In terms of economy

1. Zoelker Gears: The spirit of precision
2. Pannonia Tower Hotel: Good views
3. Euro Forming Servicing: In good shape
4. Café Crustulum: Sweet temptations
5. PARADOR: At home on the international parquet scene
6. CARLA: Shopping at Carla’s
7. Kolarz: Bright ideas
8. Apprenticeship workshop middle/north: Success factor education
9. RMB: Regional management Burgenland
Dear readers,

Projects funded in the first two years of the Phasing Out programme of the European Union make it clear that the drive for action and research of entrepreneurs in the province of Burgenland is higher than ever. Many of our local businesses play a leading role on an international level and are remarkably successful on the global markets.

The funds provided by the European Union are the ignition enabling the potential of domestic economic power to fully unfold. They provide the financial fuel to put the processes of further development into motion and to enable entrepreneurs in Burgenland to pick up innovative projects at the right time and to put them into practice when they reach the peak of development.

The successful start of the funding period 2007–2013 shows that the needed funds were carefully and wisely invested in valuable infrastructure projects of high regional economic relevance. Disparities in different regions have been effectively reduced and the population has become more aware of the importance of continuous education.

According to expert calculations the Phasing Out programme creates, respectively, sustainably secures more than 4,500 jobs in the province of Burgenland. Training and qualification measures for more than 9,400 men and women in Burgenland are financed by EU funds. After all, investments in human resources are the basis of wealth and economic prosperity in our province.

The objective of this brochure is to outline the differing kinds of funding and the diverse use of funds in a transparent way. The presented projects document the full spectrum of the productivity, the factors of success, and the advantage of location in our province.

Most notably, however, this brochure gives you, dear reader, valuable insights behind the scenes of successful businesses in Burgenland, while at the same time you will also learn more about the outstanding practice-oriented funds management in the province of Burgenland.

Enjoy this interesting and informative brochure!

Hans Niessl
Governor of the province of Burgenland
The spirit of precision

110 years of passion for precision

Whether it is yachts, race cars or fast trains – gears and gear parts manufactured by Zoerkler Gears daily prove their strength in transmission. What began as a small mechanic workshop in the year 1898, has four generations later turned into an international high-tech company.

Managing director Bernhard Wagner &
Managing director Alexander Wagner
Zoerkler Gears GmbH & Co KG
kitesurfing

laid the cornerstone for their passion for the province of Burgenland. In the meantime the athletic brothers Bernhard and Alexander Wagner have discovered many more advantages of the location of their new manufacturing plant in Jois at Lake Neusiedl.

Attractive funding opportunities, a convenient motorway connection to Vienna, Hungary and Slovakia and the friendly welcome in Jois convinced the brothers to exchange the dusty Viennese roads for the idyllic vineyards in this region.

The roots of this traditional family-owned business reach back more than 110 years.

On an easy manageable area of 200 m² souterrain in the third district of Vienna, the great-grandfather of the two managing directors founded a workshop for the production of diverse machinery parts. By appreciating precision and with a feel for outstanding quality the generations to come led the family business carefully into the 21st century - at a remarkable rate of success.

“Our clients are the worldwide leaders in their segments.”
Managing director Bernhard Wagner Zoerkler Gears GmbH & Co KG

Today, internationally renowned manufacturers in the automotive and rail car industry as well as in the shipbuilding and aviation industry trust Zoerkler’s longstanding experience and appreciate its scope of activity, which ranges from the development of prototypes to serial production.

Sophisticated gear constructions for drone helicopters or drive shafts for sport aircrafts, which exceed by far international quality standards, stem from this precision forge. Profound know-how in all major production procedures and technologies enables Zoerkler to top performance across the industry sectors.

The establishment of the manufacturing plant in Jois at the beginning of 2008 was a far-reaching milestone.

On a production area of 5,500 m² and 50,000 m² of land Zoerkler Gears is constantly enhancing its competence role in gears and bevel gears, driving elements and precision parts.

“The moderate micro climate of Lake Neusiedl does not only produce a range of top wines of the world. This environment is also an excellent basis for our team and our clients for successful development work. Despite state-of-the-art equipment and optimum production conditions, the human factors are particularly decisive for us. Our emphasis is put on inspiration, motivation, creativity, good teamwork and the largest possible satisfaction on the part of the client”, managing director Bernhard Wagner explains his formula for success.

The company also gives a lot of attention to the selection and training of its employees. Therefore, Zoerkler has its own in-house training department, where the highly specialized staff is continuously trained.

>>>
What has been funded:
- erection of a manufacturing plant
- acquisition of machinery and production facilities for the serial production of machine parts

Funding objectives:
- creation of jobs
- creation of competitive and innovative regional economic structures

Funding details:
- funding period: July 2007 – July 2009
- total volume of investments: 17.5 million Euros
- funding volume: 3.5 million Euros

Responsible funding body:
- WIBAG – Wirtschaftsdienste Burgenland AG

Funded project:
Zoerkler Gears GmbH & Co KG
Friedrich-Zoerkler-Straße 1
A-7093 Jois
www.zoerkler.at

A total of 48 jobs for toolmakers as well as for highly qualified specialists in CNC-engineering and in mechatronics were created, jobs which did not exist in this region before. This fact makes Zoerkler Gears one of the most interesting and most innovative employers of all middle-sized enterprises in the northern part of Burgenland.

“The funds provoke a big leap forward in terms of quality.”

During the planning and construction phase the management was able to count on active support of the local and the district authority as well as of the funding bodies of the province of Burgenland. “We fulfilled the required criteria to receive funds out of the Phasing Out programme of the European Union to a 100 %”, Bernhard Wagner asserts.

The production of gears and gear parts is extremely intensive machinery-wise and requires state-of-the-art equipment. The funds helped us a lot to equip our production facilities with state-of-the-art technology and to erect a plant, that will also cope easily with future challenges. Hence, we were able to gain a tremendous quality advantage in comparison to our competitors.”

Now is the time to further develop the gained advantage – a task which the innovative entrepreneur duo is looking forward to with confidence. “Our company is constantly keeping up to date. Continuous development, quality and the ‘spirit of precision’ in our staff are a daily motivation and enable us to perform at top level. These overall objectives are of high relevance for us and make the brand Zoerkler unique, not only today but also in the future.”
Good views

Lodging at the Pannonia Tower Hotel in Parndorf

High-flyers will definitely enjoy a stay at the Pannonia Tower. The business and leisure hotel captivates its guests with its outstanding design and its unique views of the beautiful natural landscape of the Lake Neusiedl – Seewinkel National Park.

CEO Rudolf Tucek
Vienna International Hotelmanagement AG
outstanding architecture

is Rudolf Tucek’s private passion. The top manager, who won multiple awards as hotel manager and as tourism expert of the year wrote history in the hotel business with his revolutionary concept of CUBE hotels. As leading expert in tourism and as visionary he gives a lot of impetus to this business, thereby raising public interest. Today Rudolf Tucek is CEO of the Vienna International Hotel Management AG and manages 41 hotels and resorts all over Europe.

“We like to take up interesting challenges. Whether they are in Parndorf, Paris, Berlin or Moscow.”

CEO Rudolf Tucek
Vienna International Hotelmanagement AG

“The region between Bratislava and Vienna has a lot of potential. It will develop immensely in the next ten to twenty years”, Rudolf Tucek is convinced. “The infrastructure is already there. Now it is time to increasingly support existing as well as new initiatives. This main idea stood also behind the development of the Pannonia Tower Hotel.

In this context, I also have to make clear that we are not the project investors, neither did we plan it. As operator, we, the Vienna International Hotel Management AG, fully identify ourselves with the task of leading this hotel into a successful future.”

Ever since the erection of the Pannonia Tower Hotel the memory hook used by generations of geography teachers saying that ant hills are the highest elevation of the Parndorf Plain has to be revised. To construct a 16-storey hotel in this plane lowland places a very brave architectural exclamation mark in this landscape. And it is effective. “Shortly after the opening it showed that a considerable number of our guests are so-called walk-ins. We refer to walk-ins as guests who, instead of driving by, decide spontaneously to stay with us because they spot the Pannonia Tower from a distance or from the motorway between Vienna, Bratislava and Hungary.”

“Year-round tourism is essential for the development of tourism.”

The construction of the hotel, which had a total investment volume of 15.5 million Euros, was funded.

“There are a lot of opportunities in the Lake Neusiedl – Seewinkel region, which make the location Parndorf unique.”

“This project in Parndorf was fascinating, because we liked to take on the challenge of combining business and leisure tourism at this location”, Tucek continues. “Our rooms are as big as rooms in a leisure hotel, while the tower is more suggesting a city hotel.”
with the remarkable sum of 2.6 million Euros to become a leading tourism project with a vitalizing effect for the entire region. "This was a good and right thing to do, especially when you think about the added value", Rudolf Tucek says. "Any other projects on any other level, whether it is wine-tourism, or a culinary or leisure project, can only show a sustainable effect if appropriate hotel offers are available all year round. If you want to play on the top level in the tourism business you need first and foremost excellent staff who can work on a very high quality level. You can only attract these people if you are able to offer them year-round jobs. This is the absolute pre-requisite. The most valuable infrastructural contribution this hotel can make is, that it is to be a year-round destination from its first day. Therefore, in the medium term this hotel will give a decisive impetus to the economy of this region.

"The support of private initiatives is a condition for regional growth."

"There are many more segments to develop in this area", the expert recommends. "Just think about the many existing private initiatives, which are all high level. A stone-throw from the hotel there is a flight simulator centre, where pilots are trained to fly the passenger aircraft Fokker 100. The operators of the flight simulator centre offer interesting insights into this training programme also for private people. This is a fantastic product, which initially you might not attribute to this region. Also, in the field of wellness and leisure tourism, the St. Martin's Spa and Lodge, which will open soon, will bring more agglomeration to the Seewinkel region. In addition, the Burgenland experiences an immense upgrade in the cultural field. There is the Haydn Year and the Liszt mania festival. There are opera and operetta festivals, summer theatres, culinary delight tours and not to forget wine co-operations and the combination of wine and architecture. All these touristic offers will keep developing quite well. Therefore it makes sense to fund and support upcoming initiatives in this field. Under these conditions we can be more than sure that future growth in this region will definitely be positive."

What has been funded:
- erection of the Pannonia Tower Hotel

Funding objectives:
- infrastructure and sustainable location development
- creation and safeguarding of permanent jobs
- sustainable consolidation of quality tourism
- investments in specific companies, innovations and leading projects in tourism

Funding details:
- funding period: October 2006 – May 2009
- total volume of investments: 15.5 million Euros
- funding volume: 2.6 million Euros

Responsible funding body:
- WiBAG – Wirtschaftsdienst Burgenland AG

Funded project:
Pannonia Tower Parndorf GmbH & Co KG
Pannonia Straße 3
A-7111 Parndorf
www.pannoniatower.at
FULLY AUTOMATED PRODUCTION
In good shape

Innovative components of the future

Rapidly increasing sales, awards as Supplier of the Year and a list of references others can only dream of. Employees at Euro Forming Servicing GmbH in Heiligenkreuz are occupied with an art others are only familiar with from parking their car, namely, the forming of auto parts.

Managing director Michael Roderich
Euro Forming Servicing GmbH Heiligenkreuz
chances are

that the pneumatic spring of your new sports car or the fender brackets of the 16-ton truck passing by loudly were manufactured in the south of Burgenland. In the past years the Business Park in Heiligenkreuz has proven to be a very fertile soil for innovations, where incredible products emerge. That’s why ESF, a German company from Bitburg, also considered this most southern part of Burgenland to be an excellent environment to manufacture its components for the automotive industry.

“‘We can count on excellently trained staff here, which we would not have found that easily somewhere else.’

Managing director Michael Roderich
Euro Forming Servicing GmbH Heiligenkreuz

“Heiligenkreuz is in close neighbourhood to Hungary and Slovenia. Let alone the geographical conditions could not be better,” says Michael Roderich, who is convinced to have taken the right decision. Moreover, we were able to recruit a number of competent and skilled employees right away. Only until recently these skilled workers had to commute to Vienna or Graz due to the lack of suitable jobs.”

Moreover, the efforts undergone by the local funding office preceding the establishment also played a crucial role. “I have to point out that WiBAG has supported us from the very beginning in the establishment of a production plant. We are very glad that WiBAG is there for us whenever needed, whether it concerns funds for human resources, which we are able to apply for in parallel to the support given by the AWS (Austrian Economic Service), or concerning the funding of investments for the location itself”, Michael Roderich explains.

“We strive to put better components on the automotive market.”

The production environment, which was partly acquired with the help of funds, enables the company to offer their own products at more competitive prices. In the fierce supply market of the automotive industry the price matters, even in the top quality product range. “The entire automotive industry is going through a radical change at the moment.” Michael Roderich reports from the inside. He confidently adds though: “Nevertheless, we still recognize that the demand for our products increases every day. This leaves room for hope that we will also be a big player in the future, in the function of a development partner and for the subsequent implementation of the projects.”
“EFS products are beneficial to our clients.”

It seems to have almost become a habit for the relatively young and steadily growing company to be in the front row. EFS has succeeded in gaining an excellent reputation as a supplier in the industry in the course of the past eight years.

EFS’ list of references contains all big names in the automotive industry. Currently, 220 different types of fender brackets are produced in Heiligenkreuz for several 100,000s of trucks which will be assembled by MAN. Soon pneumatic springs for top level cars like the Volkswagen Touareg or the Porsche Cayenne will be produced as well in Heiligenkreuz. Followed by the production of parts for the new Rolls Royce, which are next in line.

Nevertheless, Euro Forming Servicing GmbH sees itself as a company which develops innovative products jointly with its clients. “We do not build on already existing solutions, but we strive to produce the needed components in a way which lowers their production price while also giving them better mechanical features”, explains Michael Roderich. “And that is what our secret of success is all about. For one, our clients benefit from our products, while for the other, we are able to bring better components on the market.”

EFS Euro Forming Servicing GmbH

What has been funded:
- erection of a manufacturing plant for the production of automotive components

Funding objectives:
- creation of jobs
- creation of competitive and innovative regional economic structures

Funding details:
- funding period: July 2007 – July 2009
- total volume of investments: 6.3 million Euros
- funding volume: 2 million Euros

Responsible funding body:
- WiBAG – Wirtschaftsservice Burgenland AG

Funded project:
- EFS Euro Forming Servicing GmbH
  Werkstraße 2
  A-7561 Heiligenkreuz
  www.efs-forming.de

“EFS products are beneficial to our clients.”

It seems to have almost become a habit for the relatively young and steadily growing company to be in the front row. EFS has succeeded in gaining an excellent reputation as a supplier in the industry in the course of the past eight years.

EFS’ list of references contains all big names in the automotive industry. Currently, 220 different types of fender brackets are produced in Heiligenkreuz for several 100,000s of trucks which will be assembled by MAN. Soon pneumatic springs for top level cars like the Volkswagen Touareg or the Porsche Cayenne will be produced as well in Heiligenkreuz. Followed by the production of parts for the new Rolls Royce, which are next in line.

Nevertheless, Euro Forming Servicing GmbH sees itself as a company which develops innovative products jointly with its clients. “We do not build on already existing solutions, but we strive to produce the needed components in a way which lowers their production price while also giving them better mechanical features”, explains Michael Roderich. “And that is what our secret of success is all about. For one, our clients benefit from our products, while for the other, we are able to bring better components on the market.”
Sweet temptations

Whoever tries, enters paradise ...

... or rather enters the paradise of cakes at the Café Crustulum in Eberau. Whether it is an extraordinary gateau, traditional Burgenland wedding bakery or spirited chocolates, master confectioner Robert Gansfuss creates everything a gourmet heart longs for.

Master confectioner Robert Gansfuss
Café Crustulum
Robert Gansfuss is a master of his art. His delicious creations of sweetmeat would definitely satisfy all those with a sweet tooth around the world. It is a stroke of luck not only for lovers of the light and airy so-called cardinal slices that he made his childhood dream of opening up his own café and confectionery shop come true. At first glance it rather seems surprising that he chose to open a café in Eberau, a small and hidden village. However, a closer look reveals that this visionary gave an important impetus to tourism in the Lower Pinka and Strem Valley, a region which so far has rather been neglected in terms of economy.

“Opening a café and confectionery shop in my village has been my dream ever since I was a little boy.”
Master confectioner Robert Gansfuss
Café Crustulum

As a true insider tip the natural park in the idyllic wine scenery neighbouring Eberau attracts especially those visitors, who are keen on tasting regional specialities. Fortunately, the southern part of Burgenland offers plenty. Once invited to a wedding in the south of Burgenland you will not only experience and appreciate the kindness of the residents but also become familiar with other characteristics belonging to the best day of one’s life like the parade of the local brass band, the Pinkatal Folk Song Choir or the essential wedding bakery of Burgenland, which has become famous far beyond its borders.

“Uhudler, nuts and pumpkin seed oil – we use the best ingredients of our region.”

The almost unlimited variety of these small and delicious cakes and pastries, which are traditionally made for weddings, attracts many engaged couples from Vienna, Lower Austria and Hungary to come to Eberau. Since April 2009 it has spread far beyond the borders of this region that the modern and contemporary café at the main square in Eberau offers yogurt and pumpkin seed pyramids, walnut cakes, uhudler ice cream and wine filled chocolates alike.

“Filled chocolates are our speciality. Winemakers, schnapps distillers or amateur chefs bring their ‘Beerenauslese’, a wine from specially selected grapes, their brandies or liqueurs while we provide the chocolate wrapping”, says Robert Gansfuss smiling modestly. Meanwhile, this niche product attracts gourmets from near and far. “Our pastries, cakes and baked goods are prepared following traditional recipes, which have been passed on to local housewives and wedding-cake makers since generations. We prepare them on a larger scale though, and we also gave some of the recipes a more contemporary and a lighter touch.”
Also, we use almost exclusively fresh ingredients from our region like Uhudler (a typical, unique wine), nuts, pumpkin seeds oil and strawberries. They are crucial to the quality of our baked goods. “Thanks to the funding I am now able to manage the financial risk of starting a business.”

Opening a café in a rather remote village with a capacity of 70 seats on two floors involved a high risk and a lot of money.

Robert Gansfuss, however, didn’t get discouraged. “My bank’s local representative recommended to present this project to a representative of the WiBAG, who came to Eberau in order to check everything and then he finally granted the funds.

All the people who were involved in this project were very enthusiastic about the idea of starting a new business in our region, which is rather weak in infrastructure and in terms of economy, as the project would give an impetus to gourmet tourism in our region.”

Lastly, the recipe for his Café Crustulum was a success. The master confectioner is meanwhile able to cope well with the business venture, which required large initial investments. He rather spends his time now inventing new creations. “Currently I am experimenting with an apple-wine cream-gateau. Those who think that pastries made of spelt and wholemeal taste boring are more than welcome to come to Café Crustulum, try for themselves and be convinced otherwise.”
Hard wearing and elegant

At home on the international parquet scene

The name Parador stands for extraordinary design and luxury flooring concepts. In Güssing, in one of the most modern wood floor manufacturing plants in Europe, Parador produces wood floors made out of domestic and exotic wood.

Franziska Loidl
Commercial director Güssing
Parador Parkettwerke GmbH
a strong brand

The name Parador stands for sustainable and healthy living in almost all parts of the world. If you decide to go for a high quality 3-layer parquet, single plank or laminate floor out of Parador’s product range you will certainly enjoy this product for many years.

For more than 30 years Parador has regularly turned the furnishing market inside out with its inventions. Whether it was the first computer aided-planning programme in the beginning of the 90s or the development of the automatic-click system, a world-wide unique innovation at that point, which was presented just in time for the millennium: Parador has really earned its position among the 100 most innovative businesses in Germany. Just recently for example the ground breaking “Edition 1” laminate product line was awarded the most sought after Red Dot Award of the year 2009.

“All of Parador’s products are exclusively produced in Germany or Austria.”

“Parador is part of a corporate group owned by the Huel’s family from Coesfeld, North-Rhine Westphalia and it also incorporates other luxury brands like Hülssta or Rolf Benz. The head quarter in Germany is dedicated to the production of laminate floors, ceiling panels or skirting boards, while the company’s competence centre for wood is based entirely in Güssing.

The decision to produce the entire product range in Germany or Austria is a guarantee for Parador’s clients to receive product quality and precision which is attributed all over the world to products with the label “Made in Germany” or “Made in Austria”. The corporate group even has its own saw mill in Trauenthal/Styria, where raw wood is ideally prepared for the further production stages of engineered wood and solid wood planks. All locations are linked to each other and they all work in line with ecologic and socially acceptable principles of sustainable forestry.

“Commercial director Franziska Loidl explains the deliberations leading to the establishment of the manufacturing plant in Güssing. “The energy question also played an important role as the production of wood floors needs a lot of heat for the drying and the pressing. Naturally, the funding situation was also an important question. In Güssing all three factors fell perfectly into place. Also, Güssing is a European leader in the use of self-sustaining alternative energy. The waste heat from the gasification process of wood waste for example is directly fed into a power plant.”

>>>

page 20
project 5

Parador Parkettwerke GmbH

What has been funded:

• investments in construction and machines in the framework of the erection of a manufacturing plant for the production of the newly designed ready-made wood floor line “Trendtime”

Funding objectives:

• creation and safeguarding of permanent jobs
• creation of competitive and innovative regional economic structures

Funding details:

• funding period: May 2007 – May 2009
• total volume of investments: 9.7 million Euros
• funding volume: 2.3 million Euros

Responsible funding body:

• WiBAG – Wirtschaftsservice Burgenland AG

Funded project:

Parador Parkettwerke GmbH
Wiener Straße 86
A-7540 Güssing
www.parador.at

Growing with Europe
PROJECT PART-FINANCED BY THE FEDERAL STATE OF AUSTRIA AND THE PROVINCE BURGENLAND.

“The production of wood floors is intensive in terms of machinery, in terms of raw materials and in terms of storage. To put it into a nutshell: It is a cost intensive business.”

As a leading company Parador is always up to date when it comes to technology. Due to the high intensity of machinery, raw material and storage facility needed keeping up to date is an extremely costly matter.

Although a large part financing came from the owner’s equity capital, the support given by the Phasing Out-programme of the European Union was nevertheless very welcomed. “With the help of the funding that was provided by the ERP-Fund and in co-operation with WiBAG, we were able to adapt the new technology for the production of our product line ‘Trendtime’ to our specific needs. Thus, we are able to enhance our pioneer role as well as remaining an important employer in the region”, the commercial director explains.

The latest investments were crucial in the achievement of increasing flexibility in the product range as the design of wood floors constantly follows current furnishing trends. “With our manufacturing plant in Güssing we are able to react very quickly to such changes in demand. We are also able to offer different surfaces, like white washed or smoaked wood. In general one can say that we have reached a very high level of flexibility in the design of our product range. We are able to present wood designs today that were only yesterday considered a vision of the future.”
Shopping at CARLA’s

Shopping, donating and helping a worthwhile cause

At CARLA’s you can shop with a clear conscience. However, it is not the main objective of this second-hand shop run by Caritas to deal with goods of all kinds. This shop rather helps long-term unemployed women and men to successfully re-enter the working world.

Ing. Josef Goldnagel  
Project manager CARLA Eisenstadt

Dr. Markus Glatz-Schmallegger  
Head of Caritas, Diocese Eisenstadt
frankly speaking,

when was the last time you went to a second-hand shop?

You’d be surprised to discover the bargains at the charity shop CARLA of the Caritas Burgenland. Offering a wide range of convenience goods, customers will find everything from well-preserved furniture, fashionable clothing to toys and low-priced electrical appliances. The goods, which are neatly placed on boutique shelves, have one thing in common: all of them are donations.

“In Caritas helps people to live in dignity”, Dr. Markus Glatz-Schmallegger aptly describes their philosophy. “In our charity shop we put this concept into practice by offering second-hand items in good condition at low prices. Every customer, as well as every donor of goods, is cordially welcome at CARLA. People with financial problems are able to shop at CARLA using vouchers which are available at the social counselling service of Caritas. People can shop here for free, however, they don’t have to take whatever is available. Instead they can deliberately choose the items they like and thus have the feeling of a regular shopping experience.”

“It is all about the dignity of man.”
Dr. Markus Glatz-Schmallegger
Head of Caritas, Diocese Eisenstadt

Ing. Josef Goldnagel, the committed project manager, is responsible for implementing this humanitarian concept. “CARLA is more than just a second-hand shop. In the first place it represents a non-profit employment project which was set up in cooperation with the Austrian Employment Service in Burgenland (AMS) and Caritas Diocese Eisenstadt. We act as an employer and give long-term unemployed women and men, returners and elderly job-seekers the opportunity for a new start into employment. We have been rather successful in doing so, as in the past ten years more than 100 employees worked for us. The knowledge they gained through working for us helped the majority of them to re-enter the regular labour market.”

In the bright and nicely designed boutique you find the salesroom, which is called the “training shop”, a furniture store and, in addition, a room equipped with computer training facilities. In various trainings the employees learn all about commodities, improve their sales and telephone skills as well as everything else they need to know about interior shop design and stock-keeping. Furthermore jobs are also offered in the in-house transportation department and the services department. The training and further education measures are aimed at overcoming obstacles which might prevent job placements and hence improve the overall individual situation of the participants.

———
What has been funded:

- transfer of professional knowledge in the fields of clothing-and furniture storage, second-hand shop

Funding objectives:

- re-entry into the labour market and social integration
- orientation, training and employment initiatives
- facilitating access to employment
- minimizing the risk of individual unemployment

"The demand for our services is an indicator for social problems."

Project manager Ing. Josef Goldnagel, Caritas-Shop Eisenstadt

"The profit arising from the ongoing business is not sufficient to cover the personnel expenditures, the costs for further education and training courses and the measures to improve basic qualifications. A large part of financing for this project is kindly provided by Funds provided by the Austrian Employment Service and the European Social Fund", Ing. Goldnagel emphasizes the importance of funding this project.

Over the years the demand for the services offered by the Caritas has always proved to be a reliable indicator for social difficulties. If the economy is undergoing a crisis, this is soon to be noticed due to the increasing number of people seeking help. "Especially in the second half of 2008 and during 2009 the shop was strongly frequented in particular by those customers who can shop with us for free using their vouchers. "The effects of the global economic crisis definitely affects the population", Goldnagel reports from experience. "Therefore, it is even more important to support the people most affected with initiatives that really make a difference."

Funding details:

- funding period: January 2008 – December 2008
- total volume of investments: 211 000 EUR
- 107 long-term unemployed were employed at CARLA
- in addition, every unemployed participating in the project underwent 244 hours of further education

Responsible funding body:

- Arbeitsmarktservice Burgenland
(Austrian Employment Service Burgenland)

Funded project:

- Caritas der Diözese Eisenstadt
St. Rochus-Straße 15
A-7000 Eisenstadt
www.caritas.at

Growing with Europe
PROJECT PART-FINANCED BY THE FEDERAL STATE OF AUSTRIA, THE PROVINCE BURGENLAND AND THE EUROPEAN SOCIAL FUND.
Bright ideas

Clever logistics for lighting design made in Austria

In 1879 Thomas Alva Edison invented the light bulb. 40 years later, Hanns Kolarz started to put precious creations made of silk and velvet around bulbs in his Viennese lamp manufacturing company. 90 years later the family business is still in the spotlight and thousands of lighting designs made by Kolarz illuminate rooms all over the world.

Managing director Mag. Martin Wögerbauer
KOLARZ GmbH
the feedback is lucid:

the new central distribution warehouse of Kolarz Lighting in Müllendorf is a shining example for clever logistics. More than 3,200 home furnishing stores worldwide are supplied directly from here or via subsidiaries. Austrian retailers like KIKA, Lutz and Leiner are on Kolarz’s list of customers as are the famous department stores Harrods in London or KaDeWe (Kaufhaus des Westens) in Berlin.

“Our export share accounts for 84 %”, Mag. Martin Wögerbauer, managing director, reveals. “Our prime markets lie within the European Union, closely followed by markets in the east like Russia, Ukraine or Kazakhstan. Just recently we also started off in Asia and our products are now also available in Hong Kong, India and Indonesia. On the whole we have partners in 42 countries worldwide.”

“We searched for the ideal location for our distribution centre - and found it.”
Ing. Mag. Markus Brenner, Head of logistics, member of the management board KOLARZ GmbH

The logistics requirements needed to cope with this great demand are tremendous. Therefore, it turned out to be quite a precarious business to find the suitable location for the planned logistics centre. This complex task, however, was mastered superbly by the head of logistics, Ing. Mag. Markus Brenner. “We spent a lot of time and effort in searching the perfect business location. At last we found it in Müllendorf, in the north of the province of Burgenland. Vienna is readily accessible via the close-by motorway and many smaller towns are also nearby. Naturally, when it comes to the distribution of goods to the east it is also a big advantage to be close to the Hungarian border.”

“In our ambition to set trends we create designs which are ahead of their time”, the great-grandchild of the founder says. “In cooperation with interior experts and designers we capture trends in home furnishings and design lamps in line with the latest trends. Assembling, which also takes place in Müllendorf, plays a very important role in this respect. Retail customers have the opportunity to design their own lamp by choosing the preferred colour of metal or preferred shape of crystal upon ordering it at the home furnishings store. Before despatch the customized product is assembled in our adjacent factory.”

“Every lamp is an individual item, it is craftsmanship at its best.”
Managing director Mag. Martin Wögerbauer, KOLARZ GmbH

Despite its size Kolarz Lighting is still a family-run company. The construction of the cutting-edge logistics centre was therefore an important milestone in the history of the company, but also a financial challenge.
“The funding opportunities in Burgenland are very good, as are the relations with the authorities. In addition, this location enables us to ideally attend to our markets in the east, while at the same time we benefit from being subject to Austrian legislation. This fact turns out to be a great advantage when you consider the logistic streams across the globe”, Mag. Wögerbauer explains the background.

“Thanks to WiBAG we were free in choosing the location and received funds out of the Phasing Out-programme of the EU. All in all, the funding had a strong impact on all areas of our logistics”, Ing. Mag. Brenner adds. “Before the logistics centre had been erected, we stored our products on various sites in Austria as well as abroad at interim storage facilities. Stronger centralisation, the abolition of customs barriers, faster transport options and the possibility of self pick-up have made our distribution more simple and more efficient than ever.”

On a total area of 5,400 m² the warehouse offers space for up to 11,000 pallets. Per month a number of up to 25,000 orders are handled and more than 100 pallets and 300 parcels are made ready for despatch every day. Apart from a perfectly timed work flow the management also pays specific attention to environmental sustainability when it comes to the operation of the distribution centre.

Thanks to its excellent insulation the building itself requires only little energy and the low-temperature floor heating is sourced from environmentally friendly wood pellets.

However, its clever energy-management is not the only asset the company has to offer. In the run-up to the opening of the distribution centre an intelligent warehouse software system was implemented in co-operation with the software-partner Metasyst Informatik. This system made the distribution centre fully operational on the day after the centre was opened. Due to this outstanding performance this showcase project was awarded the “ebiz e-government award 2008” for innovative projects and services.

“We do have quite an agenda for the future”, Mag. Martin Wögerbauer, managing director, reveals: “The next stage of expansion will be the erection of a new big showroom, which will also include a cash-and-carry facility if it turns out that we are running out of space there is plenty of space to expand our building to the east.”
Success factor education

The working world is in motion. Are you too?

Knowledge changes and with it the demands employees have to live up to. The apprenticeship workshop for the middle and north of Burgenland responds to this changing need of know-how with a flexible training concept.

Ing. Erich Fuchs
Division manager technical IT & manufacturing technology
BLUZ – Apprenticeship workshop for the middle and north of Burgenland
High-tech companies are looking for well-trained employees. However, by today’s standards it is by far not enough to be trained well. It is generally expected that employees are intrinsically motivated to constantly improve their skills by continuous education. The old saying “A tree must be bent while it is young” has long lost its validity. Life-long learning for adults has become more important than ever.

“We teach according to the needs of the economy.”
Ing. Erich Fuchs, Division manager technical IT & manufacturing technology, BUZ – Apprenticeship workshop for the middle and north of Burgenland

The apprenticeship workshop BUZ in Neutal is well aware that times have changed. Adolescents and adults have the opportunity to gain exactly the knowledge they need in practice. Those who are interested in learning are offered a sound educational and training programme in communication technology, in the field of metal or in electrical technology. Thanks to a modular training system training can be started any time.

“Professions are subject to trends,” Ing. Erich Fuchs explains in his function as division manager for technical IT & manufacturing technology he is the right person for all questions regarding teaching matters. “The qualification barometer offered by the Austrian Employment Service (AMS) shows us how the demands for certain professions change and it also shows us the direction in which the economy is going. With the help of this service we are able to get an insight into which job offers are stagnating or in which fields an increasing demand for employees is to be expected.”

At the apprenticeship workshop emphasis is put on practice-oriented training. “We have very good relations to entrepreneurs.” In the function of division manager for technical IT & manufacturing technology he says. “Our training programme is in line with the needs of the economy.” Years ago we initiated a project together with the qualification network in middle Burgenland and we started to offer programmes which were adapted to the needs of several companies. Step by step the companies started to send us their employees and apprentices for continuous education. We do profit a lot from these relations and are therefore very well informed what kind of knowledge is urgently needed at the moment. This might be special control systems for computer-aided machines or specific welding techniques. Based on this advantage in information we adapt our training programmes.

“We guarantee sound training in ISO-certified quality.”

The high flexibility in the offered training programmes contributes decisively to the qualification campaign undergone by the training centre. In order to guarantee practice orientation, competent experts teach in addition to the regular teaching staff.”
What has been funded:

• implementation of modular apprenticeship programmes in communication technology, in the field of metal and in electrical technology

Funding objectives:

• increase of the qualification level of unemployed respectively of the work force potential
• increase of professional mobility among the work force
• labour market integration as well as social integration

Funding details:

• funding period: January 2007 – July 2013
• total volume of investments: approx. 3.8 million Euros
• funding volume: approx. 3.8 million Euros

Responsible funding body:

• office of the provincial government of Burgenland
  Department 6 for social, health, family and sports affairs

Funded project:

Burgenländisches Schulungszentrum
Dankowitschstraße
A-7343 Neutal
www.buz.at

Any training can only be as good as the trainers. In order to train our programme participants as good as possible we count on competent and client-oriented teaching staff as well as on ISO-certified quality standards. The ISO-certification is something special in the field of training. In 1997 the BUZ in Neutal was the first training centre in the province of Burgenland which was certified according to ISO 9000:1990, which means that BUZ has voluntarily committed to be controlled by an accredited body on a yearly basis. The entire content of the training modules, every exam which is held, as well as the entire management of the training centre are subject to very strict quality criteria, whose adherence are closely supervised.

“Career opportunities of our alumni are excellent.”

This committed training institution is supported by the Chamber of Labour, the Chamber of Commerce, the local authority of Neutal and by the office of the provincial government of Burgenland, represented by the department for social, health, family and sports affairs. The funds are used to provide young people from the age of 15 onwards with a better start into their professional life or to ease the re-entry into the working world for adults. Thanks to the training programme and a completed apprenticeship at hand the chances of alumni to find a suitable job are very good.

And for those who wish to further improve their knowledge beyond their completed apprenticeship there is a large variety of continuous education programmes available. Whether it is CNC technology or welding, control engineering or solar technology, the BUZ training centre for the middle and north of Burgenland offers anything that is needed to always be a step ahead in professional as well as in personal knowledge.

Apprenticeship workshop for the middle and north of Burgenland
Phasing Out

Austria’s youngest province has grown up

Since Austria joined the European Union the province of Burgenland has developed rapidly. Domestic companies are more open, more international and act with more self-confidence, earning broad appreciation for their outstanding achievements as innovative pioneers. The initiatives and funds of the Phasing Out-programme of the European Union contribute decisively so that existing potential can unfold.

Managing director WHR Mag. Georg Schachinger
Regionalmanagement Burgenland GmbH

Mag. (FH) Katharina Kaitan (LLM)
EU-Managing Authority

the question who is profiting from the EU...

can be answered easily: It is the entire population and the economy of our province.

Regionalmanagement Burgenland (RMB) with its numerous services and tasks makes sure that the population and economy keep actually profiting from the European Union. Consistent monitoring of funding programmes, as well as the use of appropriate public relation tools is an important contribution to fulfil this task. The RMB as the competence center in the province acts as a communication tool keeping the population informed about the initiatives and funding programmes of the European Union.

The staff of RMB and their outstanding personal effort contributes decisively to the economic growth of the region. Together with the regional funding advisers they act as experienced contacts for any questions regarding the European Union.

One of the most important tasks of the RMB staff is to put the funded projects successfully into practice. This is especially true for those projects, which have been selected in the frame work of the Phasing Out-programme for the funding period 2007 – 2013.

“The objective of the phasing out funding programme is to strengthen the location Burgenland.” WHR Mag. Georg Schachinger, managing director of RMB, puts it into a nutshell. “In practice this goal is achieved by numerous strategically selected activities, which are undergone with the ideational and material support of the province of Burgenland, the EU and the federal government.”

Financial funds come mostly from the European Regional Development Fund (ERDF) respectively from the European Social Fund (ESF). Both funds compliment each other within the Phasing Out programme and follow the objectives laid down for this funding period.

“The Phasing Out-programme of the European Union secures an increase of our economic performance and our competitiveness.” Managing director WHR Mag. Georg Schachinger
Regionalmanagement Burgenland GmbH
“Purpose and aim of the funding tools ERDF and ESF are to create incentives for entrepreneurs in Burgenland”, Georg Schachinger explains. “With these initiatives the ability to compete and the commitment of the regions and the population to innovation and continuous education is to be strengthened. Common regional projects, the areas of common interest and actions for the common good are essential today and they need to be strengthened. In addition, it is crucial to promote entrepreneurs and infrastructure that is needed to remain competitive in the international competition of locations. Naturally this leads to a growth of employment in terms of quality and quantity.”

“Professional qualifications have to be improved and the added value of the workforce has to be increased.”

Mag. (FH) Katharina Kaitan (LLM)
EU-Managing Authority

The European Regional Development Fund is the most important financing tool of the European Union which invests in the human resources of the province of Burgenland. “The funds of the ERDF make it possible to support people in their education and training and to help them improve their skills in order to have better chances on the job market”, Mag. (FH) Katharina Kaitan says.

“Professional qualifications have to be improved and the added value of the workforce has to be increased.”

Mag. (FH) Katharina Kaitan (LLM)
EU-Managing Authority

The European Social Fund is the most important financing tool of the European Union which invests in the human resources of the province of Burgenland. “The funds of the ESF make it possible to...”

N.B.: Further information on the funding programmes of the European Union can be found at www.rmb.at and www.phasing-out.at