

AUSTRIA:

Hotspot for Innovation and Creativity

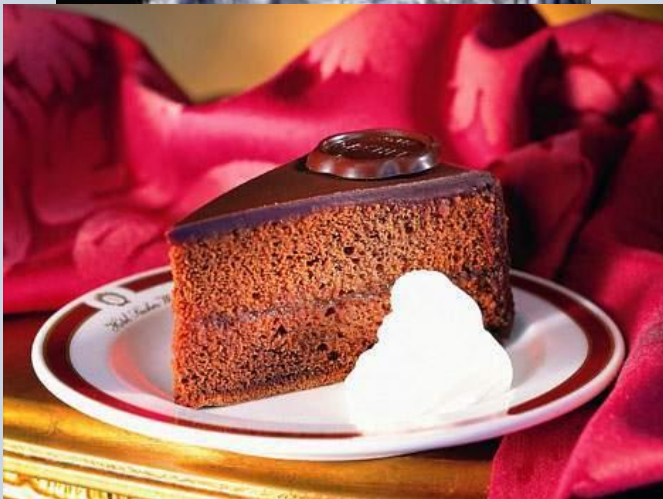
カール・ゲンザー

ABA オーストリア経済振興会社 東京

&

オーストリア大使館商務部

You might know **AUSTRIA** as...



Strong Economy in the **HEART** of Europe

- **Area: 83,872 km²**
- **People: 8.6 m.**
- **GDP growth: 1.5%**
(forecast 2016)
- **GDP / capita: € 36,608**
- **R&D quota: 3.01%**
(forecast 2016)

GDP Industry: 27.9 %
GDP Services: 70.8 %
GDP Agriculture: 1.3 %



Source: Eurostat, OECD

Japanese Companies in AUSTRIA

(examples)

ABA

Sony DADC

 Hitachi Data Systems

SHARP

FUJITSU

 KYOCERA



nichicon



Panasonic
ideas for life



NEC



Innovation Hotspot **AUSTRIA:** **EVENTS**

PIONEERS: Major event for promising tech startups to meet with the world's top investors and executives at the Hofburg Imperial Palace in Vienna. Annual event in May/June

ARS ELECTRONICA: World-famous festival in Linz for digital and new media art.

GAME CITY - 5000m², 80,000 visitors. Annual event in Sept. in Vienna

NUCL.AI is the largest event worldwide dedicated to AI in Creative Industries. Annual event in July in Vienna



Innovation Hotspot **AUSTRIA:** **INDUSTRY**



Austrian Games Sector:

Game developers ACTIONWERK to
ZEPPELIN STUDIO

<http://gamesaustria.com/>

<http://www.indiegame.at/>

<http://www.subotron.com>

Innovation Hotspot **AUSTRIA:** **INCENTIVES**

JUL 8, 2016 @ 07:45 AM 4,127 VIEWS

The Little Black B

Austria Wants To Attract Startups With A \$204 Million Program



Federico Guerrini, CONTRIBUTOR

I write about how technology can make our lives smarter. [FULL BIO](#) ▾

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Forbes
com

The Austrian Federal Government passed on Tuesday a comprehensive [startup program](#). It covers a period of three years and entails a volume of about 185 million euros (\$204 million).

“We want to more strongly support people with courage, innovative strength and an entrepreneurial spirit. This package of measures provides added impetus to the country’s startup scene”, said Reinhold Mitterlehner, Federal Minister of [Science](#), Research and Economy, and State Secretary Harald Mahrer, in a statement.



Advancing
Together

TC **TechCrunch**

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Startup package:

- Founding years facilitated
- Seed financing increased
- Risk capital premium for investors
- Digital one-stop-shop
- Founding fellowships
- New startup visa
- 24 hour quick check for funding applications



Innovation Hotspot **AUSTRIA:** **SUPPORT**



ASSOCIATIONS

- **SUBOTRON:** organizes lectures, workshops and exhibitions
- **ÖVUS – Austrian Entertainment Software Association:** represents suppliers, manufacturers, marketing and media workers of entertainment software
Founded by Austrian branches of EA, Microsoft, Sony Computer Entertainment
- **IGDA Vienna Chapter** – organizes networking events for game developers
...and more

FUNDING

- **AWS – Austrian federal promotional bank:** Assists companies in their implementation of innovative projects by granting loans, awarding subsidies etc.
- **FFG- Austrian Research Promotion Agency:** National funding agency for industrial R&D and startups in Austria
- **INiTS business Incubator:** Startups receive hands-on support, resources, network and office space to bring them to the next level.
- **Crowd funding platforms** such as conda.at, greenrockat.at etc.
...and more



What we can do for you

ABA

Our services – fast, unbureaucratic & free of charge

- Information on the business location Austria
- Market data
- Legal and tax aspects – providing a contact network
- Information on labor law and labor costs, residence and work permit
- Location search
- Support with incentives and financing

FINAL WORDS

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ご清聴ありがとうございました!

