

ADVANTAGE AUSTRIA Chicago Bulletin Issue No. 2 / 2011

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Dear Partners and Friends of ADVANTAGE AUSTRIA,

I just had a chance to spend three weeks in Austria speaking with Austrian companies doing business in the U.S. Following is a summary of the main discussions I had with them.

For Austrian companies of a certain size there is no more any choice as to whether or not they would like to become active in North America. Their European customers are becoming more global and they would like to work together, also on this side of the Atlantic, with the same suppliers they know from their European operations. Very often it is the necessary manpower that makes them postpone a decision to operate here. As is also noticeable with smaller Austrian companies working in a certain niche, the U.S. market is attractive, but also complex and different from European markets. It requires the full commitment of management as well as the necessary capital and manpower to become a player here.

Our companies are now looking for new markets, as the nearby markets of Western, Central and Southeastern Europe may not allow them to grow that much more in the future. The Austrian economy itself had a very good first quarter in 2011, surpassing the 4% growth rate for the first time since mid-2007. Exports are still doing very well (+20%), but domestic investment activities are also up. For all of 2011, Austria now expects a GDP growth rate of over 3%. All of the industrial companies I talked with mentioned that access to qualified labor is becoming more of a problem. Austria will open its doors wider in the future to immigrants by introducing a 'red-white-red card' program.

For a country in the middle of Europe like Austria, the financial crisis of some EU



member states like Greece, Hungary and Ireland is a very prominent topic. However, it is clear to most Austrian politicians that all of Europe is in the same boat nowadays and money must be spent to guarantee the stability of the Euro zone. Austria's very important niche markets at its doorsteps, in Central and Southeastern Europe, are also recovering. However, our economists don't think we will be seeing the dynamic growth rates of the last ten years, but rather more normal figures.

We at ADVANTAGE AUSTRIA in Chicago will focus on creating networks for Austrian companies in urban technologies and the machinery sector in the next few months. We will continue supporting companies in the automotive, greenbuilding and plastic sectors. Thank you for partnering with Austrian companies and our office.

All the best from all of us,

Franz Roessler and the team of ADVANTAGE AUSTRIA in Chicago

The Who's Who of ADVANTAGE AUSTRIA in Chicago



Each individual team member covers one or more industries and is the point of contact for the following sectors:

- Environmental Technology, Construction and Infrastructure (Ms. Maja Seferovic)
- Paper, Printing, Packaging (Ms. Nancy Putz)
- Plastics (Ms. Sabine Miller)
- Machinery Sector, Metals and Metal Processing (Mr. Anders Benson)
- Automotive Sector (Ms. Margit Mills)

We also work with Austrian companies which have invested or would like to invest or require local support in the Midwest and some Southern states: Alabama, Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Tennessee and Wisconsin.

Your key contact for state and regional economic development agencies is Ms. Nancy Putz; for Austrian subsidiaries, Ms. Sabine Miller.

Highlights from the Austrian Economic Scene



Austria's trade balance 2010 shows positive developments

A trade surplus of EUR 7.8 billion underlines the competitiveness of the Austrian economy. [Learn more.](#)

Austria's research spending continues to rise

The corporate sector shows the most significant increase in R&D investment. [Learn more.](#)

Vienna receives "World City Closest to Sustainable Waste Management" Award

Austria's capital is setting an example for cities worldwide. [Learn more.](#)

Austria's exports back on record-breaking course

Austria's exports are expected to rise by 10.5% in 2011 and continue to spur growth. [Learn more.](#)

Companies Making News on Both Sides of the Atlantic



ALPLA Inc., a leader in blow-molded packaging solutions, will provide on-site bottle manufacturing for Sunny Delight Beverages Co. in Cincinnati. [Learn more.](#) Alpla is also working together with Seefried Industrial Properties on its expansion in Atlanta. [Learn more.](#)

Esterhazy Wines, a 250 year old Austrian winery, introduces prestigious wines to the US market. [Learn more.](#)

Frey-Wille, a designer of enamel jewelry, opens second US store in New York. [Learn more.](#)

Pewag Inc., one of the oldest chain manufacturers in the world, showcases the value of diversification and strategic location during a recent visit by Trade Commissioner Roessler. [Learn more.](#)

Red Bull, the energy drink maker, releases the first US issue of its monthly magazine "Red Bulletin". [Learn more.](#)

Schlumberger, one of Austria's oldest makers of sparkling wine, wins the gold medal in the category "International Sparkling Wines" at the World Wine Championship 2011 in Chicago. [Learn more.](#)

SOLID, a provider of solar thermal energy solutions, will build new solar heating and cooling systems for a school, a hotel and seven prisons in Arizona. [Learn more.](#)

Stahl Judenburg, a leading manufacturer of bright steel, acquires Bishop Steering Technology with production in Indianapolis. [Learn more.](#)

Not a company, but we are big fans: Austrian reds taking the U.S. by storm. [Learn more.](#)

Stay up-to-date on the Austrian business community in the U.S. and visit us at www.advantageaustria.org/us (click on "News" followed by "Local News").

Maja's Eco Corner

Dear Eco Corner Readers,

Last month I had the opportunity to visit the Waste Expo in Dallas. As the saying goes, "everything is bigger in Texas", and according to the event organizers, this year showed an increase in exhibitors as well as attendees compared to the previous couple of years. Following are a few of my impressions:



Austrian environmental technology is a very important industry and Austrian companies have a wealth of experience in this field. Waste Expo 2011 exhibitors and visitors alike saw for themselves - five of these companies were part of this year's show, which was held from May 10 to 12 in Dallas.

Austrian companies have become a regular feature at trade shows in the U.S., especially in the increasingly important environmental sector. Austria boasts a unique pool of expertise, one reason why it is regarded as one of the leading countries worldwide in environmental technologies.

Austrian environmental companies already have a large presence in the U.S. Among them are the following exhibitors at Waste Expo 2011 which presented their products and services at the Austrian information booth:

[AGRU America, Inc.](#) - manufacturer of geomembranes for the environmental market

[Kompotech USA](#) - specializing in the mechanical processing of solid waste and biomass

[Lindner America LLC](#) - specializing in shredding technology and alternative fuel processing systems

[Palfinger North America](#) - manufacturer of truck-mounted material handling equipment

[UNTHA](#) - manufacturer of shredders for a wide range of applications

Visitors and exhibitors alike agreed on one thing: The green movement at this year's show was in the spotlight even more than at past Waste Expos. Participants were eager to attract customers more efficiently and to emphasize the right way of doing business in the current economic climate by fostering existing business relationships, improving customer service and simply having a presence at major industry events.

Interested in finding out more about these or other Austrian companies in this industry? Please contact us at chicago@advantageaustria.org. We look forward to hearing from you.

Best *green* regards, and have a wonderful summer!

Maja

Past Events

Read more about our activities by clicking on the following links:

[March 6 - 8, 2011: Austrians at the International Home and](#)



[Housewares Show 2011 in Chicago](#)

Casa Si GmbH, EGG-O GmbH, ISI Group Inc. and Riedel Glas participated.

[March 8 - 10, 2011: Report from \(Upper\) Austria at Building Energy '11](#)

U.S. building experts give briefing about their trip to Austria.

[March 17, 2011: Entrepreneurship in Southeast Europe: A View from Vienna](#)

Political and economic opportunities showcased in Chicago.

[March 13 - 18, 2011: Austrian exhibitors at PITTCON 2011 in Atlanta](#)

Anton Paar GmbH, Ionicon Analytik GmbH, Grabner Instruments and Ögussa GmbH participated.

[March 22 - 26, 2011: Austrian expertise at CONEXPO-IFPE 2011 in Las Vegas](#)

Kral, MIBA HydraMechanica Corp./MIBA Frictec GmbH, Palfinger North America, Rockster Recycle, Rubble Master and Seal Maker Produktions- und VertriebsgmbH exhibited at the show.

[April 13, 2011: Start your R&D business in Austria](#)

Over 50 VIPs attended a briefing organized by ABA - Invest in Austria and the Office of Science & Technology at the Austrian Embassy in Washington D.C. in cooperation with ADVANTAGE AUSTRIA - the Austrian Trade Commission Chicago.

[May 9, 2011: Austrian delicacies at Europe Day 2011 in Chicago](#)

Austrian Bakery, Austria's Finest Naturally, Koval Distillery, Stanley Stawski Distributing and Wein Bauer represented at annual festival of wine and spirit.

Upcoming Events

[AUSTRIA CONNECT 2011](#)

September 8 - 10, 2011 in New York, NY



Our office will co-sponsor the 4th Annual Conference for Executives of Austrian Subsidiaries in the U.S. This forum for an exchange of ideas and experiences between Austrian companies and their partners in the US will provide quick updates on important issues as well as cutting-edge insight into economic and political developments and new management skills.

[First European - US Greenbuilding Forum in Chicago](#)

October 3, 2011 @ Illinois Institute of Technology, Chicago, IL

The conference - co-organized by ADVANTAGE AUSTRIA - the Austrian Trade Commission Chicago - will bring together leading companies from both sides of the Atlantic to discuss opportunities for cooperation and trends in energy efficient building technology. The Chicago event will take place prior to the USGBC Green Building Conference in Toronto.

[WEFTEC 2011](#)

October 15 - 19, 2011 @ Los Angeles Convention Center, Los Angeles, CA

ADVANTAGE AUSTRIA - the Austrian Trade Commission Chicago will organize an information booth and feature Austrian water and wastewater companies and their technologies.

Automotive Trade Mission "US Automotive Industry 2011 and Beyond"

November 6 - 9, 2011

ADVANTAGE AUSTRIA - the Austrian Trade Commission Chicago will organize a trade mission to Tennessee and Detroit focusing on the economic outlook of the US automotive industry.

ADVANTAGEAUSTRIA.ORG



If you are interested in business opportunities with Austrian companies, please check [our website](#) frequently for updates and recently added company listings. Among the new additions you will find:

ABA - Invest in Austria

Advisory service for foreign companies interested in Austria as a place to do business.

Axis Flight Training Systems GmbH

Manufacturer of civilian flight simulators for professional pilot training.

CISC Semiconductor Design + Consulting GmbH

Design and consulting service company for the semiconductor, automotive and RFID industries.

Eralytics GmbH

Developer, producer and distributor of automatic analysers for the quality control of fuels, lubricants and industrial wastewater.

Insposo GmbH

Developer of Google Apps for the sports industry.

KOMMERZ DI Kienzl KG

Marketing and service company for interactive installations and visual media.

MAPLAN Maschinen & technische Anlagen, Planungs- und Fertigungs-GmbH

Manufacturer of elastomer injection molding machines.

Mayer & Co Beschläge GmbH

Manufacturer of window and door fittings for wood and PVC windows and doors.

Ögussa Österreichische Gold- und Silber-Scheideanstalt GmbH

One-stop provider for the precious metal cycle: precious metal management, product and separating business.

NGR Next Generation Recyclingmaschinen GmbH

Developer of recycling plants for the plastic processing industry.

[SET Sustainable Energy Technologies GmbH](#)

Provider of variable-speed, medium-voltage drive systems.



Internships for Austrian Students

Are you interested in employing Austrian students for an internship as part of their education? We have a number of resumes from Austrian business and law students who are looking for temporary, often unpaid internships in the United States. Please contact our office at chicago@advantageaustria.org if you are interested in this opportunity.

Quick Links

[ADVANTAGE AUSTRIA - the Austrian Trade Commissions in the U.S.](#)

[Austrian Consulate General Chicago](#)

[Austrian National Tourist Office](#)

[ABA - Invest in Austria](#)

[Austrian Embassy - Austrian Press and Information Service](#)

[Center for Austrian Studies - University of Minnesota](#)

[Center Austria - University of New Orleans](#)

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