

advice and assistance on trade leads and negotiations and accept, either as intermediaries or for their own account, counter purchase commitments, switch transactions, etc. of exporters or potential exporters.

Purchasing by United Nations Agencies

Vienna is the headquarters for several United Nations organizations which have purchasing requirements both for products and for services such as feasibility studies.

These organizations are the United Nations Industrial Development Organization (UNIDO), the United Nations Relief and Works Agency for Palestine Refugees (UNRWA) and the International Atomic Energy Agency (IAEA).

It is advisable to register with these organizations in order to receive requests for tenders. The Commercial Division of the Canadian Embassy can introduce Canadian firms and assist them in registering and pursuing sales opportunities. Exporters may also wish to register with the Canadian Commercial Corporation (CCC) in Ottawa which receives requests for tendering from these organizations on a regular basis and in turn sources from its register of Canadian suppliers.

Accessing the Albanian Market

The Commercial Division of the Canadian Embassy in Vienna covers marketing prospects in Albania and can be of assistance to prospective exporters in exploring possibilities there.

Marketing Information

Vienna's metropolitan area with a population of 2 million (25 per cent of Austria's population) accounts for 32 per cent of Austria's retail and 51 per cent of wholesale trade. About 43 per cent of the approximately 4,500 Austrian exporting companies have their main office in Vienna.

Canadian firms can access the Austrian market by (a) selling directly to Austrian importers for resale, (b) selling indirectly through Austrian brokers, representatives, local commission agents or manufacturers, or (c) selling directly to the end user. Under certain