

# Business Location Austria

Where innovation moves mountains



# Ideal market access to Europe

3-hour flight:  
750 million customers

2-hour flight:  
450 million customers

1-hour flight:  
100 million customers

9,200,000	inhabitants
9	federal states
603,000	companies
€ 46,889	GDP per capita

## Why Austria?

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### 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

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### The talents

Top in apprenticeships – ranked 2<sup>nd</sup> globally  
Labour productivity close to 11% 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 premium 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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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 make it easy.



## 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?

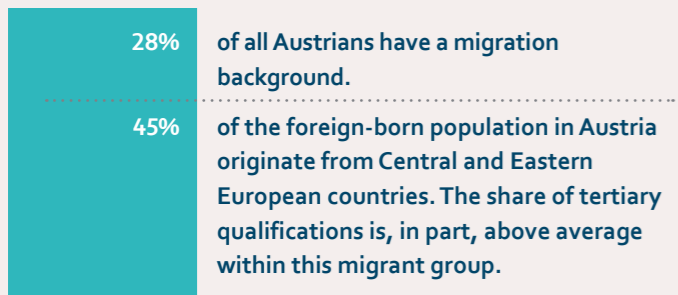
Austria features one of the highest densities of hidden champions – the successful small and medium-sized enterprises occupying the pole position in their markets and market niches. Most of these firms are family-owned.

### The proof

Doppelmayr is a prime example. Founded in 1892, the company has grown into one of the world's leading specialists in ropeway and people-mover technology – spanning everything from traditional gondola and lift installations to advanced urban transport systems. With more than 15,400 systems installed across 96 countries, Doppelmayr has left an impressive technical and geographical footprint over more than a century. Today, the company sets international benchmarks for safety, efficiency, and sustainable mobility, delivering innovative solutions for metropolitan areas and tourism destinations alike.

Austria is seen in the EU as the unrivalled specialist for Eastern Europe and an 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 a shared mentality 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 as a Leading Logistics Hub**  
A top performer in timeliness, tracking & tracing and international shipments.

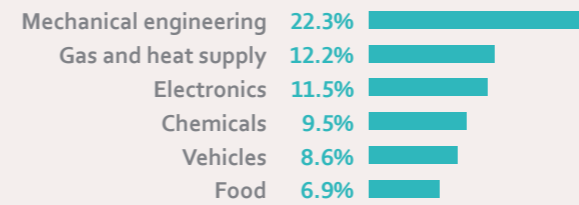


## Austria – the land of industry

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 27% of the country's GDP compared to 14% 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 Doppelmayr, Miba, Mayr-Melnhof and Red Bull.

### Top 6 industries in Austria



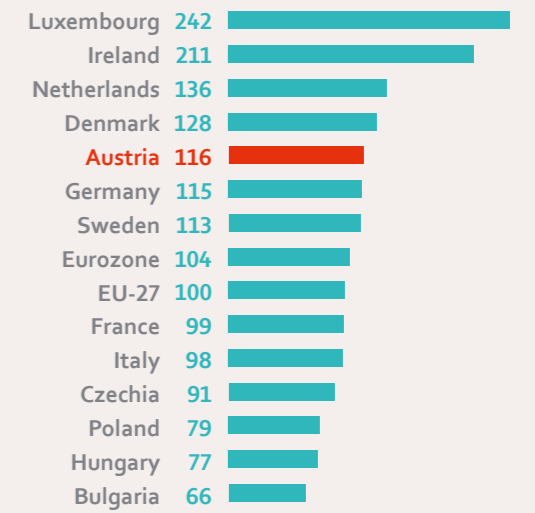
Source: Austrian Federal Economic Chamber 2024

## Prosperity and purchasing power

Austria is one of the richest countries in the EU. GDP per capita is 16% 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), 2024



Source: EU Commission, 07/2025

## We simply make it easy.

**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 biggest foreign investors in Southeast and Eastern Europe. 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

412 international companies have established their headquarters in Austria and take advantage of the perfect strategic location in the centre of Europe and as well to press ahead with their business activities.

## We simply make it easy.

**Want to know more about your sector in Austria?**

We will provide the relevant facts and figures.

# The talents

Top in apprenticeships – Ranking 2<sup>nd</sup> place globally  
 Labour productivity close to 11% above the EU average  
 Practical training – Schools and businesses work hand in hand

Highly qualified skilled workers make Austria a sought-after business and research location. Education spending is significantly higher than the OECD average. The availability of talents is rooted in both the high quality and wide scope of its education and training landscape. According to the IMD World Competitiveness Yearbook, Austria ranks second worldwide for apprenticeships.

Considerable emphasis in Austria is placed on vocational training. More than two thirds of young people opt for a vocational education pathway, while around 34 percent choose an apprenticeship.

One reason for this outstanding performance is Austria's dual education system. It enables practice-based learning based on the intertwining of schools and businesses. Many successful entrepreneurs also work as instructors, whereas trainees already spend half of their time at the company. New apprenticeship profiles – such as 'Application Development – Coding' – ensure that vocational training remains an attractive pathway for young talent.

The large number of medals regularly won by Austria at the EuroSkills and WorldSkills apprenticeship competitions prove how effective the training of skilled workers in Austria is.

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.

Austria also holds a top position in the IMD World Competitiveness Yearbook when it comes to employee training and is ranked third globally. Employees show their appreciation by an extraordinarily high degree of loyalty to employers. Average employee tenure is an impressive ten years.

- 9,200,000 inhabitants
- 2<sup>nd</sup> place in apprenticeships worldwide
- 3<sup>rd</sup> place share of STEM graduates in the EU
- 3<sup>rd</sup> place globally for employee training

*“Austria stands out thanks to an exceptionally good educational system in different areas, featuring higher technical institutes, universities of applied sciences and universities. These people are highly educated and, most importantly, available.”*

Helmut Weinwurm  
 CEO of Robert Bosch AG and representative of the Bosch Group in Austria

## We simply make it easy.

Any questions on labour and tax laws? We know the specialists and will connect 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 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.

## Apprenticeships

10 = Apprenticeships are sufficiently implemented

	Ranking	Value
Switzerland	1	9.03
<b>Austria</b>	<b>2</b>	<b>7.98</b>
Germany	3	7.97
Denmark	4	7.00
Qatar	5	6.80
UAE	6	6.73
Netherlands	7	6.52
Jordan	8	6.50
Saudi Arabia	9	6.43
Colombia	10	6.38
Norway	11	6.32
Taiwan	12	6.31
Lithuania	13	6.16
Japan	14	6.16
Hong Kong	15	6.02
Canada	16	6.00

Source: IMD World Competitiveness Yearbook, 2025

## Labour productivity 2024 in the EU

GDP per person employed in PPS, EU 27 = 100

Ireland	210.1
Luxembourg	154.1
Belgium	131.8
Netherlands	113.6
<b>Austria</b>	<b>110.7</b>
France	106.6
Italy	105.6
Eurozone	104.1
Germany	102.7
EU-27	100.0
Czechia	88.7
Poland	82.6
Hungary	73.9
Bulgaria	59.1

Source: EU Commission, 11/2025

# The land of research

**First-class universities and research centres**  
**14% research premium 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.

€ 16,640,000,000	Austrian R&D expenditures in 2024
€ 1,400,000,000	Amount of research premium applied for
3.35%	R&D ratio
# 3	Research ratio in the EU

### Active research community

More than 93,600 FTE are currently involved in R&D across Austria, 70% in companies and approx. 23% in higher education – Research is a sector the country can be proud of: Austria features 23 public and 19 private universities as well as 21 universities of applied sciences offering around 3,000 study programmes. More than 400,000 students are currently completing their education at these institutions.

## 14% research premium

### Small country, big research premium

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 sectors – complemented by very highly educated people and the right system of incentives. As a result, the Alpine Republic succeeds in attracting exciting SMEs, startups and research-intensive multinationals year after year. According to Eurostat, Austria ranks third in the EU for research and development expenditures.

### 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 premium 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 upper 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 2024 in % of net revenue

Infineon Technologies Austria	14.42%
Kontron	14.07%
ams-OSRAM	12.22%
AT & S	8.62%
Novartis Austria	8.33%
Knapp	5.14%
PALFINGER	4.22%
Blum	4.00%
Plansee	3.86%
ANDRITZ	1.68%

Source: TREND Top-500, June 2025

*“Thanks to its highly skilled workforce, targeted research funding and the strong collaboration between business, education and research, Austria provides an innovation-friendly environment. In recent years, a high-tech cluster with a thriving microelectronics ecosystem has emerged in the south of the country. For Infineon, Austria is a key location – home to our centre of excellence for power electronics and global business responsibilities. This is where technologies are developed that set international benchmarks and enable a sustainable, energy-efficient future.”*

Sabine Herlitschka  
 CEO of Infineon Technologies Austria AG

## High-tech in the Alpine Republic

Is Lam Research supplying high-end manufacturing technology from Austria, driving the production of the next generation of microchips? Is GE HealthCare operating a zero-emission production site in Zipf, where state-of-the-art ultrasound technology for women's health is created? Welcome to Austria, where innovative companies are sending a clear signal 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 Austria 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 to business and public institutions, the Austrian Institute of Technology (AIT) researches and develops the technologies, methods and tools of tomorrow and beyond. With some 1,650 employees, AIT is Austria's largest non-university research facility and holds a leading position in Europe on key infrastructure issues.

## Quantum computing

Austria ranks among the big players when it comes to international quantum research. Led by Anton Zeilinger, ground-breaking alliances are continuously 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.

### PlanQC

PlanQC has achieved a breakthrough: a digitally programmable quantum computer based on neutral atoms that can be operated at scale without the need for complex cryogenic technology. The spin-off of the Max Planck Institute of Quantum Optics develops high-performance hardware composed of individually trapped atoms and is building Germany's first large-scale neutral-atom quantum computers for the Leibniz Supercomputing Centre and the German Aerospace Center. With its location in Innsbruck, PlanQC positions itself at the heart of the Austrian quantum ecosystem, leveraging leading international expertise, an excellent research landscape and ideal cooperation opportunities between science and industry.

## 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.

### Godot Inc. – AI for Behavioural Change

In an era where artificial intelligence is increasingly influencing all aspects of life, Godot Inc. is taking an innovative approach: combining cutting-edge AI technology with insights from behavioural and cognitive sciences to promote sustainable behavioural change. With its AI platform NudgeAI, Godot Inc. analyses and influences decision-making processes using minimal data points — always prioritising privacy protection. Since 2023, Godot Inc. has strengthened its presence in Europe with a research and development centre in Vienna.

### Electra EV Charging Stations

Europe is currently one of the fastest-growing e-mobility markets, and a French company is playing a key role in expanding the charging infrastructure in Austria. Electra plans to install more than 600 fast-charging stations in urban and suburban areas by 2027, aiming to provide customers with a seamless charging experience.

## We simply make it easy.

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 2% of all companies and create 18% of all jobs and even 42% 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

The BMW Group has been expanding its Steyr site for years, transforming it into a central hub for the development and production of advanced drive technologies. In 2025, the plant launched serial production of cutting-edge electric motors – a key milestone in the company's long-term transition to electric propulsion. At the same time, a new hydrogen centre is taking shape in Steyr, where a fuel-cell system is set to be brought to series maturity by 2028. In total, BMW is investing around € 1 billion in the expansion of the plant, making it one of the Group's most significant future-oriented projects.

## We simply make it easy.

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

Austria is a reliable and predictable business location with a moderate effective tax burden. The country offers a stable regulatory framework, high legal certainty and a clearly structured tax system. Furthermore, internationally active companies benefit from attractive fiscal conditions. International companies are also 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 23% and nothing else – neither a wealth tax nor a trade tax.

### Legal certainty and payment behaviour

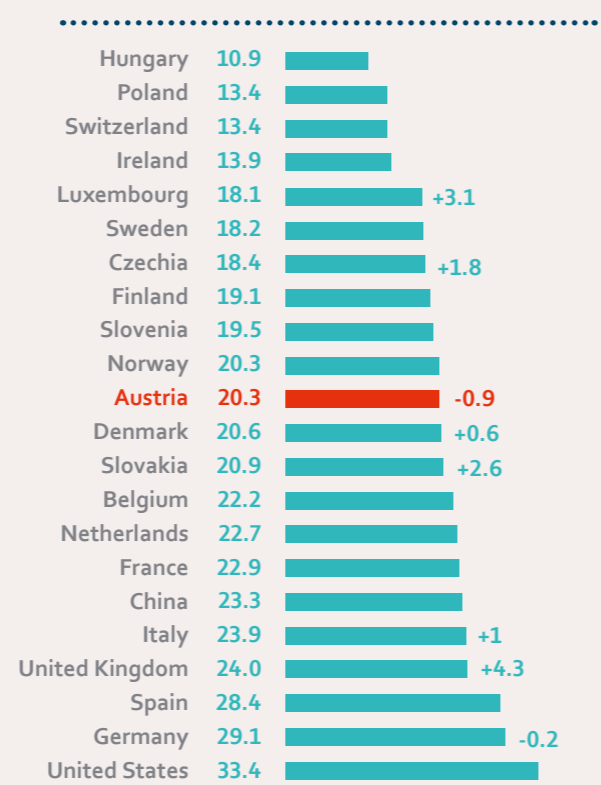
A functioning democracy based on the rule of law is a major asset if things do not go smoothly. Austria is rated third in an EU comparison for the time required for courts to make decisions on cases under civil and commercial law. Payment behaviour in Austria is also good, with corporate customers paying their outstanding invoices within an average of 25 days in 2025.

### 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 the appointment with a notary public and an electronic signature is used instead of a handwritten one.

### BAK Taxation Index 2025

Comparison of tax competitiveness across more than 50 locations



Source: BAK Taxation Index for Companies 2025; changes compared to 2023 shown to the right of the bars in percentage points.

## We simply make it easy.

**Aim to implement your business idea in Austria?**

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

*// Austria combines many things an entrepreneur wants i.e., excellent education, political stability, a high quality of life and a pragmatic public administration which often supports innovation. //*

Alexander Thamm  
 CEO of [at]



**// Austrian businesses with a strong research focus – like infrared.city – benefit from the country’s reputation for rigorous and cutting-edge research capabilities. Austrian startups focusing on a strongly scientific field are viewed with a lot of well-deserved respect as they come from leading universities and research organisations. //**

Angelos Chronis  
Co-Founder & CEO of infrared.city



**We simply make it easy.**

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

**Did you know this?**

Austria ranks among the EU’s top three locations in the 2024 Eco-Innovation Index. Derived from the Eco Innovation Scoreboard, the index assesses the performance of countries across five categories using 16 indicators.

**The stability**

Stability has many facets – and every single one is infinitely valuable from a business perspective. Austria offers them in every respect. Internationally active companies benefit from a low strike rate and a high level of employee loyalty.

The protection of persons and property is at a higher level in Austria than in 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**

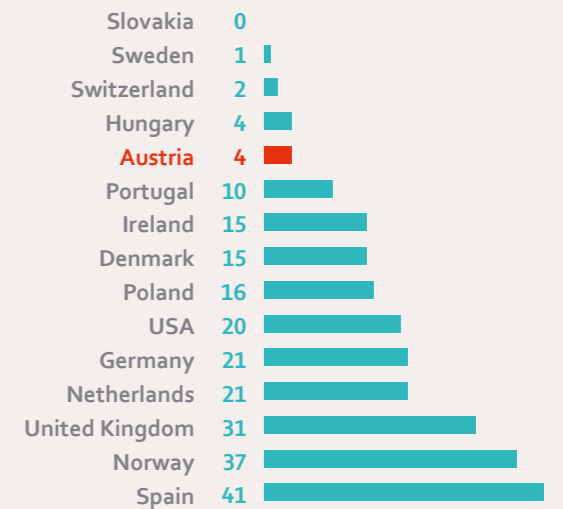
The supply of electricity and energy in Austria is ensured. The expansion of the fibre optic network and the 5G network are well advanced and exceptionally good.

Renewable energies account for 87.8% of total gross electricity consumption in Austria compared to only 45.3% 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 nuclear 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.

**The proof**

The Eco-Innovation Index, published every two years, confirms Austria’s leading position within the EU – including its share of renewable energy. In 2023, around 90% of the electricity consumed in Austria was generated from renewable sources, placing the country first across the European Union.

**Strike duration in an international comparison**  
Working days lost per 1,000 people employed, annual average 2014-2023



Source: Institute of Economic and Social Research of the Hans Böckler Foundation, 09/2025

# The quality of life

Austria – the country with the highest quality of life in the EU

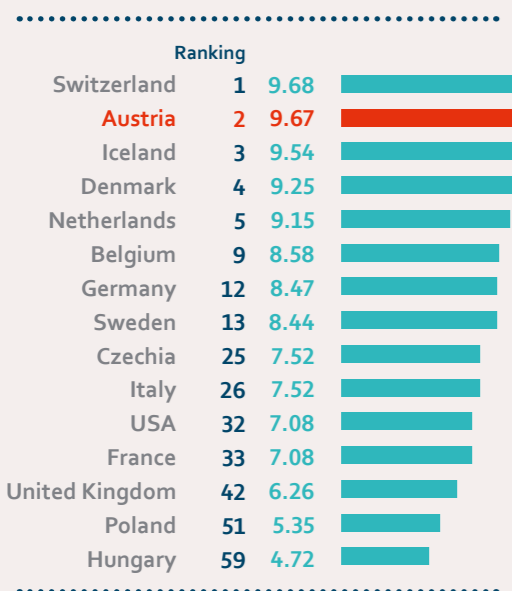
Favourable cost of living, unmatched public transport

Cultural and culinary heights – and genuine mountaintops

After Switzerland, Austria is the most liveable country in the World, featuring 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 Mercer's rankings of cities across the globe in the "Cost of Living Survey" and the "Quality of Living Survey".

### Quality of life

Highest achievable score 10



Source: World Competitiveness Yearbook, 2025

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 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 a vegan version of all this.

And now, from the cultural and culinary heights to the real mountain peaks: Austria has 3,225 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.



*// The engineering talent and the quality of engineering education in Austria are excellent – world-class, in fact. As a result, the level of innovation is very high, and Austria succeeds in retaining this talent. Quality of life is a real hallmark. It's no coincidence Vienna has repeatedly ranked among the world's top three most liveable cities. //*

Armin Pehlivan  
Managing Director, Beckhoff Automation GmbH



### We simply make it easy.

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 € 461 annually. The annual pass for all of Austria costs € 1,400. 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 applies to other provincial capitals. The 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 free of charge.

€ 16,500,000,000	in investments: that's how much we have attracted to the country
78,590	new jobs have been created
9,940	consultations on the Red-White-Red – Card procedure have been carried out
>500	film productions have been supported by us to date
63	employees speak
15	languages

Finding the right site?

Looking for sector information?

Clarifying tax and legal issues?

Expanding your company?

Launching a startup?

Setting up a research department?

Getting to know cooperation partners?

Reaching out to international skilled workers?

Acquiring a company?

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

Taking 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  
Immigration and Residence Services

### 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 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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