



# AUSTRIAN BUSINESS NEWS

ADVANTAGE AUSTRIA **JOHANNESBURG**

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# EDITORIAL

Dear Reader,

while we are still evaluating how the government re-shuffle in South Africa and the subsequent downgrade by the rating agencies will impact the outlook for economic growth and our bilateral trade and investment relations, we continue to provide you with relevant business news & opportunities from Austria in the 2nd edition of AUSTRIAN BUSINESS NEWS in 2017.



On 11 May the **Austrian Peter Oswald** took over from David Hathorn as new **CEO of the Mondi Group**. We take this opportunity to thank David for the excellent cooperation we have always enjoyed during his 16 years at the company's helm and to wish Peter Oswald the best in his new position. The appointment of Peter Oswald who first joined Mondi in 1992, signals not only continuity for Mondi but also for the excellent ties between Austria and South Africa in the paper and packaging sector.

In the health sector, we will be exhibiting with an **Austrian Pavilion at Africa Health 2017** in early June. We are proud to present a group of renowned Austrian companies at Southern Africa's most significant medical and health show taking place from **7 - 9 June 2017** at the **Gallagher Convention Centre** in Midrand. Join us for an opportunity to meet with these industry experts. We look forward to welcoming you to our stand in Hall 2 Stand 2B14.

On **21 June** the Austrian Business Chamber in Southern Africa is hosting their **3rd ABC Golf Day** at the **Houghton Golf Club**. This annual event provides an excellent opportunity for you and your business partners, sponsors and guests to interact and network while enjoying a wonderful day of golf and entertainment.

Find out more about these exiting events inside this edition of Austrian Business News. As always, you will find a **summary of current business opportunities** offered by Austrian companies in South Africa on page 5. These will introduce you to new business partners from Austria offering renewable energy solutions, construction technology as well as traffic and safety systems. Have a look and see for yourself the surprisingly ingenious solutions Austrian companies generate.

The next issue of AUSTRIAN BUSINESS NEWS will arrive in your mailbox in **August**. Until then, we invite you to stay up-to-date by following us on **Twitter** or joining our **LinkedIn** group, ADVANTAGE AUSTRIA in SA.

Johannes Brunner  
The Austrian Trade Commissioner

# THE LATEST NEWS

## Austrian Startup Scene: a Hub and Some Caps

Taking advantage of central positioning



As a percentage of GDP, Austria's spending on research and development is higher than the European average. In so doing, it continues the tradition of cultivating thought-leadership of which startups are simply the next frontier. Fortunately, Austria does not have to position itself at the centre of Europe, because that is where it is already! Startup founders are well placed between East and West. They immediately have access to a market with significant purchasing power, which is also the largest European market with a common language (Austria, Germany and Switzerland), and a talent pool of 190,000 highly educated students (only Vienna) for potential co-founders. This is an ideal starting point for introducing products on a manageable scale with the potential for rapid expansion.

Helping this along, government has created a number of incentives for bright minds to find a home in the Alps. These include, a 185 million grant package launched at the end of last year and a startup visa for founders from non-EU countries entering into force in July 2017. This all combines to win Vienna the title of "up-and-coming early-stage-investment-capital of Europe, according to TechCrunch. So watch this space, and our Twitter feed, for the latest updates.

## When an Energy Drink Turns Thirty

When Dietrich Mateschitz launched an energy drink by the name of "Red Bull" on the Austrian market in 1987, few would have thought such an unparalleled and triumphant path to success possible. But the blue and silver Red Bull can was soon to conquer the world – thanks in part to a unique marketing concept.

Red Bull became a cult brand and a global market leader in a beverage sector that had not even existed until Red Bull was launched. Now, some thirty years later, more than 62 billion cans of the "wide awake" drink have been consumed all round the world. Today, Red Bull sponsors extreme athletes and owns not only Formula 1, football and ice hockey teams but also a television station and print media.



Worldwide, some 6 billion cans of Red Bull were sold in 2016. The global market leader in energy drinks employs 11,865 people in 171 countries and recently recorded a turnover of EUR 6.03 Billion.

Strong growth in Chile (+28%), Scandinavia (+13%), Poland (+13%), the Netherlands (+12%) and South Africa (+10%) combined with consistent cost management and an ongoing program of appropriate brand investments are the main drivers for the company's positive performance. Red Bull is set to focus its future expansion on key markets in Western Europe and the USA as well as potential markets in the Far East.

## Spotlight on Renewables

Renewables are in trend, and it's not all hot air. According to the International Energy Agency (of which Austria is a member), 23% of the world's energy comes from this sector. That was in 2012. Since then, there is little doubt that scepticism in the technology is dwindling as industry innovators address concerns about the price tags on their products. This is especially the case in wind and solar photovoltaic technology. Though hydropower remains the largest source of renewable energy, wind and solar PV show the largest potential for growth.

### Solar and power storage grab attention at PEWA 2017

Earlier this year, ADVANTAGE AUSTRIA exhibited at Power and Electricity World Africa with a national pavilion. We were accompanied by a team of **industry experts** in hydropower (both small and large scale), solar and energy storage. The quality of GREENoneTEC's solar technology impressed visitors. At the same time, Gildermeister's Energy Cube answered one of the industry's burning questions, how to store energy from renewable technology for days when the wind is not blowing and the sun hides behind the clouds.

Hours of sunshine per year is only one factor determining solar potential of a site, but South Africa is already one of the world's sunniest countries. It is at the start of its exciting foray into solar and other renewables. It was encouraging to notice this steadily growing interest in clean energy generation at PEWA 2017.

Austria continuously shows its commitment to this industry. Just recently the Vienna Energy Forum took place at the Hofburg Palace in Austria's capital. Presently, research and development in Austria is focusing on materials research and grid integration to strengthen the future of renewables.



*Fact: In 2004, together with other members of the EU, Austria set a target to have renewables account for 34% of total energy consumption by 2020. The country is well on its way to surpassing that goal.*

## Cable-ways Over the Thames

Doppelmayr is the author in another urban experience, this time London. The Emirates Air Line cable car run by Transport for London (TfL) crosses over the River Thames between Greenwich Peninsula and Royal Victoria Dock. It takes 10 minutes to cover the distance of the 1-kilometer line that opened in 2012. Now the line has received the ultimate seal of approval.

A customer satisfaction survey commissioned by TfL assessing all modes of transport in London revealed the highest level of customer satisfaction for the Air Line. Higher than for any of the other modes of transport in the city, including the London Underground and London Roads. At the same time the system is exceeding all contractual and industry benchmarks. This is the result of superior design - based on monocable detachable gondola (MDG) technology, a system which uses a single cable for both propulsion and support - and the international experience of **Doppelmayr Cable Car GmbH & Co KG** from managing operations to maintenance. Happy customers all-around, from London to Bolivia (see ABN 2017-1 for more)!



# BUSINESS OPPORTUNITIES

## Construction and Infrastructure

### Prefabricated brick walls

Brick is one of the oldest known building materials. Today, they are the second most common material in construction after wood. Nevertheless, there's no need to use them one-at-a-time when you can prefabricate the walls in a fully or semi-automated process. It takes **only 1 hour** to get from the completed design of the house to the finished walls, with all the necessary cutouts like roof beams or installation ducts, door and window openings. Thereafter, it is a simple matter of on-site assembly. If setting up a plant with this technology interests you, **Redbloc Systems** is looking for potential local licensees.

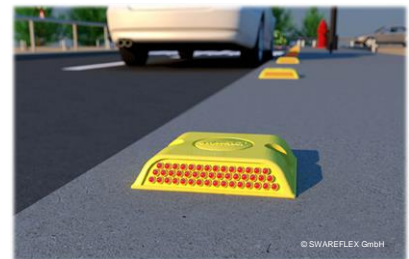


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## Machinery, Materials and Mobility

### Traffic safety systems and lighting

Seeing and being seen are fundamental pre-requisites for the safety of all road users. **SWAREFLEX**, a company in the Swarovski Group, manufactures rugged crystal glass reflectors, active guidance lighting and other products to guide you safely home. In various comparative tests of the three main reflector types, SWAREFLEX glass reflectors were the only type with consistently good scores across all five test criteria (resistance to salt exposure; sulfur dioxide fumigation; UV light irradiation; humidity, and; abrasion). Their product range ([link](#)) is also suitable for use in rail traffic control and the construction industry.



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### Profile measurement and inspection instruments



If you stake your reputation on precision, accurate measurement is your ally. **NEXTSENSE** has developed multifunctional hand-held and robotic profile measurement devices for inspection. Their product range includes instruments for: gap measurement and fold evaluation; wheelset, wheel profile, profile and track system measurement. They have worked with the bigwigs in the automotive, rail and steel industries. Now they want to work with you.

📧 | E [office@nextsense.at](mailto:office@nextsense.at) | [More info](#)

A comprehensive listing of all business opportunities, including this selection, can be found on our [website](#).



## Renewable Energy

### Power supply

A secure and stable energy supply is crucial to ensure a functioning economy, development and a prosperous population. **Hitzinger** manufactures alternators, airport equipment, converters, diesel engines and UPS systems to stabilise your grid. Become a distributor and be part of the solution to sustained development.



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### Renewable energy systems

Conversio can help set your municipality, business or household on the renewable energy path by assessing your existing setup and proposing a targeted, yet comprehensive solution to address your needs. As a property owner you could sell the energy produced to tenants or, simply decrease your overall energy costs. Conversio will be there every step of the way, from planning, to construction, commissioning and even plant maintenance. The **Conversio Africa** team has their finger on the pulse of the latest developments in the field.



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### Small hydropower plants



Hydropower depends on only two factors, water flow and 'head'. 'Head' being the height of the gradient over which the water falls, while "flow" is the volume of water per unit of time. Based on this, hydropower can be constructed in any location where there is enough of both to make energy generation viable. In streams or rivers, existing water distribution networks, wastewater collection and treatment systems. **Global Hydro** is the specialist in this electromechanical equipment, especially Kaplan, Pelton and Francis turbines. All core components are manufactured and assembled in-house at the production site in Niederranna, Upper Austria.

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### Solar powered exhibition stand

Popup stores are all the rage, but when you need power outdoors, forget extension cords. **HBT Energy's** CUBOX is designed with the hospitality industry in mind as a transportable, modular solar pavilion that provides its own energy; whether you're serving cocktails on the beach, pancakes at a market, or setting up a mobile charging station amidst the hustle-and-bustle of the city. It can also serve as a guard house. Manufactured to Austrian quality standards, it can be deployed immediately to meet your specific needs and any budget for power, and a good first impression, where you need it!



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# EVENTS

## Africa Health

7 - 9 June 2017 | Gallagher Convention Centre, Midrand, South Africa



African economies and populations are growing. The resulting urbanisation, social mobility and increased life expectancy will create a demand for adequate healthcare infrastructure and treatment.

### Advantage Austria will be joining the conversation again!

Our Austrian pavilion will introduce Austrian companies with expertise in:

- medical devices
- pneumatic tube systems and conveyor technology
- hospital information systems
- hospital design, planing and construction

Remember to register for your **free event pass** and visit our pavillion (Hall 2, Stand 2B14) to meet the experts from these companies in person:

Allomed Medizintechnik GmbH  
European Society of Radiology - ESR  
Ing. Sumetzberger GMBH  
Lohmann & Rauscher GmbH  
Smidek Management International GmbH  
VAMED Engineering GmbH and VAMED Management and Service GmbH

Live updates before and during the event will be posted on **twitter**.

For further information contact us directly or visit: **advantageaustria.org**

## ABC Annual Golf Day

21 June 2017 | Houghton Golf Club, Johannesburg

This annual event provides an opportunity for you and your business partners and guests to interact and network while enjoying a wonderful day of golf and entertainment. Sponsors can also gain excellent exposure. The 2017 Golf Day will raise much needed funds for Education Africa's Early Childhood Project. There are 3 options to get involved:

### Sponsor | Play | Dinner Guest

Brand exposure among the members of our and other business chambers. Get in touch for more details.

Four balls at R3,900.00/person (includes green fees, halfway house and dinner)

Dinner reservations at R250.00/person

Indicate your interest **by 14 June** to Monika Kopp at **members@austrianbc.co.za**. More info is available **here**.

## **Pioneers Festival**

01 – 02 June 2017 | Vienna, Austria



This is the ultimate meeting point for tech founders, innovation executives & investors to build partnerships and shape the future. 500 hand picked early-stage tech startups and an audience of 2000 ready to pitch in to make the best ideas even better!

Featuring some of the biggest names in the technology space, like Behshad Behzadi of Google and Beth Moses of Virgin Atlantic. More at <https://pioneers.io/blog>

Find the full program [here](#).

## **Waste to Energy Study Tour**

18 – 23 June 2017 | Austria and Germany

Attend seminars and discover how 10 fully operational waste-to-energy plants are run and managed in Austria and Germany. The Study Tour follows from Munich to Linz through various other cities and towns. Expect to learn about: integrated waste management, systems for waste treatment, recycling and energy recovery.



This is the 8<sup>th</sup> such tour to take place and is presented by the International Solid Waste Association. Click [here](#) for more information.

## **Salzburg Summer Camp**

3 - 29 July 2017 | Salzburg, Austria

Auersperg-International Summer Camp is a family-run German/English camp for children ages 8 – 15 focused on improving language competency. The daily language lessons are combined with outdoor activities such as golf, tennis, horseriding, sailing and windsurfing, but also much more.

The facility is located 100km south of Salzburg, in the heart of the Hohe Tauern National Park.

Groups are limited to 30 children per week and language courses are conducted in more intimate groups of 5-7 children for individual attention.

For more information click [here](#) or contact Sofia Auersperg at [sofia@auersperg-summercamp.at](mailto:sofia@auersperg-summercamp.at)



# PUBLICATIONS

## FRESH VIEW



### Life Sciences and Medical Technology

Austrian health facts:

- With more than 700 companies active in the biotechnology, pharma or medical technology business, this sector is an important part of the economy.
- Austria's medical devices and related technologies have played a major role in the health care industry at every stage in the value chain – from large, international companies, individual single device businesses to multiple companies supplying parts and know-how.
- Cancer survival rates are higher in Austria than in many other countries in Europe.

This edition of FRESH VIEW delivers facts like these, and more, about Austria's healthcare industry.

Download [here](#) [pdf, 5,400.7 Kb].

# USEFUL LINKS

## Advantage Austria Website [\[link\]](#)

On this official web portal of Austrian business in South Africa, you will find the business opportunities listed in this newsletter, and many more. Additionally, information on import, export, investment, work and travel between South Africa and Austria can be found [here](#).

## Join our group on LinkedIn [\[link\]](#)

Where we bring together our interests and expertise - and especially our experts - on Austro-South African relations and advancements in industry and technology.

## Follow us on Twitter [\[link\]](#)

Where we enjoy sharing Austrian business and technology updates, and engaging our South African audience in the curiosities of our surprisingly ingenious country.

## Meet the team [\[link\]](#)

Know who to look for at the next event! The team will be happy to meet you.

## Austrian organisations in SA [\[link\]](#)

Find out about the Austrian Club, Austrian Business Chamber and especially the Austrian Embassy in Pretoria. You will need the details of the latter for your next visa application.

# CONTACT

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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 (WKÖ), ADVANTAGE AUSTRIA is Austria's largest service provider and driver of all international economic activities. ADVANTAGE AUSTRIA acts as an official lobby organization, representing the interests of its Austrian members both at home, and abroad.

## DISCLOSURE

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