

## Die Zukunft der KMU

Die neue KMU-Tagung des Österreichischen Wirtschaftsverlags  
und der KMU Forschung Austria bietet Information und jede Menge  
Interaktionsmöglichkeit



...

5a`%( "A U]`&\$%( `j YfUbghU`hYh`XYf`2 ghYffY]W\]gW\Y  
K ]fhgW\UZhj Yf`U[ `]b`?ccdYfUh]cb`a ]h`XYf`?A I` : cfgW\i b[ `5i ghf]U  
fP`A : 5L`X]Y`YfghY` ?A I !HU[ i b[ "I bhYf`XYa`H\Ya U  
Ni`\_i bZhga`cXY`Y`ZØf`ÄfYb`9fZc`[ `hfYZZYb`XUVY`]b`K ]Yb  
: Ø\fi b[ g\_ÄZhY`j cb`\_Y]bYb`i bX`a ]h`YfYb`I bhYfbY\`a Yb`ni a  
9fZU\fi b[ gUi ghUi gW\`ni gUa`a Yb`  
`GhfUhY[ ]gW\Y`5i gf]W\hi b[ Yb  
8]Y`?A I !HU[ i b[ `]gh`Y]bY`A ]gW\i b[ `Ui g`ßZcfa`Uh]cb`i bX  
ßhYfU\_h]cb`a ]h`Ni`\_i bZhga`cXY`Y`ZØf` : ]bUbn]Yfi b[ ž  
DYfgcbU`k YgYbž`ßZcfa`Uh]cbghYW\ b[\_ž`J YfbYhni b[ `i bX  
F Yggci fW\ba`UbU[ Ya`Yb`n`5`g`nYbhfU`Yf`5gdY`h`k ]fX`Ui W\`gc n]U`

j YfUbhk cfhi b[ gj c`Yg`K ]fhgWUZhYb`VY\UbXY`h" ð`XYb  
9l dYfhYbX]g\_i gg]cbYb`[ Y\h`Yg`i a`ghfUHY[ ]gWY`5bgÀhY`k ]Y`Yhk U  
X]Y`5i gk ]f\_i b[ `j cb`BUW\U`h][ \_Y]h`Ui Z`A Uf\_hdcg]h]cbž  
DfcXi \_hYb`hk ]W\_i b[ ž`A UHYf]U`\_fY]g`Ài ZYž: ]bUbn]Yfi b[ `i bX  
6YgWÀZh][ hY""5b\UbX`j cb`6Ygh!DfUWh]W!6Y]gd]Y`Yb`nY][ Yb  
l bhYfbY\`a Ybž`k ]Y`g]Y`g]W\`Xi fW\`bUW\U`h][ Yg`K ]fhgWUZhYb  
YfZc`[ fY]W\`YhUV`YfYb`\_cbbhYb"  
8]Y`Ghi X]Y` BUW\U`h][ Yg`K ]fhgWUZhYb` `9]b`9fZc`[ gfYnYdhZØf  
?A l 3` ]gh`Y][ Ybg`ZØf`X]Y`?A l !HU[ i b[ `YfghY`h`k cfXYb`i bX`nY][ h  
\_cb\_fYhY`7\UbWb`Ui Zž`k ]Y`\Y]a ]gWY`l bhYfbY\`a Yb`j ca`H\Ya U  
BUW\U`h][ \_Y]h`dfcZ]h]YfYb`\_ØbbYb""8]Y`HU[ i b[ ghY]`bY\`a Yf  
VY\_ca`a Yb`X]YgY`U\_hi Y`Y`Ghi X]Y`Yl \_`i g]j`ni f`JYfZØ[ i b[  
[ YghY`h`

ð`gY]bYf`?YmbchY`fYZf]Yfh`?A : 5!8]fY\_hcf`K U`hYf`6cfbYhh`ØVYf  
X]Y`6YXYi hi b[ `XYf`\_`Y]bYb`i bX`a ]hh`YfYb`l bhYfbY\`a Yb`ZØf`X]Y  
ØghYffY]W]gWY`K ]fhgWUZh`Vf]b[ h`U\_hi Y`Y`Dfc[ bcgYb`ni f  
k ]fhgWUZh]WYb`9b`hk ]W\_i b[ `XYf`?A l `i bX`]YZfhi`ðZcfa`Uh]cbYb  
ni`9fhfU[ g`U[ Y`i bX`:]bUbn]Yfi b[ ""<YfUi gZcfXYfi b[ Yb`i bX  
7\UbWb`gck ]Y`X]Y`GhfUHY[ ]Yb`i bX`A Yf\_a`U`Y`YfZc`[ fY]WYf`?A l  
k YfXYb`YVYbZU`g`Yf`Ài hYfh"

: cfXYfi b[ g\_UhU`c[ `XYf`?A l  
A ]h\]ZY`Y]bYf`9j Ybh!5dd`gck ]Y`dYf`: fU[ YVØ[ Yb`\_ØbbYb` `i bX  
gc`Yb` `X]Y`HY]`bY\`a Yf`k À\fYbX`XYf`JYfUbghU`hi b[ `Ub`Y]bYa  
: cfXYfi b[ g\_UhU`c[ `a ]hUfVY]hYbžXYf`YfghY`h`i bX`UbgW\`Y»YbX`Ub  
X]Y`FY[ ]Yfi b[ `ØVYf[ YVYb`k ]fX"

FYX

.

6Ygi WYb`G]Y`i bg`Ui Z.`ZY]gW`i bXWċ"Uh