



Think Global Go Global

Enter the worlds largest market and adjacent areas using the experience of local experts.

Austria, the Gateway to Eastern Europe

The Canadian Embassy in Vienna together with the Canadian Association of Importers and Exporters and the Austrian Consulate in Toronto have worked out a programme to assist Canadian companies to find sales outlets, production partners and agents in central and eastern Europe as well as other markets in the region.

An event is planned for November 2004 in major Canadian cities, consisting of a seminar and individual meetings. The seminar will provide you with an overview of the new situation in Europe, primarily focusing on markets and business opportunities but also touching on politics, legal issues and business mentality. You meet experts and businessmen who have been involved in many projects in Eastern Europe who will help you to take the right steps. Individual meetings will be arranged with the seminar speakers and additional business people active in Eastern Europe. The choice of Austrian agents, buyers or JV partners attending will be tailored to Canadian sectoral interests as derived from the attached form.

Opportunities

The new EU has 450 million inhabitants, and a further 350 million are waiting to get in. Additional markets can ideally be served from the EU, allowing you to cover a fair part of world markets. New centres of production are also developing in eastern Europe: for instance, 200 to 300 km from Vienna 1.5 million cars will soon be produced annually. You will also find very rich and sophisticated markets in this region, as well as low labour cost areas next to it. This is your chance for information and involvement in this thriving region.

Why Austria

Austrian companies have 10,000-12,000 subsidiaries in these markets, 25% in production 40% in trade and the rest in the service industry. Although most of this has arisen since the fall of the Iron Curtain, many Austrian firms have long-standing ties to the region. They thus have a good knowledge of the market, which is backed by the strong presence of their banks, and offer reliable partnerships.

The Concept

Companies returning the completed form will obtain from the Embassy information on relevant countries and sectors, plus an individual answer related to market opportunities and possibly also interested contacts. The minimum information required on the form is name, address and product; more information would help to provide better service. Please note that the completed forms will when appropriate be shared with our Austrian partners to seek their information. Relevant Austrian companies may thus contact you directly.

Once we have received a substantial number of completed forms we will decide on the best seminar locations and timing. We will keep you informed of these decision.

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