

The Company

ZTB Zukunftsbüro was founded by Andreas Reiter in 1997 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 & services 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. Founded ZTB Zukunftsbüro in 1997. Andreas Reiter is an acclaimed and inspiring Key Note speaker at congresses and company meetings, Lecturer at Universities in Innsbruck (MCI) and Krems (Danube University).

References (Selection)

Companies

Adidas Salomon, Axel Springer Verlag, Bank Austria / UniCredit, Generali, Bayer Austria, Henkel Central Europe, Hewlett Packard Austria, Johnson & Johnson Austria, ÖBB Österreichische Bundesbahnen, ÖBB Postbus, Österreichisches Verkehrsbüro, Red Bull Media House, Siemens, Straumann, T-Mobile Austria, T-Systems Austria, Unilever Austria, VAMED Vitality World, Verbund

Public Sector – Cities and City Marketing

(e.g. Bielefeld Marketing, Bochum Marketing, Bundesvereinigung City- und Stadtmarketing Deutschland e.V., Landeshauptstadt Saarbrücken, Lübeck Travemünde Marketing, Münster Marketing, Stadt Heidelberg, Stadt Mannheim, Stadtmarketing Austria, Stadtmarketing Innsbruck)

Regional and Federal Governments, Ministries in Germany and Austria

(e.g. Amt der Steiermärkischen Landesregierung, Bundesministerium für Land- und Forstwirtschaft, Umwelt und Wasserwirtschaft, Bundesministerium für Wissenschaft, Forschung

und Wirtschaft, ecoplus. Niederösterreichs Wirtschaftsagentur, Ministerium für Heimat, Kommunales, Bau und Gleichstellung des Landes Nordrhein-Westfalen, Ministerium für Wirtschaft, Verkehr, Arbeit, Technologie und Tourismus des Landes Schleswig-Holstein)

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 Automobile, Motorcycle and Touring Club, Austrian Federal Economic Chamber, Austrian Hotel Association, Federation of Austrian Industries, German Savings Bank Association, International Congress and Convention Association, Austrian Convention Bureau