



01'



08'



07'



02'



the "Dot-Com"
Composite IND.X
StockCh
ch bubble" of the
millennium.



00'



04'



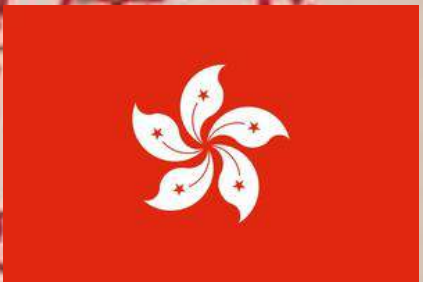
08'



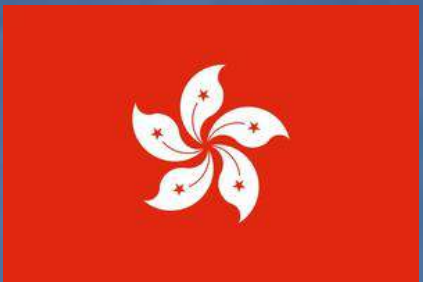
04'

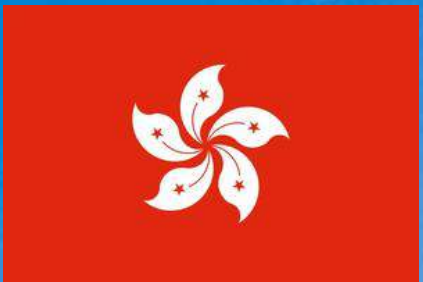
內地與香港關於建立更緊密經貿關係的安排簽署儀式

Mainland and Hong Kong Closer Economic Partnership Arrangement Signing Ceremony



1960 1970 1980 1990 2000 '03 2010 2020-





1960

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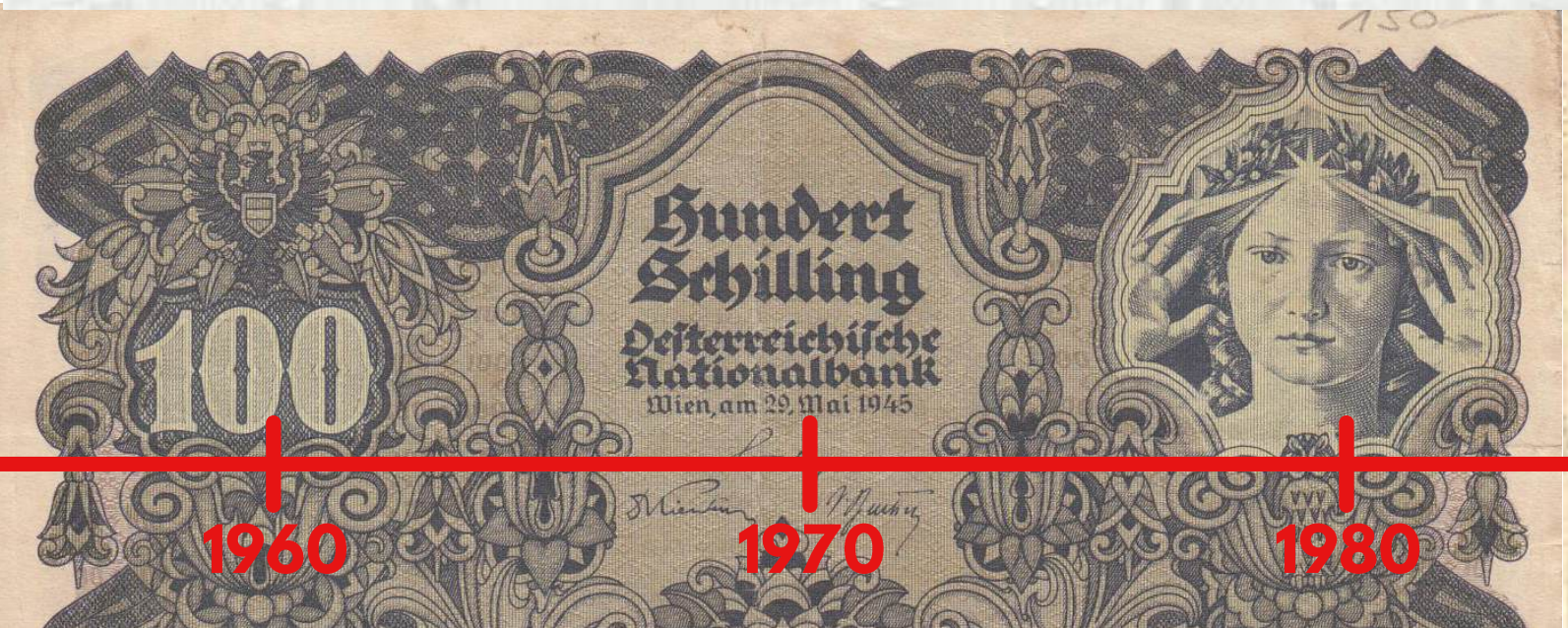
1990

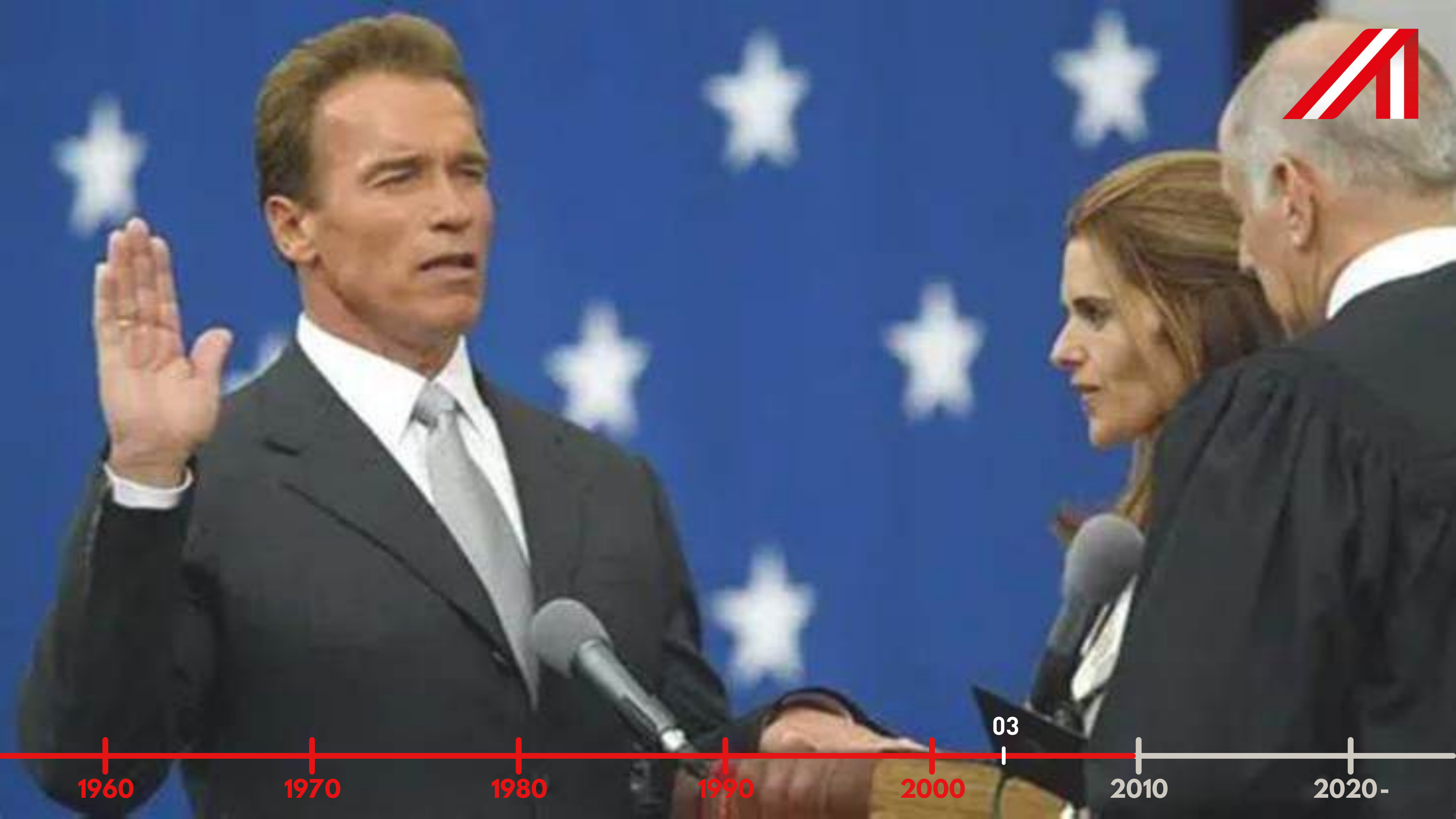
2000

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1960

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1960

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FOCUS

- DEEPENING OF INSTITUTIONAL TRADE RELATIONS AND EU-ASIA MARKET INTEGRATION
- GLOBAL COMPETITION INTENSIFIES
- OUTSOURCING AND REGIONAL SPECIALIZATION

AUSTRIAN TRADE COMMISSIONERS IN HONGKONG

MARTIN GLATZ
2001-2008

CHRISTIAN SCHIERER
2008-2016



13F, DIAMOND EXCHANGE
BUILDING, DUDELL STREET



MAJOR AT PROJECTS IN HONGKONG

>30 LIEBHERR NENZING HEAVY DUTY CRANES ARE USED TO COMPLETE THE GUANGZHOU-SHENZHEN-HONGKONG EXPRESS RAIL LINK (XRL)



1960

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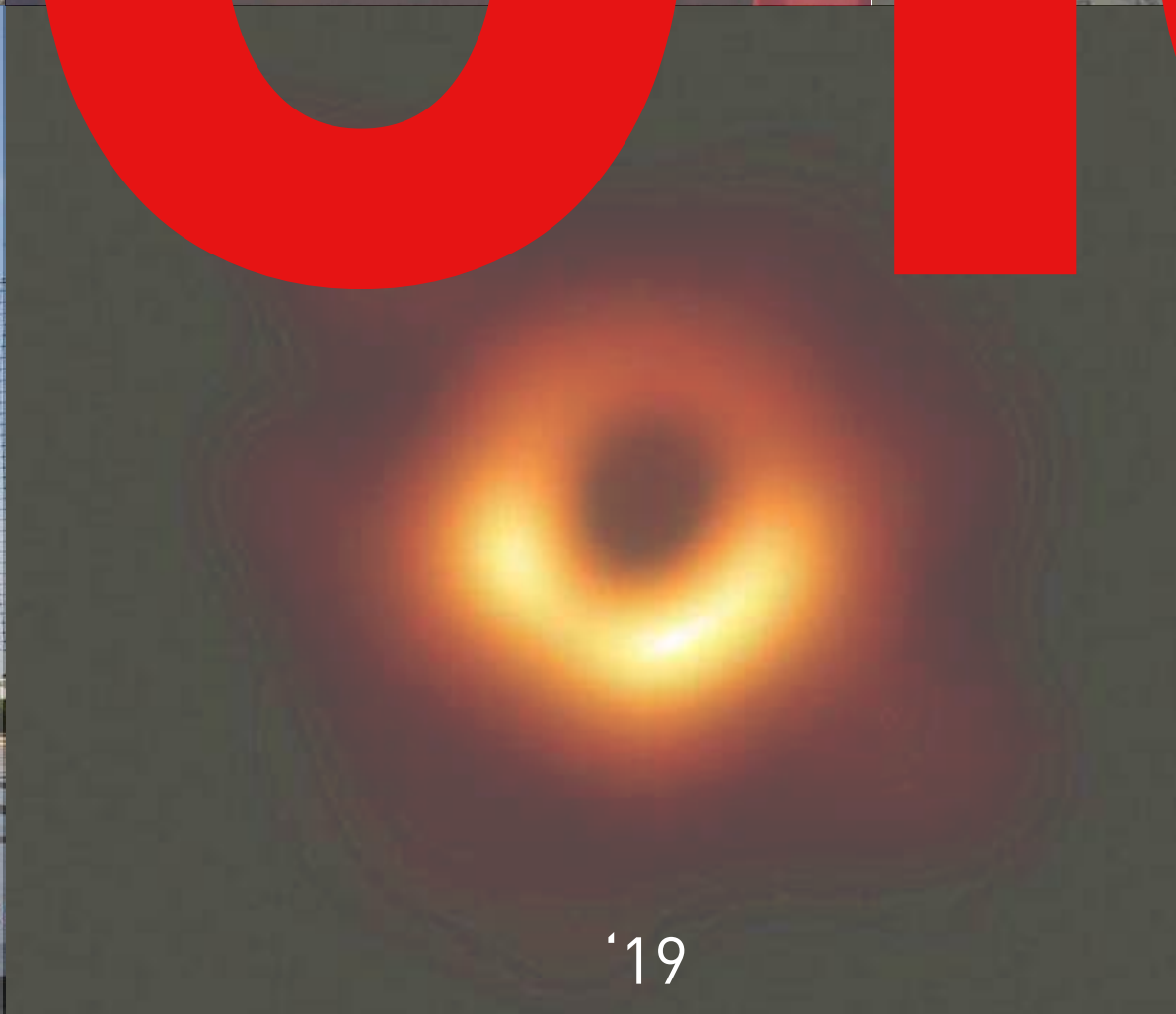
2010

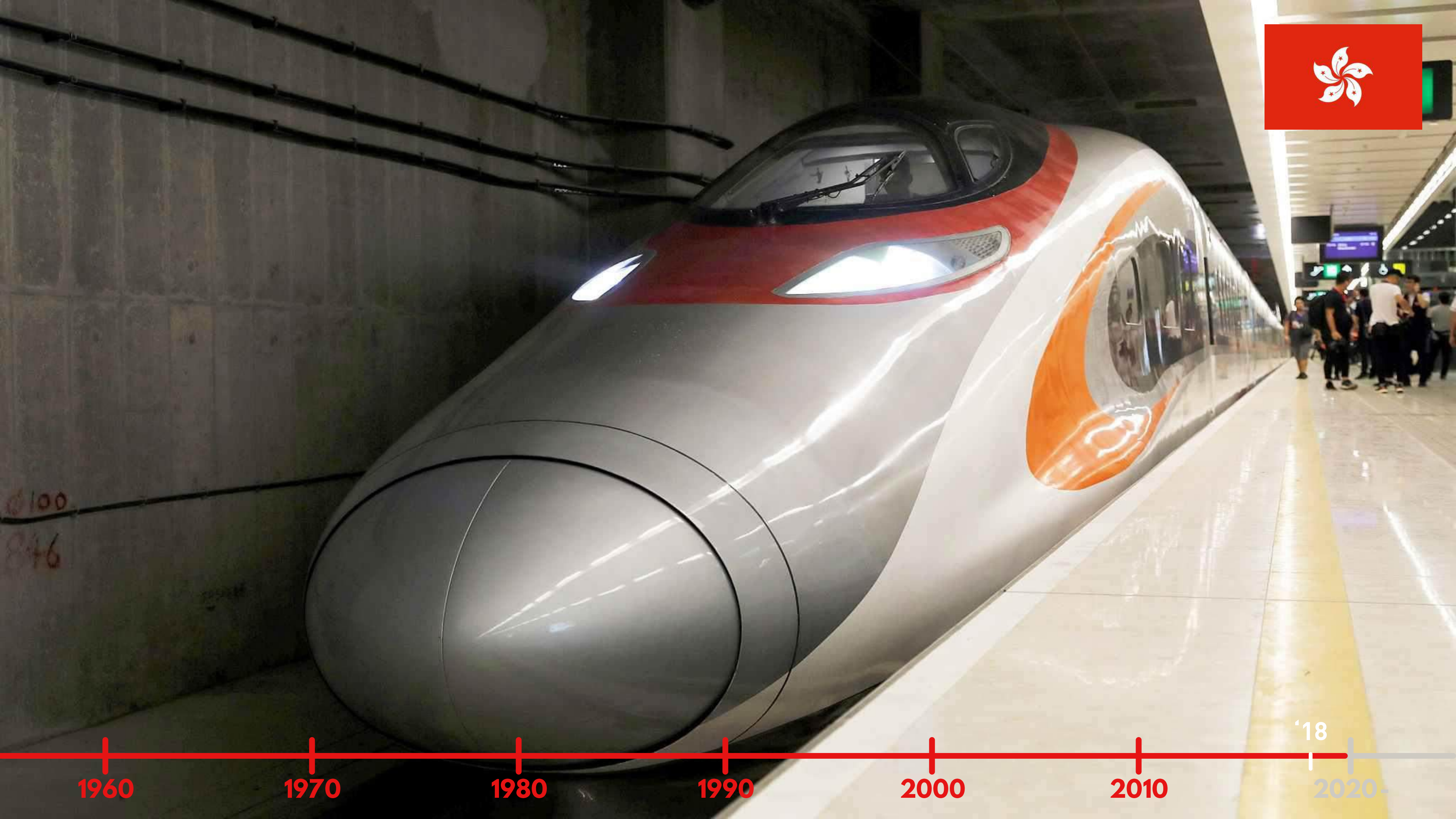
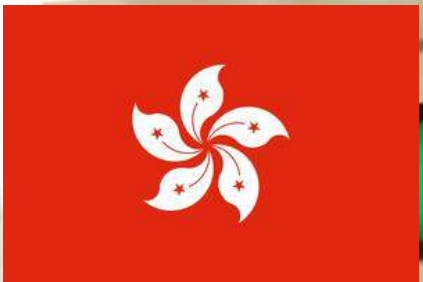
2020-





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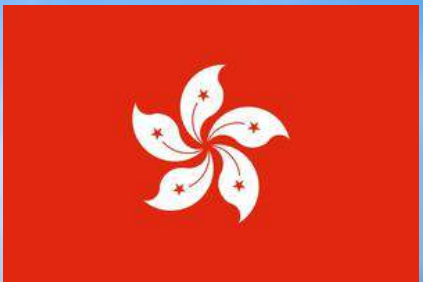
1990

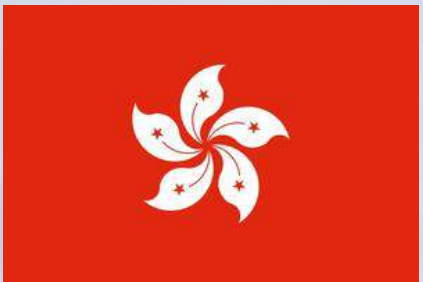
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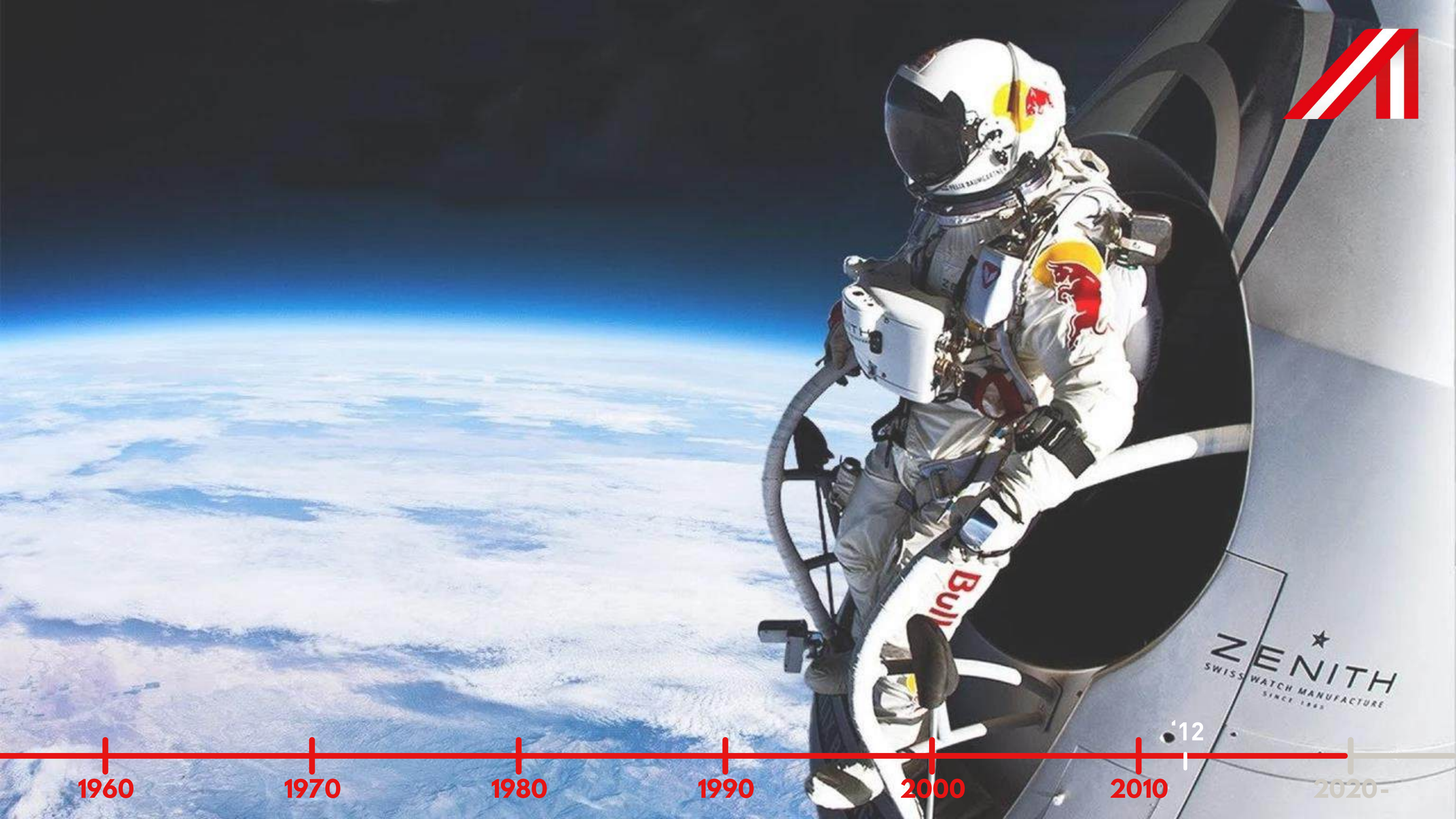
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ZENITH
SWISS WATCH MANUFACTURE
SINCE 1865

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FOCUS

- STRATEGIC PARTNERSHIPS IN THE REGION
- HONGKONG AS A PART OF THE GREATER BAY AREA AND GATEWAY TO CHINA
- INTERNET AND E-BUSINESS

AUSTRIA AS A HIDDEN CHAMPION

AUSTRIAN TRADE COMMISSIONERS IN HONGKONG

CHRISTIAN SCHIERER

2008-2016

FRANZ RÖSSLER

2016-2023



13F, DIAMOND EXCHANGE
BUILDING, DUDELL STREET



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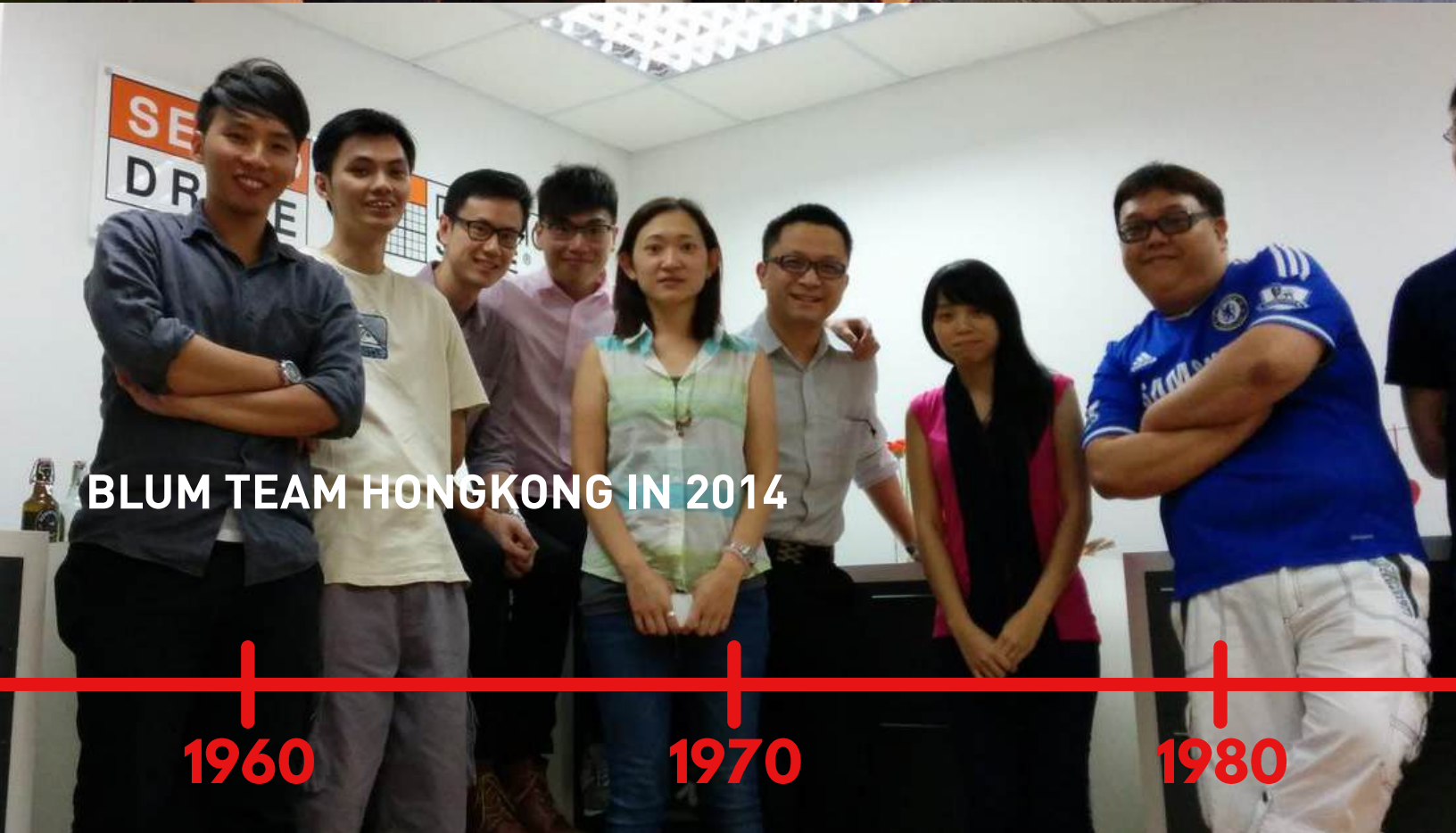
2020-



FH WR NEUSTADT APRIL 2019 VISITING GEBRÜDER WEISS



PROFESSIONAL GROUP FOR REAL ESTATE AND ASSET TRUSTEES VISITING IN 2018



BLUM TEAM HONGKONG IN 2014

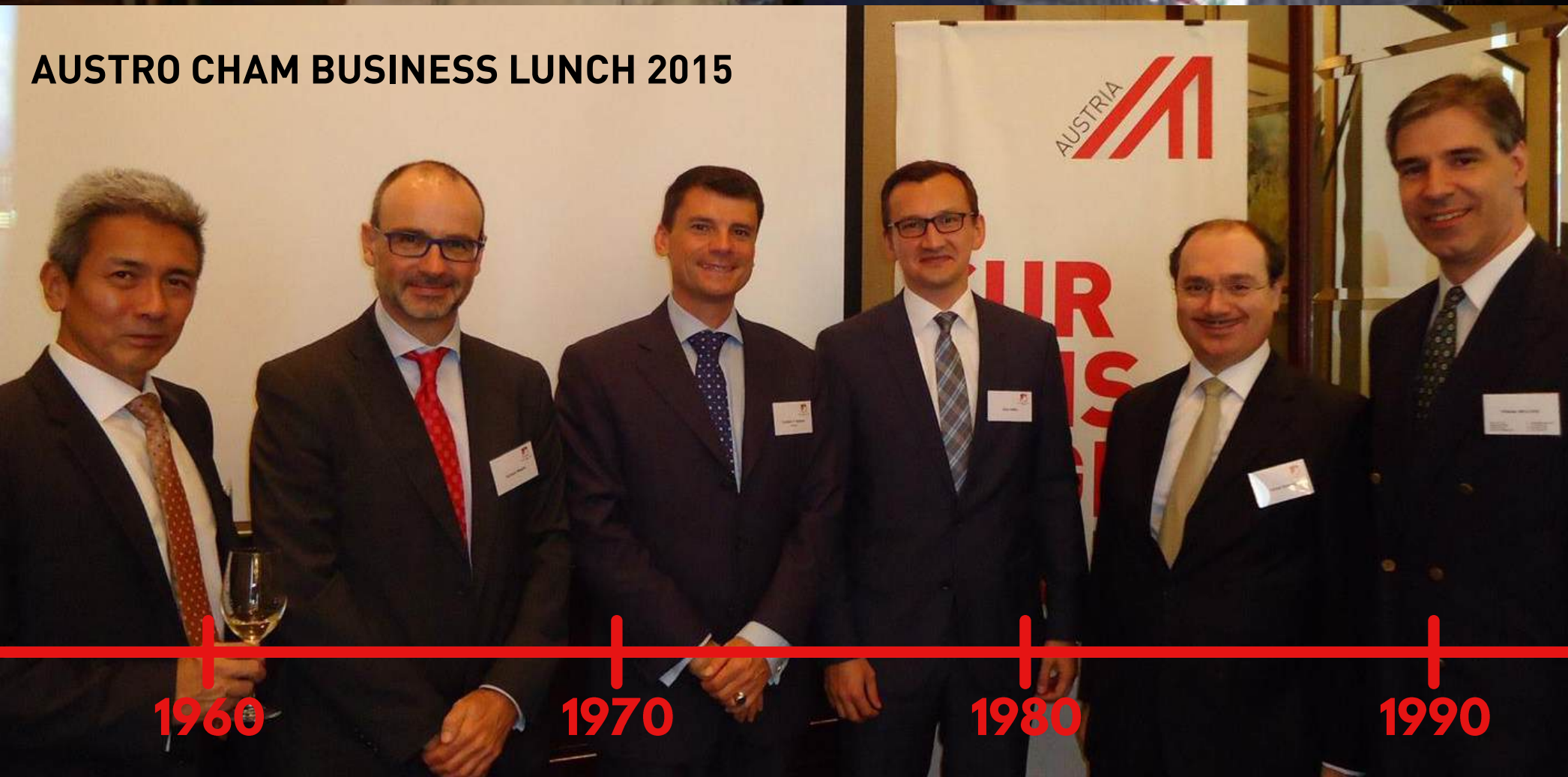
1960 1970 1980 1990 2000 2010 2020-



CHRISTMAS CAROL SINGING 2019



FAREWELL CHRISTIAN SCHIERER CHINA CLUB 2016



AUSTRO CHAM BUSINESS LUNCH 2015

1960 1970 1980 1990 2000 2010 2020-



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enerative AI

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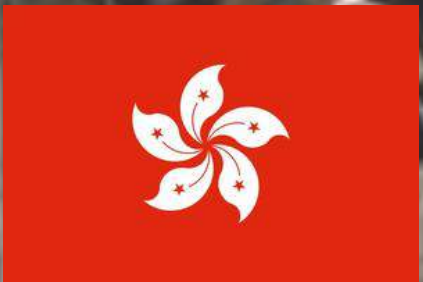
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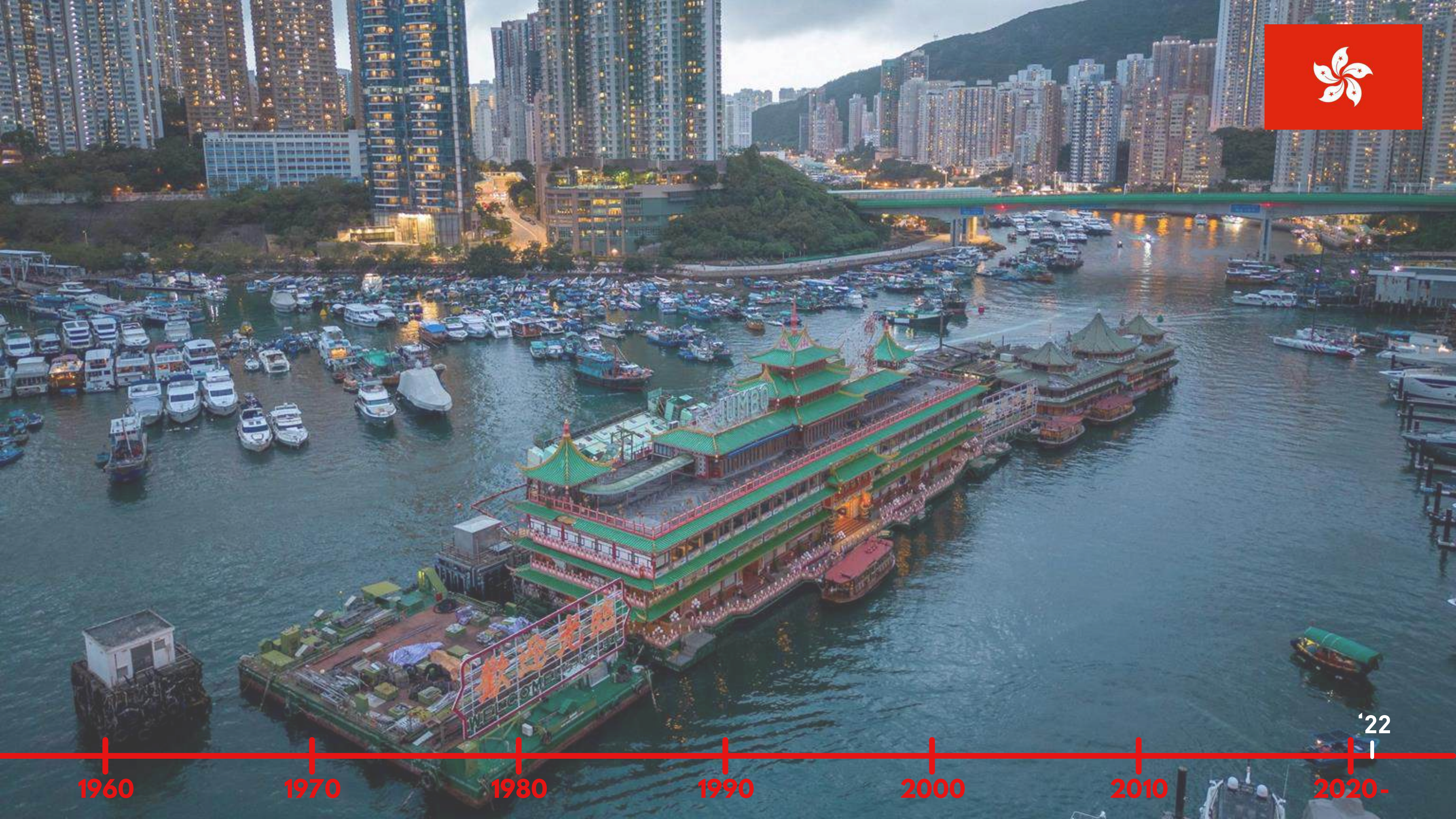
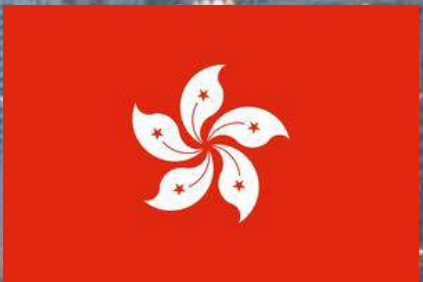
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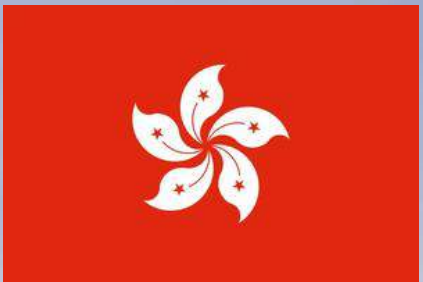
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**AUSTRIAN TRADE COMMISSIONERS
IN HONGKONG**

**FRANZ RÖSSLER
2016-2023**

**JENNIFER VEIGEL
2023-....**



**13F, DIAMOND EXCHANGE BUILDING,
DUDELL STREET**

FOCUS

- CHINA OUTBOUND
- NEW INDUSTRIES/AI, DIGITAL ARTS & ENTERTAINMENT, DESIGN

MAJOR PROJECTS IN HONGKONG

FREQUENTIS MODERNIZED ALL OF THE SAFETY-CRITICAL VOICE COMMUNICATION SYSTEM AT THE BACKUP AIR TRAFFIC CONTROL CENTRE AND HONG KONG INTERNATIONAL AIRPORT





INSTALLING BLUM CABINETS IN THE OFFICE | 2021



FOOD EXPO PRO | 2023



FAREWELL FRANZ ROESSLER & WELCOME JENNIFER VEIGEL | 2023



BELT & ROAD SUMMIT | 2022



VIENNA CHAMBER PRESIDENT RUCK VISIT | 2023



AUSTROCHAM BUSINESS LUNCH | 2023



NATIONAL DAY | 2023



PORSCHE DELEGATION
2024



AUSTRIA CONNECT CHINA | 2024



ICI AUSTRIAN WINE
WORKSHOP | 2024



SWARCO PRODUCT PRESENTATION
2024



TECH DAYS | 2024



WASTE MANAGEMENT DELEGATION | 2024



VIENNA DELEGATION 2024



ANDRITZ INNOVATION JOURNEY | 2025



170

AUSTRIAN BUSINESSES IN HKG



€ 430 MIO

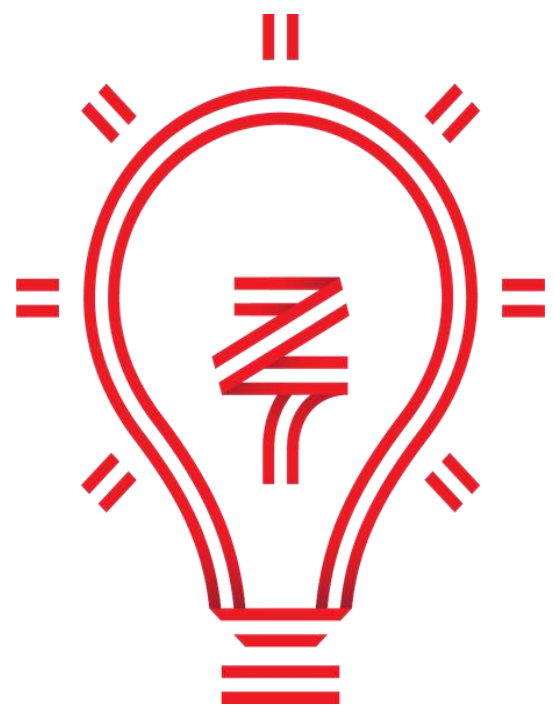
EXPORTS FROM AUT TO HKG



~ 600

AUSTRIANS LIVING IN HKG

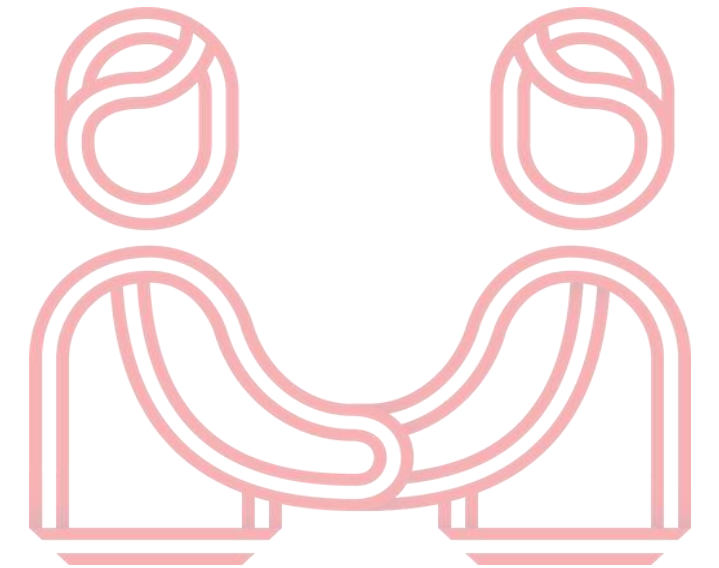
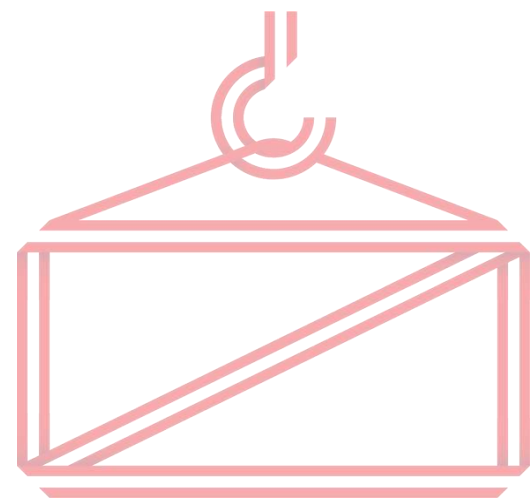




LOOKING AHEAD

New industry focus areas & topics

- Fashion & Design
- Digital Arts & Entertainment
- Leisure & Hospitality
- Sustainable Construction
- Smart City
- Macao
- Greater Bay Area, Northern Metropolis



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