austria and abroad in almost every sector. As qualified sales specialists, they have a first class reputation in the trade.

Commercial Agents Code of Honour

1. Commercial agents are conscious of their business responsibility towards principals, clients and employees.
2. They therefore work with the care of a prudent businessman.
3. They endeavour to match the quality of their service as regards competence and organisation to demand.
4. They see it as their overriding task to protect and promote the interests of their principal in all commercial affairs with the dependability they offer.
5. According to their responsibility towards the principle, the only take on the responsibilities for which they can guarantee a professional service.
6. Also, they avoid simultaneously representing direct competitors.
7. In the interests of all parties concerned, commercial agents strive for sustainable, responsible and fair relationships with their clients.
8. Commercial agents grant all the companies they represent the advantages of synergies arising from concurrent services to several principals in a reasonable manner.
9. Commercial agents act towards their colleagues in accordance with the fundamentals of fair competition.
10. Commercial agents make their contribution to the positive image of the profession by exercising their profession in a serious and professional manner.

Contact:

Austrian Association of Commercial Agents

c/o Austrian Federal Economic Chamber

Wiedner Hauptstraße 63, 1045 Vienna

T +43 (0)5 90 900 - 3200

F +43 (0)5 90 900 - 287

E handel5@wko.at

W www.handelsagenten.at or

www.commercial-agent.at