



AUSTRIAN BUSINESS NEWS

ADVANTAGE AUSTRIA **JOHANNESBURG**

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EDITORIAL

Dear Reader,



We hope you had an excellent start into the New Year and enjoy reading the 1st edition of our AUSTRIAN BUSINESS NEWS in 2015. Last year it was certainly not easy for Austrian companies to grow their business in South Africa. Exports from Austria were down by 7 % in 1-3Q 2014. We are very confident however that trade will improve this year and look forward with optimism.

What gives reason for this optimism are the results of the Business Climate Survey of EU Trade & Investment in South Africa. Austrian investors participated very actively and the results show that 68 % of Austrian companies surveyed increased the number of employees and 79 % increased their turnover in the past three years. Hence it did not come as a surprise that Austrian companies are slightly more likely than investors from other EU countries to maintain their investment in South Africa. As a matter of fact with the entry of ALPLA Plastics and TYROLIT Abrasives the number of Austrian investments continued to increase to more than 60 companies in South Africa.

However the results of the survey also reflected an increasing dissatisfaction with the overall business climate. The volatility of the Rand, broad-based black economic empowerment, crime and corruption, labour laws and unrest as well as the availability of a skilled workforce are some of the major barriers to doing business in South Africa. The full survey is due to be released in February.

To help you finding new business partners from Austria we are currently preparing a number of exciting business events for the upcoming weeks. In this newsletter you will find a preview on page 5 as well as a summary of current business opportunities offered by Austrian companies in South Africa on page 4. Please read on and take advantage of these opportunities.

The next issue of AUSTRIAN BUSINESS NEWS will arrive in your mailbox at the beginning of April. Until then we invite you to stay up-to-date about Austrian business in South Africa by joining our group ADVANTAGE AUSTRIA in SA on [LinkedIn](#) or follow us on [Twitter](#).

With best wishes,

Johannes Brunner
The Austrian Trade Commissioner

NEWS FROM AUSTRIA



BAUZ! 2015 – Vienna Congress on Sustainable Building

The international BauZ! 2015 congress will focus on practical questions about buildings in use. “How does energy-efficient, ecologically responsible construction relate to real-life building occupancy? Are we still on the right track?” The international congress BauZ! 2015 will address these and other practical questions related to buildings in use from 12 to 13 February 2015 in the framework of the Vienna Bauen & Energie trade fair.. [Read further... \[Link\]](#)

Sappi Europe Invests in Austria

Paper manufacturer Sappi Europe is investing a total of EUR 120 million in three large projects in the 2014/15 fiscal year, two of which involve the Gratkorn facility in Styria. The first project in Austria was just completed, whereas the second one will begin in March 2015. Sappi-Gratkorn employs 1,240 people. It manufactures 250,000 tons of pulp in addition to high gloss paper. Sappi Austria Produktions-GmbH & Co KG generated revenue of about EUR 614 million and a profit before ordinary activities of EUR 74 million in the previous fiscal year. [Read further... \[Link\]](#)



World Sustainable Energy Days 2015

The World Sustainable Energy Days, one of the largest annual conferences in this field in Europe, offer a unique combination of events on sustainable energy production and use. For more than 20 years, experts from all over the world have gathered in Upper Austria to attend the conference - in 2014, the event attracted over 750 participants from 59 countries. 2015 the World Sustainable Energy Days will take place from **25-27 February**, presenting latest technology trends, outstanding examples and European strategies in 6 separate conferences. [Read further... \[Link\]](#)

Did you know?

The world's most successful fitness app comes from Austria

Founded as a small start-up in 2009, today Runtastic is a global company with over 100 employees from 20 nations. The company's apps have already been downloaded 100 million times. A complete unknown just five years ago, today Runtastic is a familiar term to more than 100 million people who have downloaded one of the fitness programs to their smartphone or tablet. The days of being a start-up have long passed for the world's most successful health and fitness app. [Read further... \[Link\]](#)



BUSINESS OPPORTUNITIES

WO&WO Sun protection products



WO& develop independent shading solutions and produce technical sun protection products that aims to offer solutions for any and all requirements in and around buildings. **They are seeking companies that can identify with their products and also wish to distribute them.** Click [here](#) for more.

HERTWICH ENGINEERING Aluminium casthouses

Hertwich Engineering, a company of the SMS group, is active worldwide with design, supply, construction and commissioning of machinery and equipment for the aluminium industry, foremost aluminium casthouses. Hertwich Engineering are **looking for direct customers.** Click [here](#) for more.



DOPPELMAYR Ropeways



The Doppelmayr/Garaventa Group's product portfolio offers wide diversity in depth as well as breadth. Detachable or fixed-grip installations, surface lifts, funicular railways, either in reversible or continuous movement – they have the ideal solution to meet every demand. Doppelmayr are **looking for direct customers.** Click [here](#) for more.

voestalpine VAE Turnout systems and track connections

VAE offers turnout systems including drive units and monitoring systems for every traffic application, whether high speed, heavy haul or urban/suburban. The particular benefit of complete VAE turnout systems is based on their minimized life cycle costs due to long service life, minimal maintenance requirements, high reliability and specification-compatible, tailor-made designs. VAE are **looking for direct customers.** Click [here](#) for more.



MACO Building hardware for windows and doors



As one of the leading producers of building hardware on the international market, **MACO is seeking distributors**, and also window and door manufacturers, for our first-class products. Many years of experience, assurance of quality and expert problem solving make MACO a strong business partner. Click [here](#) for more.

UP AND COMING EVENTS

ABC Event: Budget 2015 Analysis With Dawie Roodt

25 February 2015

Johannesburg

Join us for an analysis of the 2015 Budget Speech presented by the renowned South African Economist, Mr. Dawie Roodt. With a career that includes 9 years as an Economist at the South African Reserve Bank and the Economics editorship of the financial magazine Finance Week and Finweek, Mr. Roodt will bring his personal analysis and insight to the forefront during this presentation. Afterwards, a sundowner cocktail will be held at the venue. For more info, click [here](#).

Austria Showcase Plastics Industry in South Africa

09 March 2015 – 13 March 2015

Johannesburg

Advantage Austria together with Plastics SA invite you to join us for a workshop on the latest in Austrian technology in the plastics converting industry. Enjoy a morning of presentations by selected Austrian companies covering a range of industries, followed by one-on-one discussions in the afternoon.

Plastics SA is the mouthpiece of South African plastics industry. Previously known as the Plastics Federation of South Africa, they proudly represent polymer producers and importers, converters, machine suppliers and recyclers. The workshop will take place at Plastics SA on 11 March 2015. For more info, click [here](#).

Energy Efficiency Africa 2015

22 March 2015 - 26 March 2015

Johannesburg

Austrian companies are renowned for their innovation and expertise in energy efficient construction. To introduce the latest in technology in energy efficiency to the African market, Advantage Austria will organise a National Pavillion at the ENERGY EFFICIENCY AFRICA 2015!

Energy Efficiency World Africa will bring together thousands of industry professionals to share ideas on the latest innovations on electricity generation and the entire energy value chain. The show maximizes learning through; keynote speakers, regional project case studies, roundtable discussions and on-floor seminars. Join us at the Austrian National Pavillion and meet with experts from a range of fields in person. For further information please contact us per phone or email. For more info, click [here](#).

PUBLICATIONS

FRESH VIEW ON SUSTAINABLE BUILDING AND PLASTICS

The FRESH VIEW magazine delivers information worth knowing, direct to your computer (download). Find out more about current facts and figures, and read up on the economic background of many different sectors of the Austrian economy.

Sustainable Building: Know-How, Materials, Technology, Renewable Energy, Research

The guiding principle behind sustainable construction is the awareness that the economy, ecology and society are interlocking systems.¹ With its 40 % share of energy consumption and CO₂ emissions, the building sector throughout the EU is well ahead of traffic and industry.² The use of new technology means that there is an enormous potential for savings and this is where the Austrian economy has a lot to offer.

Find more information on Austrian construction providers as well as exciting cooperation opportunities in one of the latest editions of FRESH VIEW:
FRESH VIEW on Sustainable Building, Nr 153/2013 [pdf, 6,413.0 Kb]



Plastic Industry

Austria's plastics sector is highly export-oriented, with a strong global reputation for the highest standards in packaging, technical parts for the automotive, mechanical engineering and electricity industries and pipes and building elements.

Find more information on Austrian construction providers as well as exciting cooperation opportunities in one of the latest editions of FRESH VIEW:
FRESH VIEW on Plastics, Nr 152/2013 [pdf, 6,394.5 Kb]



OTHER USEFUL LINKS

ADVANTAGE AUSTRIA WEBSITE [\[LINK\]](#)

www.advantageaustria.org/za is the official web portal of Austrian business in South Africa. It showcases Austrian companies that specialise in export and import and generates significant business opportunities.

JOIN OUR SOUTH AFRICA GROUP ON LINKEDIN [\[LINK\]](#)

For useful information on Austro-South African business opportunities and to contact our experts.

FOLLOW US ON TWITTER [\[LINK\]](#)

For current updates on Austrian business in South Africa.

IMPORTING FROM AUSTRIA [\[LINK\]](#)

Here is all the information you need to ensure that importing from Austria runs smoothly: all the facts on the various Austrian business sectors, important contractual conditions for importers and information on Austrian foreign trade companies – your expert partners in transit.

EXPORTING TO AUSTRIA [\[LINK\]](#)

Reliable, up-to-date information about the Austrian market, import regulations, contract conditions, distribution channels, advertising and financing: everything an exporter needs to know, handily collected for you.

INVESTING IN AUSTRIA [\[LINK\]](#)

Austria is a stable business location with a secure framework, boasts a dynamic research and development scene and is renowned for its high quality of life. Here you can find detailed information on the advantages of doing business in Austria.

WORKING IN AUSTRIA [\[LINK\]](#)

Reliable, up-to-date information about the Austrian market, import regulations, contract conditions, distribution channels, advertising and financing: everything an exporter needs to know, handily collected for you.

TRAVELLING TO AUSTRIA [\[LINK\]](#)

Austria offers exceptional infrastructure to both business travellers and tourists. Find out about Austria as a travel destination, the array of leisure opportunities on offer, the breathtaking landscapes, world-famous culture and benefit from travel tips given by our experts..

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ADVANTAGE AUSTRIA, with its network of foreign trade offices, is the Foreign Trade Promotion Organisation of the Austrian economy. Under the auspices of the Austrian Federal Economic Chamber, ADVANTAGE AUSTRIA is Austria's largest service provider and driver of all international economic activities. ADVANTAGE AUSTRIA acts as an official lobby, representing the interests of its Austrian members both at home and abroad.

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