

6 The Austrian Wine Marketing Board

The AWMB's Purpose, Mission and Strategy

The purpose of the AWMB is stated in the statutes of the organisation:

The purpose of the enterprise is the implementation of marketing measures for Austrian wine, particularly wine produced in Niederösterreich (Lower Austria), Burgenland, Steiermark (Styria) and Wien (Vienna). The enterprise is authorised to undertake any measures and transactions that are useful for realising its purpose.

The AWMB's Mission and Goals

The AWMB supports and co-ordinates the efforts of the Austrian wine industry to maintain quality and sales. Domestically, the goal is to lead the market segment for Qualitätswein. The objective is to double the export of bottled wine within ten years (based on the values from the year 2000).

The AWMB's Strategy

The strategy is aimed at creating a balanced marketing mix suited to the respective markets. This means building an image, in order to promote sales as well as active public-relations work supported by advertising (especially for the appellation of origin – wine-growing areas – in co-operation with the Regional Wine Boards).

The AWMB's Financing

The projected income of the AWMB for 2007 comprises approximately 3 million euros in marketing contributions from the wine industry and approximately 2.5 million euros in contributions derived from the federal states. Article 75 Section 5 (formerly Article 68 Section c) of the Wine Law provides for an additional 1.5 million Euros.

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Austria	Organisation/Controlling	PR/Media/Sponsoring	Events/Projects Management	Gastronomy	Advertising Materials/ Graphics
Foreign Markets	North America, Asia, other countries	Western Europe	Scandinavia	Germany	Central and Eastern Europe
Assistants	Verena Schwer Daniela Pilwachs (Accounting)	Caroline Linz Andrea Krautstoffl	Julia Sogl Eva Winkler	Claudia Blau	Sonja Prem Daniela Pirkl (Reception) Peter Kramar (Graphic)
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Managing Director: Willi Klinger					
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Management	Josef Dienst				
Managing Director: Willi Klinger					