AUSTRIAN BUSINESS NEWS
ADVANTAGE AUSTRIA Hong Kong, Macao & South China

SURPRISINGLY INGENIOUS

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ADVANTAGE AUSTRIA
On Labour Day, May 1st, 1961 the Austrian Federal Economic Chamber (AFEC) established the Regional Austrian Trade Commission cum ADVANTAGE AUSTRIA office in Hong Kong. The first office of the Austrian Trade Commissioner in Hong Kong opened in the former Shell House on Pedder Street. From then on, Austrian companies would have a man of calibre on the spot, who would assist them in their business in a very far away, but potentially important export market. This office in Hong Kong was the first official Austrian representation in the region and the first stepping stone for Austrian companies into China. Over 230 Austrian companies and some 730 fellow Austrians settled at the Fragrant Harbour and count on our services. Also ADVANTAGE AUSTRIA is celebrating its anniversary after 70 years in the service of internationalisation. The organisation’s first office opened in Paris in April 1946, and its network now comprises over 110 offices all over the world. After the end of World War II, it quickly became apparent that internationalisation would become ever more important for the Austrian economy. Ultimately, only expansion of the export economy would create momentum, growth and employment within the country. Austria’s export economy has been an unparalleled success story ever since. ADVANTAGE AUSTRIA has also been named Best Trade Promotion Organisation by International Trade Center, a joint agency of the WTO and UN – proof that it is always one step ahead.

The Honorable Austrian Trade Commissioners in Hong Kong (1961-2016):

1961-1965: Herr Walter Svoboda
1965-1977: Herr Fritz Helmreich
1977-1987: Herr Wilfried Ferch
2001-2008: Herr Martin Glatz
2008-2016: Herr Christian H. Schierer

Happy birthday ADVANTAGE AUSTRIA and a big hand to all Austrian Trade Commissioners and their great teams who served for the past 55 years Austrian companies and fellow Austrians in Hong Kong, Macau and South China. For more pictures visit our Facebook page.
**Austrian Airlines expands its long-haul direct flight service to Hong Kong**

Only six months after the announcement of a direct flight from Vienna to Shanghai, the national carrier Austrian expands its China, Hong Kong, connection from September 5th, 2016 onwards. The new direct flight with a Boeing 777 will travel 5 times a week between Vienna and Hong Kong. Flight time to Hong Kong at a distance of 8,700 kilometers from Vienna is about 11 hours 25 minutes. Tickets from Vienna to Hong Kong and back are already available as of EUR 599,- including taxes and charges. Flight details:

- **OS 067: Vienna- Hong Kong: **Monday, Tuesday, Wednesday, Friday & Saturday departure 13:00 hrs, arrival 06:25 hrs the next day
- **OS 068: Hong Kong – Vienna: **Tuesday, Wednesday, Thursday, Saturday, Sunday departure 09:40 hrs arriving at 16:10 hrs

Until now the flight schedule is restricted by the Hongkong authorities but Austrian Airlines will continue their effort to have night flight possibilities. With 48 business class and 260 eco seats available this will further increase the importance of Hong Kong as a Asia hub for Austrian companies in the region and attract more Austrians to come to Asia´s world city. Hong Kong currently counts some 230+ red-white-red companies and is called home for some 750 Austrians. The importance as regional hub and as beacon for China and the Asia Pacific Region is growing further. For online bookings please visit the following link.

**Pop-up Viennese Coffee and Chocolate Tarte in Hong Kong**

In collaboration with Julius Meinl, Vienna’s famous Café Central is bringing a piece of Austria to the Chinese metropolis. By invitation of the prestigious luxury Hotel Mandarin Oriental, Hong Kong, for a period of two months the Café Central will be presenting the sweet highlights of its award-winning patisserie. They will all be accompanied by coffee specialities from Julius Meinl, Vienna’s most traditional coffee roaster. Until 20 June, you will be able to taste these elegant and iconic cakes at Mandarin Oriental, Hong Kong. Dessert selections include Wiener Apfelstrudel, Mohr im Hemd, Esterházy cake, the famed Sachertorte, and Café Central Gâteau. **Julius Meinl Coffee** is part of the Julius Meinl Group and operates in over 70 countries. For more than 145 years high quality products such as coffee, tea, chocolate and jams have been marketed. Julius Meinl carries on this history and tradition in an authentic up-to-date style and is the market leader in the Austrian gastronomic sector with a market share of nearly 30%. The vision of the company is to be synonymous with the Viennese coffee house culture and to be recognised worldwide as its best representative. The aims of top product quality, intensive service and the satisfaction of customer requirements are pursued with total enthusiasm and commitment.

**Warning: E-mail fraud in China**

The number of China-related e-mail fraud cases affecting foreign companies is increasing. The scam is known as “CEO-fraud” or “business e-mail compromise” and typically involves the use of a company’s e-mail address to solicit from a foreign supplier or an employee of the company the transfer of funds to a bank account which turns out to be owned by the scammers.
Past & Up-Coming Events

PAST BUSINESS AND SOCIAL EVENTS

Willem C. Vis Moot, Vienna & Hong Kong
18th - 24th March, 2016

Over 2,500 students from 67 countries throughout the world gathered in Vienna to test their skills in a mock arbitration case, judged by 900 internationally renowned arbitrators. One of them is Attorney-at-Law Dr Nikolaus Pitkowitz, founding partner and head of dispute resolution and real estate at Graf & Pitkowitz. The 23rd Willem C. Vis Moot took place from the 18th to the 24th of March, 2016. This year’s case was administrated under the Vienna Rules 2013. Furthermore, the Vienna International Arbitral Centre (VIAC) together with the Hong Kong International Arbitration Centre (HKIAC) hosted a twin-event in Vienna and Hong Kong on the occasion of the 13th Vis East Moot on the topic “One size fits all?” The seminar took place on the 7th of March, 2016 in Hong Kong.

ADVANTAGE AUSTRIA at Sacred Heart Canossian College, Hong Kong
15th April, 2016

ADVANTAGE AUSTRIA - Austrian Trade Commission Hong Kong was invited to host and share information sessions about education in and from Austria at Sacred Heart Canossian College. Over 200 parents and students joined our information seminar held on a Friday night to ease One-2-One meetings for working parents. As always, we go the extra mile for you. If you have any questions about Studies in Austria, feel free to contact us at hongkong@advantageaustria.org.

ADVANTAGE AUSTRIA experts Monica Ng and Yvonne Choi, providing information about studying possibilities in Austria
Austrian Wine Tasting with Cool Climate Wines, Hong Kong
29th April, 2016
In order to help top Austrian wineries ADVANTAGE AUSTRIA and Cool Climate Wines presented small family owned wineries to wine importers in Hong Kong. Due to their climate-related origin they are very fine and elegant and a perfect match for noble and healthy cuisine. Under the guidance of Mr Kok Hong, a renown sommelier, we presented some exceptional wines. For more information on Austrian wines please get in touch with our Key Account Market Officer, Ms Jessie Ye, at our office hongkong@advantageaustria.org

Austria at Hong Kong Gold Coast Boat Show 2016, Hong Kong
29th April – 2nd May, 2016
Affordable luxury and clean efficient power from Austria met this weekend at the 16th edition of the Hong Kong Gold Coast Boat Show 2016. Continuing the promotion of Austrian Hidden Champions within the affordable luxury segment, Austrian products are also involved as hybrid propulsion systems in the top luxury yachting industry. Steyr Motors clean efficiency power opens up unprecedented possibilities for power boats and super luxury yachts. During this year’s show the Steyr Electronic Control unit was presented which is the worldwide first serialized hybrid propulsion system for pleasure boats. ADVANTAGE AUSTRIA will be attending the Hong Kong Gold Coast Boat Show 2017 to represent Austrian companies in this field. For further information on the Austrian company Steyr, please follow this link.

Build4Asia 2016, Hong Kong
4th – 6th May, 2016
Build4Asia is the largest tradeshow for building, electrical engineering and security services in Asia, offering an unrivalled platform for suppliers and buyers for a wide range of products and services. Throughout the three-day fair, which is taking place every two years, there were around 500 exhibitors promoting and presenting the newest developments and findings in the areas of environmental protection, engineering and security. ADVANTAGE AUSTRIA visited the fair to support the local agents of the Austrian companies Gantner technologies and Grander. Visitors showed big interest in both exhibitors.
ALPS Delegation, Vienna
6th May, 2016
President of the Austrian Federal Economic Chamber Dr Christoph Leitl met with the first ALPS delegation in Vienna, including two delegates from Hong Kong at the Austrian Federal Economic Chamber’s Sky Lounge. ALPS is a joint initiative by the Austrian Ministry for Foreign Affairs, the Austrian Federal Economic Chamber & the Federation of Industries to further opinion leadership exchanges. For more details on ALPS, please contact our office at hongkong@advantageaustria.org
ADVANTAGE AUSTRIA HONG KONG

UP-COMING BUSINESS AND SOCIAL EVENTS

ADVANTAGE AUSTRIA at Belt and Road Summit, Hong Kong
18th May, 2016
ADVANTAGE AUSTRIA is supporting partner of the Belt and Road Summit 2016. This event aims to highlight Hong Kong’s unique roles and strengths in supporting the implementation of the Belt and Road Initiative. It will bring together some 1,000 senior government officials, business leaders, project owners, equipment manufacturers, investors and industry experts from Hong Kong, the Chinese mainland, ASEAN and major economies along the Belt and Road to exchange views on co-operation under the Belt and Road Initiative. This full-day event will include a high-level symposium in the morning, a keynote luncheon and afternoon discussion panels. Programme highlights include dialogues between policymakers of related economies, panels featuring top-notch business leaders from round the world, in-depth discussion on Hong Kong’s partnerships with ASEAN, an exhibition, a networking session, etc. A brochure of the Belt and Road Summit is enclosed for your reference. You are also welcome to visit the event website for updates and registration.

ADVANTAGE AUSTRIA at Vinexpo 2016, Hong Kong
24th May – 26th May 2016
Vinexpo is the world’s leading wine and spirits trade show and will take place from 24th – 26th May, 2016 at the Hong Kong Convention and Exhibition Centre. There is no other “trade-only” wine and spirits exhibition in the Asia-Pacific market. This expo warmly welcomes all importers, wholesalers, restaurateurs, food & beverage managers and journalists in the Asia-Pacific region. Vinexpo attracts more than 16,700 trade visitors and offers an all-round sourcing platform, where buyers, winemakers and merchants can meet up. The following Austrian companies showcase their wines and spirits, as well as their latest innovations:

- COOL.CLIMATE WINES – MICHAEL THURNER
- KRACHER – SOHM & KRACHER – HANS SCHWARZ
- LAURENZ V.
- TOA – TASTES OF AUSTRIA

For the complete list of exhibitors, please visit the Vinexpo website.

Green Tech in Focus: ADVANTAGE AUSTRIA, South China & Austria
Over the next five years, China will double its efforts to protect the environment. While EUR 700 Billion have already been invested in energy efficiency and environmental protection from 2011 to 2015, China’s 13th five-year plan (2016-20) dedicates up to EUR 4 Trillion to continue the promotion of green technologies. To explore new opportunities in the sector, ADVANTAGE AUSTRIA Guangzhou will organize a number of activities related to environmental technologies in 2016, such as:

- Austrian Seminar at the Eco Forum Global Guiyang (8th–10th July, Guiyang),
- Austria Connect Greater China Business Conference (20th–22nd October, Guangzhou),
- Austria Showcase Environmental Technologies and Energy Efficiency (24th October, Guangzhou),
- ADVANTAGE AUSTRIA at the Eco Expo Asia (26th–29th October, Hong Kong).

For further information, please refer to our office in Guangzhou at guangzhou@advantageaustria.org
Austrian Winemaker Dinner, Hong Kong
25th May, 2016
Cottage Vineyards organises an Austrian Wine dinner at Nadaman Japanese Restaurant at Kowloon Shangri-La Hotel on Wednesday 25th May 2016 featuring Austrian wines from Nikolaihof. As the only winery to have received a 100-point perfect score for dry Riesling from wine critic Robert Parker, Nikolaihof is also the world’s first Demeter-certified biodynamic winery. Led by Nikolaihof’s owner/winemaker, Christine Saahs, the evening is bound to be a night to remember. Please click on the picture or contact us at hongkong@advantageaustria.org for more information.

AustroJunk, Hong Kong
28th May, 2016, 09:30 – 18:00 hrs
The Austrian Chamber of Commerce invites you to join their Junk Trip to the Saint of Hong Kong, Austrian Joseph Freinademetz, born 1852. For more information regarding the participation at this junk trip please contact us at hongkong@advantageaustria.org.

AustroCham Farewell Dinner, Hong Kong
2nd June, 2016, 19:00 – 22:30 hrs
AustroCham cordially invites you to join our farewell dinner for Christian H. Schierer, Regional Austrian Trade Commissioner for Hong Kong, Macao & South China and Member of the Board of the Austrian Chamber of Commerce in Hong Kong. After 8 years promoting Austria and Austrian business in the region, Mr Schierer will take over responsibilities as Head of ADVANTAGE AUSTRIA France. Please contact us at hongkong@advantageaustria.org for more information.

AustroCham | ADVANTAGE AUSTRIA “Stammtisch”, Hong Kong
7th June, 2016
Our popular monthly “Stammtisch” at the Lobster Bar & Terrace of the top class Island Shangri-La Hotel, Pacific Place, Supreme Court Road, Central, Hong Kong has become a must attend event for all fellow Austrian. Join us every first Tuesday of each month in this exclusive and exceptional atmosphere. Starting at 18:30 hrs. For a fee of HKD 55,- net you can enjoy a glass of Austrian white or red house wine including Spritzer or Stiegl draft beer, juices, soft drinks and Austrian Grander water. A variety of snacks and canapés are served on a limited basis. For the cigar aficionados among you, the terrace of Lobster Bar is open and drinks are being served while enjoying the exceptional view. For a location map please click here.
CHII2016 Conference in Graz, Austria

15th – 16th June, 2016

With the support of ADVANTAGE AUSTRIA, Perception Park and partners organise a conference on hyperspectral imaging in industry (www.chii2016.com). The conference will take place from 15 – 16 June 2016 in Graz, Austria and is the first conference focusing on current and future hyperspectral developments for industrial applications. The conference is based on a unique concept featuring presentations, seminars, showcases and a brokerage event for pre-planned face-to-face meetings. By placing the focus on industry in general, this allows the exchange of experience between participants from various fields of application such as aerospace, food processing, recycling or medical/pharmaceutical areas. The aim is to bring together the main stakeholders in the field of hyperspectral imaging, to exchange knowledge and to plan for future collaboration projects.

ICC Seminar on customs duty & certification, Vienna

20th June, 2016

Proportionally to the global market, the growth of China of 6.5 percent is still very high. China is increasingly looking for quality which fosters the establishment of a long-term market. This seminar in German language is treating the current developments of the Chinese customs practice and gives an overview of the specific requirements for certification and trade that have to be considered. If you want to learn more, please follow this link.

ICC Seminar on purchase in China – Law, Quality Management, Customs, Transport, Vienna

21st June, 2016

“Sourcing in China” has already become an integral part of the purchase mix of many international companies. Nevertheless some firms remain sceptical considering the purchase in China. Certainly the quality of Chinese products is rising but so do their costs. This seminar in German language is dealing with the importance of balancing quality, reliability, certificates, protection of intellectual property, long logistics-chains but highly interesting prices. For more information, please visit this website.

Hong Kong - Vienna Music Festival, Hong Kong

15th July, 2016

Hong Kong – Vienna Music Festival is a multi-dimensional platform of cultural collaboration. The faculty, which comprises members from the music flagships of both Vienna and Hong Kong, offers music graduates and young musicians the opportunity to enter the international stage of their career. The vibrant sound of music from the two cities will transfuse the passion of arts to the general public through concerts, workshops and community programmes. It does not only raise the standard of local talents and art administrators, but also strengthens the character and image of Hong Kong as a creative hub. The 6-week festival will bring together 1,000 participants, encompassing 200 distinguished artists from the two cities, 200 pre-professional musicians and more than 500 local students. Their joint effort will be witnessed by thousands of members of audience in 12 concerts. Through the community events and world-class performances, the festival will challenge and inspire the participants to new heights as musicians and global citizens, at the same time elevating the artistic standards of the participating fair cities. You can also be part of this unique experience, take part in the competition and find a name for the music festival. For more information please get in touch with ireneau@icreation.com.hk.
Vienna Music Festival, Hong Kong
The Vienna Boys Choir Music Academy Foundation is proud to present the “Hong Kong - Vienna Music Festival” on 15th July 2015 – 28th August, 2016. The Festival is a multi-dimensional platform that caters to musicians, students and the public with a wide range of programmes including music camps for students conducted by Viennese teachers, trainings in Vienna for Hong Kong music professionals and a series of concerts in both cities. Considering the importance of music and culture for society, we hope you consider supporting this historical and meaningful event through our individual or corporate sponsorship programmes. If you need any further information, please feel free to contact Ms Irene Au at +852 2339 1132. Never in Hong Kong’s history did we so excitedly anticipate such an extensive 6-week collaboration with the Capital of Music, Vienna. Please show your support through individual schemes or corporate sponsorship!

Summer Course for German Language and Austrian Studies, Vienna
1st – 26th August, 2016
The Diplomatic Academy of Vienna’s well-established Summer Course for German Language and Austrian Studies will take place from the 1st until the 26th of August, 2016 in Vienna. The programme combines four weeks of intensive German language training at different levels of competence (beginners to advanced – in accordance with the Council of Europe’s Common European Framework for Languages) with workshops on Austrian politics, history and culture as well as excursions to national and international organisations and cultural institutions in Vienna (United Nations, museums, city tour, etc.). Research projects are organised to give participants the opportunity to discover the “real” Vienna beyond tourist clichés and practice the new German language skills acquired in the classroom. If desired, participants can also take the internationally recognized “Österreichisches Sprachdiplom” exam. 5 course options are offered, including a half-day course. The language courses are designed to meet the special needs and interests of adult learners from different professional background from all over the world, in particular diplomats. Further information on the Summer Course can be found on this website.

AUSTRIA CONNECT Greater China 2016, Guangzhou
20th – 22nd October, 2016
In 2016, AUSTRIA CONNECT Greater China is going south, and will for the first time be held in the Pearl River Delta metropolis of Guangzhou. Under the motto “Changing Environments”, this top event of the Austrian business community in China will take place from 20th to 22nd October 2016. Global economists and company leaders closely follow the development of China’s economy this year. The urban and industrial transformation taking place in China pushes modernization, which in turn creates a shifting business environment and new opportunities for Austrian companies. The exchange with representatives of Austrian businesses in China is at the heart of AUSTRIA CONNECT Greater China 2016. Expert presentations and panel discussions will focus on specific consequences, challenges and new opportunities China’s changing environment(s) may entail for Austrian companies doing business here. Highlights of the conference’s social programme include a Cantonese gala dinner and visits at the old and new town of Canton (Guangzhou). For more details please visit the following link.
Austrian Wines at Interwine, Guangzhou
20th – 22nd October, 2016

From 20th to 22nd May 2016, Austrian wines will be on show at Interwine 2016 in Guangzhou. Visit ADVANTAGE AUSTRIA at Booth No. 9D26R and experience Austria’s cool climate white and red wines as well as special treats! Wine cultivation in Austria boasts a history of more than 2,000 years. Grown in the very heart of Europe, Austrian cool climate wines are specialties rather than run-of-the-mill products. Thanks to ideal geological and climatic conditions the craftsmanship of winemaking families, wines from Austria are authentic, distinctive and rich in character and personality. They cover a broad spectrum ranging from lively, light-bodied to monumental, opulent whites wines, and from charming, fruity to full-bodied red wines with long cellaring potential. Last but not least, Austria is famous for its enticing and elegant sweet wines, which are world class. For more information on the five exhibiting Austrian companies, check out our Interwine Tasting page here.

International Hotel Investment & Design Club Forum, Vienna
17th November, 2016

The International Hotel Investment & Design Club Forum is the leading annual meeting place for the region’s most senior hotel investors, developers, operators and advisors. The event, which will take place in the Hotel Sacher in Vienna, provides you with the ideal platform to connect with new co-operation partners, promote your business and latest activities as well as to keep up to date with the latest information and industry trends by networking with other leaders and decision makers. Should you be looking to invest or operate hotel projects in Europe, this is the place to be! For further information on the event, please visit the following website.
Red Bull Flugtag 2016, Hong Kong
12th November, 2016

Flugtag, pronounced as “flooag-tag”, refers to “flight day” in German and is an international event supported by ADVANTAGE AUSTRIA Hong Kong which dares both the brave and brainy to design, build and pilot home-made, human-powered flying machines off a 6 meter high flight deck in hopes of soaring into the wild blue yonder or more often, plunging into the waters below. Flugtag is an event that brings out the self ironic side of Red Bull.

Red Bull Flugtag first took place in Vienna, Austria in 1992 and has been held every year in over 44 countries including Singapore, Australia, New Zealand, US, Germany. In 2010, Hong Kong became the first city in Asia to host Red Bull Flugtag at the West Kowloon Heliport and in 2014, had its second edition at the New Central Harbourfront Promenade with over 40,000 spectators on-site. This year’s Red Bull Flugtag in Hong Kong will guarantee to be another success.

40 teams with four members each will be chosen from all applicants to design and build their flying craft. Creativity of the flying machine, performance of crew and flying distance will be the decisive criterions for scoring points. The three teams whose aircrafts and unforgettable performances leave the biggest impact on the day will be rewarded with a fabulous flying experience and will gloriously defy gravity.

The application period starts from 5th May and ends on 30th June, 2016. Event location and date will be announced in August. For further information on the event, you can visit the official website. To learn more about Red Bull, please follow this link.

If you are interested in participating at the Red Bull Flugtag 2016 in Hong Kong or consider a product placement during this show, please contact our office a.s.a.p. at hongkong@advantageaustria.org.

Let’s fly, Hong Kong people!
Business Opportunities

In this section, we feature Austrian companies in the subsequent industries looking for partners, importers or potential clients. A particular focus of this edition lies on the following industry sectors:

- **FOOD AND DRINK**
- **EDUCATION**
- **CONSULTING AND ENGINEERING**
- **PLASTICS**
- **ELECTRICAL AND ELECTRONIC TECHNOLOGIES**

**Food and Drink**

**Stiegl**
The Stieglbrauerei in Salzburg has been a family business for generations. The owners, the Kiener family, are specially motivated by inherited tradition and top quality, encapsulated in the motto “The future lies in tradition”. In Austria’s leading private brewery, brewing is undertaken in a traditional hand-crafted manner: Stiegl relies on long maturing and storage periods, as well as on an intensive brewing and 12 degree wort. The ingredients used are all produced regionally and the grain for the Stiegl house beers actually comes from its own organic farm. The Stiegl estate in Wildshut is the first beer estate in Austria. The brewery is also a member of the “SlowBrewing” Association, a club for top-class breweries. If you want to know more, please follow this [link](#). You can also contact Mr Ross Williams of Brandwerk, the local distributor via ross@brandwerkmarketing.com.

**Weingut Weinrieder**
The WEINRIEDER wine estate produces wines which have power and character. The wines have great potential and are excellent for accompanying meals.

You can find WEINRIEDER in the best restaurants in the world:

- Restaurant Obauer / Werfen (A) 4 toques / Gault Millau
- Dieter Müller / Schloss Lerbach (D) / 3 stars Michelin
- Wolfgang Puck / Spago – Beverly Hills (USA) / Hollywood’s star chef
- Restaurant “The Fat Duck” London (GB) / “the world’s best restaurant”

The international trade press counts the WEINRIEDER wine estate as one of the best in Austria! As the following examples show:

- Wine Spectator (USA) – 92 / 92 points
- Robert Parkers Wine Advocate 90 / 91 / 91 / 92 / 93 / 94 / 95 Punkte
- Gambero Rosso (I) – 90 / 93 points
- Decanter [GB] – 3 stars
- Wine Enthusiast (USA) – 90 / 90 / 91 / 92 / 93 / 93 / 95 points!

For further information, please follow this [link](#).
Weingut Georgiberg
The Georgiberg wine estate was developed from the concept of taking a long-standing wine estate, which was already recognised for its innovative and award-winning wines, into an equally exceptional future. The result is a wine estate, where the quality of the products greatly exceeds the quantity and where the exceptionally low yield of the vineyards per hectare bears comparison with the large estates in other well-known European wine regions. Manually tended, with consideration for nature, the grapes are allowed to ripen unhurriedly and time is allowed for the wines to develop their full maturity, either in stainless steel tanks or in casks. These are the declared aims. If you want more information, please follow this link.

Gasteiner
Gasteiner mineral water is one of the best known Austrian mineral water brands with one of the strongest images. The source of the natural, pure spring water lies in the Hohe Tauern National Park, making it the only Austrian mineral water whose origin is protected by the strict regulations governing a National Park. Gasteiner Mineralwasser GmbH has been bottling the premium mineral water in the famous Austrian ski and spa resort of Bad Gastein since 1928. Gasteiner mineral water naturally features a particularly balanced mineral content. Its neutral flavour ideally accompanies wine, coffee and top quality dishes. For more information, please follow this link. You can also contact Mr Ross Williams of Brandwerk, the local distributor via ross@brandwerkmarketing.com.

Education
New Design University
The New Design University St. Pölten (NDU) is an international destination for high-quality education in the fields of design, technology and business. The NDU trains creative thinkers who want to encourage social change and explore tomorrow’s work and design practice today. The NDU is outstanding for its high level of personal supervision, attaching special importance to the combination of theory and practice. Imparting business skills is also a matter of great importance at the private university in St. Pölten. If you want to read more, please follow this link.
eHirsch eU | eHirsch Academy

eHirsch Academy is a specialist provider of educational services based on certificate courses. It offers language training programmes and courses in all major international languages (English, German, Chinese etc.). Students also receive training in information technology (programming and corporate applications such as SAP®, IBM®, etc.). The international training courses at the eHirsch Academy are characterised by their high European quality standards. The focus of the training courses is on student certification which enables participants to acquire knowledge that is recognised worldwide. This increases their market value in knowledge-based commercial subject areas. For further information, please follow this link.

IMC Fachhochschule Krems

IMC University of Applied Sciences Krems offers Bachelor and Master degree programmes in the core fields of business, health and life sciences. Academic excellence, a practical orientation and an international focus ensure the employability of our students and success in securing the best jobs in an ever more competitive labour market.

Key assets:
• Degree courses with an international focus
• Emphasis on foreign languages
• Choice of study programmes abroad (transnational degree programmes)
• More than 110 partner universities worldwide
• Cooperations with more than 1000 partner organizations such as Coca Cola, Microsoft, BMW
• International networks for projects in research and consulting

If you want to know more, please follow this link.

Salzburg Urstein Institut

The Salzburg Urstein Institut offers training and consulting services for research, higher education and management. The institute has founded the private „Urstein University“ in Berlin and Salzburg with an international focus. The degree courses cover the fields of culture, applied neurosciences, media, management, innovation and sustainability – passing on essential skills for personal success in a globalised world. The Salzburg Urstein Institut thus provides expertise today that is needed for success tomorrow. For more information, please follow this link.
Consulting and Engineering
Wirtschaftsagentur Wien

The Vienna Business Agency is the first point of contact for national and international companies. It offers financial support, real estate and urban development incentives as well as free service and advice. The objective is to strengthen Viennese companies and their innovative force. As a result, the business location is sustainably developed and strengthened in international competition. The Vienna Business Agency prioritises and promotes the defined focal strengths of the city: life sciences, urban technologies, creative industries and ICT. Innovations are the key to commercial success and ensure the long-term development of the business location. For further information, please follow this link.

Cisema
Cisema GmbH (Austria) has been present in the Chinese market as a technical service provider for over 10 years and has been able to assist hundreds of companies with their activities in China by conservation of their resources and the avoidance of unnecessary costs. With 7 locations and over 60 highly qualified employees, Cisema is the first address for consultancy services concerning business in China, focussing on certification, distribution & purchasing support and quality assurance. Over 1,000 customers in Europe, America and Asia operating in the automobile, mechanical and plant engineering, medical technology and electrical industry sectors rely on our services which are available worldwide. If you want to know more, please follow this link.

Plastics
Senoplast Klepsch

Senoplast, established in 1956, extrudes plastic sheets and films for thermoforming and has developed into a technological leader in the field of coextrusion of multi-layer composite sheets. From its headquarters in Austria (Piesendorf) the company supplies customers worldwide with senosan® products for a wide range of applications. The senosan® brand not only stands for excellent quality of its sheets and films but above all for environmentally-friendly and virtually waste-free production methods as well. Senosan® plastic sheets and films are employed by many different industries e.g. automobile, commercial vehicle and caravan manufacturers and are used in furniture fronts, bathroom fittings, refrigerators and suitcases. For further information, please follow this link.
EREMA Engineering Recycling Maschinen und Anlagen
Since 1983 EREMA Engineering Recycling Maschinen und Anlagen GmbH has specialised in the development and production of technologies for the plastic processing industry. EREMA is known for its global market leadership and as the innovation leader:

- Plastic recycling systems for standard applications and production waste
- Plastic recycling systems for heavily printed/contaminated post-consumer waste
- FDA approved PET recycling systems, VACUREMA®, efsa approval requested via customers (e.g. for bottle-to-bottle recycling)
- Inline PET applications (e.g. for fibres, films and strapping)
- COREMA® plastic recycling system for the production of highly filled and customised compounds
- Fully-automatic self-cleaning melt filters
- Pelletizing systems

If you want to read more, please follow this link.

Lindner-Recyclingtech
Lindner-Recyclingtech is among the world leaders in offering shredders and two-step shredding systems for waste recycling. Nearly everything can be reduced: waste-to-energy and mechanical recycling, paper, plastic, rubber, wood, medical waste, data, textiles, biomass and much more. For more than 66 years the Austrian family business has been advising customers all around the globe and building highly efficient and effective shredders which are tailored individually to each customer’s requirements. While Lindner’s product palette is versatile, the goal is always the same: satisfied customers who produce valuable commodities from various waste materials. For further information, please follow this link.

Electrical and Electronic Technologies
AT&S Austria Technologie & Systemtechnik
AT&S is the European market leader and one of the globally leading manufacturers of high-end printed circuit boards. AT&S industrialises leading-edge technologies for its core business segments Mobile Devices, Automotive, Industrial, Medical and Advanced Packaging. Starting 2016, AT&S positions itself with two new leading-edge technologies – IC substrates and substrate-like PCBs – in the high-end market at the new production facility in Chongqing (China). As an international growth company, AT&S has a global presence, with production facilities in Austria (Leoben and Fehring) and plants in India (Nanjangud), China (Shanghai, Chongqing under construction) and Korea (Ansan, near Seoul). The company currently employs about 8,400 people. If you want to know more, please follow this link.
Other News

Upcoming Election of the Austrian Federal President – second ballot
The Consulate General would like to herewith inform you that the election, second ballot, of the Austrian Federal President will take place on 22nd May, 2016. The following candidates are eligible for election: Professor Dr Alexander Van der Bellen and Mr Norbert Hofer. For further information on the upcoming elections and the registration to vote, please contact the Austrian Consulate General Hong Kong (E. Hongkong-gk@bmeia.gv.at, T. +852 2522 8086) or visit the website.

Design for Asia Awards 2016 – call for Entry, Hong Kong
As supporting organisation ADVANTAGE AUSTRIA presents the DFA Design for Asia Awards. It is the flagship programme of the HKDC, celebrating design excellence and acknowledging outstanding designs with Asian perspectives. Since its launch in 2003, the DFA Design for Asia Awards has been a stage upon which design talents and corporations can showcase their design projects internationally.

The programme foresees the assignment of five major awards: Grand Award, Culture Award, Sustainability Award, Technology Award and Category Award. Entries to the Category Award are recruited by open submission, while entries to the other four are by nomination. For the Category Award, entrants submit design projects in one of 22 categories under four key design disciplines, namely Apparel & Accessory Design, Communication Design, Environmental Design and Product & Industrial Design. Gold, Silver, Bronze and Merit are presented to winners in each category. Submissions are judged on four criteria – overall excellence, use of technology, impact in Asia as well as commercial and societal success.

The judges are design professionals and experts specialised on design developments in Asia and experienced in serving as judges for Hong Kong and international design awards.

Exploring Austria by riding Beijing’s subway, Beijing
Since April, 2016
Beijing residents do not need to travel far to enjoy the beauty of Austria: they just have to hop on the Beijing subway! During the month of April, the interior of two trains of Beijing’s heavily frequented subway line 10 are branded with 360 degree shots of Austrian travel motives. One train features shots of Austrian cities, whereas the other one focuses on the natural beauty of Austria, with the train floor depicting lush green grass and the ceiling featuring a blue sky. Over the past few years, Austria has continuously experienced rising arrival numbers of Chinese tourists, who not only appreciate Austria’s cultural heritage and natural beauty, but also the high quality of Austrian products. May it be healthy organic food, highly refined luxury products or reliable advanced materials for the industry sector – the “Made in Austria” brand is becoming increasingly popular in China and all over the world.
MODUL University Vienna established two articulation agreements, Hong Kong

An articulation agreement was signed between Mr Alexander Bari, Head of Recruitment & Development of MODUL University Vienna and Dr Simon Leung, Director of Hong Kong Community College of the Hong Kong Polytechnic University on 20th April 2016. The agreement will enable graduates of higher diploma programs of the HK Community College to continue their tourism & hospitality studies in Vienna to pursue a bachelor degree.

An articulation agreement was signed between MODUL University Vienna and Ms Winnie Ngan, Academic Director of Hotel, Service & Tourism Studies of the Vocational Training Council on 20th April 2016. The agreement will facilitate the graduates of higher diploma in International Hospitality Management, Hotel & Catering Management and Tourism & MICE offered by the HK Institute of Vocational Education to continue their studies at MODUL University Vienna in a short track program.

The newest degree program at MODUL University Vienna is offering an attractive focus on the big issues of the future - sustainability, innovation, entrepreneurship, and interactive media are all key aspects of the Master of Science (MSc) in Management. With this degree, MU is the first Austrian private university to feature a consecutive Master degree in the area of business and management taught exclusively in English. It is aimed primarily at prospective business leaders who will make a valuable contribution to our future as members of globally operating firms and organisations that are striving to bring a socially responsible attitude to their growth and business activities. For more please contact us at hongkong@advantageaustria.org or read more here.

Executive Education Programm, Shanghai, Vienna, San Francisco

The cooperation between Asia, Europe and the USA is developing to a new dimension. Learn about the differences in Innovation Culture in these regions in just 11 days and one single program. Understand the elements of regional innovation systems. Compare and contrast structures and processes of innovation management in Asia, Europe and the USA. The aim of the program is to increase participants’ understanding of how innovation processes are organised within enterprises, research organizations and regional/national ecosystems in the three regions. For more information please get in touch with our office at hongkong@advantageaustria.org.

KOKO – the new contemporary Izakaya restaurant and lounge, Hong Kong

The restaurant has been opened by KEE Club Group in collaboration with renowned former football player Hidetoshi Nakata, who is now a sake ambassador and curating the sake list at KOKO. Known for its lush garden terrace and premium sake, KOKO is a modern Izakaya in the heart of Central overlooking the Central Police Station. The new venue is open for dinner service Mondays – Saturdays 17:00 hrs – 01:00 hrs, and accepts private lunch bookings with a minimum charge. If you want to know more please contact us at hongkong@advantageaustria.org.
**JOBS, PUBLICATIONS, INTERESTS**

**JOB OFFERS**

Please do get in touch with the Regional Austrian Trade Commission should you search for qualified Austrian personnel. Contact us at hongkong@advantageaustria.org.

**Sales Manager, Austria**

Looking for a challenging job in Austria? The Berndorf Band Group, a complete steel belt solutions provider manufacturing high quality steel belts, steel belt systems, and providing steel belt engineering and services worldwide, is looking for a Sales Manager for the Chinese Market. For this position, we are looking for a market and sales oriented person with an economic or technical education, technical affinity as well as several years of experience in a similar position. If you are interested please check out more details on the following website or contact our office hongkong@advantageaustria.org. (Ref.25/2016)

**Journey Host and Event Manager, Hong Kong**

The tour operator Luxury Driving Experience provides high value, small-group, guided self-driving journeys. The job is intended to be a part-time/freelance role whereby compensation is based on the number of journeys hosted. Requirements are a minimum of 5 years’ experience in a service industry (for example, Travel, Event Management, Hotel/Hospitality or similar), extensive travelling and/or current residence in one of the regions of the company’s itineraries. If you are interested please contact our office hongkong@advantageaustria.org. (Ref.26/2016)

**LOOKING FOR A JOB?**

Should you be looking for a job or an internship, please get in touch with our office. We are happy to link you up with companies and organisations. Contact us hongkong@advantageaustria.org.

**Austrian national (m),** currently looking for a new job opportunity as a finance executive in an overseas environment. As former Deputy General Manager of Finance at Samsung C&T Corp in Seoul/Korea and former CFO and Finance Director in the sectors of renewable energy, engineering and construction and real estate he can provide experience of 20 years in finance. If you want to connect with this job seeker, please contact our office in Hong Kong at hongkong@advantageaustria.org. (Ref.27/2016)
“AUSSENWIRTSCHAFT magazine” with the focus on South Africa!

This ADVANTAGE AUSTRIA magazine in German language is published four times a year. The latest edition centres on the end of “Africas Rising Story” effectuating economic uncertainties. Although the decay of commodity prices oppresses Southafrika this country still has huge potential as a starting market for the southern region of Sahara. The current crisis seems to have lesser effects on Austrian companies than expected at first sight. For reading the full cover story or for the subscription of this magazine please contact us at hongkong@advantageaustria.org.

VIAC PRACTITIONER HANDBOOK

The Handbook addresses key practical aspects for the successful conduct of mediation proceedings and other ADR proceedings within the institutionalized framework of VIAC. It is a useful reference work for all those who have occasion to be concerned with such proceedings, whether for purposes of drafting effective agreements, to submit disputes to mediation or of participating in actual mediation proceedings as party, counsel or mediator. If you are interested in purchasing the handbook, feel free to contact our office at hongkong@advantageaustria.org.

The German and Chinese Labour law

This book, written by our trusted lawyers, Michael Lorenz and Roland Falder, summarizes the German and Chinese labour laws in German, English and Chinese language and shall give the reader a better understanding of the different legal labour systems. Due to the identically structured parts, the trilingual book shall allow a direct comparison of the legal framework, in particular the secondment of employees between the two countries. Apart from labour law, issues of social security and tax law are also discussed. If you are interested in buying the book, feel free to use the following link.

ABA – Invest in Austria

ABA provides professional consulting services to foreign companies interested in setting up business operations in Austria. The Republic of Austria owns and operates the company. Furthermore, the national investment promotion agency offers customized information to investors regarding the optimal business location, labor & tax regulations, real estate prices, establishing contacts, etc. There are new brochures online, if you are interested please follow this link.
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About Us
ADVANTAGE AUSTRIA, with its network of more than 110 foreign trade offices, is the official Foreign Trade Promotion Organisation of the Austrian economy. Under the auspices of the Austrian Federal Economic Chamber, ADVANTAGE AUSTRIA is Austria’s largest service provider and driver of all international economic activities. ADVANTAGE AUSTRIA acts as an official lobby, representing the interests of its Austrian members both at home and abroad.

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