Austria at a glance

Area	**83,872 km2**
People	**8.9 million**
GDP/capita	**39,000 €**
Export	**55.8 % of goods & services**
Productivity	**16 % above EU average**
R&D quota	**3.2 % of GDP**

International companies are important

3.4 %   of companies

21.1 %   of employees

28.6 %   of personnel costs

29.6 %   of production value

42.1 %   of R&D staff

53.1 %   of R&D expenditures

Austria is a strong industrial country

Tourism

Industry

15 %

29 %

Top 5 industries

Metal
27.4%

Electro / Electronics
11.6%

Vehicles
10.5%

Chemistry
10%

Food
6.2%

Access to all European markets

3 hrs
760 mio. customers

2 hrs
450 mio. customers

1 hr
100 mio. customers

RE
FOCUS
AUSTRIA

香港中華總商會
CGCC The Chinese General Chamber of Commerce, Hong Kong

Austrian Consulate General Hong Kong

AustroCham
Austrian Chamber of Commerce Hong Kong and Macau

ADVANTAGE AUSTRIA

Top-Investor in Central and Eastern Europe

6. Poland

4. Czech Republic

6. Ukraine

3. Slovakia

3. Hungary

1. Slovenia

3. Romania

1. Croatia

1. Bosnia-Herzegovina

1. Serbia

2. Bulgaria

2. North Macedonia

VIE: Leading hub to Central & Eastern Europe

Austrian Airlines:

23 countries

40 destinations

573 flights per week

Our tech talent is among the best in the world

Productivity	14 % above EU average
Education	apprenticeship, dual education
Schools	vocational schools unique to Austria (HAK, HTL)
Universities	34 in total (12 private, 22 public)

English proficiency #2 in Europe

➢ 1,000 research institutions

➢ 190,000 students and 46,000 researchers → Vienna is the largest German speaking university city

➢ 18,000 STEM students graduate from Austrian Technical Universities per year

➢ Universities of Applied Sciences (FH) and vocational schools (HTL, HAK) offer application-oriented technical training

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> Investor-friendly tax system

Corporate tax rate: 25%

Modern group taxation

Tax premium for R&D: 14%

Double taxation treaties
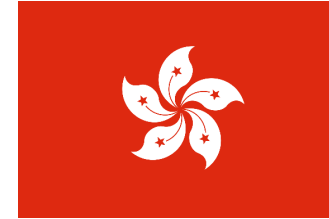(also Austria - Hong Kong SAR)

Austria in Hong Kong

➢ 25% of all Austrian Exports to China go via Hong Kong SAR

➢ Around 200 Austrian companies registered in Hong Kong SAR (60+ major operations), 60 in Guangdong, 1 in Macao SAR

➢ Austrian Trade Surplus with Hong Kong SAR

➢ Tourism: In a „regular year" (2018) 120,000 Hongkong visitors to Austria, 31,000 Austrian visitors to Hong Kong SAR

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Trade & Investment Relations

	2021
Austrian Exports to Hong Kong in Mio. EUR	500
Hong Kong Exports to Austria in Mio. EUR	104,8
Austrian Services Exported to Hong Kong in Mio. EUR	82
Hong Kong Services Exported to Austria in Mio. Euro	108
Austrian Direct Investments in Hong Kong (2021)	2,052 Mio. EUR
Employees at Austrian Investments (2019)	744
Hong Kong Direct Investment in Austria (2021)	1,582 Mio. EUR
Employees at Hong Kong Investments (2019)	1,347

Austria & The Greater Bay Area

➢ Hong Kong Investment Gateway

➢ Chinese companies going international: 60% of all Chinese investments in Austria go via Hong Kong

➢ International companies going China: 40% of all Austrian investment in China go via Hong Kong

➢ Trend: More Austrian companies go directly to China

➢ Advantages if via Hong Kong: East meets West, support of professional service sector, Hong Kong's taxation system (no taxes for foreign/China-sourced income), double taxation treaty (Austria – Hong Kong)

Austria & The Greater Bay Area

- ○ **Infrastructure Projects**
  - ➤ Austrian Deliveries of Goods and Services to Railways, Construction Companies, Airports
  - ➤ Sales and support very often supported via mainland China offices (Shanghai, Beijing..)
  - ➤ Trends towards Sustainabilty, GreenTech

- ○ **Logistics**
- ○ **Production Equipment**

- ○ **Consumer Sector**
  - ➤ Increasing Consumer income: more potential for Austrian consumer products and for travelling to Austria
  - ➤ Trends towards sustainable, natural products

- ○ **Innovation Dialogue**
  - ➤ Interest of Austrian Innovators to experience Asia/China, +trends
  - ➤ GoAustria: 4 Hong Kong Startups currently at ViennaUP'22 Festival
  - ➤ Shenzhen – prototyping, small scale production

Hidden Champions

200 Austrian Hidden Champions
w/ annual sales < 200 Mio €

& **65** World & European Market Leaders
w/ annual sales > 200 Mio €

➢ Niche Products for Global Markets
➢ Technical expertise/solutions
➢ Headquarters in Austria
➢ Barely Known in Public
➢ Often Privately Owned

LTM 1650-8.1

LIEBHERR

LIEBHERR

RUBNER

Plasser Far East

多謝! THANK YOU! DANKE!
LET'S BUILD BRIDGES TOGETHER!