



Austria\*

\* The Right Chemistry  
For Your Business

# Dynamic Business Location

The Austrian business location stands out in international comparison. Companies profit from a good business environment, qualified employees and a modern infrastructure.



Austria ranks among the most prosperous and innovative countries in the European Union, and has more effectively coped with the economically turbulent period prevailing since 2008 than most other European nations. The business location scores points thanks to its modern infrastructure, top-notch technologies, well-educated and highly-motivated employees, and also offers a high reliability of energy supplies in addition to political, social and economic stability. Moreover, Austria is the ideal base for ensuring market access to the dynamic markets of South East and Eastern Europe.

The chemical industry is one of the leading industrial sectors in Austria, and features an outstanding level of know-how. This industry accounts for every tenth industrial job in the country. Clusters support companies in their product development and targeted marketing efforts in order to further strengthen their positioning on the global market. In spite of this good starting position, we are continually working on creating even better conditions on behalf of companies. In this spirit we would like to welcome you to Austria.

**Reinhold Mitterlehner**  
Federal Minister of Science,  
Research and Economy

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# Chemical Industry: A Leading Industrial Sector

The perfect formula for Henkel, BASF and Borealis

**Responsible care** in the chemical industry not only means cutting the number of occupational accidents in half but also a major advantage for the environment. The consumption of energy, water and volatile organic compounds will be reduced by about 50 percent. For this reason, the French company Air Liquide was given the Responsible Care Certificate in Austria in 2012. Our modern-day life would be unimaginable without the products of Air Liquide. For example, the gases produced by the company's plants play a decisive role in the packaging and preservation of food. The market leader for medical gases and bottled gases operates at five locations in Austria. In addition to innovation, the continuing improvement of safety is a pre-requisite for existing at the cutting edge of the global market.

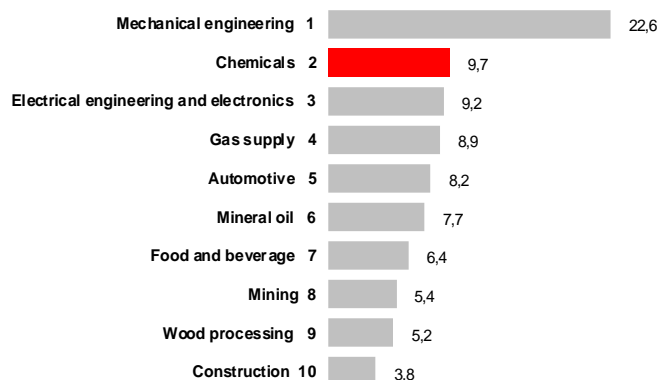
These conditions are optimal in Austria. Multinationals such as BASF, Beiersdorf and Henkel exploit these advantages, not only for production and research purposes, but to set up their Eastern European headquarters in Austria.

**Every tenth industrial job.** The chemical industry is responsible for close to fourteen percent of all industrial research and development expenditures in Austria. With about 270 companies (2011) and 43,200 employees, it also generates more than ten percent of industrial production value. Thus the chemical industry accounts for every tenth industrial job in the country.



"Austria serves as our center of competence and high-tech outpost for Central and Eastern Europe. We concentrate resources in our regional headquarters in Vienna in order to ensure optimal efficiency."

**Industrial Production by Sector in 2011**  
In percent



# Plastics: World-Class Expertise for Global Markets

## Recycling as a separate industrial sector

**Revolution in plastics:** Mobile telephony, automobile assembly and aircraft construction, furniture, computers, ski manufacturing: high-tech plastics have become an indispensable part of our daily lives. However, this development has been continuing unabatedly, for example with **storeskin** – an intelligent shelf which registers the removal of a product or **touchskin** – a touch-sensitive surface which will replace switches and buttons in the future. These inventions were developed by the Linzer think tank plastic electronic, and impressively show the specialized know-how in Austria's plastics industry. The company was founded by scientists at Johannes Kepler University Linz.

**Innovative ideas** such as the exjection technology combining the advantages of extrusion technology and injection molding frequently arise as the result of the exchange of ideas between the scientific and business communities. Experts praise the process as the first really new technology in the field of injection molding in a long time. Multinationals take advantage of the research-intensive environment in Austria. For example, the international plastics manufacturer Borealis has transformed its Innovation Centre in Linz into the hub of its international research activities.

**Recycling as an industrial sector.** Several thousand tons of plastic packaging is recycled each year. For one thing, the plastic granules are used to manufacture new plastics products. In addition, they serve as raw materials for the chemical industry as well as for the thermal utilisation process, which "recovers" the heating value of the plastics.

### Key figures 2011

Companies: 562  
 Employees: 25,730  
 Revenue: EUR 9.5 bill.  
 Export ratio: 33 percent

### Education / Research

OFI-Kunststoffinstitut  
 → [www.ofi.at](http://www.ofi.at)

GFKT - Gesellschaft zur Förderung der Kunststofftechnik  
 → [www.lkt-tgm.at](http://www.lkt-tgm.at)

Institute of Polymeric Materials and Testing, Johannes Kepler Universität Linz  
 → [www.jku.at/ipmt](http://www.jku.at/ipmt)

Interuniversitäres Department für Agrarbiotechnologie Universität für Bodenkultur  
 → [www.ifa-tulln.ac.at](http://www.ifa-tulln.ac.at)



"Austria is the location for the headquarters and research center of Borealis. We not only conduct research for Austria but for the entire world."

# Precision Research

Intensive cluster management enables optimal product development and targeted marketing.

The plastics cluster in Upper Austria, Lower Austria and Burgenland ensure an optimal business environment for companies through the close cooperation of the scientific and business communities. Furthermore, technology centres offer a fertile conglomerate of R&D facilities, university training centres and innovative firms.

Numerous research institutions such as the Technical University of Graz, Montana University Leoben, IFA Tulln University for Natural Resources, and Applied Life Sciences or Joanneum Research, to name a few, carry out business-oriented research projects.

## Plastics clusters

Partners: 440  
 Employees: 56,800  
 Revenue: EUR 13 bill.  
 R&D ratio: 3.6 percent

→ [www.kunststoff-cluster.at](http://www.kunststoff-cluster.at)  
 → [www.kunststoff-burgenland.at](http://www.kunststoff-burgenland.at)  
 → [www.materialcluster.at](http://www.materialcluster.at)  
 → [www.nanonet.at](http://www.nanonet.at)  
 → [www.acstyria.at](http://www.acstyria.at)

## Leoben Plastics Cluster

Seven research institutions and eight Austrian plastics manufacturers in Leoben (Styria) have jointly set up a new research cluster. Led by the Polymer Competence Center Leoben (PCCL), the cluster aims to use nanotechnology in order to optimize plastics for specialized applications.

## Concentrated Plastics Know-How at PCCL in Leoben

The Polymer Competence Center Leoben GmbH (PCCL), a project being implemented within the framework of the Austrian's Governments "K-plus" program, pools together the expertise of research institutes and companies. The research focus includes fire-retardant polymers, fibre-reinforced composites for the aviation industry, undercoated and varnished metal strips for the automobile industry, innovative plastics processing technologies or plastics for sustainable technologies. → [www.pccl.at](http://www.pccl.at)

## Symbol of Quality: Montana University Leoben

Montana University Leoben is an important partner to the industrial sector. Its specialities range from injection moulding, thermodynamics, and recycling to the design and production of construction composites. Plastics engineers at the university developed a novel form of plastic fibre which not only conducts electricity but which is also elastic. This innovation served as the basis for the spin-off "Advanced Polymer Compounds", a vital example for business-oriented research in Leoben. → [www.unileoben.ac.at](http://www.unileoben.ac.at)

## TGM – Experimental Laboratory for Plastics and Environmental Technology

In addition to the School of Materials Science, TGM also encompasses the Experimental Laboratory and Testing Station for Plastics and Environmental Technology. Together with the Laboratory for Plastics Technology (LKT) and the Technical University of Vienna, TGM carries out a broad spectrum of research projects in the field of plastic technologies. Industrial partners are offered a platform for analysing all macromolecular substances, which are incorporated into technological, agricultural, medical and packaging applications, and used in households and by companies. → [www.tgm.ac.at](http://www.tgm.ac.at)

# Multinationals Choose Austria

The ideal location for research, production and outreach to Eastern European markets

## **Borealis**

The multinational company Borealis is the largest plastics manufacturer in Austria and the second biggest in Europe. Since 2006 Austria has not only been the site of its corporate headquarters but also the research center of the globally operating company from the United Arab Emirates. Some 350 international employees of Borealis in the fields of research, product development, marketing and sales are working here to develop the materials of the future. 100 new employees from more than 30 countries focus on research and development, complementing the existing staff of 1,100 employees at the Borealis facility in Linz. → [www.borealisgroup.com](http://www.borealisgroup.com)

## **Henkel**

Henkel Central Eastern Europe (Henkel CEE) based in Vienna is one of the most important growth drivers for Henkel Group of Germany. Henkel CEE is responsible for coordinating business operations in 32 countries in Central and Eastern Europe, operating 20 production facilities and employing a work force of 9,000 people. The Vienna facility is being continually upgraded. Henkel now produces more than 200,000 tons of detergents and cleansers here, 75 percent of which is exported. Recently, the Henkel CEE manufacturing plant in Vienna was upgraded following the closing of the Hungarian factory, with a large share of the production being transferred to Vienna. In addition to its ideal geographical location, Henkel CEE's headquarters in Austria has gained a reputation as a central business intermediary, according to Günter Thumser, President of Henkel CEE. → [www.henkel.at](http://www.henkel.at)

## **Sabir**

In 2007, Sabir Innovative Plastics acquired the business unit focusing on high value technical thermoplastics from the former company GE Lighting/Plastics Austria. The trading and production of twin wall polycarbonate panels is located in Austria. The plastics are used as automobile components, computer housing, telecommunications equipment and construction materials. The Saudi Arabian petrochemical group employs 6,300 people in Europe (40,000 worldwide). → [www.sabic-europe.com](http://www.sabic-europe.com)

## **Evonik**

Plastics from renewable raw materials: within the context of an innovative cooperation project between the German specialty chemical company Evonik and the University of Graz, components for high performance plastics are being developed. The polymer building blocks are generated from renewable raw materials on the basis of environmentally-compatible biocatalytic processes. The resulting polymers are subsequently used as plastics for wind power facilities, winter sport equipment or boats. Evonik has been active on the Austrian market since 1962 via its subsidiary Degussa. → [www.evonik.de](http://www.evonik.de)

**Asota**

Asota, owned by the English Chapelthorpe plc Group, ranks among the world's largest producers of staple fibres. In Austria, five production lines located in Linz manufacture up to 25,000 tonnes of staple fibres each year. The export quota is over 97 percent. The products are subsequently used for floor coverings, automobiles, technical applications, sun shades, sports surfaces and textiles. For example, Asota supplies the polypropylene required for two large-scale projects in Austria, namely as concrete additives for the motorway tunnel Linz Bindermichl as well as for the railway tunnel Brixlegg. In the case of fire, polypropylene fibres prevent the flaking off of the concrete. → [www.asota.at](http://www.asota.at)

**Sunpor**

The Norwegian Supor Group does business with intelligent air. The EPS pellets supplied by the chemical factory in Lower Austria to customers throughout Europe and abroad contain only two per cent hydrocarbons, with most of the rest being air. Approximately 160 Sunpor employees produce about 175,000 tons of EPS granulate per year, of which 90 percent is designed for export. 80 percent of the raw material from St. Pölten is used for heat insulation, 20 percent for packaging and the remaining for specialty products, such as bicycle helmets. Sunpor is making substantial investments in Austria. The company opened the most advanced European facility in Lower Austria in 2009. → [www.sunpor.at](http://www.sunpor.at)

**Engel**

Engel Group is one of the world's leading companies for injection moulding machines, offering all the technological modules required in the field of plastics machine construction, such as injection moulding machines, tools and automation equipment. More than half of the injection moulding machinery is destined for the automotive sector. The products manufactured by Engel machines range from interior linings to car bumpers. The "Water Injections Technology" developed by Engel is used by BMW, for example, to produce the world's first plastics oil measuring system. Furthermore, plastic products used in everyday life, from drills to refrigerators, are also usually manufactured on machinery supplied by Engel. → [www.engelglobal.com](http://www.engelglobal.com)

**asota**

"In addition to a qualified workforce, high worker morale (with infrequent strikes) and productivity rank among Austria's success factors. EU enlargement and traditionally good business ties to the new member states are additional reasons to choose Austria as a production site."

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