

2.3.1. Employment Potentials in Business-Related Services

The sector of the business-related services involves a particular growth potential for output and employment. Estimates reveal an approximately 10 percent increase in employment and output both in the eighties and the first half of this decade. Only a minor part of this employment increase can be attributed to shifting services from the industrial sector (study of the IWI – Industrial Scientific Institute – „Industriennahe Dienstleistungen“ – „Industry-related Services“, 1996).

Yet, the potential of business-related services can only be exhausted, if the demand can be satisfied in a competent way. In this sector Austria has a high potential both for demand and supply.

Apart from the small size of the enterprises, the lack of cooperation and the low degree of internationalization, the Advisory Council considers competition-restraining regulations as counterproductive in exhausting the existing potential of this sector and therefore recommends to consider the following measures:

- liberalization of the admission to certain professions
- breaking down anti-competitive fee regulations for lawyers and civil engineers
- lifting the professional ban on advertising (business lawyers), association (between civil engineers, business lawyers and trustees) and cooperation between self-employed (free professions) and businessmen in manufacturing enterprises
- lifting the ban on incorporation of business lawyers
- intangible investments (e.g. engineering, consulting) must be considered in promotion programmes

2.3.2. Employment Effects of New Communication Technologies

An efficient telecommunication infrastructure and the promotion of the manifold application possibilities of modern communication technologies in all economic fields will represent an essential factor for positive development of the employment level, though the ambitious quantitative target of the European Commission report will not easily be fully achieved, not even under the most favourable pre-conditions.

Apart from the basic pre-condition of implementing the Austrian Postal and Telegraphic Administration reform, the following economic policy measures will support an employment-promoting use of new communication technologies:

- framework conditions to create a comprehensive infrastructure in communication technology: liberalization of the telecom market (deregulation of the line monopoly by 1.1. 1998), clarification of the question of