

WLAB

CLUBWHEELLOCK x THEDO

**ADVANTAGE
AUSTRIA** 

6 YEARS

5 ADVANTAGE
AUSTRIA
HONG KONG



H.K. Trade With Austria

Future Plans To Be Discussed At Vienna Talks

The effects of the trade between Hongkong and Austria may not be visible immediately but the trade would grow steadily, said Mr Frederick Pordes, Honorary Austrian Foreign Trade Representative in Hongkong, yesterday.

Mr Pordes is leaving for Austria to-day to attend the Vienna Trade Conference to be held in the middle of the month together with nine other Austrian Trade Representatives in Asia and Australia.

The object of the conference will be to promote trade between Austria and other countries. Eventual investment will also be discussed during the conference.

Mr Pordes said since the War, Austria had a favourable trade balance and it was possible to purchase goods from other countries. Austria, Mr Pordes said, is now a very highly developed industrial country.

At the conference, Mr Pordes will propose to investigate the possibility of regularly buying Hongkong manufactured goods. There are quite a number of Hongkong products that will fit Austrian economy, he said.

Mr Pordes also spoke of the Austrian Trade delegation consisting of six members who toured South-east Asia last year. The delegation had stayed in Hongkong for about eight days and had discussed trade with local businessmen. He said that the possibility of sending another delegation to Asia would be discussed at the Vienna conference.

Mr Pordes will stay in Austria for about five weeks. He will be in Vienna for three weeks and will visit the provincial capitals. The other members taking part in the conference include Austrian trade representatives to Australia, Japan, Indonesia, India, Pakistan, Iran, Iraq, Afghanistan and Ceylon.

MACHINES FOR TAIPEI

Vienna, Mar. 3.

The Sulzawerfen Iron Works has been given a contract to supply equipment to rolling mills in Formosa, the American Information Service here said to-day.

This is the first time an Austrian firm has sold heavy industrial machines to the Far East since the war.—Reuter.

AUSTRIAN MISSION

Expansion Of Trade With The Far East

HONGKONG AS HEADQUARTERS

Austria is hoping to expand her trade to the Far East because of poor trading conditions in Europe, said an Austrian industries representative in Hongkong last night.

Mr G. H. Luzzatto, representing Austrian industries, was speaking at a Press conference in the office of the Austrian Consul, on the need for Austria to extend her trade barriers.

Mr Luzzatto said Austria was not concerned so much with the amount of possible trade in the Far East or how many orders he could get, but rather on establishing normal trade relations with countries all over the world.

He said he considered Austria could sell heavy machinery in Asia and compete easily with other well-known firms prices.

The organisation Mr Luzzatto represents was based on private enterprise but with the blessing of the Austrian Government.

He said he did not expect to make big sales in Hongkong, but the reason he chose Hongkong as a base was because it was the centre of Far East trade.

"Like many other countries in Europe, the Federal Republic of Austria suffered a nearly complete breakdown after the end of the war and had to overcome enormous difficulties for her recovery and reconstruction of her industrial potential.

Quite apart from the difficulties which had to be overcome in common with many other countries in Europe, the special difficulty for Austria was and

trian industrial production has been made competitive in price.

2. Price levels in the country itself have been kept so low that Austria is able to attract much tourist trade.

3. Confidence in the Austrian Shilling is so firm that the cover of its currency as published by the Austrian National Bank is 96%. This is the second highest cover in the world after Switzerland.

"Already during the last stage prior to the definite stabilisation of the Shilling great efforts were made to organise Austria's export as she had lost most of her natural markets in the Near East owing to the fact that these countries which are now behind the Iron Curtain are only able to purchase a fraction of what they did before the war.

"It therefore becomes imperative to organise everything in Austria in order to find new markets and as a result of their efforts Austrian industry and trade have been able to find such markets individually especially in the Near East, Asia Minor, North Africa and some South American countries, not to speak, of course, of the trade relations with Great Britain and other countries of the EPU, the U.S.A. and Canada.

Delegation

"In many parts of the world, however, it proved impossible or

A.M.R.O.F.E

AUSTRIAN MANUFACTURERS REPRESENTATIVE ORGANISATION FAR EAST

LOCATED AT THE PREMISES OF GORDON WOODROFFE & CO. FAR EAST

1953

1954

1960

1970

1980

1990

2000

2010

2020-



Austrian Trade Talks in China

Vienna, Feb. 6.

Austrian trade experts will soon go to China for talks aimed at boosting trade between the two countries, it was learned today as authorities announced that Austrian exports to China rose from 192,000,000 schillings to 350,000,000 schillings between 1956 and 1958.

During their stay in Peking the experts will seek details about China's import plan for 1959. It will be Austria's third mission to China since 1956.—
France-Presse.

1959

Austrian Trade With Red China

Big Contracts Made In Peking

Four members of an Austrian delegation of industrialists who had negotiated US\$10,000,000 to US\$15,000,000 worth of trade with Communist China, arrived in the Colony yesterday by train from Peking.

Dr F. J. Haslinger, a director of the Reichert, an optical company in Vienna, said the delegation had "established very hopeful trade relations" with Chinese import and export organisations.

He said that delivery of the goods to China, which would include scientific instruments and electrical equipment, would be made within the schedule of China's Second Five-Year Plan. Austria would import from China soya beans and other grains.

An Austrian company had concluded a contract for the sale of £2,600,000 worth of fertilisers to China. Delivery will be made next year.

The industrialists stayed three weeks in China during which time they visited factories in the North-East, Dr Haslinger said.

The four members who arrived yesterday plan to visit their business concerns in Indonesia, India and Teheran before returning to Austria.

The rest of the delegation members are returning to Austria via Russia, Dr Haslinger said.

1956

AUSTRIAN TRADE COMMISSIONER

Returns From Talks In Vienna

SUPPLY OF GOODS

Austria will try to increase its trade with Far Eastern countries this year, Mr Frederick Pordes, Austrian Trade Commissioner in Hongkong, said yesterday on his return from Vienna.

Mr Pordes had been attending a conference in Vienna from March 10 to April 21 of Austrian trade representatives in the Far East.

Austria, said Mr Pordes, had not been able to do very much



Mr Pordes

1958

FOCUS

- HONGKONG AS A POINT OF ENTRY FOR THE EAST ASIAN MARKET
- FORMING FIRST TRADE CONNECTIONS & ESTABLISHING RELATIONSHIPS
- PROMOTING AUSTRIAS INTERNATIONAL IMAGE AS A RELIABLE HIGH-QUALITY PARTNER AND NEWLY SOVEREIGN COUNTRY

1960

1970

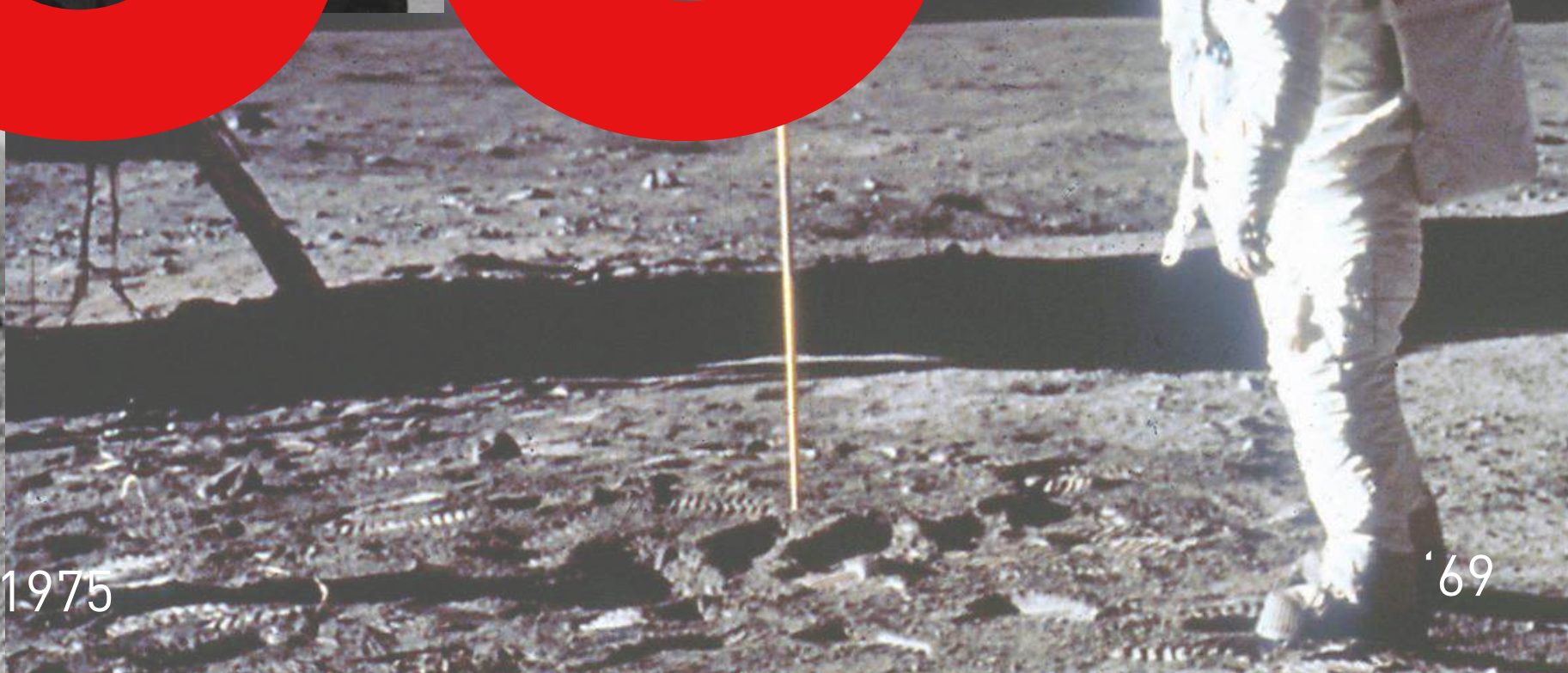
1980

1990

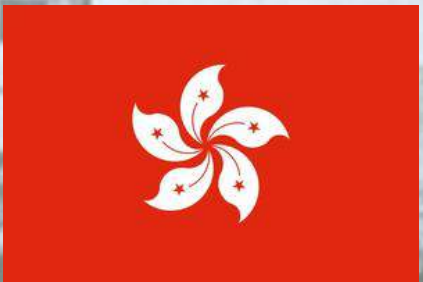
2000

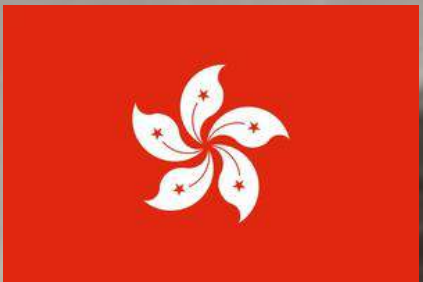
2010

2020-



1960





1960

'55-'75

1970

1980

1990

2000

2010

2020-



DIPLMATIC
RELATIONS

Treaty Series No. 19 (1963)

Vienna Convention on Diplomatic Relations and

Optional Protocol concerning the Compulsory Settlement of Disputes

Vienna, April 18 to October 21, 1961, and subsequently at the United
Nations Headquarters at New York until March 21, 1962

The Convention and Protocol were drafted by the United Nations in
September 1, 1961, and signed into force on the United Kingdom
on October 1, 1962

Presented to Parliament by the Secretary of State for Foreign Affairs
by Command of Her Majesty
March 1967

HER MAJESTY'S STATIONERY OFFICE



'61
1960

1970

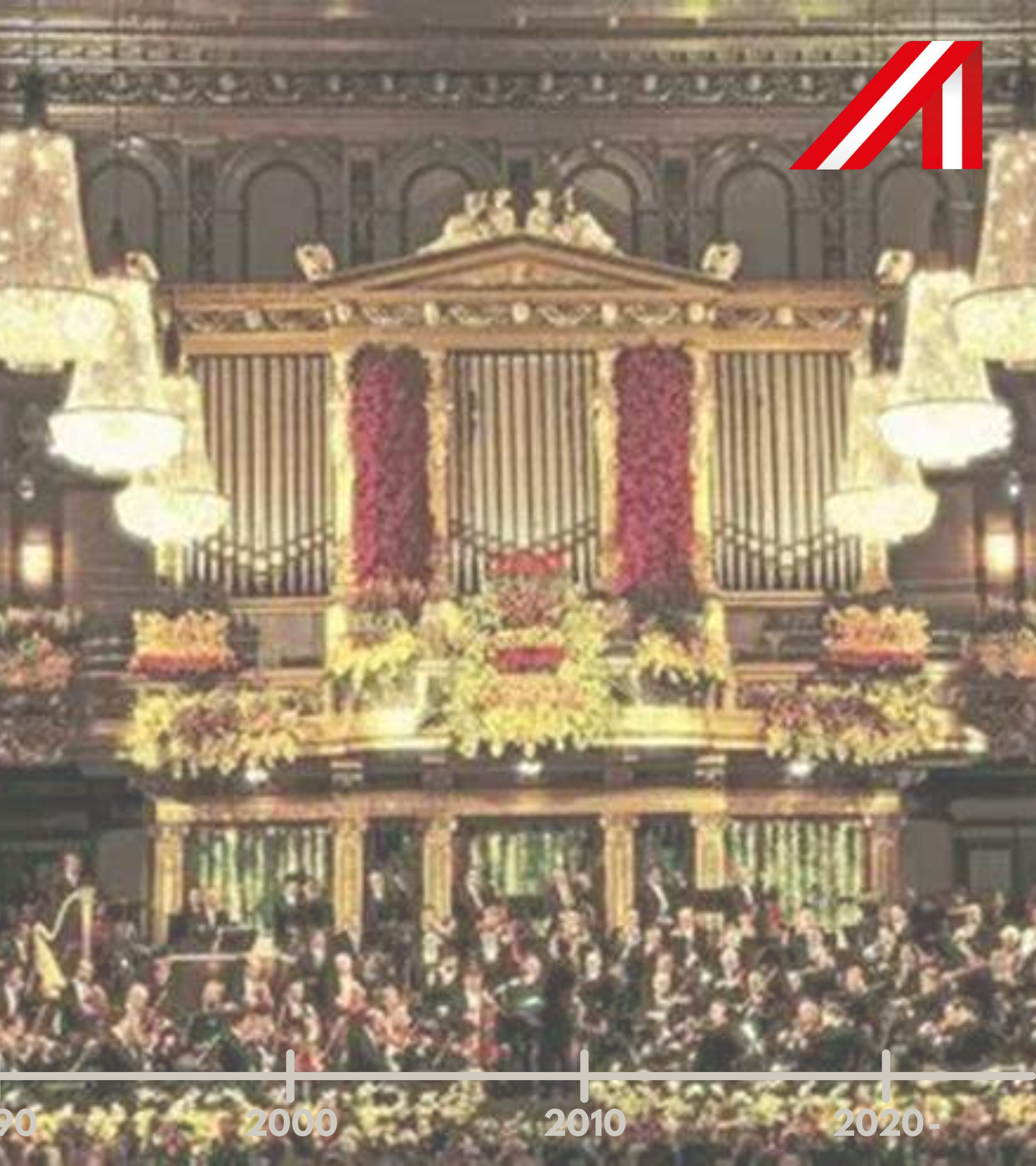
1980

1990

2000

2010

2020-



1960

64'65'

69'

1970

1980

1990

2000

2010

2020-



THE
AUSTRIAN TRADE COMMISSIONER

1203, Shell House,
Queen's Road Central,
Telephone: H-237555

Telegrams: AUSTROCOM HONGKONG

THE FIRST "REAL" AUSTRIAN TRADE
COMMISSIONER IN HONG KONG

DR. WALTER SVOBODA



1203, SHELL HOUSE
QUEEN'S ROAD CENTRAL

'61
1960

1970

1980

1990

1200 THE HONG KONG GOVERNMENT GAZETTE, MAY 19, 1961.

COLONIAL SECRETARIAT.

No. 835.

AUSTRIAN TRADE COMMISSION.

It is hereby notified that Dr. Walter SVOBODA has been appointed Austrian Trade Commissioner at Hong Kong.

COLONIAL SECRETARIAT.

No. 836.

BRITISH NATIONALITY ACT, 1948.

It is hereby notified that His Excellency the Governor, with the approval of the Right Honourable the Secretary of State for the Colonies, has granted Certificates of Naturalization under the British Nationality Act, 1948, to the undermentioned persons:—

Name	Address	Country of Origin	Occupation	Date
Mr. Joseph Basil LIM known as LIM Kwok-joe (林國祖)	18, Kennedy Terrace, 1st floor, Hong Kong.	Malaya	Merchant	8.4.1961
Mr. YUEN Tat-cho (阮達祖)	K-12, Pine Court, 5, Old Peak Road, Hong Kong.	Macau	Architect	10.4.1961
Mr. TSE Hin-chong (謝憲忠) known as JUA Hin-chong (謝憲忠)	20, King Kwong Street, 1st floor, Hong Kong.	China	Merchant	11.4.1961
Mr. LEE Wen-yuen (李文源)	2, Wang Fung Terrace, Tai Hung Road, Hong Kong.	China	Merchant	12.4.1961
MISS H WANG Fuh-hwa (黃馥華)	34, Wyndham Street, Ground floor, Hong Kong.	China	Minister of Religion	12.4.1961
Mr. Fausto Romaldo	Flat B, 4th floor	China	Merchant	15.4.1961

2000

2010

2020-

Trade Commissioners

1961–1965 | Walter Svoboda

1965–1977 | Fritz Helmreich

1977–1987 | Wilfried Ferch

1987–1994 | Friedrich Kuen

1994–2001 | Alfred Mayer

2001–2008 | Martin Glatz

2008–2016 | Christian Schierer

2016–2023 | Franz Rössler

since 2023 | Jennifer Veigel

Deputy Trade Commissioners

1986–1989 | Oskar Andesner

1989–1992 | Werner Somweber

1992–1995 | Jürgen Schreder

1995–1998 | Günther Sucher

1998–2001 | Volker Amman

2001–2004 | Ernst Kopp

2004–2007 | Christian Fuchssteiner

Assistant Trade Commissioners

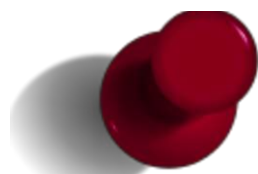
1980–1982 | Christian Rhomberg

1991–1995 | Ronald Resinger

1995–1996 | Stefan Schmidt

1996–1999 | Wilhelm Brauner

1999–2001 | Anton Rettenbacher



**AUSTRIAN TRADE COMMISSIONER
IN HONG KONG**

**FRITZ HELMREICH
1965-1977**

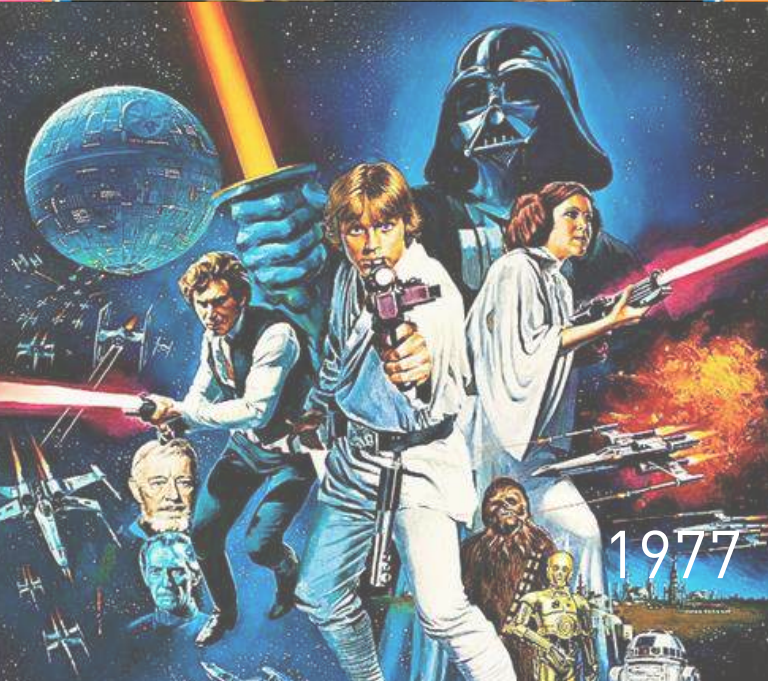
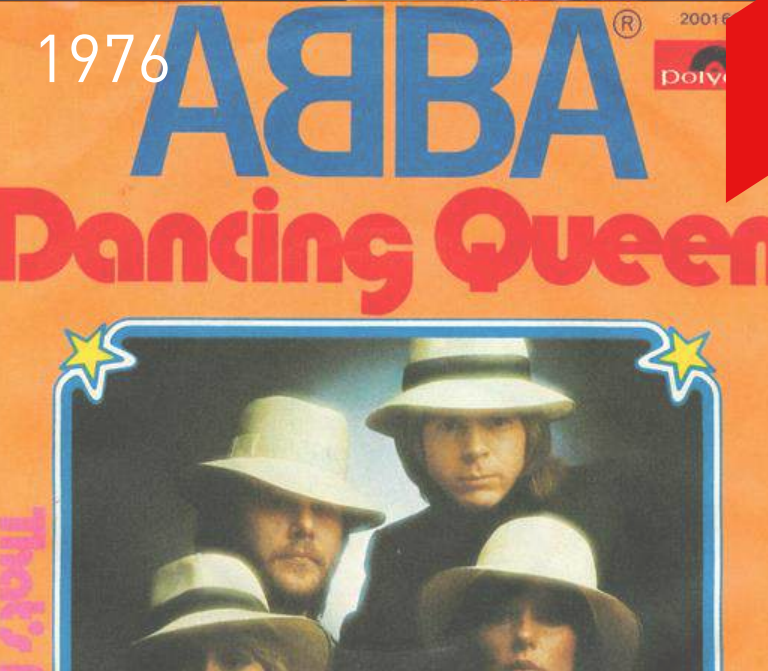
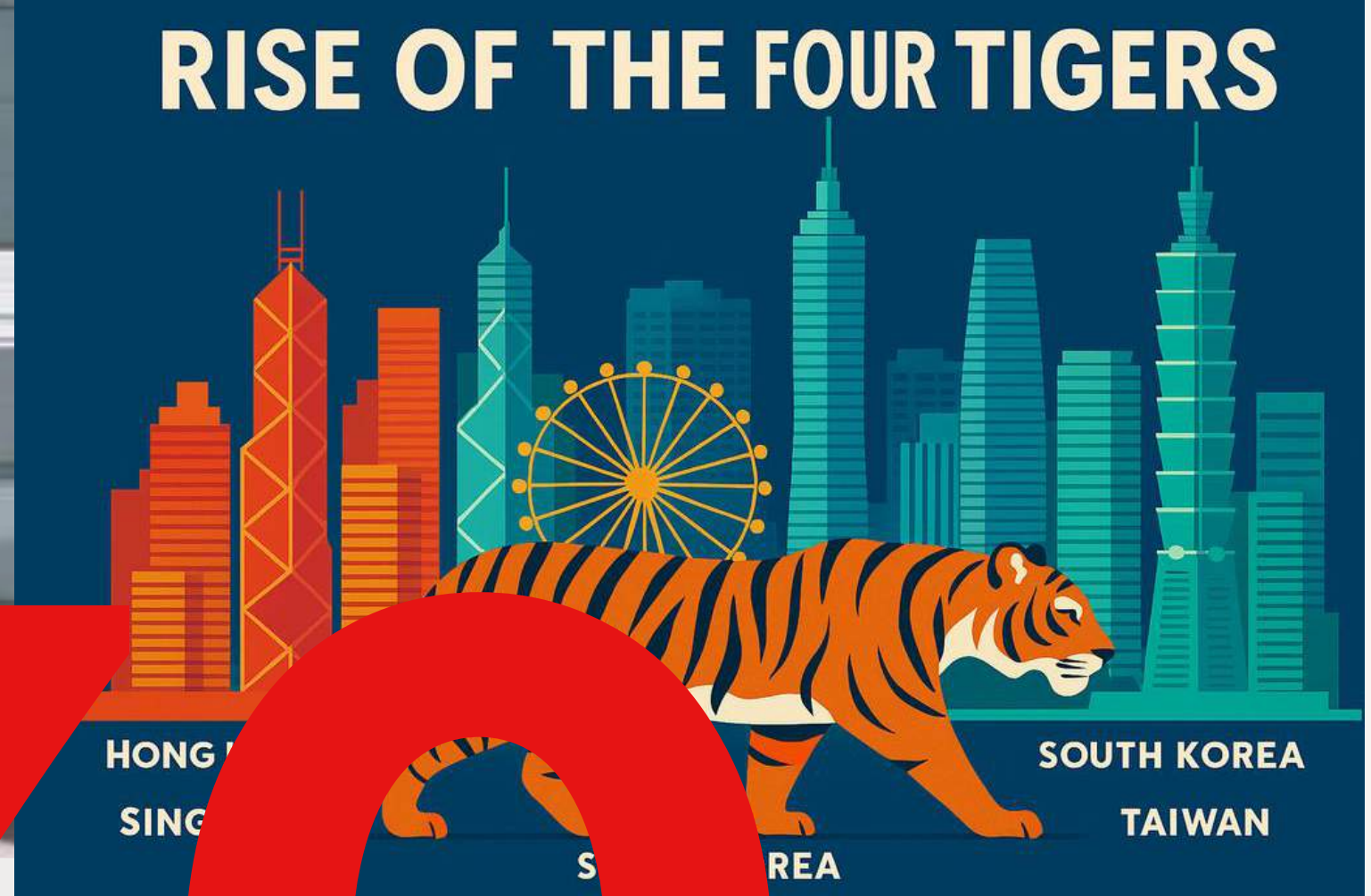
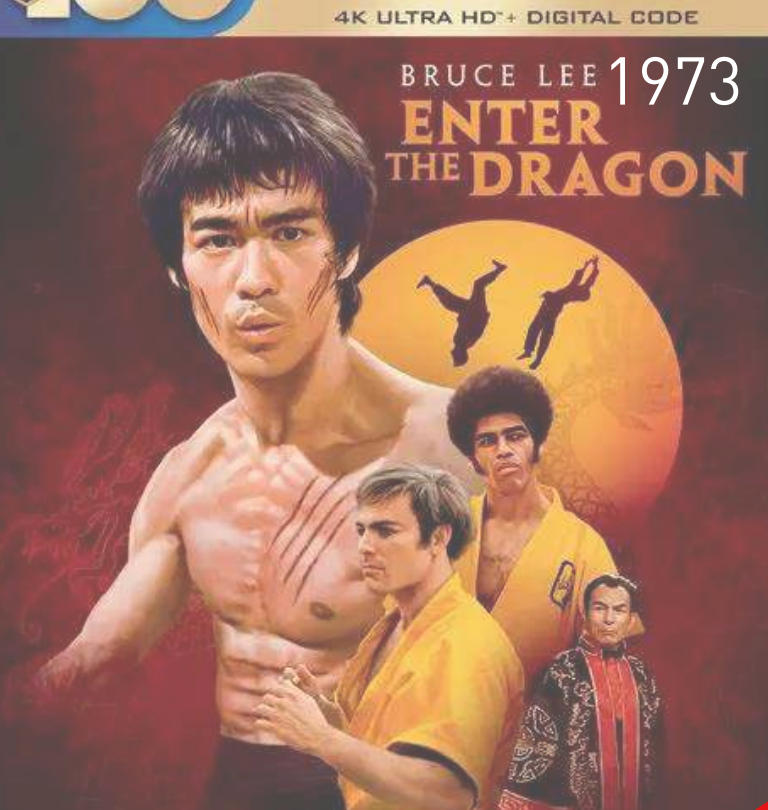
**1203, SHELL HOUSE,
QUEEN'S ROAD CENTRAL**

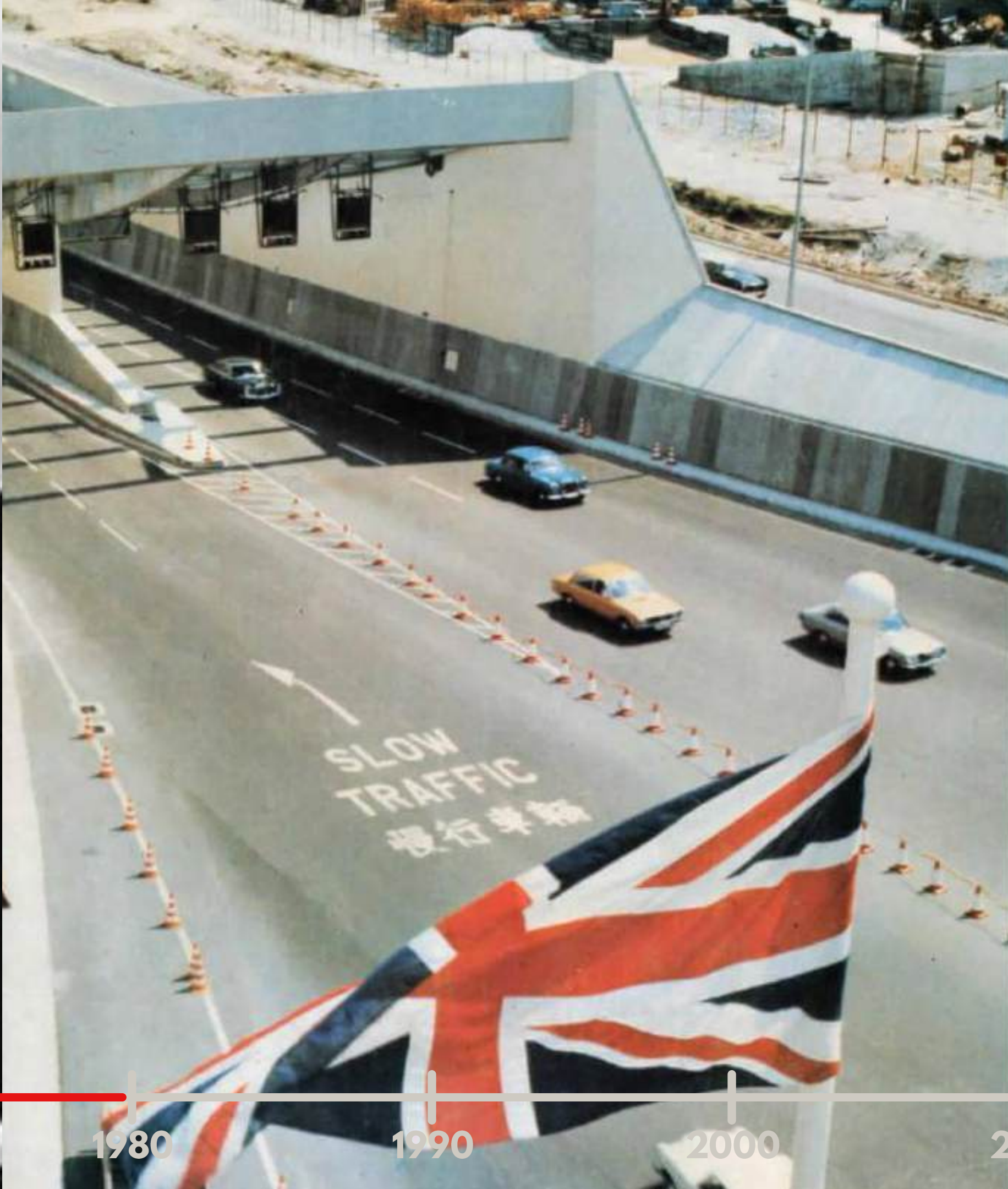
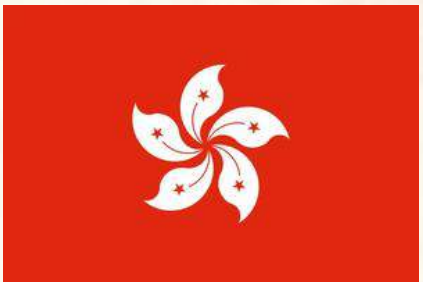


FOCUS

- ESTABLISHMENT OF TRADE REPRESENTATION AND AGENTS
- GROWTH OF EXPORT-ORIENTED MANUFACTURING EXCHANGE
- HONG KONG AS A REGIONAL COMMERCIAL GATEWAY







THE HONG KONG CROSS-HARBOUR TUNNEL

ROYAL OPENING
21st October, 1972

1960

1970

'72

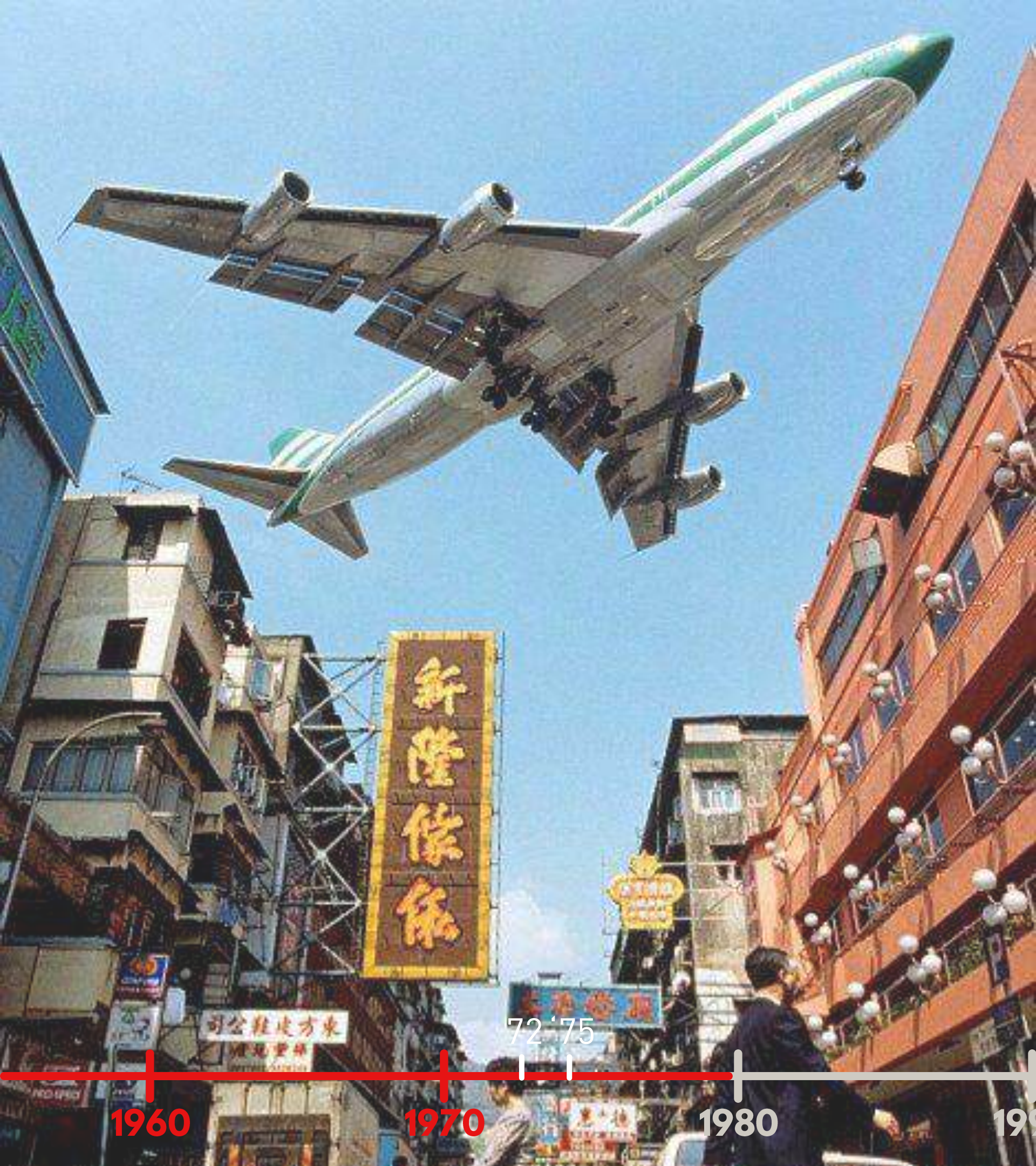
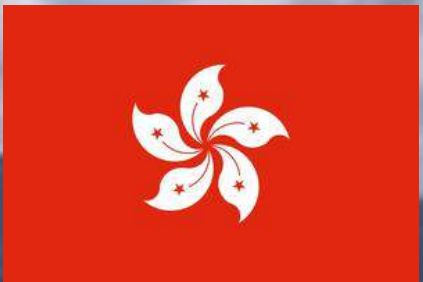
1980

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72.75

1960

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2010

2020-

懷文鄒

製監

文冠許

演導劇編

製攝合聯氏許·禾嘉



許冠文 許冠傑

演主銜領

牧朱

演主串客

許冠文 吳石
英漢 聖雅 趙
芝 芝 慧 盧

演主



The Private Eyes

兩八斤半

'73 '76

1960

1970

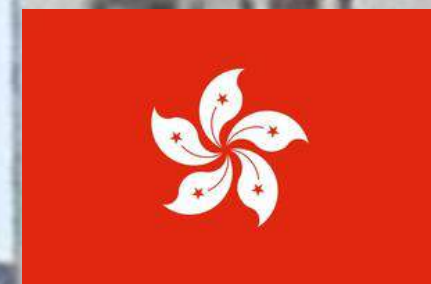
1980

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2020-









1960

1970

'78

1980

1990

2000

2010

2020-



THE
AUSTRIAN TRADE COMMISSIONER

1203, Shell House,
Queen's Road Central,
Telephone: H-23755B
Telegrams: AUSTROCOM HONGKONG

FOCUS



Hong Kong, 31st January 1970

Our Ref.:

Your Ref.:

TO WHOM IT MAY CONCERN

Mr. [redacted] has been employed
the Austrian Trade Commissioner in
16th November 1965 till 31st January
office assistant.

I have at all times found him to be
and trustworthy. His driving record
of any accidents throughout.

Mr. [redacted] is leaving this p
in order to join his family's busines

Dipl. Ing. F
TRADE CO

ESTABLISHMENT OF
LOCAL DISTRIBUTION
PARTNERS

- FIRST TRADE FAIR APPEARANCES IN ASIA
- LOCAL SERVICE FACILITY

AUSTRIAN TRADE COMMISSIONERS IN HONG KONG

FRITZ HELMREICH
1965-1977

WILFRIED FERCH
1977-78



1203, SHELL HOUSE
QUEEN'S ROAD
CENTRAL

Vigorous expansion of trade between HK and Austria

Although Austria's trade with Asia in general remained rather small, the increase in trade between Hongkong and Austria—especially Hongkong's exports to Austria—was remarkable, "not to say staggering."

This was said yesterday by the Austrian Trade Commissioner, Mr Fritz Helmreich, addressing the Hongkong Rotary Club's luncheon meeting at the Mandarin Hotel.

Mr Helmreich said Austria's imports in 1968 amounted to a value of roughly HK\$15,100 million and exports about \$12,000 million.

Compared to Hongkong's trade figures for 1968, this meant Austria's total exports were roughly equivalent to Hongkong's total imports, while Austria's total imports were about one and a half times the value of Hongkong's total exports.

Looking at the regional distribution of Austria's foreign trade, it had to be noted, that in 1968, 88 per cent of all Austrian imports came from other countries in Europe, which at the same time took 85 per cent of all Austrian exports. Asia's share of Austrian trade continued to remain rather small.

Imports

Austrian imports from Asia amounted to only 2.6 per cent of the total and exports to Asia were only 4.7 per cent of the total.

"Hongkong's exports to Austria in 1961 amounted to \$1.5 million. By 1964, they had increased tenfold to \$15.8 million."

Last year, he continued, Hongkong's exports were up to \$32.6 million and in 1969 it took Hongkong exporters to Austria only eight months to reach this figure.



Mr. Helmreich

and this participation was followed by a trade mission in the summer.

One aim was obviously to increase Hongkong's exports to Austria, and, secondly, to utilise the very special position Austria holds in relation to trade with East Europe for re-exports. "It is quite apparent," Mr Helmreich said, "that the potential which Austria has for Hongkong-made goods is by far not yet fully utilised. But it should also be pointed out that, while it is possible to increase Hongkong exports to Austria further, it will require some effort and also some rethinking on the part of Hongkong exporters."

Other markets

men and trade promotion efforts by various organisations."

Contacts were at first only sporadic and orders usually confined to rather small quantities. But once the Austrian importers became familiar with the types and quality of goods produced in Hongkong orders began to increase.

Some Austrian buyers had started to visit Hongkong regularly and more and more Hongkong businessmen were including a visit to Austria in their European tours.

In 1968, Hongkong had participated in the Vienna International Autumn Fair

Compared with other markets to which Hongkong exported, Austria was small and orders would subsequently be smaller than those for instance received from the United States or West Germany.

Another point was quality. The Austrian buyer would be happy to receive goods from Hongkong at a lower price than from other places. He would, however, not be prepared to buy something only because it was cheap. Austria was not a country "where one can successfully sell a 'throw-away' shirt, throw-away dress and similar items."

1960

1970

1980

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2010

2020-



'89



'81



'86

1980



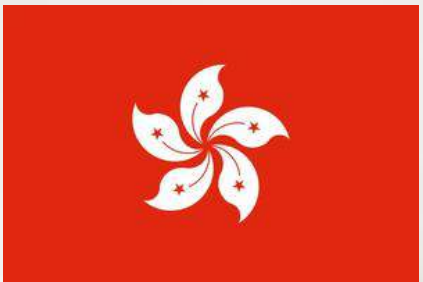
'84



'81



'82



1960

1970

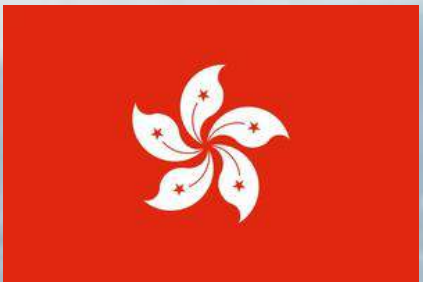
1980

1990

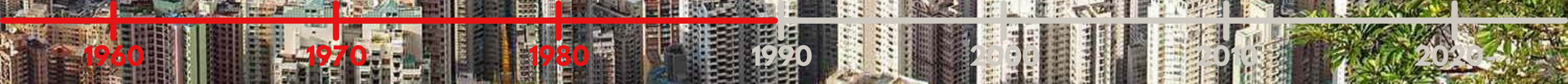
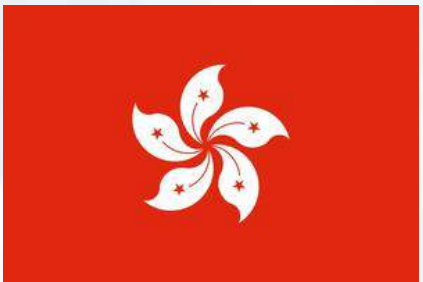
2000

2010

2020-



Source: Fotosite Elizabeth Hong Kong (1980).



1960

1970

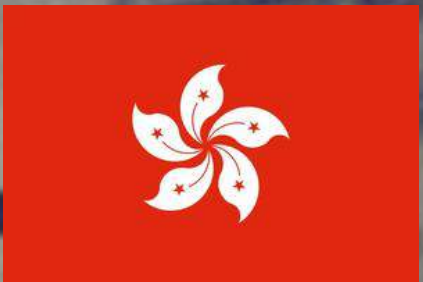
1980

1990

2000

2010

2020



FIRST TRAIN
首班列車



1ST MTR PASSENGER TRAIN
地下鐵路首班載客列車

1960

1970

1980

'82

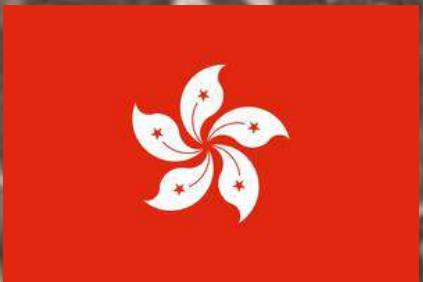
'86

1990

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2010

2020-



Rip-roaring adventure on the old China Coast.



JACKIE CHAN · SAMMO HUNG · YUEN BIAO

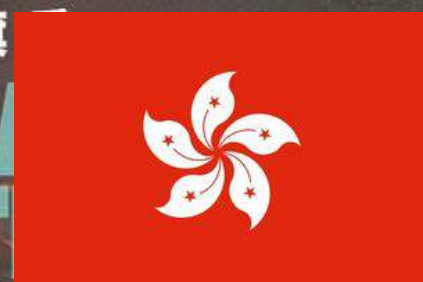
Project A

Golden Harvest Presents A Leonard Ho Production JACKIE CHAN in PROJECT 'A'
Starring SAMMO HUNG · YUEN BIAO · MARS · DICK WEI · ISABELLA WONG
Music by Michael Lai Executive Producer Raymond Chow Produced by Leonard K.C. Ho
Screenplay by Jackie Chan and Tang King Sang Directed by Jackie Chan

83'

省港旗

LONG OF T LAW



84'

JACKIE CHAN'S POLICE STORY

警察故事

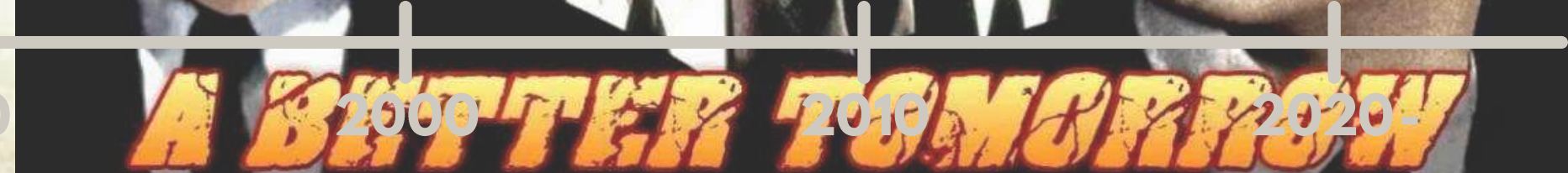


85'



86'

A BETTER TOMORROW





1960

1970

1980

'81

1990

2000

2010

2020-



ALCOHOL

ROCK ME
WADDELLUS

ITAL SALIERI CLUB MIX

'86

1960

1970

1980

1990

2000

2010

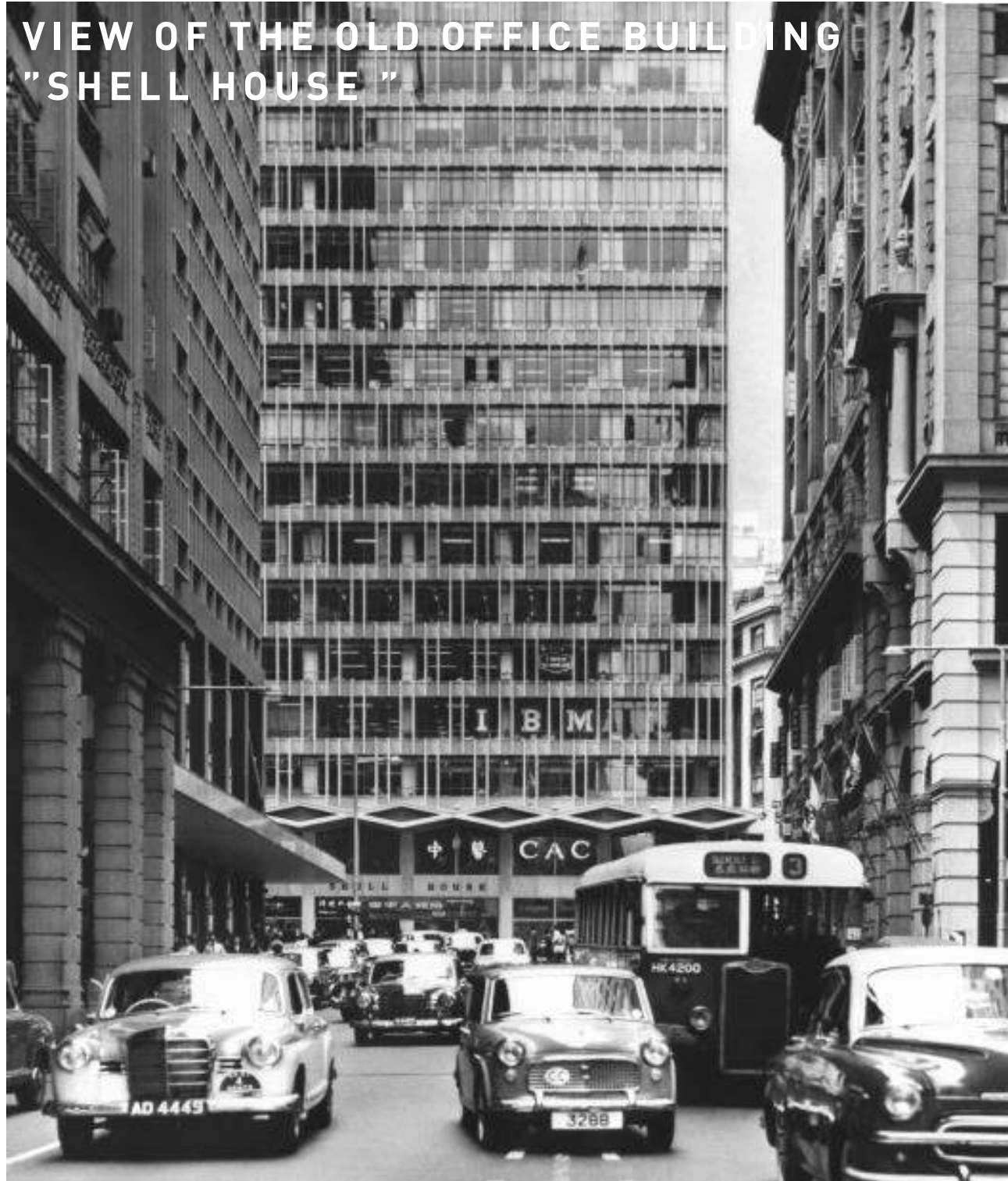
2020-



FOCUS

- STRENGTHENING OF PERMANENT TRADE OFFICES AND INSTITUTIONAL COOPERATION WITH CHINESE PARTNERS
- HONG KONG AS A LEADING INTERNATIONAL FINANCIAL AND TRADING HUB FOR AUSTRIAN ENTERPRISES

VIEW OF THE OLD OFFICE BUILDING
"SHELL HOUSE"



AUSTRIAN TRADE COMMISSIONERS IN HONG KONG

WILFRIED FERCH
1977-1987

FRIEDRICH KUEN
1987-1994



1203, SHELL HOUSE
QUEEN'S ROAD CENTRAL

1960

1970

1980

1990

2000

2010

2020-

AUSTRIASTYLE 84

November 21 & 22, 1983

HOTEL FURAMA



INTER-CONTINENTAL

MADE IN AUSTRIA
— STANDS FOR QUALITY

The best that Austria produces is once again being brought to Hong Kong — in AUSTRIASTYLE 84. It's the sixth annual event of its kind and also the biggest. Representatives of 34 Austrian companies will display embroideries, curtain and upholstery fabrics, imitation jewellery and furs, high fashions, day and evening dresses, glassware, handwoven carpets and much else. Each year more than 600 of Hong Kong's leading importers, re-exporters and agents make it a point to visit AUSTRIASTYLE because they know it's the fast and profitable way to do business with Austria. Join them at AUSTRIASTYLE 84. It can put money in your pocket.

Austria — your trustworthy trading partner

AUSTRIAN TRADE COMMISSION

1203 Shell House

Hong Kong

22852 - 222388 - 237555

Telex 74004 asthk hx

Name of Employee: Mr. Friedrich KUEN
Date of Issue: 25.9.1987
ID Number: A 002158
Home Phone: 559.6500
Address: [REDACTED]
Hong Kong

The Deputy Trade Commissioner

Name of Employee: Mr. Werner SOMWEBER
Date of Issue: 25.9.1987
ID Number: A 013378
Home Phone: 559.9274
Address: [REDACTED]
Hong Kong

The Assistant Trade Commissioner

Name of Employee: Mr. Ronald RESINGER
Date of Issue: 25.3.1991
ID Number: A 014305
Home Phone: 549.0907
Address: [REDACTED]



AUSTRIA

1960

1970

1980

1990

2000

2010

2020-

SECRET 高度機密



□ Mr and Mrs Gernot Langes-Swarovskiat



□ Mrs Monika Mair-Schiestl, Mr Karl G. Stein and HRH Princess Barbara of Yugoslavia.



□ Mrs Katherine Guettler, Mr Gernot Langes-Swarovski, Mrs Maya Swarovski, HRH Princess Barbara of Yugoslavia, Mr Roland Guettler and Ms Angela Ng



'91



'97



'94

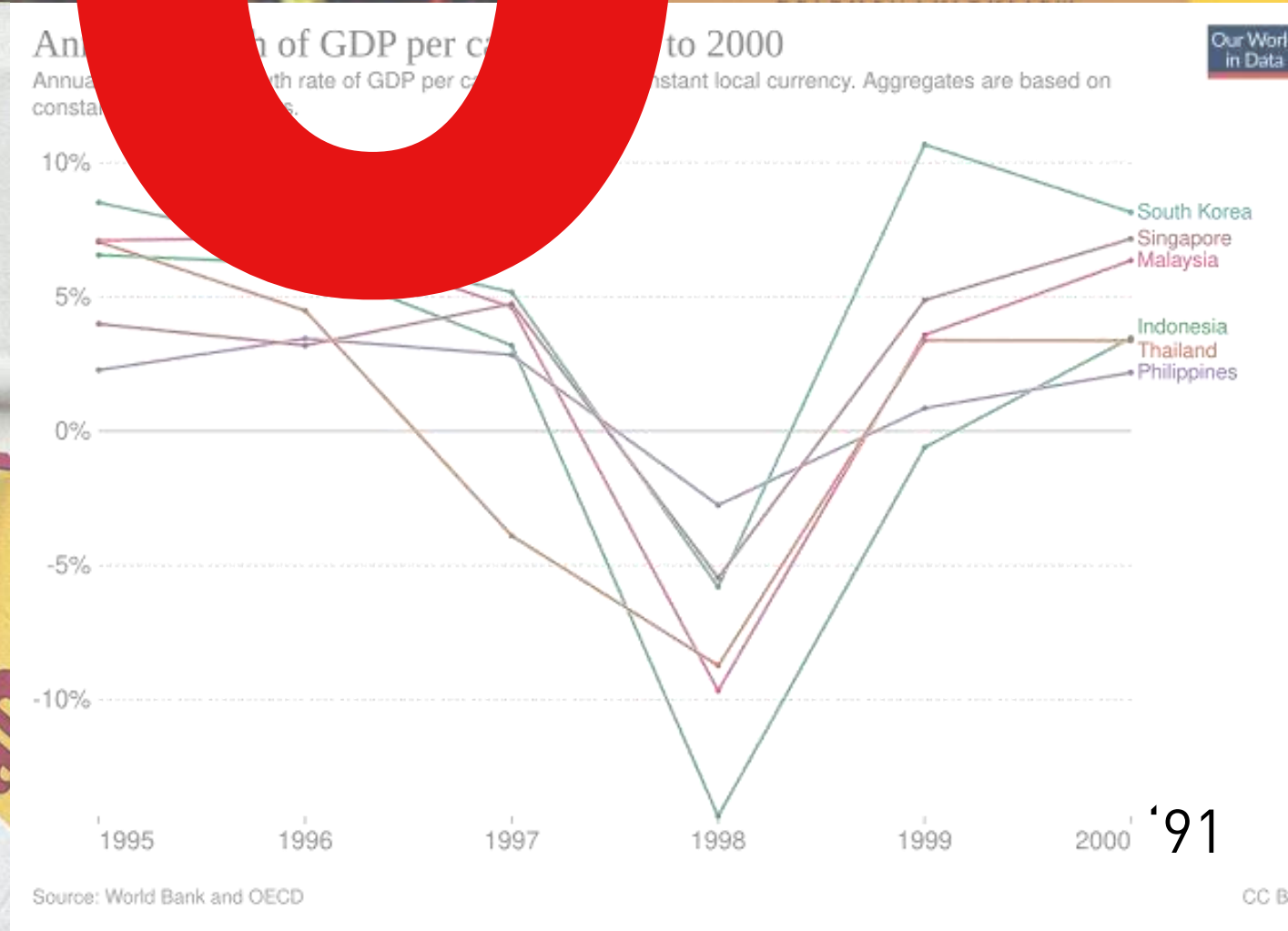
1997



'97

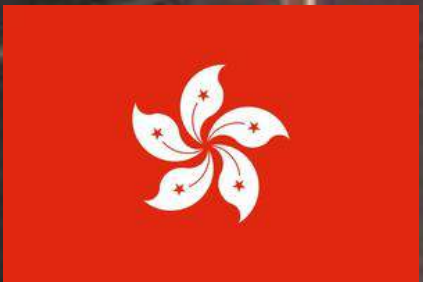


'97



Our World in Data

'91



1960

1970

1980

1990

'97

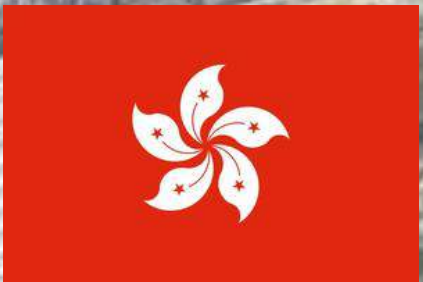
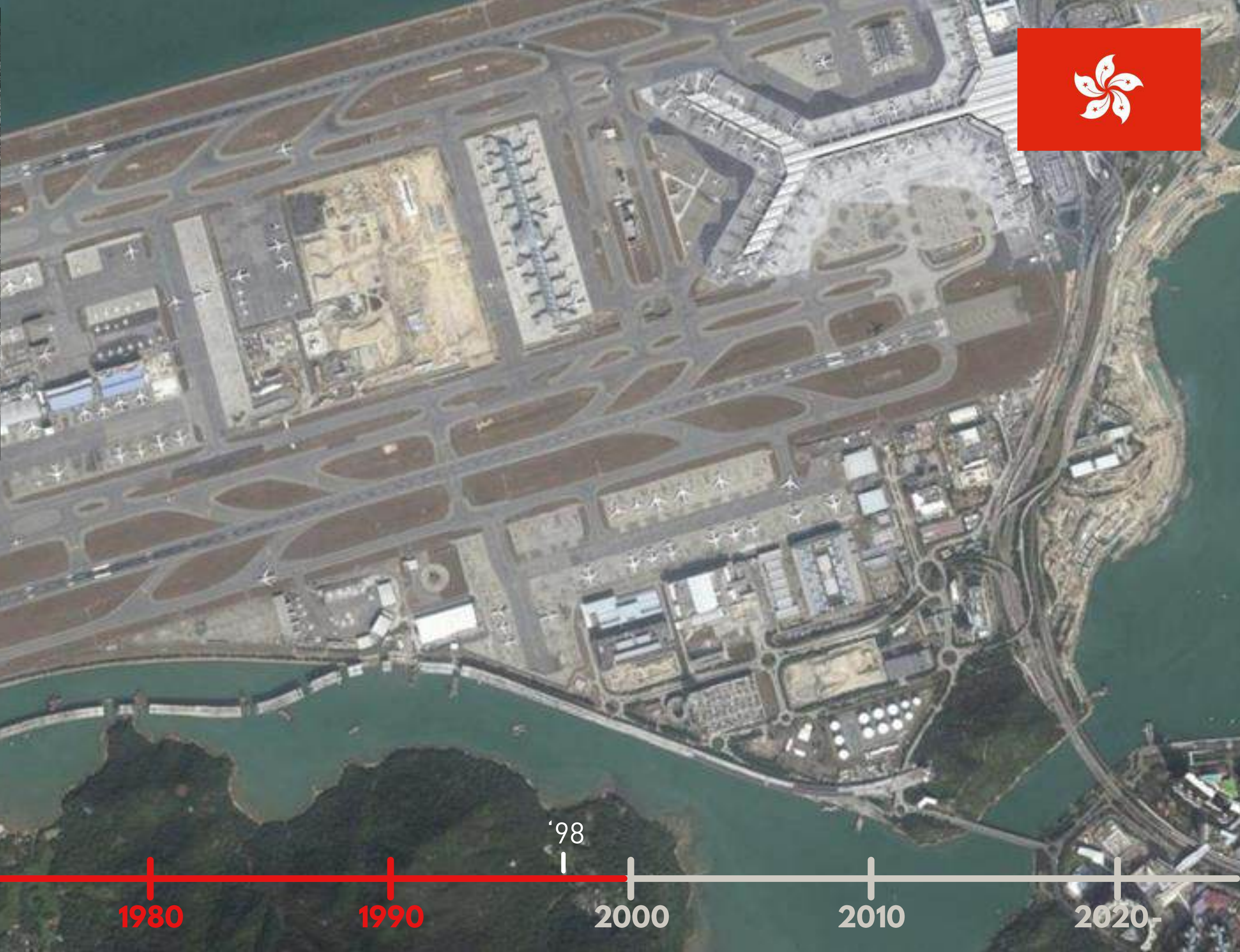
2000

2010

2020-



Kai Tak Airport





1960

1970

1980

1990

'94

2000

2010

2020-



FOCUS

- EU ACCESSION IN 1995
- NEW TRADE OPPORTUNITIES WITHIN EUROPE
- ADAPTATION TO EU REGULATIONS

MAJOR AT PROJECTS

ROOF OF HONGKONGS NEW KAI TAK AIRPORT FROM
HOESCH BAUSYSTEME



AUSTRIAN TRADE COMMISSIONERS IN HONG KONG

FRIEDRICH KUEN

1987-1994

ALFRED MAYER

1994-2001



13F, DIAMOND EXCHANGE
BUILDING, DUDELL STREET

1960

1970

1980

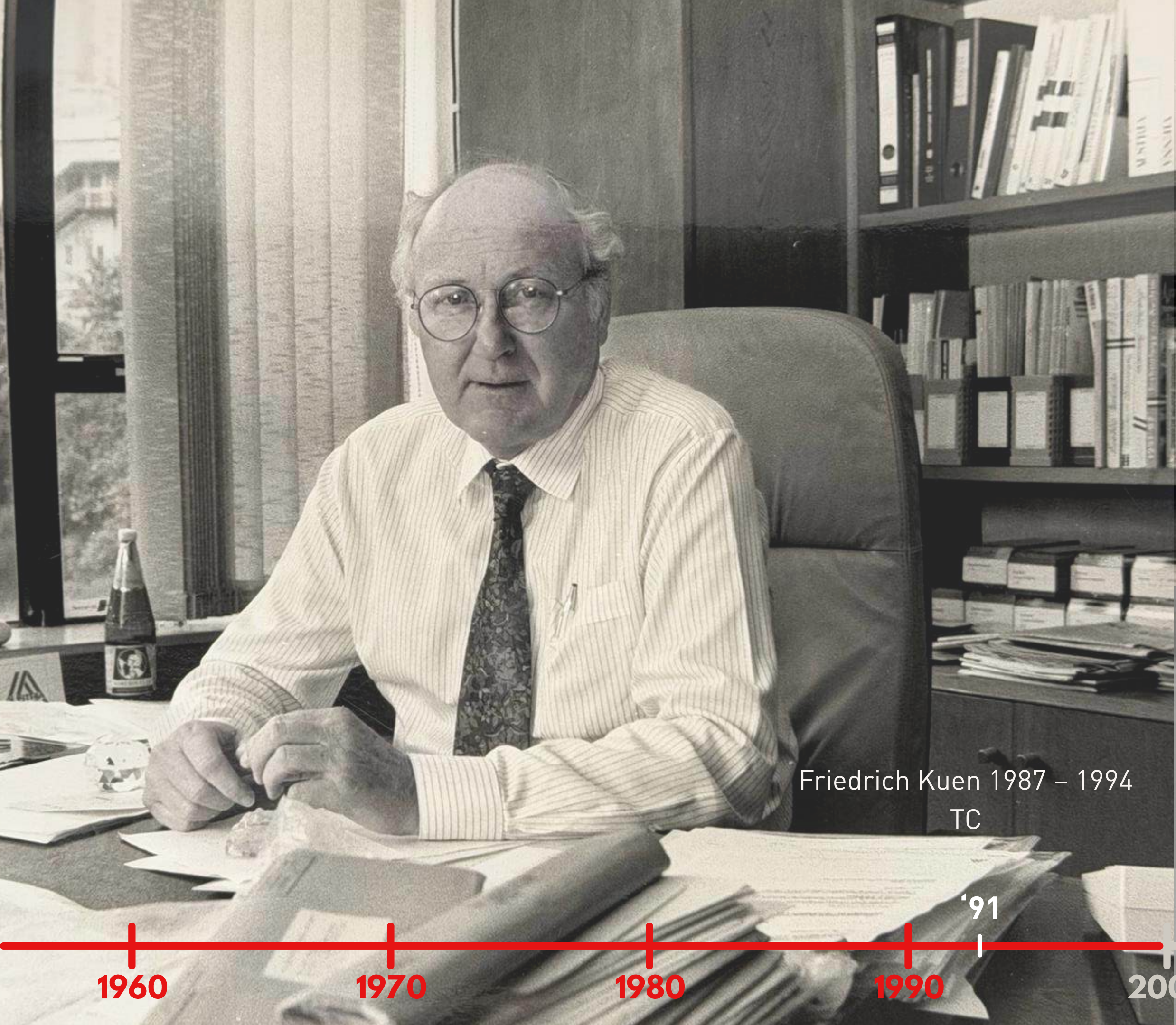
1990

2000

2010

2020-

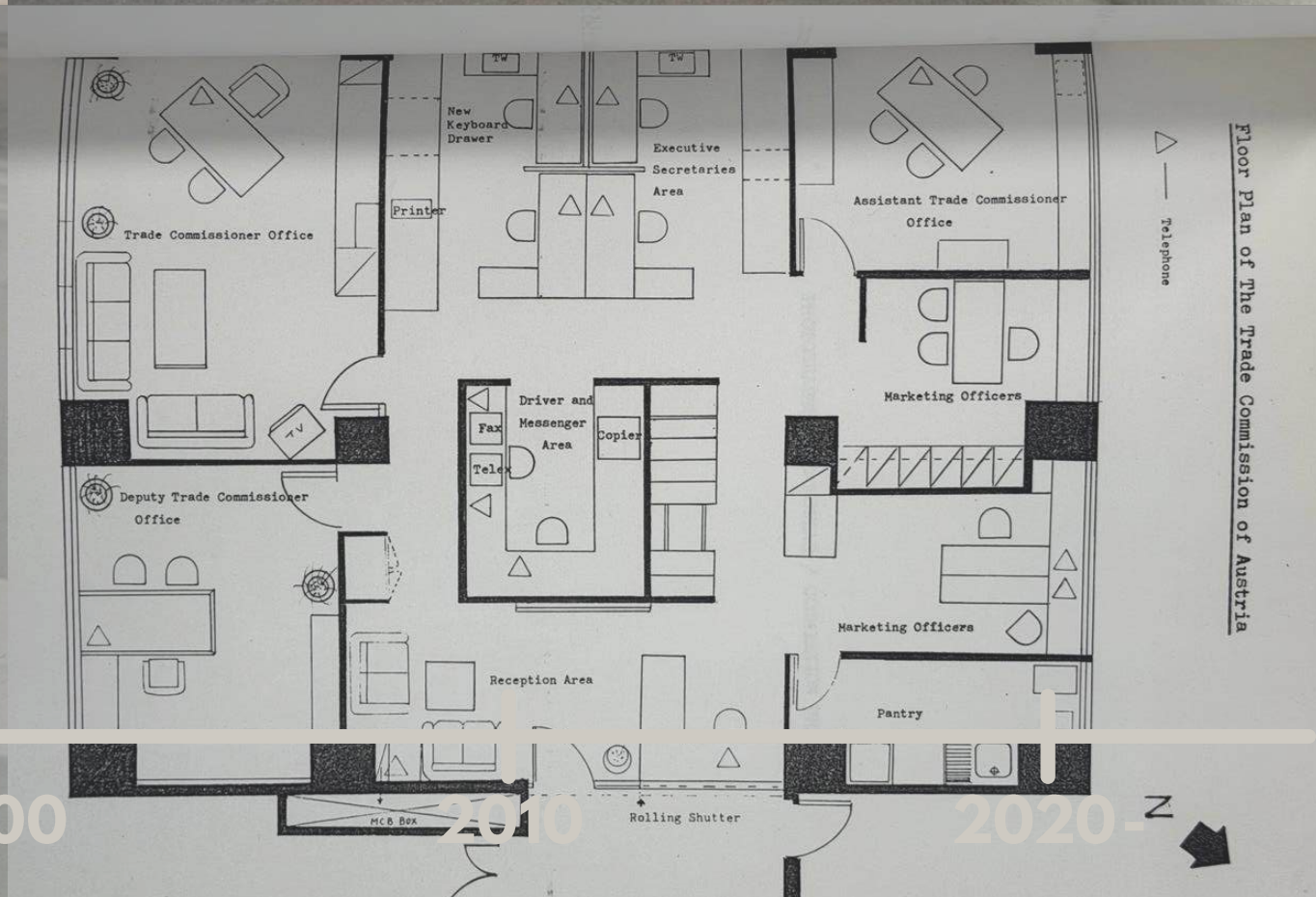


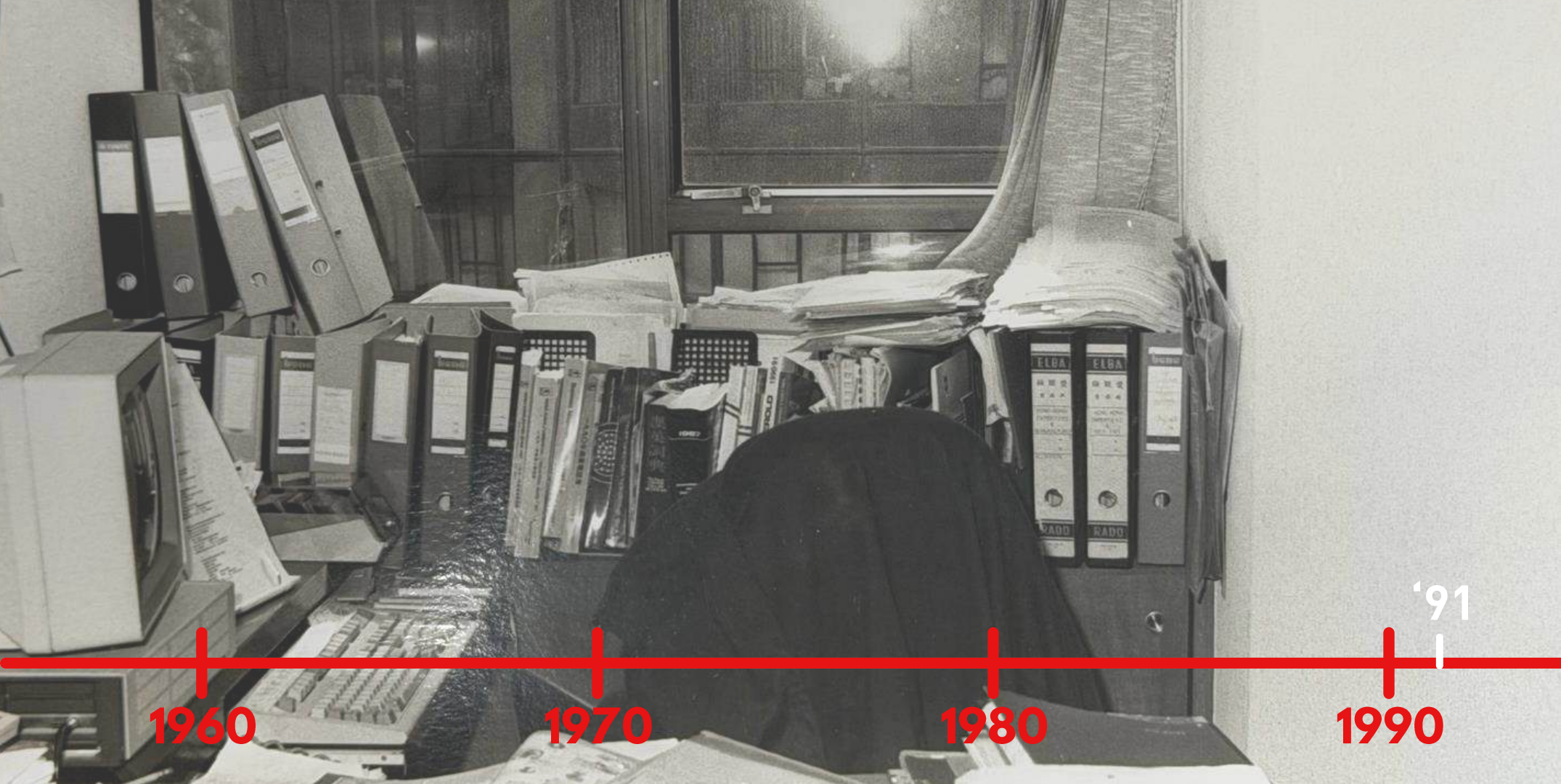


Friedrich Kuen 1987 – 1994
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DIAMOND EXCHANGE BUILDING

1960

1970

1980

1990

'91

2010

2020-