



# Policies for One-Person Enterprises & Bespoke Services for HBBs

# Content

---

- Overview on the situation in Austria
- Special services for target group
- wko[forum]wien - best practice
- Q & A

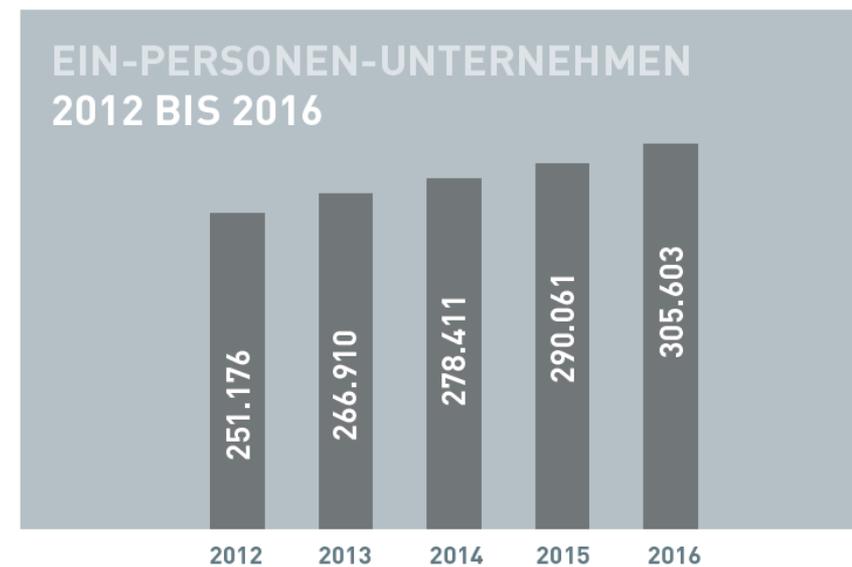
# Chambers of Commerce in Austria

- 9 local Chambers of Commerce
- 506.145 enterprises, mandatory membership
  - sectors covered: tourism, craft, trade, transportation, industry, information & consultancy, banking & insurance
  - not all businesses covered, such as journalists, lawyers, artists, farmers,...
- 1 envoy for OPEs (One-Person-Enterprises) per Chamber



# OPEs in Austria

- 305.603 OPEs (12/2016)
- 60,4 % of all members have no employees
- 51,2 % are female
- rapid growth
  - + 54.000 OPEs within last 4 years
  - + 13.500 OPEs per year



# Homebased OPEs in Austria

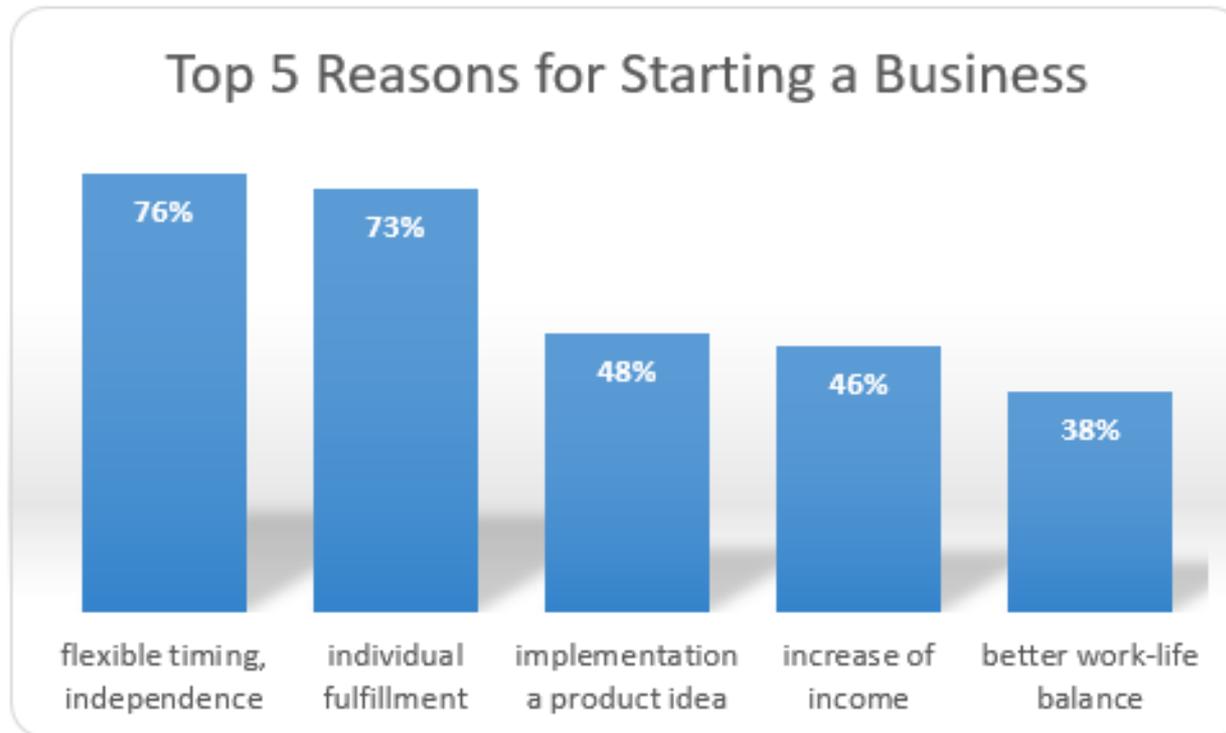
- OPE and HBB:

Majority of 2/3 of OPEs are (also) running their businesses from their homes

- Homebased but internationally oriented: 27 % are doing exports



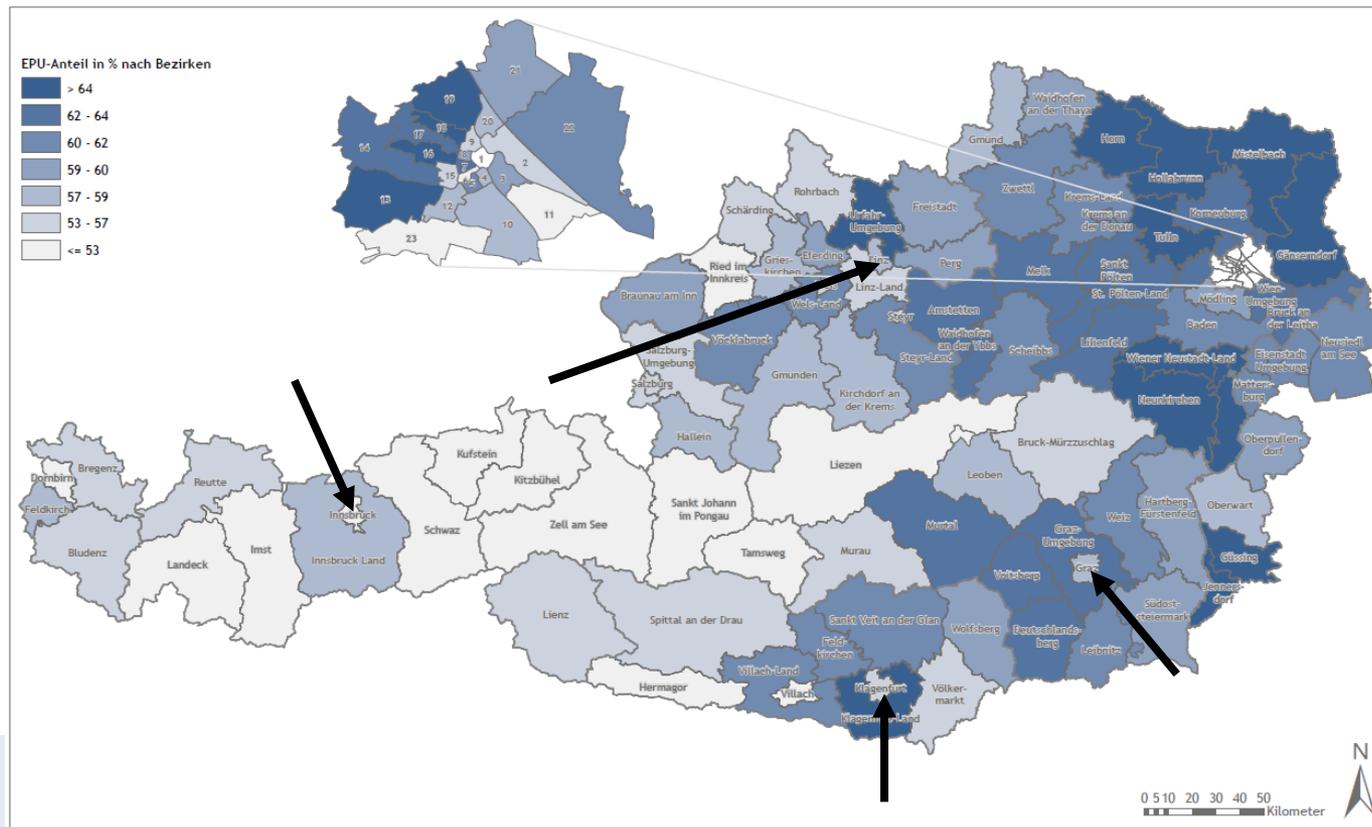
# Reasons why OPEs start their own businesses



- Almost 40 % want to have a better work-life balance

# Proportion of HBBs/OPEs in Political Districts

- Areas around many state capitols show higher number of HBBs/OPEs



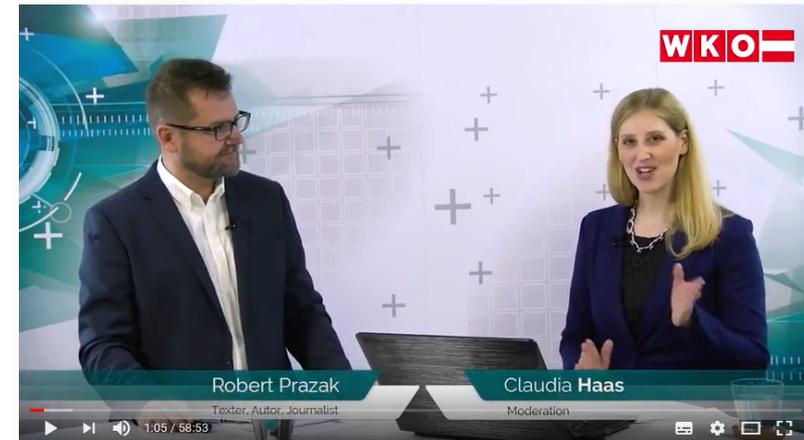
# What we focus on

- Personal development & special services for OPEs
- Providing networking opportunities
- Lobbying for better regulation



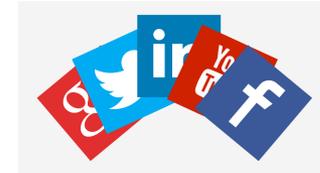
# Webinars

- Web-seminars
- Advantages for participants
  - no travel time
  - no travel costs
  - no participants fee
- Online voting: Top 4 out of 10
  - 1.500 votes
- 4 topics per year done twice
  - morning webinar
  - evening webinar



# Webinars

- Topics most wanted
  - Social media
  - Sales
  - Marketing
- 9.000 participants since 2014
- All webinars recorded and available online  
[www.youtube.com/e pu4epu](http://www.youtube.com/e pu4epu)



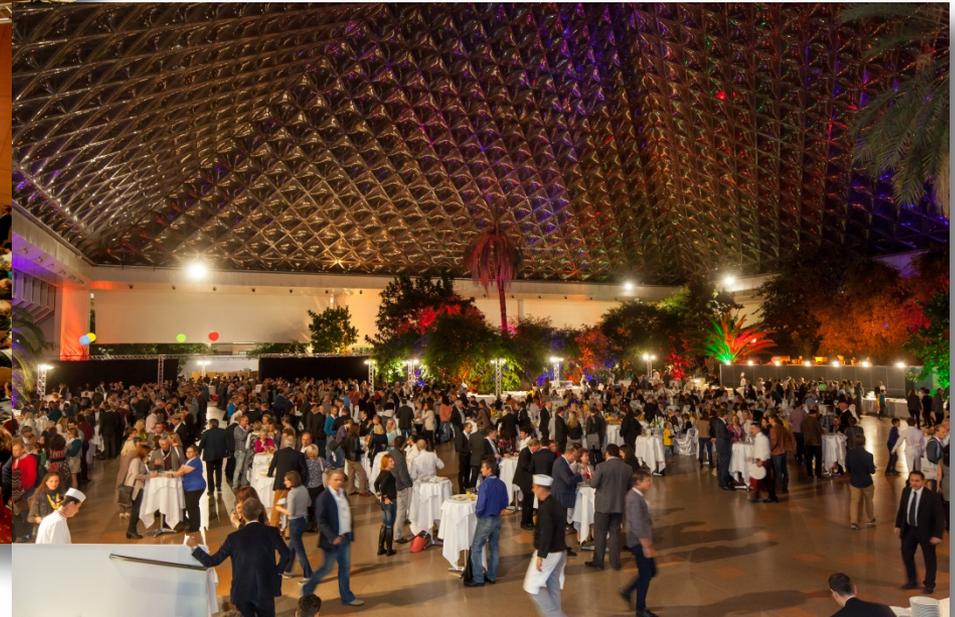
# Social insurance & income tax

- Challenge to calculate the dues especially for young businesses
- Often not prepared to pay  
-> financial problems!
- App for a better planning
- About 10.000 downloads/year
- Partners
  - Ministry of Economics
  - Social Insurance Agency
  - Federal Chamber of Commerce



# Day of Success, CoC Lower Austria

- 1-day event
- Continuously rising number of participants: 1.500 in 2016



# Day of Success, CoC Lower Austria

- High level key-note speech
- Interactive workshops & seminars
- Networking opportunities

Beginnzeit		Programmpunkt
9.00 Uhr	+	Topf sucht Deckel EPU Special
12.00 Uhr	➔	Check-in/Anmeldung
13.00 Uhr	💬	Begrüßung durch WKNÖ-Direktor Dr. <b>Franz Wiedersich</b>
13.15 Uhr	🎤	<b>Lutz Langhoff</b> "Unternehmerischer Mut"
14.15 Uhr	🎤	Seminarblock 1: <ul style="list-style-type: none"> <li>▪ Dr. <b>Peter Kubanek</b> "Das A und O des Vertragsrechts"</li> <li>▪ <b>Anitra Eggler</b> "Vom Handy versklavt, von E-Mails getrieben"</li> <li>▪ Dr. <b>Henning Beck</b> "Brain at Work - Das Gehirn für produktives Denken nutzen"</li> </ul>
15.15 Uhr	☕	Pause mit Meet & Greet
16.15 Uhr	🎤	Seminarblock 2: <ul style="list-style-type: none"> <li>▪ Dr. <b>Peter Kubanek</b> "Das A und O des Vertragsrechts"</li> <li>▪ <b>Anitra Eggler</b> "Vom Handy versklavt, von E-Mails getrieben"</li> <li>▪ Dr. <b>Henning Beck</b> "Brain at Work - Das Gehirn für produktives Denken nutzen"</li> </ul>
17.30 Uhr	💬	Empfang der Präsidentin der WKNÖ KommR <b>Sonja Zwazi</b> Grußadresse: Landeshauptfrau Mag.ª <b>Johanna Mikl-Leitner</b> (angefragt)
17.45 Uhr	★	<b>Edgar K. Geffroy</b> HoF, Keynote "Herzessache Kunde - Wer die Regeln bricht, gewinnt."
18:30 Uhr	🍷	Meet & Talk bei der Kaiserschmarrn-Party

# wko[forum]wien - best practice



# wko[forum]wien: What the forum offers

- Meeting rooms
- Workshops on business development
- Workshops on entrepreneurial development
- Coachings
- Networking events



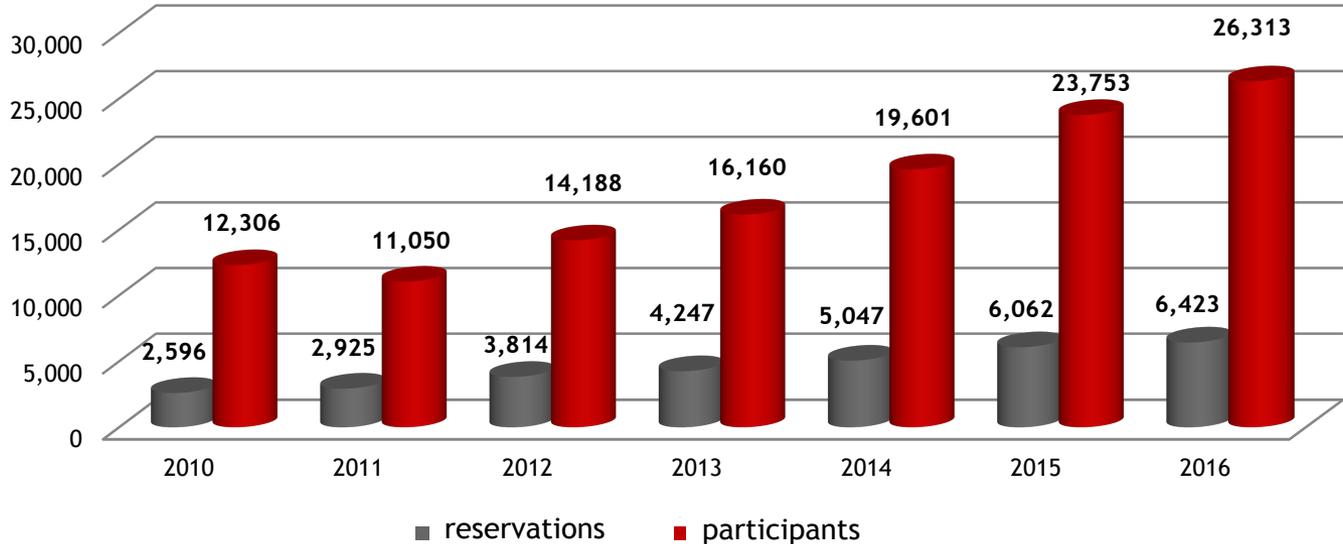
# wko[forum]wien: meeting rooms

- 20 rooms for 2 to 17 participants
- Full technical equipment: WLAN, beamer, laptop, flipchart etc.
- Online reservation
- Coffee and soft drinks
- Babysitter service
- Free of charge



# wko[forum]wien: meeting rooms

**Meeting rooms: reservations & participants**  
(2010 to 2016)



# wko[forum]wien: coaching

- Business development programme
  - Entrepreneur has to present his business model
  - Expert decides on participation
  - Package of 18 hours of business coaching to work on individual business challenges
  - Sparring partners for all topics
  
- Costs
  - 1.152,- € to be paid by participant
  - 720,- € reimbursement by CoC Vienna

- Q & A



Unternehmen wir es gemeinsam.