



SUR

Austrian Success Stories in Saudi Arabia

PRIS

and Future Potential for Collaboration

INGLY

April 2025

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INFORMATION



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Our office in Riyadh is part of a network of more than 110 offices in over 70 countries that provide a broad range of intelligence and business development services for both Austrian companies and their international business partners.

Our team of experts can assist Saudi companies in locating Austrian suppliers and business partners. We organize numerous events every year to bring business contacts together. Other services provided by our office range from introductions to Austrian companies looking for importers, distributors, or agents to providing in-depth information on Austria as a business location and assistance in entering the Austrian market

PREFACE



Since decades business and trade relationships of hundreds of Austrian companies have been booming in the Kingdom of Saudi Arabia. We are excited to present a selection of the impressive success stories from Austrian organizations in Saudi Arabia. From infrastructure, architecture, packaging solutions, innovation, marketing to firefighting trucks, Austrian expertise shines bright in every industry. Over the years we have won over Saudi Arabian hearts and are looking forward to more partnerships and shared visions in the future. The potential for cooperation is enormous while trade conditions and statistics improve constantly, making Saudi Arabia an incubator for success.

We hope to further introduce this prosperity and are open for more submissions of success stories. We are also happy to assist with market entry or expansion requests to leverage open opportunities.

Christoph Pfeifer

Commercial Counsellor at the Austrian Embassy

Head of Advantage Austria in Saudi Arabia

Saudi-Austrian Bilateral Economic Relations

Since the end of the Covid era in 2022 there have been increasingly positive developments, manifesting in a rise in bilateral visits, trade missions including business and investment, as well as elevated trade figures. Additionally, the ongoing economic reform and infrastructure development in Saudi Arabia, as part of Vision 2030, is creating numerous opportunities for Austrian exports and cooperation. Updated investment law principles facilitate the entry in Saudi Arabian projects due to equal treatment of foreign and local companies as well as simplified and streamlined administration.

Austrian exports to Saudi Arabia rose again in 2023 and amounted to EUR 537.8 million, an increase of 11.9% compared to the previous year. In contrast, Austrian 2023 exports to UAE were EUR 658 million, to Egypt EUR 293 million, to Iraq EUR 102 million and to Oman and Qatar each EUR 58 million. In the first half of 2024, Austrian exports grew by 57.17% to EUR 375.1 million, compared to the same period in 2023.

Saudi imports to Austria surged by 146% to EUR 442.4 million in 2023. The sharp rise is due to increased demand for Saudi crude oil, aluminum and plastics. In the first half of 2024, imports continued to increase by 6.33% and reached a value of EUR 258.5 million.

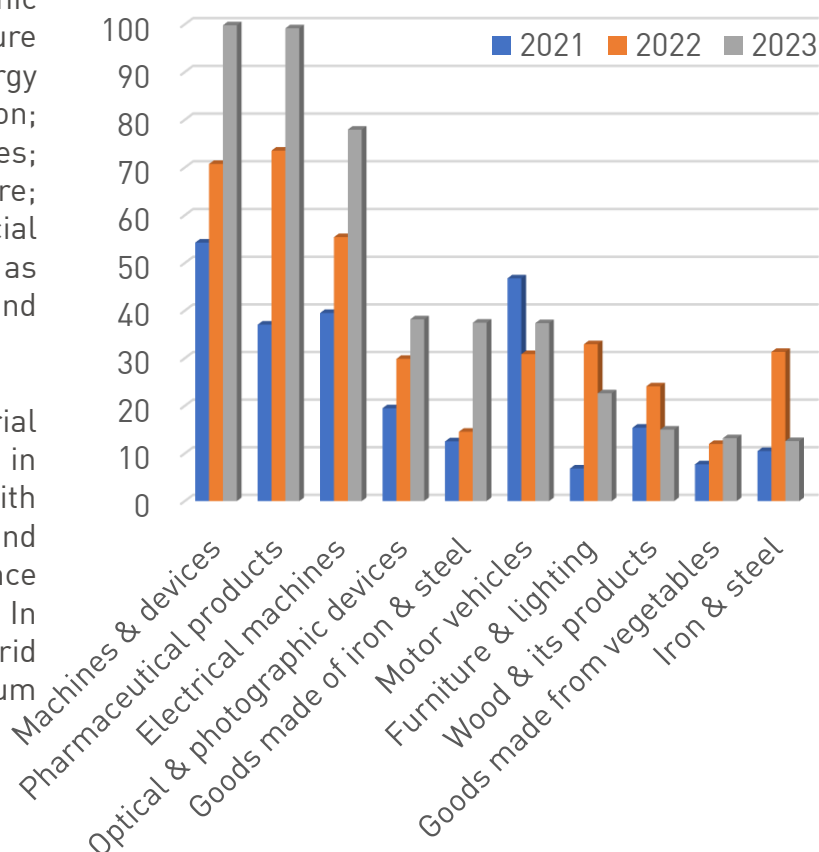
In recent years, several Austrian companies have established branches in Saudi Arabia, e.g., Hoerbiger (2023), Andritz (2024). TÜV Austria opened a regional headquarters in Riyadh in May 2024. In the same month, Austria and Saudi Arabia signed a Memorandum of Understanding (MoU) to strengthen economic and intellectual cooperation.

Austria is primarily active in the manufacture of immune sera (EUR 84 million), switch fuses (EUR 25 million), pipes (EUR 23 million), lighting (EUR 20 million), cars (EUR 18 million), cranes (EUR 15 million), fire trucks (EUR 15 million), machines for processing rubber or plastic (EUR 13 million) and orthopedic appliances (EUR 13 million).

In May 2024, the Ninth Bilateral Austrian-Saudi Economic Commission decided to focus future cooperation on areas such as energy and industry; IT and digitalization; transport and logistics services; environment, water and agriculture; labor market and social development; healthcare; tourism as well as education, research and innovation.

Since 2023, the UN Industrial Development Organization (HQ in Vienna) has been collaborating with the Saudi Ministry of Industry and Mineral Resources to advance industrial development and policy. In October 2024, the second hybrid Multilateral Industrial Policy Forum (MIPF) will take place in Riyadh.

Austrian export goods in Mio. EUR



Saudi-Austrian Bilateral Events

2021

- Fact Finding Mission alongside visit of the Austrian Foreign Minister in Riyadh
- Online Trade Mission – Business Opportunities in Saudi-Arabia

2022

- Trade Mission to Riyadh and Dammam alongside Joint Economic Committee & visit of Austrian Minister of Digital and Economic Affairs with 29 Austrian companies
- Business Roundtable – Saudi Minister of Industry & Mining | Vienna

2023

- Trade Mission Cyber Security in Riyadh
- Business Roundtable – Saudi Investment Minister in Vienna
- Trade Mission to Riyadh alongside the visit of Austrian Minister of Labor and Economy with 36 Austrian companies
- Business Roundtable – Saudi Minister of Economy and Planning in Vienna
- Trade Mission Tourism Infrastructure & Know How in Riyadh

2024 (so far)

- Austrian Delegation at the Future Minerals Forum (FMF)
- Business Roundtable alongside the Joint Economic Committee in Vienna
- Trade Mission to Aseer and Riyadh

These visits are complemented by numerous Austria Pavilions at various international trade fairs in Riyadh, most notably:

- Big 5 Saudi – February
- World Defense Show (WDS) – biannual in February
- Saudi Food Manufacturing – April
- Saudi Entertainment & Amusement Expo (SEA) – May
- Saudi Food Show – May
- Saudi Wood Expo – September
- INDEX Saudi – September
- Saudi Build – November



J. & L. LOBMEYR

Original chandeliers of the Holy Prophet's Mosque of Mecca

We are a passionate family-owned glass and chandelier maker founded in 1823. Our dedicated artisans still create and produce bespoke designs in our workshop in Vienna. As former Purveyor to the Imperial Court of Austria and to the courts of numerous royal houses, we understand the true soul and heart of each project. In 1975, LOBMEYR had the honour to light the esteemed „Masjid Al Haram“. In this outstanding tailor-made design, Islamic motifs combine with modern forms. This founded the new Arabic chandelier style, deeply rooted in culture and celebrating traditional aesthetics. With more than 200 years of experience in the high-class luxury segment, we are your specialized and trusted partner worldwide.



www.lobmeyr.at

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COPA-DATA



COPA-DATA Ltd.

Revolutionizing Saudi Arabia's Energy Sector

COPA-DATA is a pioneer in automation software and digital transformation, focusing on the energy sector in Saudi Arabia to achieve the Saudi Vision 2030 goals. The zenon software platform revolutionizes energy generation, distribution and management by providing robust, smart solutions for seamless data integration, comprehensive visualization and precise analysis. This enhances operational efficiency and supports informed decision-making. Customers like Saudi Aramco and Saudi Electricity Company benefit from these innovations for smooth independent integration. Through local solution providers and extensive expertise, COPA-DATA contributes to the sustainable development and competitiveness of the Saudi Arabian energy industry, ensuring a robust infrastructure and reduced maintenance costs.



www.copadata.com

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VAOS LTD.

Value Added Oilfield Services

VAOS Ltd. is a private Maltese/Austrian registered company which was established in 1983 to provide comprehensive construction and maintenance services to the oil, gas and petrochemical industry in Libya. VAOS LTD. cover all disciplines such as civil-, mechanical-, electrical-, instrumentation- and environmental engineering, piping-, insulation-, painting-, fire-fighting works, oil production enhancement and flow assurance services. VAOS LTD. experience reaches from the repair of single equipment, like storage tanks and horizontal vessels to the overhaul of entire terminals and tank farms as well as design, supply and installation of equipment needed performed by special skilled and carefully selected personnel.



www.vaos.com

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www.advantageaustria.org



Starlinger & Co GmbH

Circularity for plastic packaging

Renowned technology leader Starlinger has been supplying Saudi Arabian packaging producers with machines for high-tech woven plastic packaging production for almost 30 years. Through its division Starlinger recycling technology the company also provides state-of-the-art recycling machinery for a wide scope of plastics such as PE, PP, PA, PS, BOPP and PET which are in operation all over the world. Starlinger PET bottle-to-bottle recycling systems produce food-safe rPET which has been approved for use in food packaging applications by many brand owners as well as national and international authorities. From bottle to bottle, from bag to bag – Starlinger stands for circular packaging solutions and sustainable and eco-friendly plastic products.



www.starlinger.com/en

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www.advantageaustria.org



VA Tech WABAG GmbH

Clean Water for the Kingdom

For nearly 30 years, WABAG has been a leader in delivering state-of-the-art plants for water and wastewater treatment across Saudi Arabia. With 20 completed plants, we specialize in cutting-edge technologies for drinking water treatment, sea and brackish water desalination, and advanced wastewater treatment with sludge management. Our projects focus on sustainable water recycling to safeguard precious natural resources. Recent landmark projects include a 120 MLD WWTP and Water Reuse plant in Jubail Industrial City, advanced SWRO and WWTP facilities for Jazan Economic City, and a pioneering 300 MLD WWTP at New Jeddah Airport. WABAG provides complete water management solutions, including Operations & Maintenance services.



www.wabag.com

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www.advantageaustria.org



MK Illumination Handels GmbH

World leader in lighting arts and seasonal decorations

MK-ILLUMINATION is an Austrian company with 44 subsidiaries worldwide creating artistic light displays that bring happiness to people. Specialized in city, seasonal, retail, and landscaping lighting, MK-Illumination has been actively involved in projects across Saudi Arabia for the past 10 years. We have collaborated with the biggest retail developments and government entities, such as Sela, Cenomi, Hamat, the Saudi Tourism Authority, and more. Our magical lighting has illuminated key destinations such as Via Riyadh, Marina Club, Boulevard City, Kingdom Centre, and many others, enhancing the beauty of main streets and malls.



www.mk-illumination.com

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www.advantageaustria.org



PlanRadar GmbH

Disentangling construction and real estate management

At PlanRadar, we simplify how construction and real estate professionals in Saudi Arabia manage their projects. Our platform enhances digital documentation, streamlines communication, and provides powerful reporting tools, making complex workflows more accessible and efficient. We empower our clients with a customizable solution that improves collaboration, reduces errors, and increases project transparency. With 96% of our customers reporting a positive experience, 95% likely to use PlanRadar in future projects, and significant time savings in defect management and on-site visits, we are committed to driving success across the entire building lifecycle.



www.planradar.com/sa-en

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www.advantageaustria.org



SKIDATA

Changing the world of welcoming people

Since entering Saudi Arabia 7 years ago, SKIDATA has made significant strides in the Sports & Entertainment sector, enhancing premier racing circuits and stadiums used for the 2023 international football World Cup with advanced access management systems. Additionally, SKIDATA leads in the Parking & Mobility market, offering efficient and user-friendly solutions that ensure a seamless user experience for Saudi's rapidly growing urban environments. As part of its Middle East expansion, SKIDATA supports the Kingdom's Vision 2030 to diversify and develop its economy, committed to delivering exceptional service and innovative solutions.



www.skidata.com

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www.advantageaustria.org



Tridonic

World-leading provider of lighting technology for professional applications

Tridonic offers software and hardware for unique lighting solutions with flexible usage and straightforward maintenance, control and configuration. The Saudi Arabian market has gained interesting perspectives and opportunities for Tridonic for more than 20 years. We are proud to have contributed to significant projects like the King Abdul Aziz Road Tunnel in Makkah. Over 5,000 luminaires have been installed to illuminate this critical infrastructure which uses: Tridonic 6500K modules and Tridonic drivers, including emergency backup.

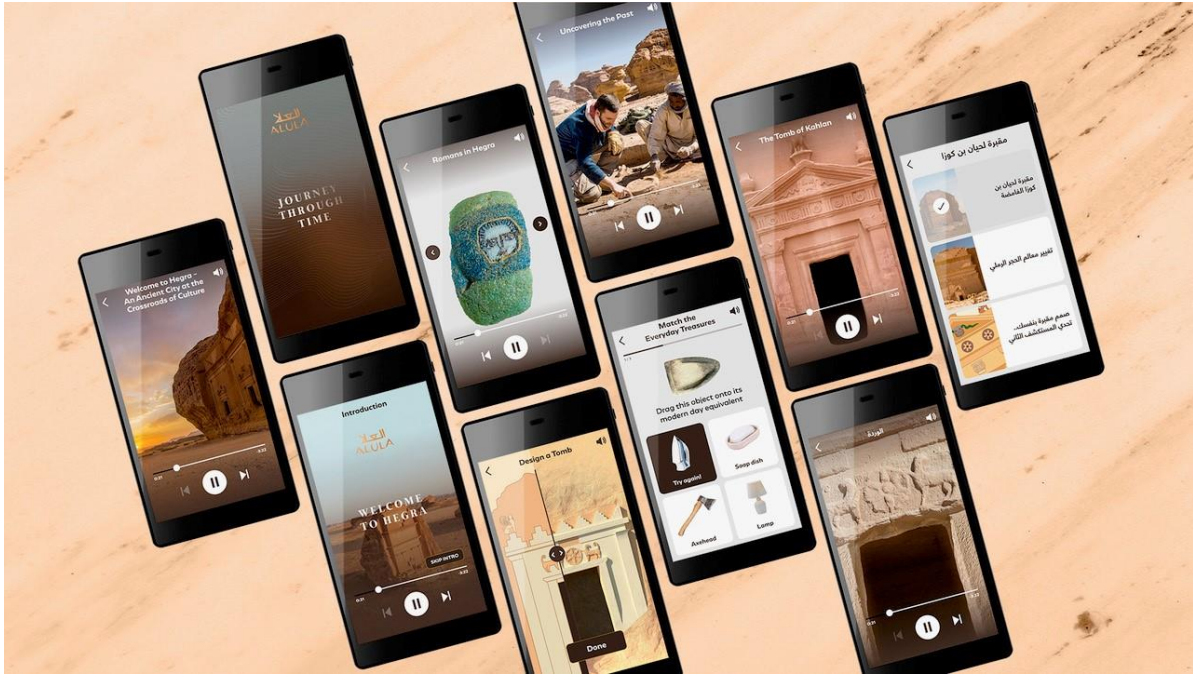


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www.advantageaustria.org



NOUS Wissensmanagement FlexCo

Designing the modern museum experience

Saudi Arabia has recently opened up to tourism with spectacular historical sites that have been closed for decades. As part of Vision 2030, NOUS has developed a content ecosystem for the Al'Ula Living Museum and other heritage sites that combines cutting-edge technology with engaging storytelling. Immersive audio and multimedia guides have been created at four sites – Al'Ula, Tayma, Khaybar and Hegra - to bring historical experiences to life. Particularly innovative is the first portable XR tour in the Middle East, which uses augmented and virtual reality to immerse visitors in the ancient Nabataean civilization of Hegra.



www.nousdigital.com/en

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www.advantageaustria.org



ENEXSA GmbH

Software solutions for power and water projects

ENEXSA GmbH (formerly VTU Energy GmbH) has been active in the Kingdom of Saudi Arabia since 2007 and provides software systems, contract models and technical consulting services for independent infrastructure projects in the field of power generation and seawater desalination and, most recently, also for one of the first private wastewater treatment plants. Power projects with a total capacity of almost 10 GW and water projects (like the Rabigh 3 Independent Water Plant shown in the picture above) producing almost 2.5 million m³/day of potable water have been equipped with our PASS plant accounting and settlement systems.



www.enexsa.com

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FlyNow Arabia Limited

FlyNow takes off in the Kingdom of Saudi Arabia.

FlyNow is commitment to contributing to the regional economy by doing production in KSA and establishing a strong presence in the Middle East. The implementation plan includes a collaborative sandbox project with GACA, NIDC, and SALAAM.earth focusing on testing, validating the operational regulations and developing the whole ecosystem including the infrastructure. This will enable the first cargo applications, followed by a rollout in Riyadh by 2029 with passenger eCopters. By Expo 2030, FlyNow aims for comprehensive use of a four-digit fleet of eCopters, revolutionizing urban mobility in Saudi Arabia.

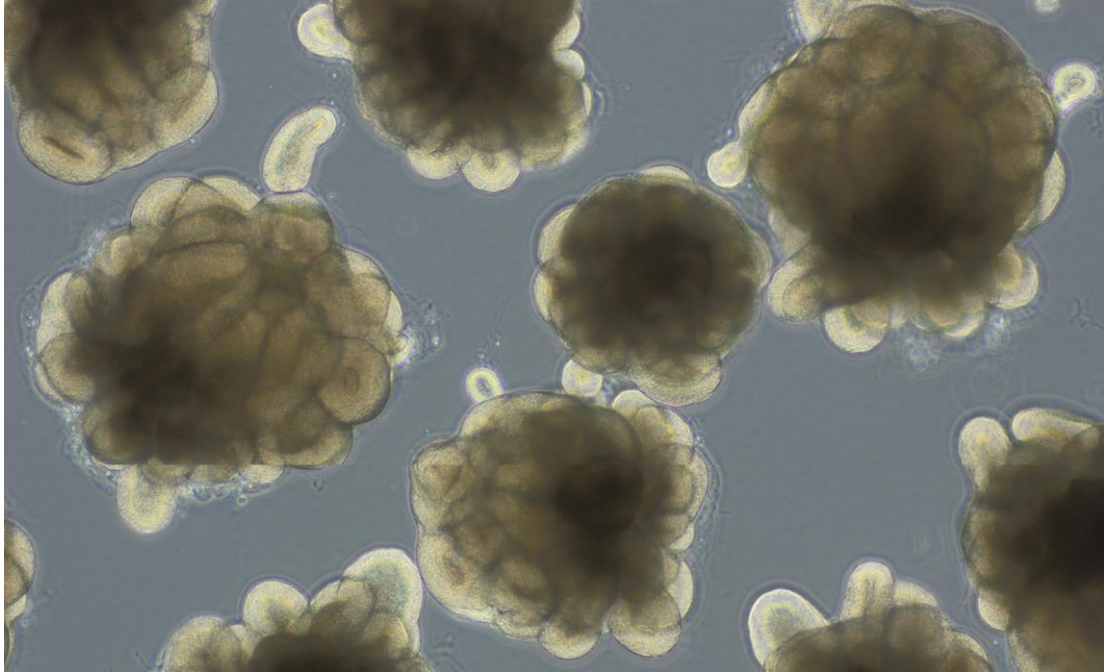


www.flynow-aviation.com

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www.advantageaustria.org



a:head bio AG

Novel drugs developed with a proprietary human brain tissue platform

His Royal Highness Prince Mohammed bin Salman launched the National Biotechnology Strategy for Saudi Arabia in early 2024. a:head's interest is to become a partner for Saudi Biotechs and academic institutions and contribute to the growth of this sector in the Middle East. Our first visit to the Kingdom was in March 2024 to present the company at the LEAP conference held in Riyadh followed by introductory meetings with several stakeholders from government, academia, and industry (MISA, KAUST, KACST, The Garage, Aramco, etc). a:head aims to deepen these initial contacts and is preparing for a follow-up visit in autumn 2024.



www.aheadbio.com

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www.advantageaustria.org



CTCweld

Customized training & consulting for metal and welding

The need for highly skilled workers is high for companies involved in manufacturing and project execution in the Kingdom of Saudi Arabia. CTCweld Training & Consulting was involved in the introduction of the dual training system at the National Industrial Training Institute - NITI in Al-Ahsa and has successfully trained plant operators for Saudi Aramco. As a flexible service provider and training exporter in the fields of metal and welding technology, CTCweld Training & Consulting supports TVET facilities, companies and projects to increase quality and productivity while reducing time and costs.



www.ctcweld.com

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University of
Applied Sciences
Austria



IMC Krems University of Applied Sciences

Close ties with the economy: innovative solutions for businesses and industry

The IMC University of Applied Sciences Krems is an entrepreneurial institution of higher education offering government-accredited bachelor and master programmes in three fields: Business, health and science & technology. Internationalisation has been at the heart of our university since our founding in 1994. We are one of the leading universities of applied sciences in Austria. We offer to design and implement accredited degree programmes in cooperation with international partner universities at their home location. We have more than 30 years of experience in the development of transnational programmes with a focus on tourism, leisure industry and hospitality. In terms of both interdisciplinary teaching and research, the IMC Business School focuses on contemporary management theories, the development of efficient and innovative solutions and their implementation in business practice, the analysis of value creation, and research into corporate social responsibility.



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www.advantageaustria.org



Steyr Arms GmbH

Outdoor products with quality, style and tradition

Following a more than 160-year-old tradition the products of the Austrian small arms producer STEYR ARMS are now also available on the new civilian weapon market in the Kingdom of Saudi Arabia. The high quality of Steyr Arms hunting and sporting rifles, as well as their superb pistols is highly demanded by Saudi Arabian hunters and sport shooters. Since 2024 we are able to fulfill this huge demand via the exhibition of the Saudi Falcons Club and our Distributor Desert Hunter.



www.steyr-arms.com

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www.advantageaustria.org



SWARCO Saudi LLC

Safe and convenient traveling in Saudi Arabia

SWARCO Saudi LLC, part of the internationally active SWARCO Group, is represented in the Kingdom as a system integrator with pioneering traffic management solutions. The company plays an active role in the implementation of Saudi Arabia's VISION 2030 with project completions for the Qidiyyah Entertainment Park, various strategic traffic projects in the capital such as Riyadh Metro, King Salman Park and Sports Boulevard, but is also active in infrastructure projects in other parts of the country.



www.swarco.com/companies/swarco-saudia-llc

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Innsbruck Tourismus

Introducing Tyrolian charm to Saudi Arabia

Innsbruck Tourismus is the official destination management organisation for the Innsbruck region, encompassing the capital of Tyrol and over 40 localities in the surrounding area, from the Inntal valley to the Mieming Plateau via Kühtai and as far as the Sellraintal valley. With almost 3.5 million overnight, the Innsbruck region is one of Austria's largest tourism institutions – a unique symbiosis of pulsating urban space and fascinating Alpine world. In Saudi Arabia, Innsbruck Tourismus is promoting the region by having B2B-cooperations with the ANTO (Austrian National Tourist Board), the press, and the travel industry.



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www.advantageaustria.org



ML Marketing GmbH

Strategic consultation to help you #beoutstanding in social media

ML Marketing, a sports-focused social media agency, opened an office in Riyadh, Saudi Arabia, at the beginning of 2024 to expand its operations in the MENA region. The agency assists local sports organizations and clubs in building and optimizing their digital infrastructures to enhance their online presence. Additionally, ML Marketing collaborates closely with European and American sports teams and leagues to facilitate their entry into the Saudi market and the wider MENA region. Through tailored branding and fan engagement strategies, the agency supports the establishment of international sports brands in the region.



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Erne Fittings Middle East Co. Ltd.

The safe connection for more than 100 years

Erne Fittings Middle East, the only producer of butt-weld fittings in Saudi Arabia and the GCC, operates a cutting-edge facility in Jubail. We manufacture elbows and reducers from 1" to 24" in diameter, meeting standards like ASME, ASTM, EN, and ISO. Our advanced technology and extensive expertise ensure efficient production and top-quality products. With over 3,000 tons of raw materials in stock, we ensure fast delivery within the GCC. With more than 100 years of experience through the Erne Group, we are known for reliability, best quality, and global reach, making us "the safe connection."



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Contact: Aldin Osmanovic (President)

Michael Kremmel (CSO/ Member of the board)



www.advantageaustria.org



Rosenbauer Saudi Arabia LTD.

Operationally versatile. Technologically unique.

In a significant milestone for the firefighting industry, Rosenbauer has successfully launched industrial firefighting vehicles fully made in Saudi Arabia. A step valued by all important local customers. This achievement marks a huge step forward in local manufacturing capabilities, setting a new standard for industrial firefighting solutions in the region.

The vehicle, built on a robust VOLVO FMX 480 6x4 chassis, is equipped with advanced firefighting technology. The heart of the vehicle is the Rosenbauer NH55 pump, capable of delivering 1500 gpm. The vehicle boasts an impressive 3500 gallons water tank and a 500 gallons foam tank, ensuring extended operational capacity in the most demanding conditions.



www.rosenbauer.com

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SAIMOS

Innovating situational awareness in infrastructure and security

SAIMOS® Video Analytics is based on Artificial Intelligence (AI) and exclusively developed in our Austrian headquarter. It stands as the world's foremost provider of Video Analytics purely utilizing Intel CPU technology, which makes our solutions very flexible and cost-efficient. Our innovative approach combines Video Analytics with Geographic Information Systems (GIS) to deliver heightened Situational Awareness. This unique technological foundation ensures exceptional flexibility, enabling the product to operate effortlessly in the cloud, on-premises, or within a hybrid environment. In Saudi Arabia, customers like KAFD trust in our solutions to collect business intelligence and ZainTECH uses our service to provide video analytics.



www.saimos.eu

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The cycle for a
better future
starts with the
right packaging

ALPLA Plastic Middle East Saudi Industrial Co.

Global leader in innovative packaging solutions

ALPLA has been shaping the industry in Saudi Arabia since 2007, starting with our first plant in Dammam specializing in Extrusion Blow Molding (EBM). Expanding its expertise, ALPLA added PET production in 2014 and further strengthened its presence by launching a plant in Jeddah in 2016, initially in partnership with Zamil. Later in 2019, ALPLA became a sole entity, continuing its legacy of excellence. Today, with a remarkable production capacity of around 2.5 billion pieces/year, ALPLA is at the forefront of the packaging industry, delivering best solutions for a safe, affordable and sustainable living in Saudi Arabia and the Middle eastern region.



www.alpla.com/en

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www.advantageaustria.org



Waagner-Biro Steel and Glass

Engineering bold and exciting architectural visions

With over 170 years of know-how, Waagner Biro Steel and Glass (WBSG) helps clients transform their visions into landmarks, building exciting and geometrically complex structures, retractable roofs and bomb-proof facades. Our involvement on landmark projects such as British Museum, Reichstag Dome, St Mary Axe, Burj Khalifa, Yas Island Marina Hotel, Etihad Museum to name a few, established sustainable working relationships with regional clients, contractors and authorities. In 2022, Waagner Biro Steel and Glass established its Saudi regional office in Riyadh with its expansion plans in place to enter a new generation of Steel and Glass projects in the Kingdom of Saudi Arabia and beyond. Cooperation and knowledge transfer with regional companies increased. In the region, WBSG stands for quality from Austria and is the first choice when outstanding turnkey engineering projects are required. As part of the Austrian Zeman Group, founded in 1965, WBSG has been able to draw on the group's own state-of-the-art production facilities since 2020.



www.wb-sg.com

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www.advantageaustria.org



TÜV Austria

Guaranteeing Safety and Quality in Saudi Arabia

At TÜV Austria, we unite safety, quality, innovation, environmental protection, and entrepreneurial interests. Our services cater to a diverse range of sectors, including industrial, commercial, and artisanal enterprises, as well as healthcare, community services, and scientific research institutions.

TÜV AUSTRIA is a member of 180 national and international standardization committees and interest groups with over 3,200 employees across more than 33 countries. We offer tailored solutions in testing, inspection, cybersecurity, data protection, certification, and training.

The TÜV AUSTRIA Group's international presence and extensive array of national and international accreditations position us as your competent and reliable partner—from project planning through to execution and utilization.



www.en.tuv.at

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Lead Innovation Management GmbH

Exponential increase in your power to innovate in Saudi Arabia

Lead Innovation is the partner for innovation and innovation management. Its services include the development of innovations and the long-term enhancement of a company's innovative strength. This includes the early identification and strategic derivation of areas of opportunity, the solution of complex tasks with innovative approaches as well as customized training on the topics of innovation leadership and intrapreneurship for companies. For over 20 years, leading corporations worldwide have placed their trust in Lead.

Lead is looking for companies or groups, regardless of industry, that want to improve their innovation performance. The company provides support in finding, planning and implementing the right innovation. This includes all processes, training and methods.





Planlicht GmbH & Co. KG

Architectural Lighting Solutions Made in Austria

PLANLICHT, a traditional Tyrolean family business with an international focus, has been synonymous with top-quality architectural lighting solutions "made in Austria" for four decades, offering tailored LED lighting for a variety of applications.

Since late 2022, PLANLICHT has been actively expanding into the Saudi Arabian market, supported by the Austrian Chamber of Commerce. In this context, participation in the INDEX Saudi Arabia 2024 has not only strengthened the brand's presence but also fostered valuable partnerships.

Initial successful projects demonstrate the trust local partners have in PLANLICHT's expertise and highlight the importance of superior quality from Austria, innovative technologies and products, and sustainability.



www.planlicht.com

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www.advantageaustria.org



MRM INTERNATIONAL, INC.

Moving people to more destinations smarter, faster & safer

SkyWeb Express is a Personal Rapid Transportation system that allows passengers to travel in small, private vehicles and decreases road congestion. We have created a patented software technology that is adaptable to public transit, airports, corporate and college campuses, freight, refuse, and theme parks; as well as patented international ticketing and a proprietary planning software and system simulator, TrakEdit. These achievements show commercial readiness of the SkyWeb Express and the commercialization program will establish the technology maturity and a prelude to multiple commercial projects. We have proven technology:

- Successfully completed third party verification of control system technology
- Completed full size operating SkyWeb Express prototype
- SkyWeb Express is ready to be implemented in Saudi Arabian projects



www.mrmintl.com

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ErRa SportSponsoringAgency

From Saudi Arabia to the rest of the world!

My name is Erwin Rader, and I am the CEO and founder of the ErRa SportSponsoringAgency in Vienna. The task of ErRa SportSponsoringAgency is to come across well-known companies that are interested in sponsoring activities with big international associations, to carry out advertising worldwide.

The Kingdom of Saudi Arabia will play the central role in the expansion of the ErRa SportSponsoringAgency. The Kingdom of Saudi Arabia is the key for me to take off in the entire region and from Saudi Arabia to the whole world! The start was in Vienna with HE the minister of planning in a face-to-face meeting in Vienna about my vision 2029. And we all know: Sport connects and brings people together!



www.erra-sport.com

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Siemens Mobility Saudi Ltd.

Leader for seamless, sustainable, reliable and secure transport solutions

Siemens Mobility was established in Saudi Arabia in 2005, since then, we've played a vital role in the country's transportation infrastructure. In 2008, we implemented the first ETCS signaling and GSM-R project. In 2012, we completed the ETCS Level 2 signaling for the Haramain High-Speed line (HHR), the first in the Middle East. In recent years we were awarded the Riyadh Metro Line 1 and Line 2 projects, with metro cars build in Vienna. With 450 employees in Riyadh, Al-Khobar and Jeddah, we serve key clients like the Royal commission for Riyadh City and Saudi Railway Company (SAR).



www.mobility.siemens.com/sa/en

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REBLOC Concrete Barriers

The future of road safety in Saudi Arabia

Since 2009, we have been developing, producing, and marketing modern safety barrier systems made of precast concrete elements for road safety worldwide.

Thanks to our profound expertise and technical solutions, REBLOC is a world-leading specialist in efficient and high-performance vehicle restraint systems made of precast concrete elements. The extensive and patented system is based on hundreds of real impact tests and offers a suitable solution for all application areas. We see our commitment to technically sophisticated and efficient systems as a significant contribution to improving traffic safety worldwide.



www.rebloc.com

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www.advantageaustria.org



FREYWILLE GmbH & Co. KG

Iconic art of Vienna

Founded in 1951 in the heart of Vienna, the family run business is known for its tributes to world-famous artists like Monet, Van Gogh, Gustav Klimt,... FREYWILLEs artists create a new work of art in its own right. The fire enamel creations are set in 18kt gold or 24kt gold plated jewelry, each piece is meticulously handcrafted in Vienna, showcasing the brand's dedication to quality and innovation.

FREYWILLE has been successfully active in Saudi Arabia für more than 25 years with two boutiques in Riyadh, two in Jeddah and one boutique in Al Khobar.



shop.freywille.com/ae

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www.advantageaustria.org



INNIO Group's Jenbacher technology

Hydrogen-ready power generation to businesses striving for a greener future

In line with Saudi Vision 2030, INNIO Group offers sustainable energy solutions that promote localization in the midstream industry and support the decarbonization journey. Through its Jenbacher technology and AI-powered myPlant digital platform, INNIO Group helps generate and manage energy sustainably, facilitating flare gas avoidance and accelerating the adoption of green energy sources. These advanced technologies can help Saudi Arabia reduce its carbon footprint and improve operational efficiency. With its expertise in scalable energy solutions, INNIO Group empowers industries to thrive while contributing to a more sustainable, resilient, and innovative energy transformation.



www.jenbacher.com/en

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Schoeller-Bleckmann Saudi LLC

Comprehensive oilfield solutions provider in Saudi Arabia

Schoeller-Bleckmann Oilfield Equipment AG (SBO) is the world market leader in the manufacture of high-alloy, non-magnetic steels and high-precision components for the oil, gas and other industries by applying innovative and additive manufacturing technologies. SBO is equally recognized for directional drilling tools and equipment for well completion in the oil, gas, and geothermal industry.

Schoeller-Bleckmann Saudi LLC is the primary representative for SBO in Saudi Arabia. The company operates as a comprehensive provider of optimized drilling and completions solutions. Our state-of-the-art facility in Dammam serves as a hub for various SBO brands, including DSI, BICO, WellBoss, and D-Tech.



www.sbsaleshouston.com

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MINEX GmbH

MINEX is a state-of-the-art Mining Exploration and Development Company, JORC, SAMREC, NI43 101 certified.

With profound expertise in Base & Precious Metals: Copper, Gold, Silver, Lead, Zinc, Nickel, Iron, Chromite, Dolomite, Lithium, Cobalt. As well as other Critical Minerals: Phosphate, Silica, Manganese, Basalt.

MINEX is supporting with its professional services Saudi Gold Refinery Co. exploration licenses development contributing to the Saudi Arabia's Vision 2030. MINEX offers a cost-effective fact-finding mapping of the new licenses to ensure quality exploration in a timely manner, which is key for de-risking mining assets in preparation for international investments. Throughout the fast-growing business MINEX is planning the establishment of its representative office in Riyadh this year.





Angati NaturElement

100% natural luxury cosmetics for Saudi Arabia

Angati NaturElement GmbH is the rising newcomer in the Arabian market for natural cosmetics. They offer high-quality Austrian natural cosmetics via a distributor in Saudi Arabia. The products are produced and packaged in Vienna. They contain 100% natural raw materials and are free from harmful substances. The concept includes a sustainable appearance of the company in all aspects, be it packaging, production etc. The cosmetics line impresses with its high quality and the high proportion of active ingredients, which brings unique effects. Angati is positioned in the luxury market. The products are used in luxury spas and luxury hotels, for example. They are aimed at the Arabian target group, which values natural and luxurious care products.





AVORIS Middel East GmbH

Developing modern properties with a high quality of living spaces

After many years of successful work of the AVORIS Group in Central Europe, it is time for new perspectives. AVORIS ME (AVORIS Middle East) was founded in 2021 with the aim of developing distinguish, intelligent and sustainable real estate and urban development projects in the Middle East. With a high-qualified and experienced team we manage our mixed-use urban development projects including residential, office and commercial buildings together with our partners. The realization of modern and future-oriented living and residential spaces, taking into account the cultural, regional and social requirements of the people in the respective countries, is at the center of our activities. With our three major projects in Mecca, Jeddah and Riyadh, we are focusing on the Saudi Arabian market and being part of Vision 2030.



<https://www.avoris-me.com>

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Doppelmayr Middel East GmbH

World-leading in ropeway engineering

The Doppelmayr Group represents quality, technology and market leadership in the construction of ropeway systems for the transport of people and materials.

The company looks back on 130 years of history and a century of experience in the planning, development, design, production and construction of ropeways.

This proven technology and its resultant reliability have contributed to the fact that the ropeway has become a popular and high-performance mobility solution – serving in ski and excursion areas, as well as in cities worldwide and even religious sites, where access and sustainability are key.

Doppelmayr ropeways are "The Next Level of Mobility" – a high-performance means of transport for Saudi Arabia and the world.



<https://www.doppelmayr.com/>

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