

Marion Biber
May 28, 2020

#Business Location Austria

Which pictures do you have of Austria ?



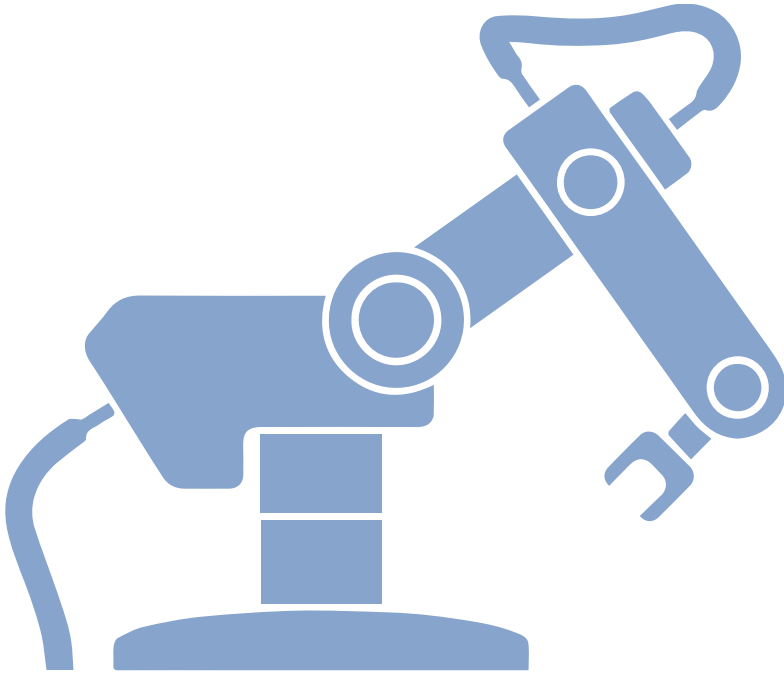




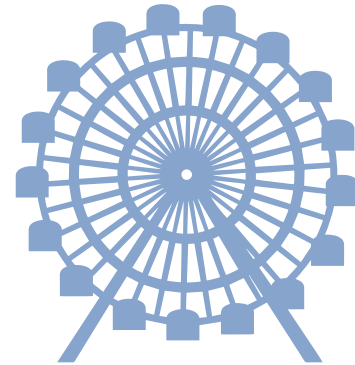


Austria is a strong industrial location

As a percentage
of GDP 2019



Industry: 29 %



Tourism: 15 %

Which German-speaking city has the largest student community?



Berlin 5%

192,100 students
3.6 m. inhabitants



Munich 8%

127,500 students
1.6 m. inhabitants



Vienna 10%

191,900 students
1.9 m. inhabitants

Do you know
Austrian
Companies?

Hidden Champions

- among top 3 in the global market
- or number 1 in Europe
- Annual turnover below 3 billion €
- HQ in Austria
- Barely known in public (niche products, mostly B2B)
- Privately owned



200 Austrian Hidden Champions w/ annual
Sales < 200 Mio €

& 65 World & European Market Leaders w/
Sales > 200 Mio €

Rosenbauer

world's leading manufacturer of systems for firefighting & disaster protection;

Staff: > 3,500

Sales network in >100 countries

Sales worldwide: 909 Mio €



Blum

one of world's leading manufacturer of furniture fittings;

Staff: 6,000 in Austria & 8,000 worldwide

Sales worldwide: 1.8 b. €.





FREQUENTIS: world leading manufacturer of communication & information systems for mission critical applications (civil aviation, defense, public safety, maritime & public transportation markets);
represented: > 50 countries
staff: 1,800 (mostly in Vienna)
Sales: 294 Mio €

Coastal Radio
Coastal Surveillance
Port Control
Human-Machine Interface
Risk Management
Technological Leadership
Experience Reliability
Global Network
Proven Technology
Customer Orientation
Innovative Solutions
Worldwide References
Future-Oriented
Safety

Foreign companies are important

3.4 % of companies

21.0 % of employees

28.5 % of personnel costs

29.6 % of production value

42.1 % of R&D staff

53.1 % of R&D expenditures

BMW

Every second BMW and MINI is powered
by an engine made in Austria



Why Austria?

Five reasons for international companies



Central European
location with ideal
access to EU
markets



Country framework:
High stability &
security



Qualified & flexible
employees



Innovative technologies &
competitive business
environment



Support

Strong purchasing power

2019

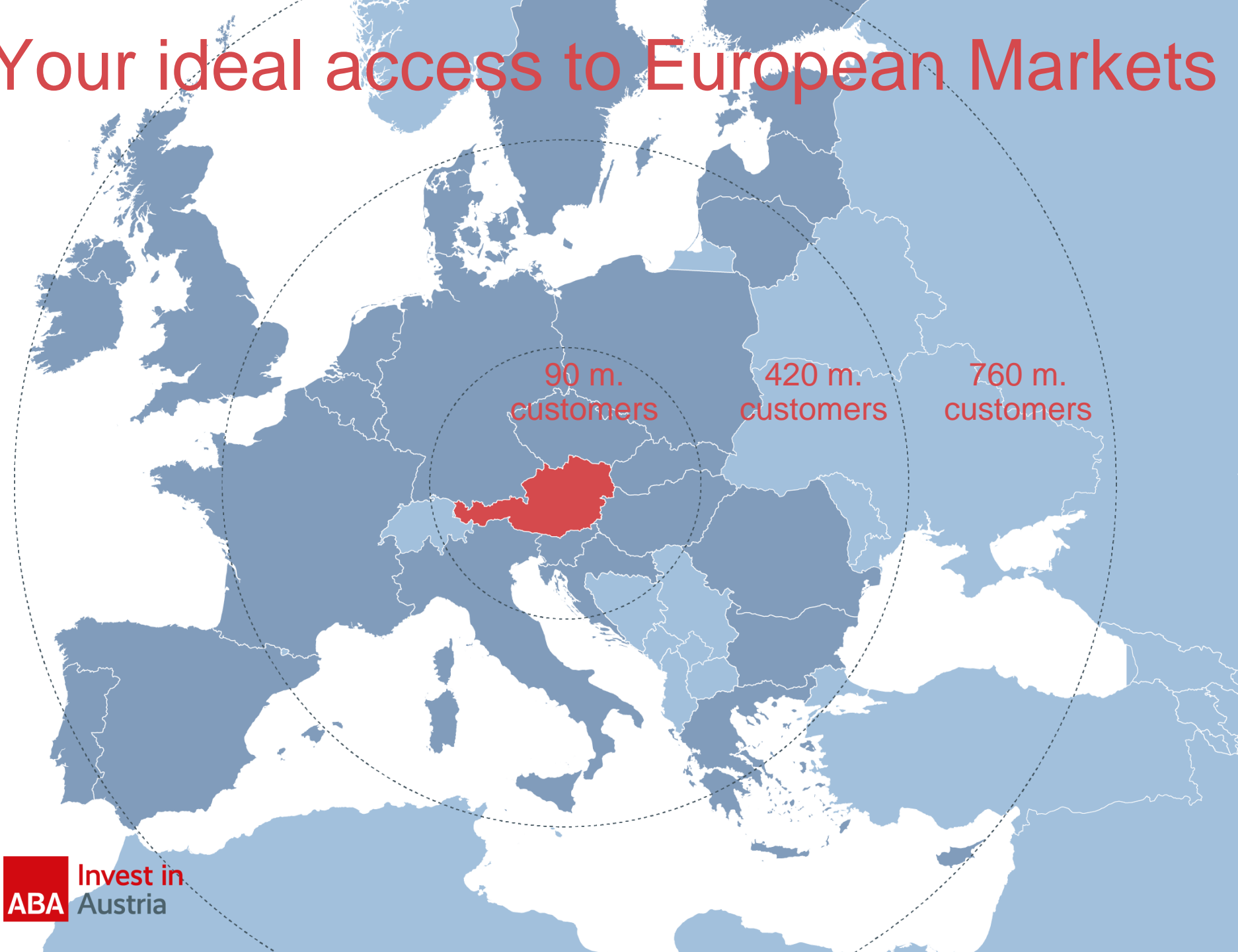


EU: 100



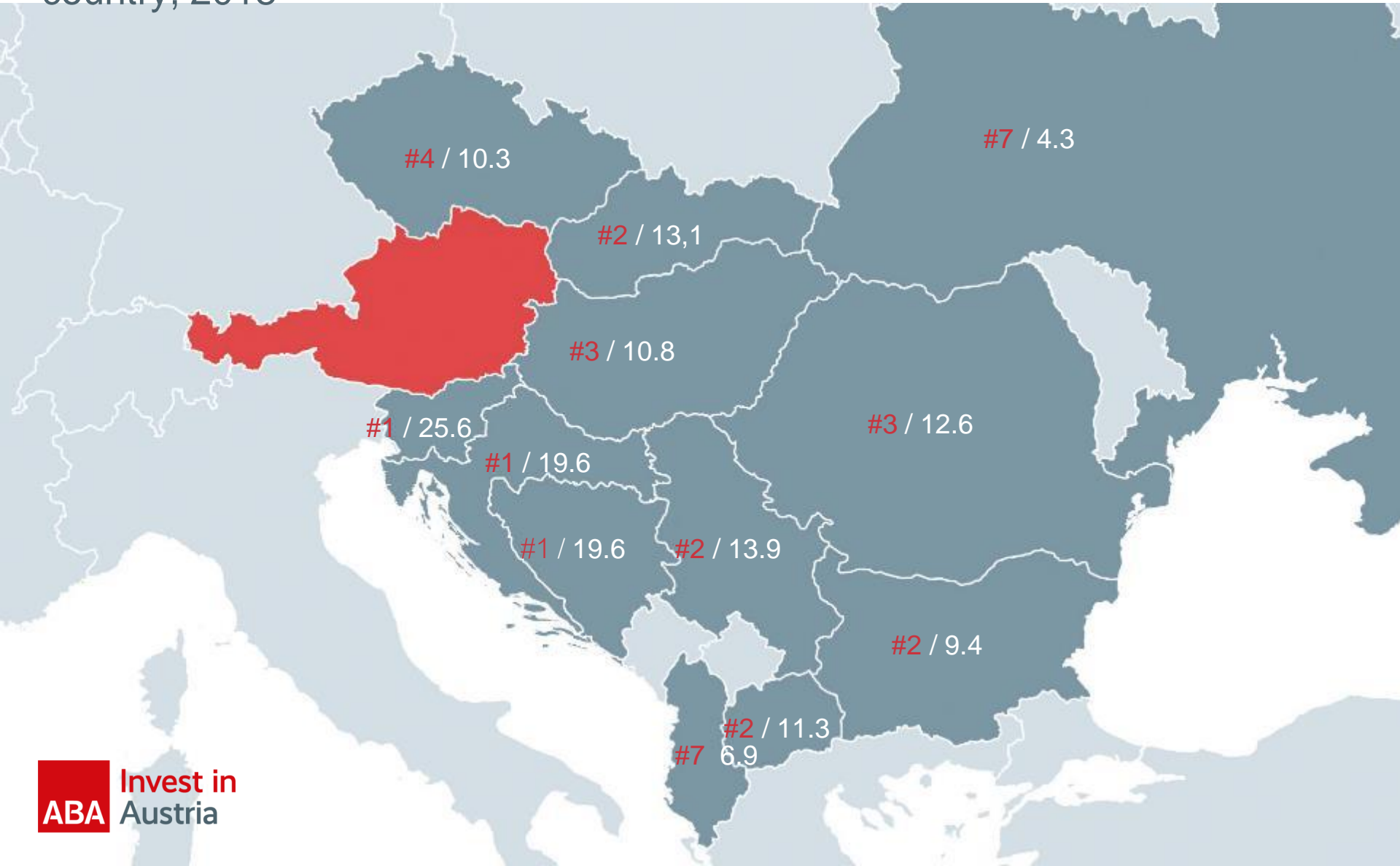
Austria: 128

Your ideal access to European Markets



Top investor: Austrian FDI in CEE

Austria's rank as investor and percentage of total investment in respective country, 2018



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Five reasons for international companies



Central European location with ideal access to EU markets



Country framework:
High stability & security



Qualified & flexible employees



Innovative technologies & competitive business environment



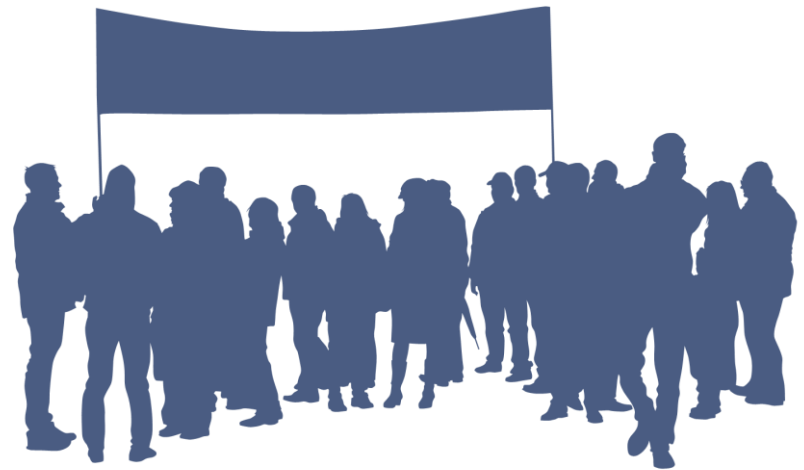
Support

Almost no strikes

Days lost to strike, yearly average 2010 – 2017,
per 1,000 employees



Austria: 2



Europe: 49

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Innovative technologies & competitive business environment



Support

Talent: qualified and productive personnel

- Productivity 16% above EU average
- Motivation rank 4 worldwide
- Dual education: apprenticeship
- Vocational schools (HAK, HTL unique to Austria)
- Dense network of 12 private and 22 public universities
- Modern and flexible labour law



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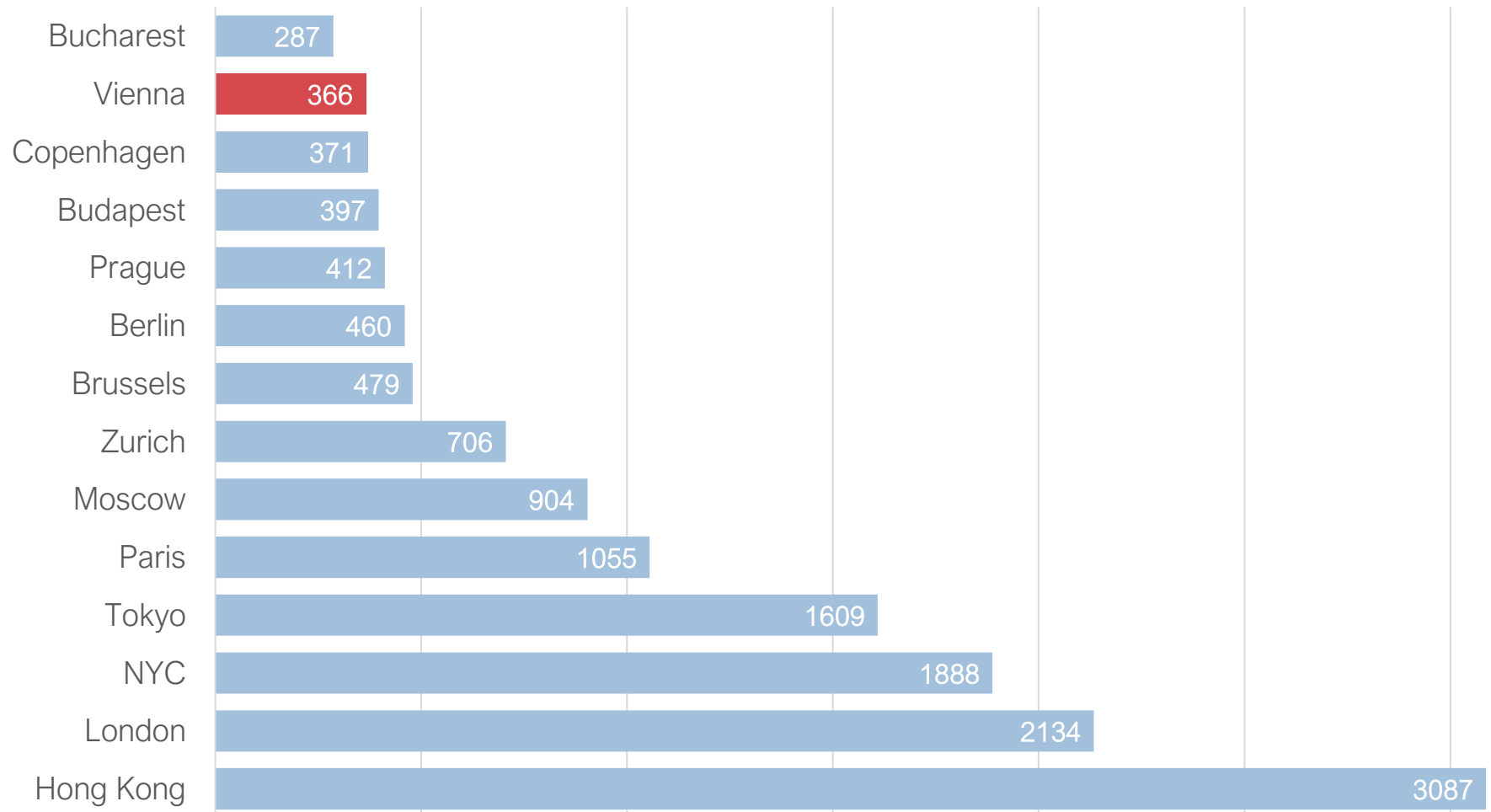
Innovative technologies & competitive business environment



Support

Affordable offices

Total occupation costs/m² per year in EUR





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Support

Who we are

Austria's federal consulting
company for international
investors

Free of charge assistance and
information

All sectors and all type of
companies

30 experienced employees

International network

Strong collaboration with regional
agencies



ABA offers fast, non-bureaucratic consulting and services – free of charge

First Contact

General information on Austria

Market data

Legal and fiscal framework

Fact-finding missions

Evaluation

Regulations and labor costs

Site selection

Real estate

Consulting on subsidies

Trade licence

Implementation

Useful contacts

Assistance in obtaining federal subsidies

Assistance with permits

Ways to find personnel

...for all sectors and types of business from commercial to R&D!

ABA – Your personal guide to the Business Location Austria

Africa, Middle East



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