4th World Conference of TPOs
May 15 to 17 in Beijing

What the Information Age Means to a TPO

egon winkler
www.austriantrade.org

AUSTRIAN FEDERAL ECONOMIC CHAMBER
Austrian Trade

- **Abroad**
  - Network of 70 foreign trade offices
  - Liaison offices and appointed representatives such as local consultants, lawyers, correspondents

- **Austria**
  - Central offices in Vienna providing market information, administration and controlling, publications and marketing
  - Network of foreign trade experts in all regional economic chambers

- **Austrian Federal Economic Chamber**
  - 300,000 members (compulsory membership)
  - Governmental body
"Customers are all partners at home and abroad conducting an active role in the Austrian foreign trade business"

- Member companies in Austria
- Foreign trade companies abroad
- Employees of the chamber
- Austrian government, ministries, officials and institutions
- Governmental institutions in our guest countries
- International institutions and partner organisations
- Lawyers, consultants, engineers
## Internet Usage

### Users in Million Share

<table>
<thead>
<tr>
<th>Region</th>
<th>Users in Million</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Total</td>
<td>544,2</td>
<td>100,0%</td>
</tr>
<tr>
<td>Canada &amp; USA</td>
<td>181,2</td>
<td>33,3%</td>
</tr>
<tr>
<td>Europe</td>
<td>171,4</td>
<td>31,5%</td>
</tr>
<tr>
<td>Asia/Pacific</td>
<td>157,5</td>
<td>28,9%</td>
</tr>
<tr>
<td>Latin America</td>
<td>25,3</td>
<td>4,7%</td>
</tr>
<tr>
<td>Middle East</td>
<td>4,7</td>
<td>0,9%</td>
</tr>
<tr>
<td>Africa</td>
<td>4,2</td>
<td>0,8%</td>
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</tbody>
</table>

### Feb. 2002 vs. 1999

<table>
<thead>
<tr>
<th>Region</th>
<th>Feb. 2002</th>
<th>1999</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Total</td>
<td>544,2</td>
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<td>4,2</td>
<td>1,7</td>
</tr>
</tbody>
</table>

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EU – Companies buying Online

Source: European Commission (Eurobarometer, November 2001)
ETPO Agenda 1994

- SDI systems - teletype v.s. fax
- Online databases vs. CD ROM services
- Printed publications exchange
- Country information in library archives
- Use of e-mail, BC-net, company databases

ETPO Agenda 2002

- Internet / intranet - content management and content presentation
- Personalisation, CRM, security
- e-learning, e-collaboration
- e-business, e-commerce
Austrian Trade Challenges and Solutions

- 2002 – integration of services towards an "International eBusiness Portal"
- 2002 – eMail news-letters and eBulletin
- 2001 – 40 international homepages (chinese, japanese, ..)
- 2001 - worldwide corporate network by VPN technology
- 2000 - 1st European TPO implementing a worldwide CRM
- 1995 - intranet and knowledge management tools
- 1995 - notification services for all EU tender information
- 1994 - 1st European TPO providing services via internet
- 1993 - Austrian importers and exporters on CD ROM
- 1992 - 1st European TPO with a worldwide e-mail infrastructure (General Electric)
eBusiness Portal
austriantrade.org

Austria
40,000 Entrepreneurs

International
440,000 Partners

eBusiness platform
AUSTRIA

AUSTRIAN TRADE

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WTPO
Challenges and Solutions

◆ Doing our homework
  – Best practice within our own organisations: austriantrade.org, buyUSA.com, ....
  – USP - personal network for "virtual needs"
  – New questions, new roles, new answers

◆ Synergies
  – Being more effective using synergies and best practice of other TPO partners
  – Enhancing partnership towards networks of trust
  – Defining and providing minimum standards of trust and security for businesses and business opportunities on "our" internet
  – Shareable applications
Sources

www.austriantrade.org

Industriewissenschaftliches Institut
www.iwi.ac.at

European Commission, DG-XIII/C/3, Information Society Technologies Programme (IST), www.ispo.cec.be

OECD Forum on Electronic Commerce, Global Action Plan
www.oecd.org//dsti/sti/it/ec/act/Paris_ec/paris-ec_docs.htm

NUA Internet Surveys
www.nua.net

ORF Austrian Broadcasting Company, www.orf.at/facts/