

Birgit Reiter-Braunwieser  
Dana Höller-Lipkova  
8th October 2020

# #Business Location Austria



# ABA -Who we are

Austria's federal consulting  
company for international  
investors

**Free of charge** assistance and  
information

All sectors and all type of  
companies

30 experienced employees

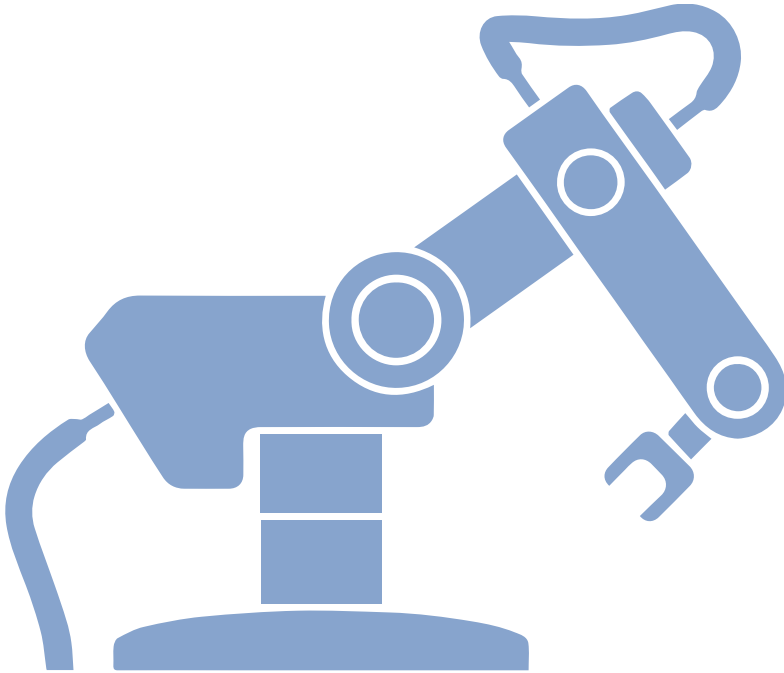
International network

Strong collaboration with regional  
agencies

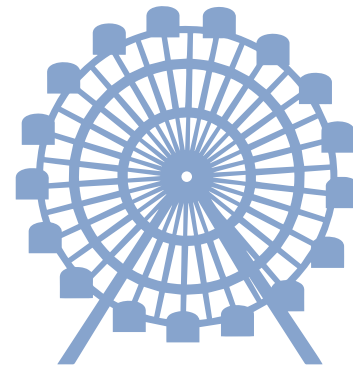


# Austria is a strong industrial location

As a percentage  
of GDP 2019



Industry: 29 %

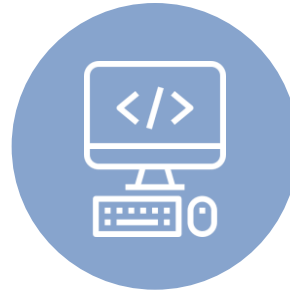


Tourism: 15 %

# Top 5 industry sectors



Machinery  
23,3%



Electro /Electronics  
10,9%



Vehicles  
9,3%



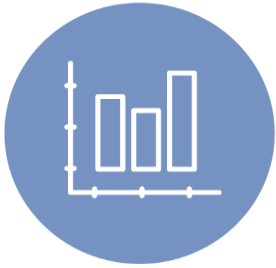
Chemicals  
9,2%



Food  
6,2%

# Why Austria?

## Five reasons for international companies



**Market:** Austria as test market for the DACH region; strong B2B as well as B2C market



Framework conditions



Qualified & flexible employees



Innovative technologies & competitive business environment



Finance & Support

# Strong purchasing power

2019



EU: 100



Austria: 128

# Your Ideal Access to German Speaking Markets

A map of Europe with the borders of Germany, Austria, and Switzerland highlighted in red. The text "100 m. German speaking consumers" is centered over the red area.

100 m.  
German  
speaking  
consumers

# Why Austria?

## Five reasons for international companies



**Market:** Austria as test market for the DACH region; strong B2B as well as B2C market



**Framework conditions:** Stability, security, legal framework, efficient public administration



Qualified & flexible employees



Innovative technologies & competitive business environment

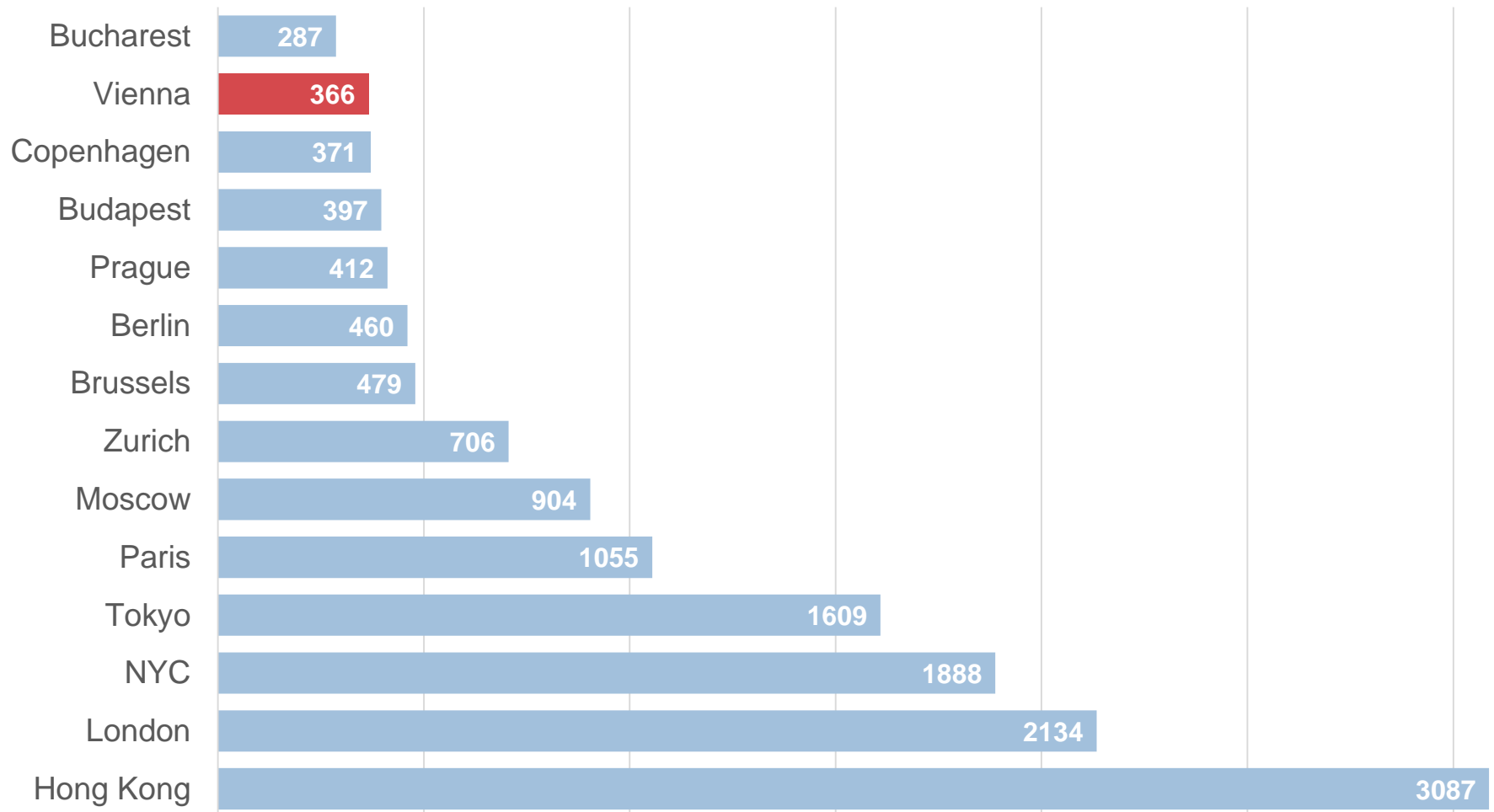


Finance & Support



# Affordable offices

Total occupation costs/m<sup>2</sup> per year in EUR



# Investor-friendly tax system

- Corporate tax rate: 25%
- Modern group taxation
- Tax premium for R&D: 14%
- No trade tax
- Double taxation treaties



# Why Austria?

## Five reasons for international companies



**Market:** Austria as test market for the DACH region; strong B2B as well as B2C market



Framework conditions



Qualified & flexible employees



Innovative technologies & competitive business environment



Finance & Support

# Talent: qualified and productive personnel

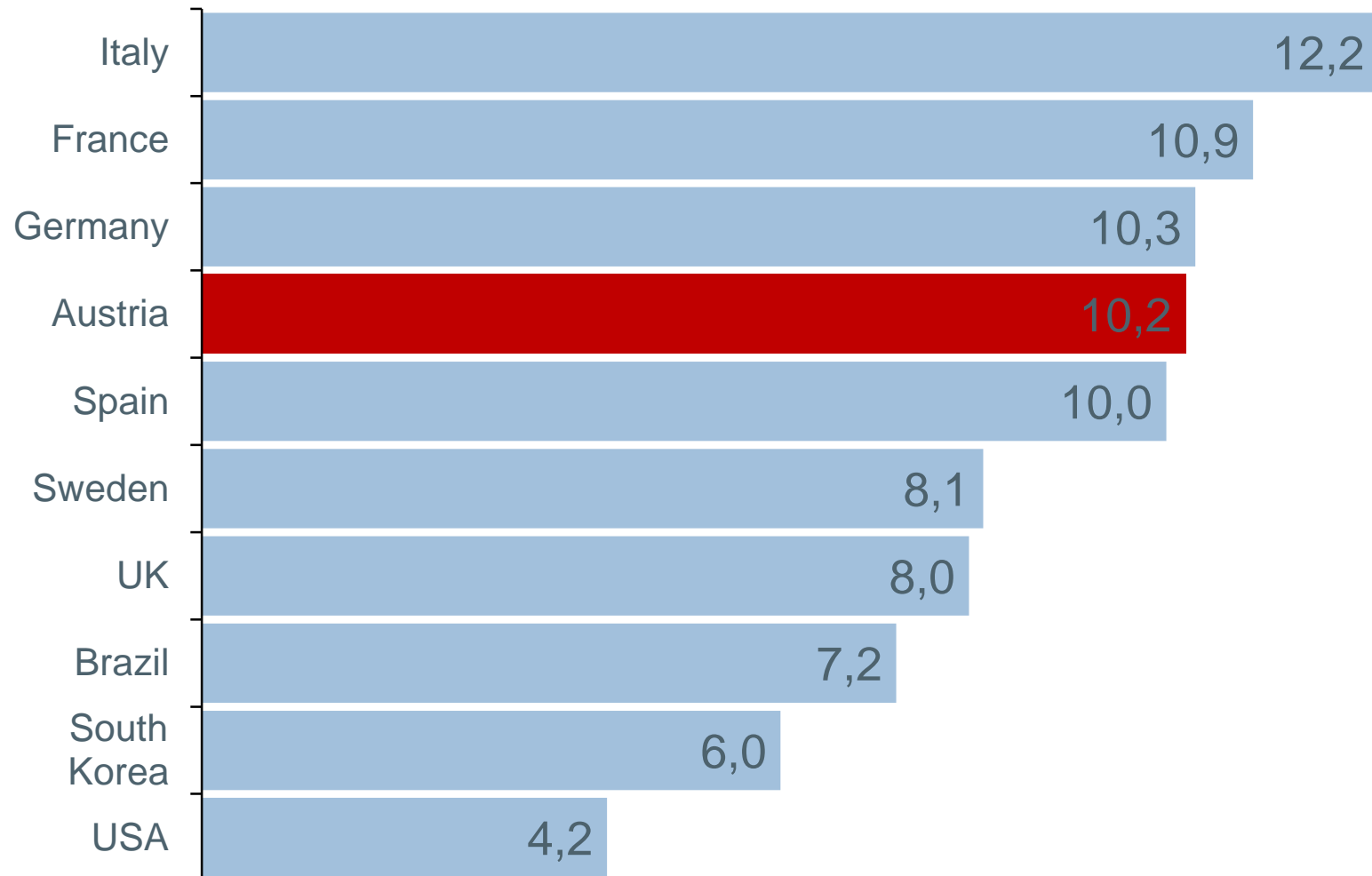
- Productivity 16% above EU average
- Motivation rank 4 worldwide
- Dual education: apprenticeship
- Vocational schools (HAK, HTL unique to Austria)
- Dense network of 12 private and 22 public universities
- Modern and flexible labour law





# Median employee tenure

In years



# Why Austria?

## Five reasons for international companies



**Market:** Austria as test market for the DACH region; strong B2B as well as B2C market



Framework conditions



Qualified & flexible employees



Innovative technologies & competitive business environment



Support

# Austria invests in innovation

Increase of R&D expenditures 2000 - 2018



EU: +7%



Austria: +68%

# Funding for R&D – Unique!

## Direct incentives

Mixture between cash grants and subsidized low interest rate loans

→ project-based

→ up to 60%

## Indirect incentive: Research Premium

Tax credit: 14%

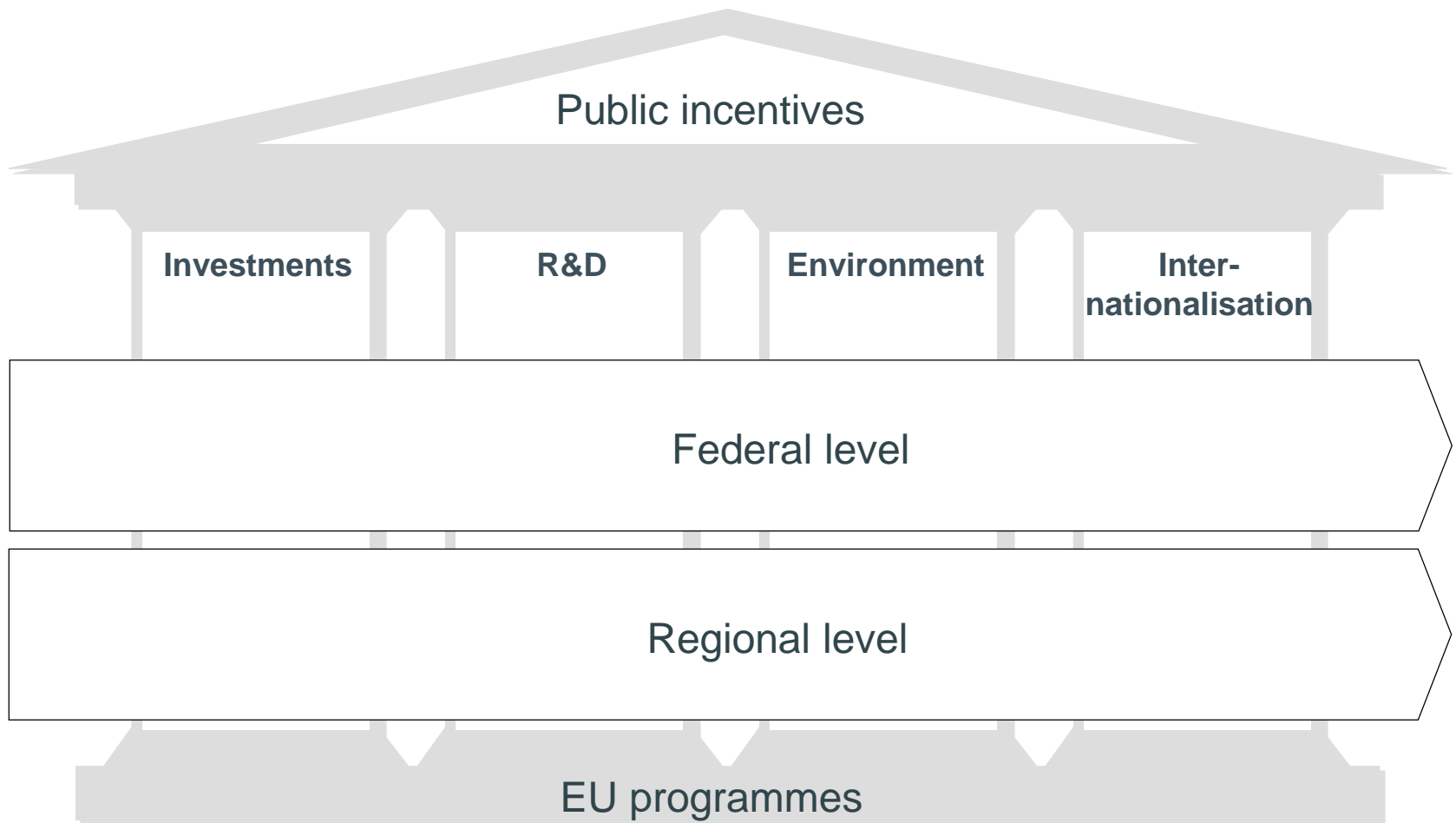
Costs of staff and material for in-house research or outsourced to Austrian research institutes

Expert opinion by FFG required

For any company!



# The columns of the Austrian funding scheme



# Why Austria?

## Five reasons for international companies



**Market:** Austria as test market for the DACH region; strong B2B as well as B2C market



Framework conditions



Qualified & flexible employees



Innovative technologies & competitive business environment



Financing & Support

# ABA offers fast, non-bureaucratic consulting and services – free of charge

## First Contact

General information on Austria

Market data

Legal and fiscal framework

Fact-finding missions

## Evaluation

Regulations and labor costs

Site selection

Real estate

Consulting on subsidies

Trade licence

## Implementation

Useful contacts

Assistance in obtaining federal subsidies

Assistance with permits

Ways to find personnel

...for all sectors and types of business from commercial to R&D!

# ABA – Your Personal Guide to the Business Location Austria

Birgit Reiter-Braunwieser  
Director Central and Eastern Europe  
Tel.: +43-1-588 58-252  
[b.reiter-braunwieser@aba.gv.at](mailto:b.reiter-braunwieser@aba.gv.at)



Dana Höller-Lipkova  
International Advisor Slovakia  
Tel: +43 699 18 212 416  
[lipkova@dli-consulting.at](mailto:lipkova@dli-consulting.at)

