

The Company

The ZTB Zukunftsbüro was founded by Andreas Reiter at the end of 1996 as a future research and consulting company. Located in Vienna, Austria we are supporting our clients

... to develop successful strategies for future markets

... to develop attractive products for future customers

... to differentiate and emphasize their unique brand power

in this world of constant change and volatile market places.

Based on **trend analysis** and **consumer foresights** as well as focussing on **corporate foresight tools** (scenario building etc.) we combine analytic know how with future knowledge and strategic creativity.

The Head: **Andreas Reiter**

Future Researcher. Born in Innsbruck, Austria. Studied French and Spanish as well as Social Sciences at the Universities of Innsbruck and Munich. Founded ZTB Zukunftsbüro in late 1996. Author of various books (latest: "The Mayflower-Strategy"), speaker at congresses and company meetings, Lecturer at Universities in Innsbruck (MCI) and Krems (Danube University).



References (Selection)

- **Companies:** Adidas Salomon, Atomic, Axel Springer Verlag, Bank Austria/Uni Credit, Generali, Deutsche Papier, Hewlett Packard Austria, Johnson & Johnson Austria, Siemens Power Distribution, ÖBB (Austrian Federal Railways), Österreichisches Verkehrsbüro, T-Mobile Austria, T-Systems Austria, Unilever Austria, Verbund Austrian Renewable Power
- **Public Sector:** Cities and City Marketing (e.g. Heidelberg, Saarbrücken, Innsbruck, Lübeck, Mannheim, Münster, Altstadt Salzburg), Bundesvereinigung City- und Stadtmarketing Deutschland e.V.; Regional and Federal Governments, Ministries in Germany and Austria; Umweltbundesamt, Leader+ Regions
- **Tourism Board and Destination Management:** Austrian National Tourist Board, Hamburg Tourist Board, Tirol Tourist Board, Visit Berlin, Vienna Tourist Board, Historic Highlights of Germany, Lower Austria Tourist Board, Tourism Board Schleswig-Holstein; Ostsee Holstein Tourism, Ötztal Tourism, Alpenregion Tegernsee Schliersee, Ötztal Tourismus, Osnabrücker Land
- **Organisations:** Association of German Chambers of Industry and Commerce, Austrian Federal Economic Chamber, Austrian Hotel Association, Federation of Austrian Industries, International Congress and Convention Association, Austrian Convention Bureau