

# The role of Austrian CCI in preparing EU-accession

# Basics about Austrian Chamber (WKO)



- **Public Law Chamber (compulsory membership for all businesses)**
- **Representing interests:**  
Official "single voice of business"
- **Providing services:**  
Promoting business activities (start-up, financing, training, legal and fiscal, advice, EU-info...)
- **Assisting internationalization:**  
Worldwide Network of Foreign Trade Offices (with Embassies)



# Organizational measures

- Opening of the WKO-EU Office in Brussels (1989)
- Creation of the „Department of European Integration“ at WKO (1992) in Vienna
- Installing an Euro Info Center (1992) in Vienna

# Training/Communication



- EU-Training of staff in regional Chambers
- Offering intra-company seminars and info-material
- Co-operation with other social partners/EU-platform
- Co-operation with media
- Recruiting of EU-trainees



# Tasks of EU-Office



The EU Office of WKO

(located within the premises of Austria's Permanent Representation to the EU) has contacts

- with the relevant services of European Commission
- with the European trade associations  
(e. g. EUROCHAMBRES, Eurocommerce, UEAPME, UNICE)
- Members of European Parliament (MEPs)

## Main tasks

- Involvement in the legislative process (right to give opinion)
- Monitoring of Internal market legislation process
- Legal advice to individual queries from businesses
- Advice on Funding programmes



# Involvement at national level

- Participation in Inter-ministerial Meetings preparing accession
- Participation in the Accession Negotiations
- In close co-operation with Ministry of Economic Affairs

# Activities in Brussels



- Early Membership in EU Business Associations
- Placement of Stagiaires in EU-institutions
- Study Tours to Brussels



# The role of the EIC



- Euro Info Center
  - Free telephone hotline
  - Giving individual advice to SMEs
  - Distributing Brochures (general, sectorial)
  - Organizing Seminars
  - Providing EU legal texts (official journal)





# Practical Policy Guides for SMEs

Brochures on different EU-policies (relevant to SMEs, e.g.):

- free movement of goods and services
- VAT
- public procurement
- competition law
- environment
- transport

# Consultancy service: „eurofit-action“

Established 1989 by WIFI (Institute for Business Promotion)

## „eurofit-ticket“ for companies

- a) analysis of companies (legal changes, competitiveness-analysis)
- b) check-lists for companies (self-test)
- c) workshops with companies
- d) individual, specialised consultancy

# „eurofit-overview“

Self-Analysis: Brochures for 35 different sectors (shoemaker, restaurants, commerce etc.): What does EU-accession mean for my business activity?

- One-day-analysis within companies (75% subsidized)
- Individual consultancy: max. 5 days, 50 % subsidized; 7.000 companies reached

# „eurofit- self-test“

- Brochure to analyse the strenghts and weaknesses of the company
- Crafts and industry
- Restaurants and hotels
- Retail/Wholesale
- Transport sector

# „eurofit- analysis of companies “

- One-day dialogue with a consultant
- analysing the current situation of the company
- defining risks and opportunities of EU-membership
- developing of new strategy

# „eurofit- analysis of companies “

## Establishment of a Company-Profile:

- products
- personal
- competition
- customers
- marketing
- logistics
- organisation
- supply
- controlling
- etc.

- strategic planning
- controlling
- marketing
- how to export goods and services
- quality circles
- input-output analysis
- etc.

# „eurofit- work-shops“








- discussion forum
- information forum
- workshops
- meeting between companies
  
- for specific questions and company related questions „experience sharing“ between companies

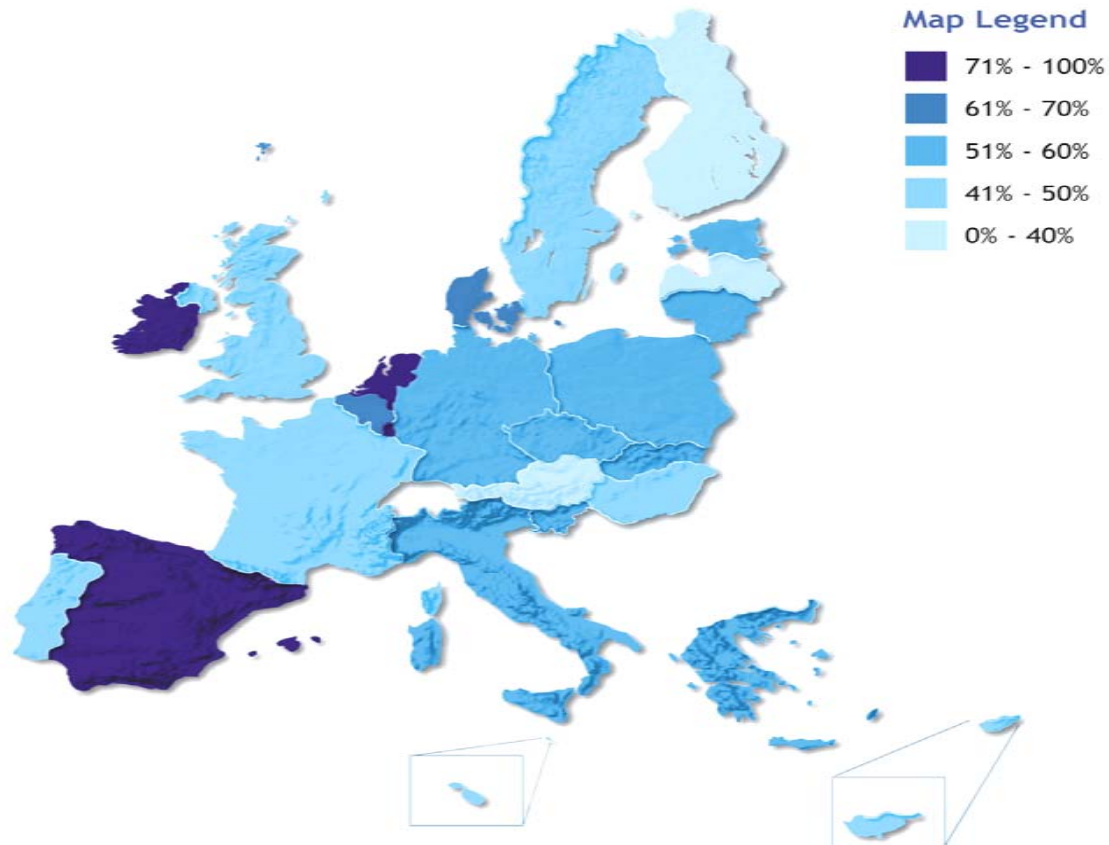


# Support for membership: country results

Question: QA11a. Generally speaking, do you think that (OUR COUNTRY)'s membership of the European Union is...?

Answers: A good thing

Country Results		
	Ireland	77%
	The Netherlands	74%
	Spain	72%
	Luxembourg	72%
	Belgium	65%
	Denmark	65%
	Lithuania	59%
	Germany	57%
	Italy	56%
	Poland	56%
	European Union (25)	55%
	Slovakia	55%
	Slovenia	54%
	Greece	53%
	Czech Republic	52%
	Estonia	51%
	France	49%
	Sweden	49%
	Cyprus	49%
	Hungary	49%
	Portugal	47%
	Malta	44%
	United Kingdom	42%
	Finland	39%
	Latvia	37%
	Austria	34%



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