

## Newsletter

# Austrian Embassy - Commercial Section

4-2010

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Dear Partners and Friends of Advantage Austria,

The economic forecasts are back to being optimistic. After the financial disaster year 2009 - some call it a year you should better forget - and a shaky start of 2010, things are finally looking brighter. Both Austria and Denmark are expecting a sound economic growth for 2010 as well as for 2011 - a good basis to build on for maintaining the high levels of wealth of our two countries.

The bilateral trade between Austria and Denmark increased from January to August 2010. Austrian exports to Denmark increased by almost 4%, mainly due to export growth in some important industrial sectors. Thus exports of pharmaceutical products and products of steel and iron increased by respectively 8,9% and 20,5%. However, we still have quite a long way to go before we reach the levels of wealth and the trade volumes we had before 2009. Demand is still very weak in the fields of machinery, mechanical and electronic equipment and plastics, which are among the main export products of Austria to Denmark and accounting for almost 39% of the total exports to Denmark. Also next year the Commercial Section will strive to better last year's figures, and 2011 will for sure give us good opportunities to bring us closer to the pre-crisis levels.

This year's highlight has definitely been the business delegation from Upper Austria led by Christoph Leitl, President of the Austrian Federal Economic Chamber and by Rudolf Scharinger, CEO of Raiffeisen Landesbank Oberösterreich, who visited Copenhagen with 70 participants in May. We also received Austrian business delegations from the ICT and Interior Design industries. For the year to come we look forward to deepening our focus from the industrial sectors of building and infrastructure, renewable energies and health.

Thank you all for your trust and your efforts in promoting Austrian products and services in 2010.

All the best for a happy holiday season,

Eva Frei and the team of Advantage Austria in Copenhagen





## Advantage Austria Team Copenhagen

Please click the links to learn more about us:

[Eva M. Frei](#)

Austrian Trade Commissioner and Head of Office

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Market field research, credit information, company ratings

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The Advantage Austria  
Team at Raadvad Kro

## News

### Questionnaire and wine

In September we sent out an inquiry form to our local network in order to update our database for sales representatives, agents and cooperation partners of Austrian companies and products in Denmark. Amongst the first replies we made a drawing for delicious Austrian wine.

[Read more](#)



### KMG helps out local television station

Twice this year the local television station ALTV from Aabenraa experienced burglaries of expensive equipment and was happy to get a helping hand from KMG (Kliplev Motorway Group): to cover their losses, KMG has entered a sponsoring contract with ALTV, and in return the local TV station will produce a video-documentary about the building process.

[Read more](#)



### Austrian equipment for the rescue of Chilean miners

Austrian knowhow played a vital role in the spectacular rescue of 33 Chilean miners, who were trapped in a collapsed mine 622 meters below ground for two months. ÖSTU-Stettin provided the hoisting plant that rescued the miners.

[Read more](#)



## Booming exports boost Austria's economy

In the first six months of 2010 Austrian exports rocketed by 12.45%. This success was mainly due to Germany, the main trade partner, and exports to overseas. Austria's export industry is powering ahead, giving a boost to the wider economy. No surprise, given that foreign trade is a key economic driver for Austria. Experts have forecasted economic growth of at least 1.6% for this year.

[Read more](#)



## Recycling4smile

The project recycling4smile of the Austrian company Embatex AG offers companies, public institutions and schools to recycle their used printer and toner cartridges in an environmentally friendly way. At the same time they support the ROTE NASEN Clowndoctors International (RNI). Germany, Slovenia and Slovakia have become partners of recycling4smile - a recycling program for the benefit of the ROTE NASEN Clowndoctors.

[Read more](#)



## Pimp your old jeans into trendy Lederhosen jeans

The Austrian company Toferer Textil has come up with an excellent idea: recycling old jeans and transforming them into exclusive Lederhosen jeans.

[Read more](#)



## Events

### Next events:

### Central European Biomass Conference 2011

The National Action Plans for renewable energies required by the EU for the first time oblige the EU member states to specify binding minimum targets for increasing their share of renewable energies on their primary energy consumption. The Central European Biomass Conference 2011, held from 26th - 29th January 2011 in Graz will presents first class lecturers from 16 countries - amongst them top speakers from the relevant EU Commission departments.

[Read more](#)



### Study tour for experts on sustainable energies

In cooperation with our colleagues around Europe we organise a study tour for Danish experts to the World Sustainable Energy Days 2nd-4th March 2011 in Wels/Upper Austria. Besides the visit to the World Sustainable Energy Days the study tour will also include visits to Austrian companies and presentations at Austrian associations related to renewable energy.

[Read more](#)



### Roundtrip construction and energy in Scandinavia

An Austrian delegation will visit Scandinavia on a construction and energy roundtrip in the period 2nd to 4th of February 2011. Together with our colleagues in Oslo and Stockholm we will welcome Austrian energy and construction businesses to a roundtrip to Scandinavia. The aim of this three days tour is to gain a first impression of the Scandinavian markets and a state of the art regarding construction and renewable energy.

[Read more](#)



## Past events:

### Charity chair has come to Denmark

Pimp up my chair - with this slogan the architecture magazine AIT and the Swiss furniture manufacturer Dietiker have invited European architects and interior designers to become part of the so called Charity Chair project. The participants were asked to redesign Dietiker's wooden chair Ono according to their own ideas. All chairs will afterwards be auctioned for charitable purposes.

[Read more](#)



### Womex in Copenhagen

From 27th - 31th October 2010 the world's largest music expo, WOMEX, took place in Copenhagen. This very international fair brings together different musicians and music agencies from all over the world and satisfies nearly every taste from folks, ethnic to traditional music.

[Read more](#)



## Service

### Business opportunities on [advantageaustria.org](http://advantageaustria.org)

If you are interested in business opportunities with Austrian Companies please visit [our homepage](#) for updates and company listings. Among the new additions you will find:

#### [ABA - Austrian Business Agency](#)

Advisory service for foreign companies interested in Austria as a place to do business.

Offered: Services and know-how

#### [Uniopt](#)

Luxury and quality glasses

Wanted: Representatives

#### [Gertraud Fritz, Friedhofsgärtnerei Traude Fritz](#)

Nursery for cemetery and ornamental plants

Wanted: co-operation partners

#### [Ko-Mo - Koidl KG](#)

Household cereal mills

Wanted: Sales partners

#### [infactory innovations & sales KG](#)

Wake up relaxed and get up easily with the revolutionary aXbo sleep phase alarm clock.

Wanted: Sales partners

#### [EB Lizenzverwertungs GmbH/Instantdaylite Division](#)

Full spectrum daylight ceiling lights for interior use

Wanted: representatives

#### [Österreich Wine Marketing Board](#)

Offered: services and know-how

#### [LKW Walter - The European Transport Organisation](#)

Offered: services and know-how

#### [Privatquelle Gruber GmbH & Co. KG](#)

Natural mineral water

Wanted: direct customers

### [VIA Service Ltd., Niederlassung Österreich](#)

Real estate in all states of Austria

Wanted: direct customers

### **Austria Export - more business opportunities**

You will find inspiring articles and informative presentations of Austrian products and exporters in our magazine **Austria Export**. Take a look at our [listing and download](#) the magazines of your choice or order a printed copy at [our office](#) - we will send as long as the requested editions are still in our stock.

Most recent editions:

[Industry and Technology](#)

[Agricultural, Timber and Forestry Industry - Technology and Equipment](#)

[Health, Medical Technology and Wellness](#)  
[Agricultural, Timber and Forestry Industry - Technology and Equipment](#)

## Mary-Ann's wine corner

### **Organic wine from Austria catches on**

Organic wine from Austria is popular. The production is complex and costly in terms of labour. Yet more and more Austrian wine growers decide to go organic in their production. Back in 1994 approx. 350 hectares of the Austrian vineyards were organically grown by 132 wine producers. During the last 10 years the numbers have tripled and today close to 500 wine yards are organic. The most important organic vineyard is [Weingut Meinklang](#). The vineyard exports more than 50% of its production to mainly Germany, Switzerland, the USA, Great Britain and Japan. Click our list [Austrian wine in Denmark](#) for importers.



### **Vinbogen - read online about Austrian wine (and wines from other countries)**

The [Vinbogen](#) on [Wine.dk](#) is one of the world's most comprehensive online wine encyclopedias and it is for free. You will find information about 12 wine countries, their hundreds of grapes, more than a thousand of different wine districts as well as wine types. The Vinbogen is based on texts from [Vinbogen - a world of wine](#) by Tore Scheel. The maps are made by [André Devald](#).

### **Whitebook Wine 2010/2011**

A comprehensive wine guide in German that informs about the results of the awc vienna 2010 (85 points and more). The best international wines and wineries of the awc vienna 2010 are presented on more than 850 pages. The awc vienna is the largest officially recognised wine competition in the world. At the recent awc Vienna 10.951 wines from 1.733 producers out of 36 nations have been tasted and valued anonymously. You will find more than 6.759 wine valuations and information about 1650 wine producers in the Whitebook. [Read more](#)



### **Where to get a glass of Austrian wine in Copenhagen**

[Ved Stranden 10 Vinbar og shop](#) - Walk-in-tastings on Wednesdays + [specials in Dezember](#)

[Österreich vin](#)

[Kjær og Sommerfeldt Vinbar](#) - Walk-in-tastings on Thursdays

[Vinothek Marquart](#) - order nice Christmas gifts or gift vouchers for wine tastings by the glass from wine dispensers.



### **Our online lists**

[Austrian wine in Denmark](#)

[Austrian culinary specialities in Denmark](#)

## Holidays in Austria



Holidays in Austria  
[www.austria.info](http://www.austria.info)



## IT'S GOT TO BE AUSTRIA

For travel information on Austria, visit the Austrian Tourist office:

[www.austria.info/dk](http://www.austria.info/dk) [winter campaign](#)

### Quick Links...

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[Austrian National Television online](#)

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