THE INTERNATIONALISATION INITIATIVE

OF THE

“AUSTRIAN FEDERAL MINISTRY OF ECONOMY, FAMILY AND YOUTH” (BMWFJ)
“AUSTRIAN FEDERAL ECONOMIC CHAMBER” (AFEC/WKÖ)

IMPLEMENTED BY ADVANTAGE AUSTRIA

KARL HARTLEB, DEPUTY DIRECTOR ADVANTAGE AUSTRIA
go-international - objectives

- Austrian Government declared strategic goal to safeguard Austria’s 5th place among the EU-15 exporters

- The Internationalisation Initiative of the Austrian Federal Economic Chamber (AFEC) and the Austrian Ministry of Economy Family and Youth (BMWFJ) was born, conditions:

  utilize the existing Chamber network in Austria and the global network of ADVANTAGE AUSTRIA

- Since 2003 650 Mn Euro AFEC membership fees and 140 Mn Euro public funds provided to promote the internationalization of Austrian businesses.
go-international 2011-2013

>>>NEU!

>>>Die Offensive für mehr Export

Rund um
Ihr Unternehmen
leben 7 Milliarden
Menschen.

Unser Markt ist größer
als wir denken.

>>>Informieren Sie sich
unter www.go-international.at
go-international 2011-2013

- volume: 35 mn EUR
- 71 non monetary support programmes
- 25 monetary support schemes (grants)

results obtained:

1. 3,800 new exporters
2. 4,300 participants in sector events, congresses, trade fairs
3. 1,400 participants in services sector events (knowledge based industries, creative industries, education exports)
4. 200 participants in FDI related events in high growth markets
5. 1,9 million visitors on global portal www.advantageaustria.org
Unser Markt ist größer
als wir denken.

Rund um
Ihr Unternehmen
leben 7 Milliarden
Menschen.

>>> Die Offensive für mehr Export

>>> Informieren Sie sich
unter www.go-international.at
go-international 2013-2015

➢ Targets:

1. 4,000 new exporters
2. 4,000 participants in sector events, congresses, trade fairs
3. 1,000 participants in services sector events (knowledge based industries, creative industries, education exports)
4. 1,000 participants in FDI related events in high growth markets
5. 2,0 million visitors on global portal www.advantageaustria.org
go-international 2013-2015

- volume: 31 mn EUR
- the aim is to:
  1. motivate and train SMEs to become exporters
  2. accompany established exporters to go to new/distant growth markets
  3. focus on education and the export of services
  4. support Austrian FDI in high growth markets
  5. raise foreign awareness of Austria and its economic potential

- 61 non monetary support programmes
- 16 monetary support schemes (grants)
Non Monetary Support Programmes

- for Austrian parent companies
- target is to become more international and to broaden the range of markets
- programmes of potential interest:
Programmes of Potential Interest (1)

- Market investigation trips and exploration of future markets
- Sector Focus
  Worldwide identification of business opportunities for 16 key sectors (South Africa: building and infrastructure, plastics industry)
- Group exhibitions at international trade fairs
- Tech-Approach
  identification of and cooperation with worldwide high tech centers
Programmes of Potential Interest (2)

➢ Focus on the export of services
  • information activities, studies
  • matchmaking among companies
  • events and marketing measures abroad

➢ Focus on the creative economy
  • events in Austria to increase awareness
  • market investigation trips
  • networking and marketing events abroad
  • cofinancing of events and group activities abroad
Programmes of Potential Interest (3)

- Support Austrian FDI in high growth markets
  - Going to... (focus on investing abroad)
    - Danube Region
    - Black Sea and Central Asia
    - BRICS and Next 11
    - NAFTA and Gulf Region
    - Developing African Regions
  - Peer networks to transfer know-how from established Austrian subsidiaries to newcomer both as exporters as well as investors
    Austria Connect
Monetary Support Schemes

- for Austrian companies with or without subsidiaries
- grant application to WKO (Austrian Federal Economic Chamber) must be submitted by the Austrian parent company
- cost categories: travel and networking expenses, costs for events and marketing, consultant fees in target market, rent of an incubator office
- programmes of potential interest:
Programmes of Potential Interest (1)

1.6 "Export Check" for distant markets

Programme co-finances up to 50% of market entry costs for new non-European export markets. Austrian company has to be “new to the market” (no regular deliveries or projects in the last 3 years to/in the “new” market), max. EUR 10,000.

1.7 "Export Check" for technological products

Innovative technology which is new to the foreign market can obtain co-financing of 50% of associated market entry costs. Austrian company has to be “new to the market” (no regular deliveries or projects in the last 3 years to/in the “new” market), max. EUR 12,000.
Programmes of Potential Interest (2)

2.2 Operative studies
Companies can benefit from tailor-made studies according to sector focus or focus on the export of services of the target market (list to be found on www.go-international.at). Austrian company has to be “new to the market” (no regular deliveries or projects in the last 3 years to/in the “new” market), max. EUR 7.500.

2.5 Scientific forums
Co-financing of 50 % of participation costs (booth and/or presentation are mandatory), Europe: max. EUR 3000 (only SME), distant markets: max. EUR 3.000 LE, EUR 5000 SME.
2.6 Joint activities
Minimum of three Austrian companies, same customer group abroad 50 % co-financing of market entry costs, 50 % of the Austrian companies have to be “new-to-the market” (no regular deliveries or projects in the last 3 years to/in the “new” market). Applies only for distant markets: per company max. EUR 8.000, over 5 Austrian participating companies max. total of EUR 40.000.

2.7 International missions to showcase reference projects
Three or more Austrian companies can invite a group of potential customers or decision makers to Austria and showcase reference projects. Programme co-finances 50 % of the cost, Europe: max. EUR 5000, distant markets: max. EUR 10.000.
Programmes of Potential Interest (4)

- **3.5 International internships**
  Internships for young people under the age of 26 at subsidiaries of Austrian companies or for foreign interns (not yet resident in Austria) at Austrian headquarters. EUR 800 per person & month from Europe; EUR 1,200 per person & month from distant markets, max. 6 months.

- **3.6.1 Exchange of staff between Austrian company and international subsidiary**
  All levels from assistants to management, minimum 18 years, up to 4 months. EUR 800 per person & month from Europe; EUR 1,200 per person & month from distant markets.
Programmes of Potential Interest (5)

- 3.6.2 Training at subsidiary of Austrian parent company
  Co-financing of training expenses of employees at Austrian subsidiaries. Training to be provided by accredited Austrian training institution or its licensee/franchisee in the target market.
  EUR 500 per participant from Europe; EUR 750 for distant markets.
  MBA programmes in Austria can be subsidized with max. EUR 5,000 for participants from Europe; max. EUR 7,500 for distant markets.

- 3.6.3 Training for subsidiary at Austrian parent company
  Co-financing of training expenses of employees of Austrian subsidiaries in Austria. Training to be provided by accredited Austrian training institution. EUR 800 per participant from Europe; EUR 1,200 for distant markets, max. EUR 7,500 per company.
Programmes of Potential Interest (5)

- 3.8 "Export Checks" for service providers
  Programme co-finances up to 50% of market entry costs for new European export markets. Austrian company has to be an SME and “new to the market” (no regular deliveries or projects in the last 3 years to/in the “new” market), max. EUR 5,000.

- 4.2 Legal advice and risk analysis
  Co-financing of up to 50% of costs of qualified expertise for Austrian companies setting up subsidiaries abroad. Per company - regardless of size - max. EUR 10,000 for 2 projects targeting distant markets (EUR 5,000 each).
Raise Foreign Awareness of Austria and its Economic Potential

- Branding of Austria and its products abroad:

- Global web portal for Austrian companies with 196 individual country pages in 28 languages through:

  ADVANTAGEAUSTRIA.ORG
go-international - contact details

- Information desk
  Mr. Richard Bandera
  Mr. Rudolf Obereder
  Ms. Iris Achmann

- Hotline
  +43 5 90 900-60100
  go-international@wko.at

Detailed information on these and other programmes can be found at [www.go-international.at](http://www.go-international.at) (German language only with a short overview of the go-international initiative in English).