



Upper Austrian
Chamber of Commerce

Dr. Gerald Silberhumer
28.10.2009

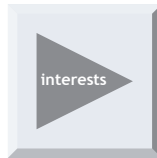
ALLES UNTERNEHMEN.  WIRTSCHAFTSKAMMER OBERÖSTERREICH

Mission statement and assignments

The Upper Austrian Chamber of Commerce is the only legally approved organization for representing the interests of the regional business community. She promotes the economy and is preferred service provider number 1 for Upper Austrian entrepreneurs.

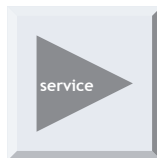
- Encourages business-friendly conditions
- Surveys and mitigates counterproductive laws and regulations
- Delegates experts to public corporations
- Acts as modern service provider and offers tailor-made services and information
- Offers knowledge-transfer and vocational training

Business Portfolio of the Upper Austrian Chamber of Commerce



Representation of interests

social security, tax reliefs,
reduction of administrative bureaucracy,
expansion of infrastructure networks, ...



Service provider & promotion of economy

outstanding consulting offers and information
provider services for wide range of topics:
business law, export, subsidies,...

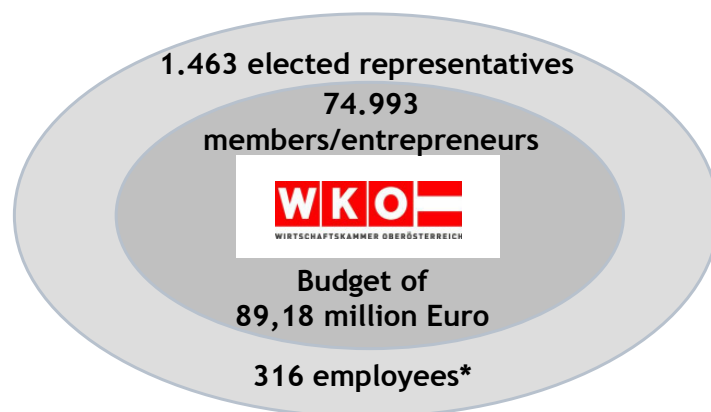


Transfer of knowledge and media offers

Advanced vocational training offers (WIFI) and
excellent offers of communication media



Upper Austrian Chamber of Commerce Key Figures



* without WIFI, branches, sections
update: 12/2008

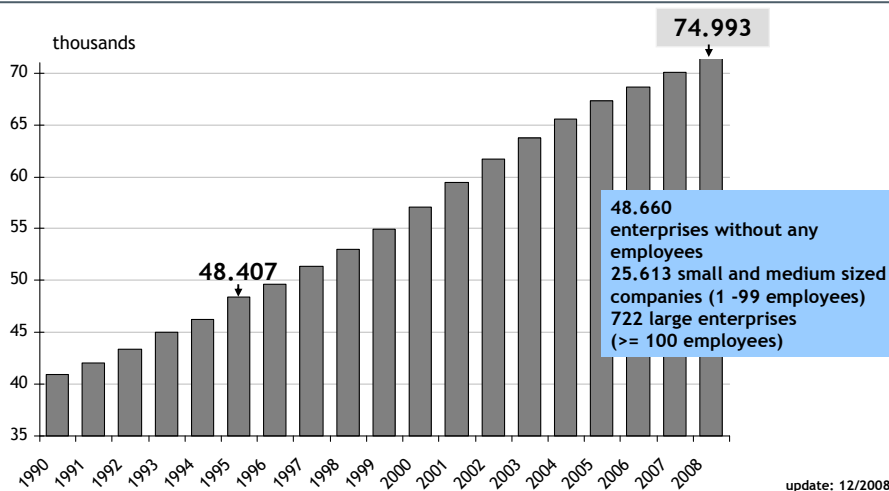


Upper Austrian Chamber of Commerce Active participation in social partnership

- Austria's model of economic and social partnership:
 - players:** Austrian Federal Economic Chamber, Austrian Chamber of Agriculture, Federal Chamber of Labour and the Austrian Trade Union Federation
 - collective bargaining, legislative proposals to the government, political concepts, ...
- The Upper Austrian Chamber of Commerce: self-governing body with mandatory membership
- Centrally, regionally and functionally organized body: Austrian Federal Economic Chamber in Vienna, 9 federal Chambers of Commerce, 7 industrial sections and 85 provincial trade associations
- Dual-Leadership management system: voluntary elected representatives and employees



Remarkable track record Steep rising membership numbers



Measurement of stakeholder values Managing the moments of truth

- Perceived quality of service and consulting offers
Rating: 1,92 [scale 1-5, 1= best experienced service quality; 5 = worst experienced service quality]
 - Best rating since the introduction of these national measurement figures
- Perceived quality at the moment of interaction
Rating: 1,65 [scale 1-5, 1= best experienced service quality; 5 = worst experienced service quality]
 - Best ratings for promptness in service quality and friendliness of employees
- Call-Centre key-figures of perceived quality:
 - 97 % availability of our service line at first call
 - 96 % of call-backs within twenty-four hours
 - 79 % of all enquiries are carried out immediately without passing on

Measurement of stakeholder values Managing the moments of truth

- Public opinion - image of the Chamber of Commerce
Rating: 88 % of entrepreneurs state that the Upper Chamber of Commerce is a good and well working organization
- Perceived quality of participants of advanced vocational training offers
Rating: 95,14 % customer satisfaction of WIFI
WIFI OÖ = 100% self-financing and operating company that offers advanced vocational trainings for a wide range of topics
- Perceived quality of electronic services and media offers
Business portal **wko.at** offers more than 300.000 internet pages with business related content 1,2 million internet accesses per month

Successfully managing the moments of truth A powerful regional customer service

- **Upper Austrian Chamber of Commerce:**

headquarters in Linz

- **18 regional offices:**

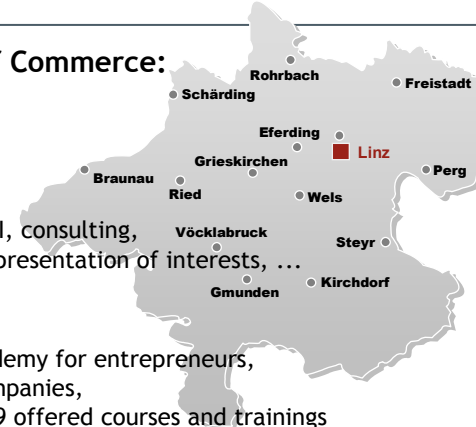
with a wide range of services: WIFI, consulting, regional development, regional representation of interests, ...

- **WIFI: headquarters in Linz**

advanced vocational training, academy for entrepreneurs, professional training offers for companies, 72.000 participants per year, 6.439 offered courses and trainings

- **Junior Chamber & Women in business**

provision of specific services for target groups and regional assistance



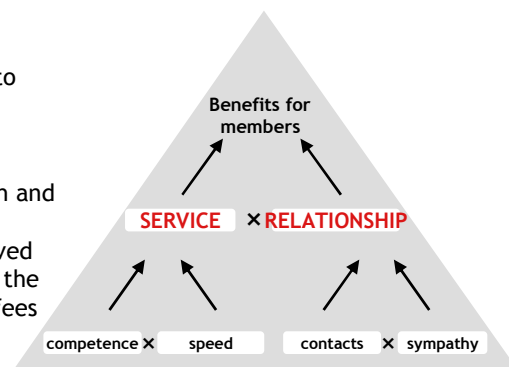
Successful Management Our principles

Value Added Service Principle:

„We are professionally organised to provide our members value-added services.

Our services and offers create high and valuable benefits for our Upper Austrian companies. These perceived benefits overweight several times the costs of mandatory memberships fees for our companies.”

Success Formula:





Support of the UA Chamber of Commerce for start up companies and sme's

ALLES UNTERNEHMEN. **WKO** WIRTSCHAFTSKAMMER OBERÖSTERREICH

The role of start up companies in the market

- Increasing number of new companies
- Most of them service-oriented (trade, consulting, information technology, financial services, personal services...)
- Many of them one-man businesses

Main obstacles for start up´s + main fields of support

- Trade licence (proof of ability)
- Social insurance as entrepreneur
- Market research (customers, competitors, strengths & weaknesses)
- Business Plan (product, price, promotion, place)
- Capital (private equity, securities)

Support for start up´s

- Personal Advice (confidential)
- Workshop (group learning, networking)
- Training (selling, time management, accounting, negotiation,...)
- Coaching (during the first three years)
- Information Material (Checklists)
- Calculation
- www.gruenderservice.at

Service Philosophy

- Nearby
- Continuously
- Highly specialized team members
- Honestly
- Engaged
- Practical - Solution oriented