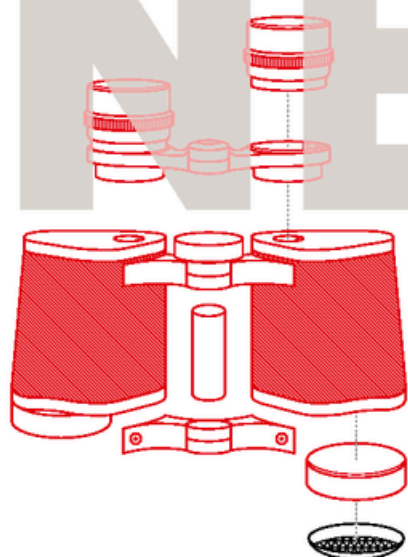
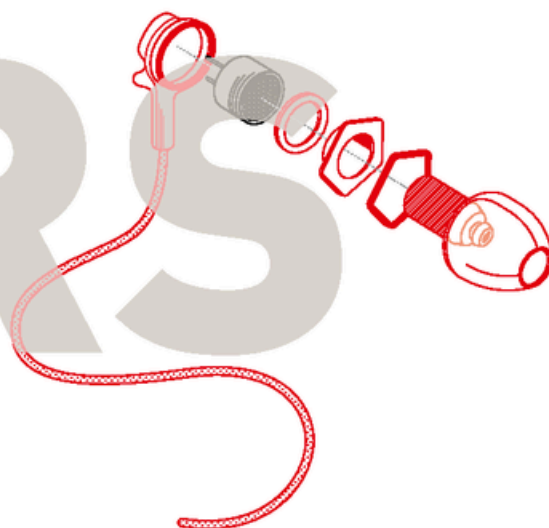


www.advantageaustria.org



ADVANTAGE AUSTRIA The Hague

Austrian Embassy - Commercial Section



Servus and welkom bij ADVANTAGE AUSTRIA !

ADVANTAGE AUSTRIA is the official foreign trade promotion and innovation agency, operating a network of 100 offices in over 70 countries. Our The Hague office – then called “*Oostenrijkse Kamer van Koophandel, Bijkantoor voor de Nederlanden*” – was the first representative office worldwide, established in March 1946. As part of the Austrian Federal Economic Chamber (WKÖ), we provide a broad range of services to support Austrian and Dutch companies in their investment, export and cooperation projects.

With an overall trade volume of EUR 15.7 bn in 2024, the Netherlands is a key economic partner of Austria. Underlining the strength of our bilateral trade relations, the majority of 64,000 Austrian exporters are dealing with the Netherlands. 260+ Austrian companies maintain representative offices with 80 spin-offs and 800 Dutch importers contribute to overall exports worth EUR 7.4 bn to the Netherlands in 2024. Red-white-red goods exports amount to EUR 3.6 bn (Q2/25 +6.6%) and rank the Netherlands as Austria's 9th largest EU-market. Concentrated in the key industries – machinery & plant engineering, pharmaceuticals, chemicals, mineral & metal products, and electrical engineering – projections point to an Austrian export potential of EUR 1.9 bn by 2029. Services exports worth EUR 3.8 bn (Q1/25 +2.6%) place the Kingdom an impressive 4th worldwide. Especially tourism reflects the close ties between our two countries: Dutch visitors generated more than 11 million overnight stays in the Alpine Republic, making the Kingdom Austria's 2nd most important market after Germany in 2024. Around 1,400 Dutch companies, with direct investments totalling EUR 4.6 bn by the end of 2024, call Austria home.

At ADVANTAGE AUSTRIA The Hague, our mission is to foster the development of a socially and environmentally responsible economy, building trusted, resilient value chains and promoting Europe's open strategic autonomy. Together with our partner organisations, as #TeamAustria, we work tirelessly to create, strengthen, and safeguard our bilateral economic relations. We organise B2B events, promote investments, and provide a wide range of tailored services as well as ABC-Austrian Business Circles. By doing so, we build bridges between Austria and the Netherlands, open new business opportunities for you and shape your business network of tomorrow.

So, don't hesitate to get in touch with us and subscribe to our newsletter to know what's next in Dutch-Austrian business relations.

We look forward to hearing from you!

Sincerely yours and met vriendelijke groet,

Christian H. Schierer

Head of ADVANTAGE AUSTRIA The Hague

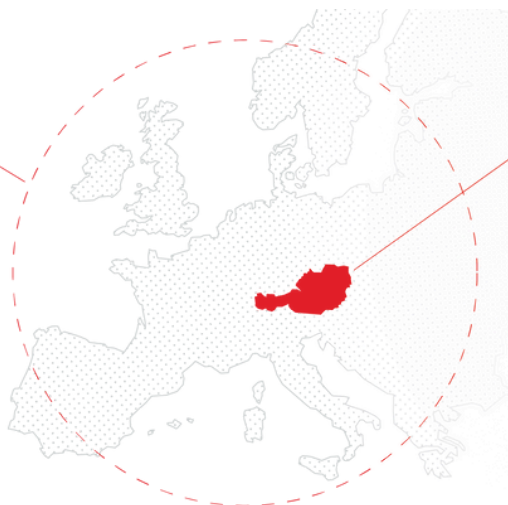
Commercial Counsellor at the Austrian Embassy in the Kingdom of the Netherlands

AUSTRIA IN FACTS AND FIGURES

Austria's Location

EUROPEAN UNION

Area	4.23 million km ²
Population	450 million
GDP	Euro 16,959 billion
Official Languages	24
Member States	27



AUSTRIA

Area	83,878 km ²
Population	9.1 million
GDP	Euro 478 billion
Official Language	German

Austria's Strengths

...including 28 "Fortune 500" corporations make Austria the preferred location for CEE headquarters.



Proximity to the target market

High stability



Good infrastructure

Significant tax advantages



High productivity and motivation

Great quality of life



Austria's Export Economy



Exports: more than **50%** of economic output



Exports to more than **200** countries (led by Germany, USA and Italy)

More than **1.2 million jobs** are directly linked to Austrian exports.



Increase in exports 2000 - 2024:
+ 151 % to Europe
+ 353 % to America
+ 223 % to Australia/Oceania

Austria is among the world's **Top 10** exporting nations per capita. ★★★★★★



-4.9% decline in exports



191 billion EURO in goods exports

Export in figures 2024

EXPORT GIANT

Austria is among the TOP 10 countries globally for exports per capita, placing it alongside prominent exporting nations such as Switzerland, Sweden, and Germany. In total, more than 60,000 Austrian companies engage in export activities.

The Austrian export rate, encompassing both goods and services, stands at more than 60%. Companies with a high exporting rate in Austria operate in almost all sectors. Mechanical engineering, chemical, metal & steel, and vehicle supplier industries generate the highest proportion of export volume.

HIDDEN CHAMPION

Austria's economic landscape is primarily characterized by innovative, family-owned, small and medium-sized enterprises. Numerous high-tech firms, often referred to as "Hidden Champions", act as market leader and excel globally in niche sectors.

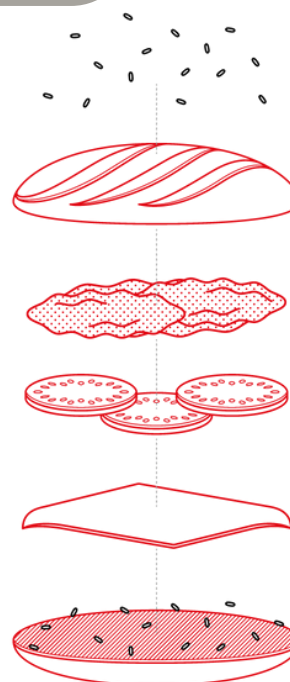
Over half of these companies specialize in industrial goods, primarily within mechanical engineering, metal construction, and electronics. Their export rates frequently reach up to 85%.

INNOVATION MADE IN AUSTRIA

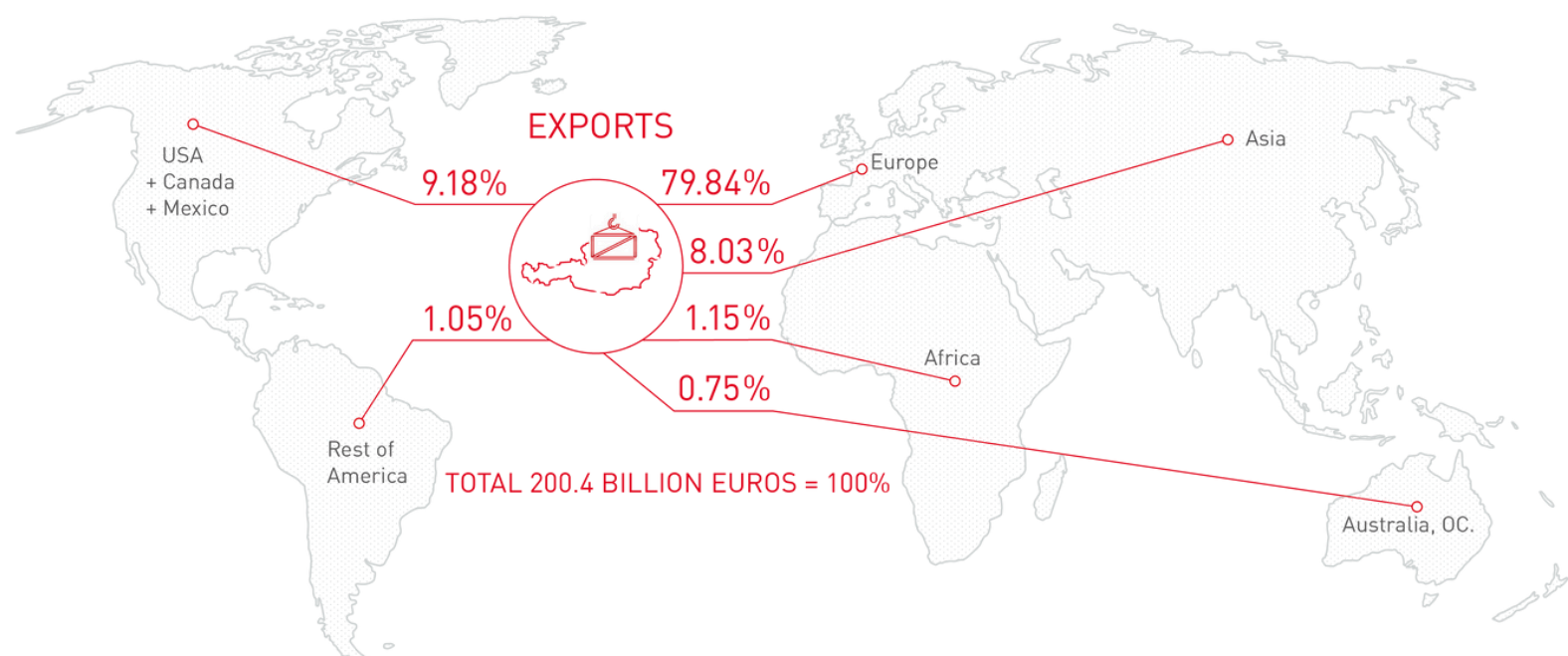
The leading economic sectors in Austria are mechanical engineering, automotive and railway industries, steel and metal construction, food, electronics, and the tourism industry.

You can find more information about the areas of activity of Austrian companies and their businesses as well as current business opportunities on our webpage

www.advantageaustria.org.



AUSTRIA'S EXPORT DESTINATIONS



AUSTRIA AS A STRONG EXPORT NATION

Austria's most important export partners are Germany, Italy, USA, Switzerland and Poland. The country's proximity to Central and Eastern European states is a key factor in the increasingly significant trading relationships and economic connectivity with these countries.

Capital goods are an important part of Austria's export power. The mechanical engineering industry, vehicle parts, GreenTech solutions and pharmaceuticals are prime examples of quality "made in Austria". Companies from Austria are obsessive about quality, worldclass partners and committed experts that make their products and services #SURPRISINGLYINGENIOUS.

Would you like to discover Austria's expertise and solutions?
With local offices in over 70 countries, ADVANTAGE AUSTRIA is your gateway to Austria's leading innovators and network of business partners.

Scan the QR Code to start your future partnership with Austria!

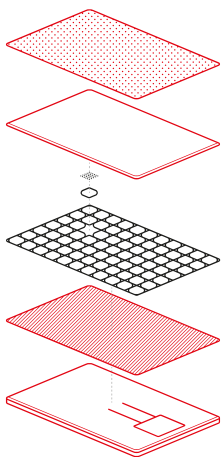


Austria is a hydropower champion as it hosts the world's leading suppliers of hydropower plants.

90% of Austria's total electricity generation comes from renewable energy sources .

AUSTRIA: A GREENTECH CHAMPION

#greentechaustria



Austria is home to timber construction specialists dedicated to the zero waste principle.

Austria is a pioneer in Eco-Concrete usage encompassing thermally activated building systems.

Austria is a European leader in the recycling of building materials.

AUSTRIA IS A LEADER IN CORE TECHNOLOGY FOR THE USE OF RENEWABLE ENERGY

Pumped storage power plants are essential for grid stability. Austria's largest pumped storage power plant is located in the Malta Valley in Carinthia and has an output of 730 MW.

WASTE WATER EXPERTISE

Industry at its best: customised water management systems for treating drinking water and wastewater.

SURPRISINGLY INGENIOUS FACTS ABOUT AUSTRIA

Austria is home to the #1 company in the development and construction of solar collectors.

Did you know that a new climate positive technology was developed in Austria: Reverse Power Plants.

INNOVATION IN AUSTRIA



AT THE TOP

#worldclasspartners

Ranking first in the EU-27 and among comparable countries for national expenditure on environmental protection in GDP, Austria continues to thrive with an R&D rate of 3.2%, taking third place within the EU and surpassing the European target for a 10th consecutive time.

Austria is leading the group of “strong innovators” within the EU, demonstrating a robust commitment to invest in research across diverse fields.



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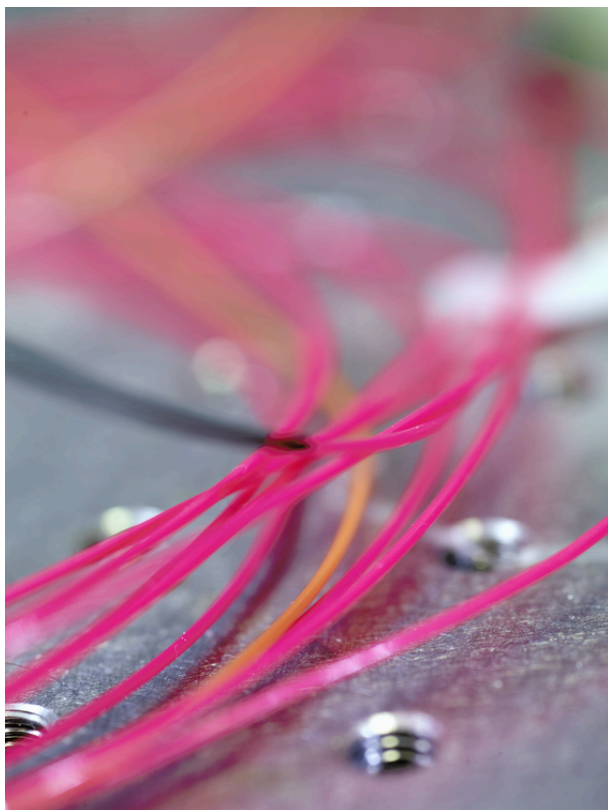


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INNOVATION AND TRANSFORMATION

#surprisinglyingenious

Austria's Climate and Transformation Initiative empowers the transition towards a sustainable, renewable, energy-based, and digitalized economy, catering to technology-leading companies, SMEs and a strong start-up network. Aiming for a climate-neutral circular economy by 2050, Austria creates new opportunities for innovative businesses and expands its funding resources continuously. Since 2000, 32.5% of Austrian patent applications have been in energy-related fields.



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START-UP HUB

#creativeapproaches

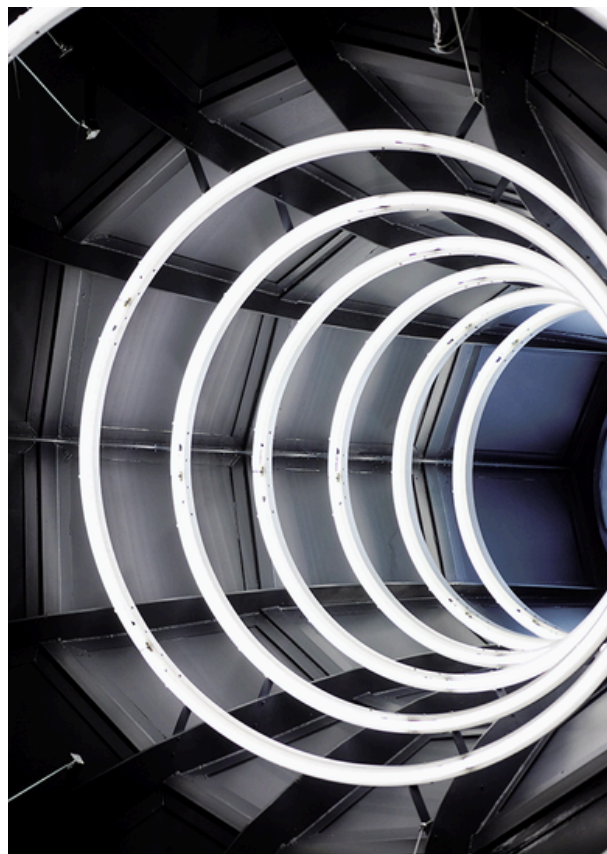
Since 2012, over 3,400 dynamic start-ups have emerged in Austria, driving innovation and economic growth. Remarkably, around 14% of these ventures have already transformed into scale-ups striving for significant expansion. Austria's ability to create ideal conditions for start-ups is reflected in the impressive achievement of producing six unicorns. While IT/software development remains the dominant sector, other thriving industries include life sciences, consumer goods and industrial technology.

ACADEMIC EXCELLENCE

#educationalexcellence

With success rates surpassing the European average, Austrian research institutions are a key driver of innovation in Austria. The core strengths of academic research focus on climate, energy and mobility.

Consequently, it is no surprise that corporate in-house innovation and academic spin-offs play a pivotal role for the local start-up scene. A total of 24% of start-ups originated from universities or research institutions.



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INVEST IN AUSTRIA

You would like to establish a company in Austria and are seeking support to successfully expand your business activities?

ADVANTAGE AUSTRIA informs, advises and connects you with the right partners, such as the Austrian Business Agency, which supports you throughout the process of establishing your business.



**Researching
market
& industry data
and trends**



**Location
scouting**



**Networking
& establishing
contacts**

Austria is a strong and stable economic nation and the gateway to around 750 million customers in the heart of Europe. As one of the wealthiest EU countries, Austria offers a consumer market with a high standard of living and strong purchasing power.

In addition, Austria has a skilled labour force and a well developed R&D landscape. Industry is one of the strongest sectors in Austria. Pioneering innovation as a strong field of competence makes the country an important supplier of precision-machinery, pharmaceutical products and electronic devices, many of its companies being market leaders in their respective categories.



**Information on
company
formation &
expansion**



**Grants and
financing
options**



Talent pool

The presence of a high number of international organizations in Austria translates to a location advantage. The UN has designated Vienna as one of its four official headquarters and is represented here by numerous organizations.

OPEC and the IAEA also have their headquarters in the city, exerting influence beyond national borders. Additionally more than 400 international companies operate regional headquarters in Austria.

OUR FRESH VIEW

FRESH VIEW is a magazine on the Austrian economy and industry published by ADVANTAGE AUSTRIA. It gives an overview of various sectors of the Austrian economy. Facts and figures, background reports and profiles of Austrian companies provide a great insight into Austria's export sectors.

Read exciting export stories about Austrian companies and their surprisingly ingenious solutions!



Discover our FRESH VIEW Magazines for every industry & read about Austria's innovative companies and their products.



www.advantageaustria.org

The website [advantageaustria.org](http://www.advantageaustria.org) is the official web portal of ADVANTAGE AUSTRIA, the trade promotion and investment organization of the Austrian Federal Economic Chamber. It serves as a comprehensive resource for businesses and individuals interested in Austrian trade and economic opportunities.

ADVANTAGE AUSTRIA generates international business opportunities by promoting the products and services of Austrian companies worldwide, by helping companies and organizations outside Austria to build strong relationships with Austrian companies and by promoting the exchange of the best minds and innovations from Austria and the world.

ADVANTAGE AUSTRIA has an extensive network of local offices and is globally well-connected. This strong international presence ensures that you will always receive expert answers to your questions - our service, your advantage.

CONTACT ADVANTAGE AUSTRIA The Hague



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Chemistry & Materials, Engineering &
Technology, Digital & Media, Data &
Analytics, Construction & Machines



Gerolf Frießer
Business Development Manager
Tourism, Banking & Insurance, Urban
Technology, Real Estate & Property
management, Aerospace & Security

A Historical Overview of Austrian Trade Commissioners in The Hague

1946 – 1971 Friedrich GROHSMANN
1972 – 1979 Siegfried HITTMAR
1979 – 1988 Rudolf ORISICH
1988 – 1995 Carl WEIGELSPERG
1995 – 2001 Christoph NOE-NORDBERG

2001 – 2008 Günter MÜHLBERGER
2008 – 2014 Karl SCHMIDT
2014 – 2020 Peter FUCHS
2021 – 2025 Michael SPALEK
2025 – today Christian H. SCHIERER

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