

Das Jahr 2021

Dr. Rudolf Stückler, Marketingmanager der AMA, lässt das Jahr 2021 Revue passieren.



@]YVY?c``Y[]bbYb'i bX?c``Y[Yb°

5i W XUg `J\`f`&\$&%`ghUbX`]a`6Ubb`XYf`7cfcbU!9d]XYa`]Y``B UW
Y]bYf`Y]W hYb`Bcfa`U`]g]Yfi`b[`]b`XYb`YfghYb`XfY]`E`i`UfhU`Yb`Zc`[`h
k`]YXYf`Y]bY`gW k`]Yf][`Y`D\UgY`a`]h`bYi`Yf`]W Yb`6YgW fAb_i`b[`Yb`
8]Y`@U[`Y`V`Y]Vh`gca`]h`Ub[`YgdUbh`h`U`YfX]b[`g`_ca`a`h`Yg`ni
_Y]bYb`<Ua`ghYf`Ai`Zb`a`Y\`f`ZU`X]Y`?`cbgi`a`YbhYb`i`bgYfYf
@`YVYbga`]hhY`j`Yfgc`f[`i`b[`j`YfhfUi`Yb`"

F Y[]c b U`Y`@Y V Y b g a]h h Y` `Y f n A\`Y b`Y]b Y
; Y g W X]W X h Y

8]Y'6YXYi hi b['XYf'FY[]cbU']hÀh'YffY]WX h'i b[YU\ b hY'<Ò\Yb''B]WX h
bi f'Ui g'; fØbXYb 'XYf'B UW\ U'h][_Y]h'i bX 'Gc']XUf]hÀh'[Y[YbØVYf
i bgYfYf'f@UbX!łk]fhgWX UZh'g]bX '\Y]a]gWX Y '@YVYbga]hhY`' \cWX 'ja
?i fg"FY[]cbU'Yb '@YVYbga]hhY'b' [Y'hYb'U'g'g]WX Yf'i bX'Ui »YfXYa
YfnÀ\`Yb'g]Y i bg'Y]bY'; YgWX]WX hY"8Ybb']a a Yf'a Y\ f'A YbgWX Yb
k i fXY'VYk i gghž'k]Y'k]WX h]['Y]bY'b'UW\ U'h][Y'i bX'Ui hUf_Y
J Yfgcf[i b['a]h'; fi bXbU\ fi b[ga]hhY`'ZØf'X]Y'Ni _i bZh'gh"5``XUg
ghY][Yfh'X]Y'K YfhgWXÀhni b['i bX'XfÀb[h'XUg'DfY]gUf[i a Ybh']b'X]Y
nk Y]hY'F Y]\Y"
=b'XYb '_ca a YbXYb 'U\ fYb 'k YfXYb 'i bg'YXcWX 'bcWX 'j]Y'Y'k Y]hYfY
H\Ya Yb'a Ugg]j 'VYgWXÀZh][Yb"=WX 'XYb_Y'XUVY]Yhk U'Ub'X]Y
H]Yfk c\`!8]g_i gg]cb 'j b'XYf'B i hh]Yf\ U'h b[' 'Ub[YZUb[Yb'j cb
VYggYfYb'<U'h b[gZcfa Yb'ØVYf'6Y\UbX'i b[ga Yh\cXYb'V]g'\]b
ni f'; JC!ZfY]Yb': ØhhYfi b["5i WX'X]Y'g]WX'g][b]Z_Ubh'ÀbXYfbXYb
?cbgi a [Yk c\ b\Y]hYb'XYf'6Yj Ò_Yfi b[' 'Gh]WX k cfh': `YI]hUf]Yf
'\UVYb'Y]bYb'k YgYbh']WX Yb'9]bZi gg'Ui Z'X]Y'9bhk]W`i b['i bgYfYg
GY_hcfg"

8 Ug'\c\Y'5VgUhnb]j YUi

8]Y'\Yi f][Y'A Uf_hYbhk]W`i b['']a '': UW\! 'i bX'@YVYbga]hhY`'UbXY'
nY][hž'XUgg'XUg'\c\Y'5VgUhnb]j YUi 'XYg'J cf'U\ fYg'V]g'Ub[
[Y\U'hYb'k YfXYb'_Ubb" Gck c\`'X]Y'a Yb[Yb! 'U'g'Ui WX'X]Y
k Yfha À»][Yb'5VgÀhnY'']Y[Yb'i a 'fi bX'nY\ b'DfcnYbh'ØVYf'XYa
B]j YUi 'j cf'XYf'7cfcbU!?'f]gY''A]hhY'Zf]gh]['k ÀfY'ni 'k ØbgWX Ybž
XUgg'k]f'X]YgY'A Uf_hYbhk]W`i b['i b hYfa'Ui Yfb'_ÒbbYb"
B]WX hni 'Yhnh'a ØggYb'k]f'i bg'dfcU_h]j 'a]h'XYb'Ui Z'XYb'A Uf_h
XfÀb[YbXYb 'U'hYfbUh]j Yb': `Y]gWX YfnYi [b]ggYb
Ui gY]bUbXYfgYhnhYb"GY\Yb'k]f': `Y]gWX YfgUhndfcXi _hYž'gY]Yb'g]Y
Ui ZdZUbn']WX Yf'cXYf'bgY_hYbVUg]g'gck]Y' =b!J]hfc!: `Y]gWX 'b]WX h
U'g'[fc»Y'; YZU\ fž'gcbXYfb'U'g'7\UbWX 'i bX'<YfUi gZcfXYfi b["

=b'X]YgYa 'G]bbY'k ØbgWX Y']WX 'i bgž'XUgg'k]f'a]h'Ni j Yfg]WX h']b'X]Y
Ni _i bZh'gWX Ui Ybž'X]Y'Yfa Y'`\cWX _fYa dY'b'i bX'X]Y'UbghY\YbXYb
<YfUi gZcfXYfi b[Yb'[Ya Y]bgUa 'a Y]ghYfb"

6Ygi WX Yb 'G]Y 'i bg 'Ui Z. 'Z Y]gWX i bXWc "Uh