

Business Location Austria

Where innovation moves mountains



Ideal market access to Europe

3 flight hours:
750 million customers

2 flight hours:
450 million customers

1 flight hour:
100 million customers

9,000,000	inhabitants
9	federal states
700,000	companies
€ 42.500	GDP per capita

Why Austria?

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The market potential

Gateway to 750 million customers in the heart of Europe
Austria – an industrialised nation
One of the EU's most prosperous member states – High purchasing power

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The talents

Highly motivated employees: 5th place in the EU
Labour productivity almost 12% above the EU average
Practical training – Schools and businesses work hand in hand

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The land of research

First-class universities and research centres
14% research tax credit and direct research funding
Innovative companies, startups and scaleups

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The economic climate

Business-friendly tax system and extensive incentive portfolio
High-performance infrastructure and modern eGovernment
Stability and security – hardly any strikes, low crime rate

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The quality of life

Austria – a country with a top quality of life
Favourable cost of living, unmatched public transport
Cultural and culinary heights – and genuine mountaintops

Austrian Business Agency (ABA)

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We simply get it done.



The market potential

Gateway to 750 million customers in the heart of Europe

Austria – the heavily industrialised nation

One of the EU's most prosperous member states – High purchasing power

Did you know?

Austria features the highest density of hidden champions – the successful small and medium-sized enterprises occupying the pole position in their markets and market niches. Most of these firms are family owned.

The proof

Rosenbauer is such an example. Founded in Linz in 1886 as a trading house for firefighting products, the company now manufactures vehicles which can be operated via radio remote control and communicate with each other digitally. The world market leader in firefighting equipment sets new standards when it comes to ergonomics, digitalisation and ecology as shown by its development of the world's first electric-powered firefighting vehicle.

Austria is seen in the EU as the unrivalled specialist for Eastern Europe and historical East-West business hub. Companies from all over the world which are eager to expand can leverage optimal conditions here. Historical ties, a matured cultural understanding and similar mentalities converge in the coffee house to discuss the next business steps over a cup of Wiener Melange.

As a nation with high purchasing power, Austria is a test market for German-speaking Europe and also serves as a springboard to Central and Eastern Europe thanks to its Eastern European language skills. Conversely, CEE companies like to launch their expansion to the West with us.



Austria: Top foreign investor in CEE

Rank as an investor in respective country

Slovenia	# 1
Croatia	# 1
Bosnia and Herzegovina	# 1
Serbia	# 1
Macedonia	# 2
Bulgaria	# 2
Romania	# 3
Slovakia	# 3
Hungary	# 3
Czech Rep.	# 4
Ukraine	# 6
Albania	# 7

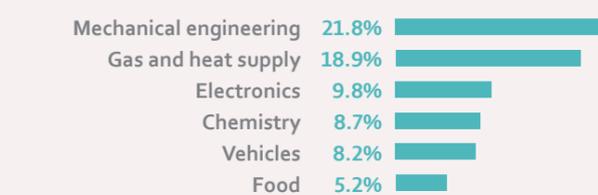
Source: WIIW, 2021

Austria – the land of industry

Taking a holiday trip comes to mind for many people who hear the word "Austria". However, Austria is first and foremost a land of industry, which accounts for 30% of the country's GDP compared to 15% generated by tourism.

Mechanical engineering, gas and heat supply, electrical and vehicle industry, chemical products and the food industry comprise the leading sectors in Austria. Many companies in these business areas are among the top global players or are even world market leaders, such as Rosenbauer, Miba, Lenzing and Red Bull.

Top 6 industries in Austria



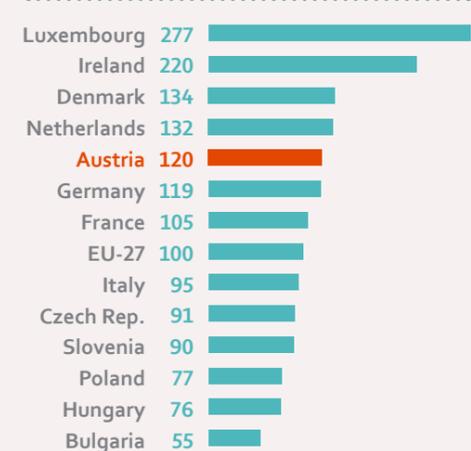
Source: Austrian Federal Economic Chamber 2021

Prosperity and purchasing power

Austria is one of the richest countries in the EU. GDP per capita is 20% above the EU average and therefore offers excellent test market conditions for the German-speaking region.

Prosperity in the EU

GDP per capita in Purchasing Power Standard (PPS), 2021



Source: Eurostat, 11/2022

ABA simply gets it done.

Families of your expats also want to settle down in Austria?

We provide help in finding jobs and schools.

Did you know this?

Austria is among the three biggest foreign investors in Southeast and Eastern Europe – and even the top investor in Slovenia, Croatia, Bosnia-Herzegovina, and Serbia. The advantage for you: Austrian service providers such as lawyers and tax consultants are CEE specialists, employees speak local languages and are familiar with local customs and practices.

The proof

450 global companies exploit the business-friendly conditions in Austria and have established their CEE headquarters here, including Henkel, Nichicon, Lukoil and CSC, to name just a few. 3,900 Eastern European firms have already set up operations in Austria.

ABA simply gets it done.

Want to know more about your sector in Austria?

We will provide the relevant facts and figures.

The talents

Highly motivated employees – Ranked 5th in the EU
 Labour productivity almost 12% above the EU average
 Practical training – Schools and businesses work hand in hand

Qualified and motivated skilled workers make Austria a coveted business and research location. Employees here go the extra mile. When it comes to employee motivation, Austria is ranked fifth in the EU. This is also reflected in employer loyalty: the average length of service with a company is an impressive ten years.

A further advantage of the Alpine Republic is the dual educational system enabling practice-based learning based on the intertwining of schools and business. Many successful entrepreneurs also work as instructors, whereas trainees already spend half of their time at the company.

Yet another strength of Austria are the many schools with practice-oriented technical training and the higher technical schools serving as breeding grounds for engineers. The engineers graduate at the age of 19 and can be immediately deployed to fulfil demanding tasks. These secondary level II technical and commercial schools are unique in the world, offering an education equivalent to international bachelor's studies.

Particular importance is attached to training in the field of information and communications technology (ICT). Each year some 2,000 students graduate from such study programmes and the number is steadily increasing.

Educational expenditures here are significantly above the OECD average. 74% of the secondary level II pupils get a degree from a vocational school (OECD average: 37%).

9,000,000	inhabitants
708	degree programmes at universities of applied sciences
250	extra occupational courses of studies
3 rd place	for practical training in an international comparison (behind Switzerland and Germany)

ABA simply gets it done.

Any questions on labour and tax laws? We know the specialists and will link you with the best experts.

Did you know this?

Austria is rated first in the English Proficiency – TOEFL Index. One quarter of all Austrians grow up bilingual.

The proof

Expatriates can have their children educated in their respective mother tongue. Everything is available, from the International Schools in almost every provincial capital to the Lycée Français and the Japanese School in Vienna. German-language courses are given by renowned facilities such as the Goethe-Institut, universities and adult education centres.

Commitment for the company

8 = motivation is high

	Rang	Motivation
Denmark	1	8,3
Netherlands	2	7,7
Finland	3	7,6
Sweden	4	7,4
Austria	5	7,3
Ireland	6	6,9
Germany	7	6,8
Estonia	8	6,4
Czech Republic	9	6,3
Belgium	10	6,2
Lithuania	11	6,1
Luxembourg	12	6,1
Latvia	13	6,0
Italy	14	5,8
France	15	5,3
Slovenia	16	5,3

Source: IMD World Competitiveness Yearbook, 2022

Labour productivity 2021 in the EU

GDP per person employed in PPS, EU 27 = 100

Ireland	218,0
Luxembourg	168,2
Belgium	130,4
Denmark	119,9
France	114,3
Austria	111,4
Netherlands	109,6
Italy	104,4
Germany	103,9
EU-27	100,0
Czech Rep.	84,9
Poland	82,6
Hungary	72,7
Bulgaria	53,7

Source: EU Commission, 11/2022

The land of research

First-class universities and research centres
 14% research tax credit and direct research funding
 Innovative companies, startups and scaleups

An innovative spirit, ingenuity and a dynamic research landscape are what characterise the Austrian research location.

14,150,000,000 € in R&D expenditures in Austria in 2022
 1,000,000,000 € in research tax credits were applied for
 80% of these firms are SMEs
 # 3 research ratio in the EU

Active research community

More than 83,000 researchers currently work in Austria, 70% in companies and approx. 25% in higher education – a sector the country can be proud of. Austria features 22 public and 16 private universities as well as 21 universities of applied sciences offering more than 2,500 study programmes. More than 390,000 students are currently completing their education at these institutions.

14% research tax credit

Small country, big research tax credit

As a small country, Austria sets priorities reflecting its strengths as a business location. Since the turn of the century, these have included great inventiveness and a focus on smart market niches and sector – complemented by very highly educated people and the right system of incentives. As a result, the Alpine Republic succeeds in luring exciting SMEs, startups and research-intensive multinationals year after year. In the meantime, Austria is a "Strong Innovator" with a research ratio of 3.26% of GDP. Accordingly, it is rated second in the EU behind Sweden.

The unbeatable advantage

Austria combines direct and indirect funding, with unique results in Europe. Companies apply for direct funding via the General Programme of the Austrian Research Promotion Agency (FFG). Moreover, they receive a cash bonus quickly and unbureaucratically as reimbursement for 14% of their entire research expenditures, regardless of their size, sector or corporate structure. The research tax credit is for both in-house R&D as well as contract research, encompassing staff costs, R&D investments, finance costs and operating costs. The best thing about it is that there is no maximum limit.

What is funded?

- Application-driven research and development
- Basic research
- Environmental protection investments
- Special programmes, also for SMEs and startups
- 30% tax allowance (up to five years) for foreign scientists/researchers on income from scientific work
- Plus: regional funding for innovative investments

Research Champions

R&D expenditures 2019 in % of net turnover

Infineon Technologies Austria	16.86%
S&T	15.18%
ams	13.85%
Boehringer Ingelheim	13.81%
Kapsch Group	11.85%
AVL List	10.20%
Pierer Mobility (KTM)	9.11%
Siemens Österreich	7.93%
BMW Motoren	7.70%
Andritz	1.72%

Source: Top Trend 500, 2020



“At the Villach plant we fuse innovative, high-performance manufacturing including research and development with global business responsibility in the field of power electronics. As a company, we highly value the research funding model in Austria alongside the very good collaboration with partners and networks and a well-developed landscape of ‘talent factories’ from the higher technical colleges to universities and universities of applied sciences.”

Sabine Herlitschka
 CEO Infineon Technologies Austria AG

High-tech in the Alpine Republic

Is Microsoft investing € 1 billion in a cloud data centre in Austria? Does Magna Steyr in Graz have a preliminary agreement with the California-based automobile producer Fisker to manufacture a battery-powered electric luxury SUV? Welcome to Austria, where innovative companies are sending out clear signs of life to the world.

Research centres

International experts and top scientists come together in Austria. In addition to the strong research community in the higher education sector, non-university research institutes in this country enjoy a worldwide reputation.

Microtechnology for mega-progress

ZKW, Evatec, TDK Electronics and the EV Group conduct research on the "micromirror" technology at Silicon Austrian Labs. It is the pre-requisite for optical distance measurement and head-up display for autonomous driving. Microelectronics and nanoelectronics are being developed across different sites in Linz, Graz and Villach as the basis for smart product and process solutions focusing on Industry 4.0, IoT and smart energy.

Interface of science and industry

As an Ingenious Partner of business and public institutions, the Austrian Institute of Technology (AIT) researches and develops today the technologies, methods and tools of tomorrow and beyond. With some 1,400 employees, AIT is Austria's largest non-university research facility and holds a leading position in Europe on key infrastructure issues.

Quantum computing

Little Austria ranks among the big players when it comes to international quantum research. Led by Anton Zeilinger, ground-breaking alliances are arising in the Austrian Academy of Sciences between industry and science.

University of Innsbruck

Small but powerful: the new prototype quantum computer at the University of Innsbruck fits into just two 19-inch server racks despite an impressive computing power of 24 qubits. This speed increase facilitates the development of new medicines, amongst other applications.

Alpine Quantum Technologies

A spin-off of the University of Innsbruck succeeded in developing a quantum computer for industrial standards with minimal maintenance costs and low electricity consumption. Alpine Quantum Technologies combines its high-performance hardware with Google's programming framework Cirq, making it the first to bring a quantum computer to the cloud.

Lively startup scene

An exciting startup scene has emerged in Austria for some time now on the basis of a flourishing old economy. In particular, success has been achieved in the fields of cryptocurrencies and financial services, ICT, health, education and sports.

From a free WhatsApp homework service to an international learning platform

It is a textbook example of business development, starting as a two-man startup and growing into a unicorn. GoStudent serves as an online platform for online tutor lessons. Teachers and pupils use the portal to exchange know-how, in the form of more than 400,000 tutor lessons per month at present. GoStudent is Austria's most valuable startup with a market valuation of € 1.4 billion. The firm has raised € 205 million in investor capital up until now from investors, including Coatue, Left Lane Capital und DN Capital. Moreover, international giants such as Softbank from Japan, Tencent from China and Dragoneer from San Francisco also participated in the financing.

Electric charging stations? has.to.be!

Europe ranks among the fastest growing e-mobility markets, and a startup in Salzburg is playing a decisive role. has.to.be is the leading full-service provider for e-mobility, manages more than 40,000 directly connected charging points and 250,000 additional charging stations in 45 countries via roaming agreements. The huge potential of this software developer has also stirred up extensive interest globally. The American charging station operator ChargePoint acquired the company for € 250 million, making it the biggest startup exit in Austria up until now.

ABA simply gets it done.

Are you trying to get an overview of investment promotion in Austria?

We will filter out what is right for you.

Did you know this?

International companies benefit from the Austrian business location – and vice versa. They comprise 3.3% of all companies and create 26% of all jobs and even 40% in the field of R&D. More than half of R&D expenditures are attributable to international firms and generate almost a third of the production value.

The proof

Infineon Technologies Austria AG has long operated an important competence centre for power semiconductors in Villach. In September 2021, it opened a high-tech chip plant with an investment volume of € 1.6 billion, making it the largest European investment project in the field of microelectronics.

ABA simply gets it done.

Searching for cooperation and research partners?

We will bring you together with companies and research institutions.

The economic climate

Business-friendly tax system and extensive incentive portfolio
High-performance infrastructure and modern eGovernment
Stability and security – hardly any strikes, low crime rate

Business-friendly tax system

Internationally operating companies are pleased with Austria's tax advantages. For example, the attractive group taxation system for holdings serves as a role model throughout Europe. Companies are subject to a corporate tax rate of 24% and nothing else – neither a wealth tax nor a trade tax.

Legal certainty and payment behaviour

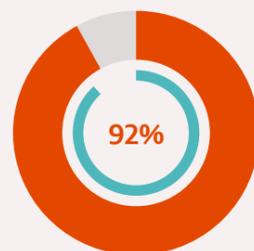
A functioning democracy based on the rule of law is a major asset if things do not go smoothly. Austria is rated sixth in an EU comparison for the time required for courts to make decisions on cases under civil and commercial law. Payment behaviour in Austria is also good, with corporate customers paying their outstanding invoices in 2022 within 25 days on average.

Digital is ingenious

Regardless of whether the issue is a tax refund, safety information or legal advice, citizens and entrepreneurs in Austria handle official matters online. It is even possible to set up a limited liability company via the Internet. Austria was the European trailblazer in this regard. A video conference replaces an appointment with a notary public and the electronic signature is used instead of a handwritten one.

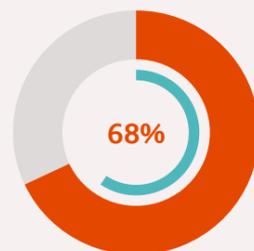
The "eGovernment Benchmark 2022" of the EU shows that Austria is among the very best when it comes to online public services. The study compares digital administration services in 35 European countries (27 EU countries and Iceland, Montenegro, Norway, Switzerland, Serbia, Turkey as well as North Macedonia and Albania). With 92% of the highest possible rating in the top-level benchmark of user centricity and 68% in the benchmark of transparency of digital services, Austria is particularly well positioned.

User orientation in online public services



EU27+ Average: 88.3%

Transparency of digital services



EU27+ Average: 59.5%

Source: EU Commission, 07/2022

// We are impressed by the level of digitalisation in the Austrian public administration. This was very helpful in our setting up business operations, especially in times of the coronavirus. The quick and comparatively unbureaucratic access to Austrian funding programmes is a major advantage of the business location. Last but not least, we value being able to draw upon highly-qualified employees and thank ABA for its good support. //

Rainer M. Richter
CEO and Co-Founder, IoT Inspector GmbH

ABA simply gets it done.

Aim to implement your business idea in Austria?

We will guide you through the startup process – step by step.

Did you know this?

Austria is the top-level benchmark for user-centeredness with a score of 92 %. This significantly simplifies people's lives. Public authorities and the tax office communicate digitally.

The proof

Austrian eGovernment solutions such as the Business Service Portal usp.gv.at and the "Digitales Amt" App are cited as internationally significant good practices for all of Europe.

“ The enormous level of innovativeness, the high quality of life and the perfect geographical location make Austria the ideal place for InterXion to be economically successful. For this reason, we have been continuously expanding our data centre campus for more than 20 years. In the meantime, it is not only the best connected one in Central and Eastern Europe but is also seen as one of the largest network nodes in the entire CEE region. In this way, we enable data-driven innovation on the part of national and international companies and thus strengthen the economic resilience of our customers. ”

Martin Madlo
Managing Director, Interxion Österreich

The stability

Stability has many facets – and every single one is of unlimited value from a business perspective. Austria offers them in every respect. Internationally active companies benefit from the low strike rate and moderate wage policies.

The protection of persons and property is at a higher level in Austria than just about every country in the world. It is possible to use public transport late in the evening or take a stroll around town after going to the theatre without there being any need to worry.

Reliability and predictability

The supply of electricity and energy in Austria is guaranteed. The expansion of the fibre optic network and the 5G network is well advanced and exceptionally good.

Renewable energies account for 78% of overall electricity production in Austria compared to only 38% on average in the EU. This is based on natural resources, primarily hydropower but also wind energy, photovoltaics and geothermal energy, as well as a national referendum against atomic power in the 1970s. The Renewable Energy Expansion Act 2021 is considered to be one of the main cornerstones of the energy transition and has one major objective, namely 100% green electricity by 2030. In order to achieve this, € 1 billion will be invested annually in increasing renewable energy capacities.

Strike duration in an international comparison
Working days lost per 1,000 people employed, annual average 2011-2020



Source: Institute of Economic and Social Research of the Hans Böckler Foundation, 04/2022

ABA simply gets it done.

Looking for the right site in Austria?
We will find a suitable place to live and work.

Did you know this?

The Vienna Internet eXchange (VIX) is an Internet node in Vienna and interface for Eastern Europe. The very high availability and reliability of the electricity supply as well as the high data security standards make Austria an ideal location for supplying customers throughout Europe.

The proof

International data centre providers such as Atos, NTT, IBM, InterXion and T-Systems have already located in Austria or are expanding here. Microsoft has also decided in favour of an Austria site. Such facilities are characterised by direct access to cooling water or close proximity to power plants or transformer stations with competitive energy prices. In this way, data centres can optimally use electricity and data networks, minimise costs and generate excellent Power Usage Effectiveness (PUE) values. Moreover, Austria is a pioneer when it comes to green data centres. At the customer's request, they can also be operated on electricity from 100% renewable sources.

The quality of life

Austria – a country with a top quality of life

Favourable cost of living, unmatched public transport

Cultural and culinary heights – and genuine mountaintops

After Finland, Austria is the most livable country in the world. An intact environment, green meadows and pastures, clear waters, good air quality combined with a diverse sports and cultural offering. All this is complemented by a high level of personal security, first-class health care, a well-developed infrastructure, high quality housing and multifaceted learning opportunities. The outstanding quality of life attracts managers, investors and students from all over the world, also because of Vienna's gratifyingly affordable living costs in relation to the quality of life. This is shown by the "Cost of Living Survey 2022", Mercer's global ranking of cities.

Quality of life

Highest achievable score 10



Source: World Competitiveness Yearbook, 2022

The New Year's Concert of the Vienna Philharmonic Orchestra, the Opera Ball and the Salzburg Festival have attained cult status across the globe. However, there is a rich cultural offering above and beyond these annual highlights. There is something to suit everyone's taste, whether opera (operetta), musical, theatre, concert, exhibition, poetry slam or dance festival.

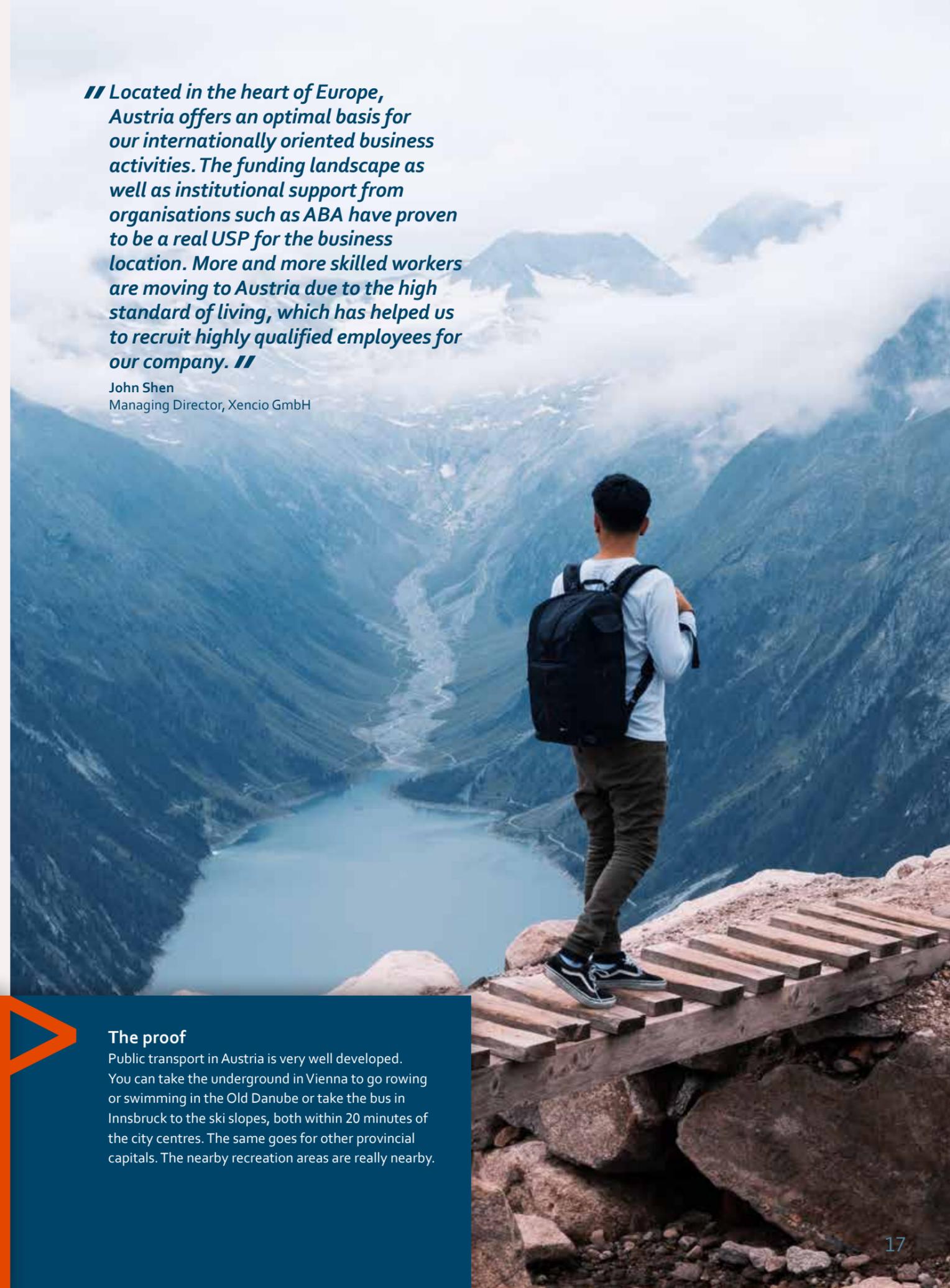
Speaking of taste: naturally, good food is part and parcel of the excellent quality of life. Culinary delicacies can be found en masse in Austrian cooking. How about a Wiener Schnitzel if you are really hungry or a Sachertorte cake to go with a Viennese coffee (melange)? By the way, you can also enjoy it all in a vegan version.

And now, from the cultural and culinary heights to the real mountain peaks: Austria has 3,325 mountains and thus does justice to its reputation as the Land of Mountains. It comes as no surprise that skiing, hiking and cycling are among the most popular sports.



// Located in the heart of Europe, Austria offers an optimal basis for our internationally oriented business activities. The funding landscape as well as institutional support from organisations such as ABA have proven to be a real USP for the business location. More and more skilled workers are moving to Austria due to the high standard of living, which has helped us to recruit highly qualified employees for our company. //

John Shen
Managing Director, Xencio GmbH



ABA simply gets it done.

Any questions on Austria as a business location?

We will advise you, from A in "Aufenthaltskarte" (residence permit) to Z in "Zuwanderung" (immigration).

Did you know this?

You can use public transport in Vienna as much as you want for € 365 annually. The annual pass for all of Austria costs € 1,095. No wonder that people travel twice as many kilometres here each year by train, tram and underground than the EU average.

The proof

Public transport in Austria is very well developed. You can take the underground in Vienna to go rowing or swimming in the Old Danube or take the bus in Innsbruck to the ski slopes, both within 20 minutes of the city centres. The same goes for other provincial capitals. The nearby recreation areas are really nearby.

Austrian Business Agency – Welcome!

Any questions on Austria as a business location? We have the answers and will take care of things. So that your project in Austria gets off to a successful start.

Customised and for free.

14,100,000,000	euros in investments: that's how much we have attracted to the country
73,955	new jobs have been created
16,000	international skilled workers belong to our network
500	film productions have been supported by us to date
48	employees speak
15	languages

Find the right site?

Did you get sector information?

Clarify tax and legal issues?

Get a residence permit and a Red-White-Red Card?

Expand your company?

Get to know cooperation partners?

Set up a research department?

Reach out to international skilled workers?

Acquire a company?

Launch a startup?

Take advantage of funding possibilities?

What ABA does for you

We inform and advise you before you come to Austria, support you on your way here and also remain at your side even after project completion.

ABA advises on

Expansion investments
Clearing house for residence visas and the Red-White-Red Card

ABA supports

Site inspections
Relocation

ABA researches

Potential cooperation and research partners
Individual packages based on funding programmes

ABA informs

Data, facts, trends on Austria as a business, work and film location
Legal and tax framework

How ABA works

We provide you with quick information, put in a nutshell, and reduce complexity so that you will select Austria for a business location project, job or film production.

We move mountains – for you!
Smart in our solutions, networked in our support and sustainable in our actions.



Smart Solutions

We know Austria inside out. We think left and right and research across the board. Then we filter out the essentials for you so that you will get the best solution as quickly as possible



Supportive Spirit

Our support is top-notch. We understand your challenges and provide pinpointed help – with positive energy and in fifteen languages.



Sustainable Success

Nobody in the country can match our business location know-how and networking competence. We are a hub for international projects. With us you will be sustainably successful in Austria.

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Your easy access to Austria

INVEST in AUSTRIA

We are there to provide help and support when foreign companies want to set up business operations in Austria or expand existing facilities.

WORK in AUSTRIA

Austrian companies offer many attractive jobs for skilled workers from abroad. We are the advisory centre for both sides.

FILM in AUSTRIA

Tom Cruise climbs down a rope from the Vienna State Opera and James Bond flies across Tyrol. We work "behind the scenes" so that the world sees these images.

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