



# AUSTRIAN BUSINESS NEWS

ADVANTAGE AUSTRIA **JOHANNESBURG**

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# EDITORIAL



Dear Reader,

With spring around the corner we are ready to keep you up to date with our activities for the upcoming months and we hope you enjoy reading the 3<sup>rd</sup> edition of our AUSTRIAN BUSINESS NEWS in 2015.

**People on the move:** The month of August was time to say good-bye to Deputy Trade Commissioner, **Edith Predorf**, and to welcome her successor **Thomas Spazier** to our team in Johannesburg. Thomas brings a valuable combination of private sector as well as international experience to our team and you will surely be able to meet and get to know him at one of our upcoming events.

Two highlights of our events calendar in September and October are:

On Wednesday, 30th September the Austrian Business Chamber (ABC) will host the **Minister of Trade and Industry. Mr. Rob Davies, at an ABC members' luncheon** which provides us with the opportunity to hear first hand what measures the Department of Trade and Industry put in place to ensure a friendly investment climate and to keep South Africa open for business even during challenging times.

In early October South African Department of Energy will host for the first time the **South African International Renewable Energy Conference (SAIREC) 2015**, which takes place at the Cape Town International Convention Centre from 4-7 October 2015. Together with leading Austrian companies in the field of hydro-power, solar and bioenergy we will showcase at this conference & exhibition the latest technology available from Austria for the use of renewable energy. The **Austrian Pavilion at SAIREC 2015** offers an ideal platform to promote your products and services to international decision makers and influencers in the renewable energy sector from South Africa and around the world.

To help you getting in contact with new business partners from Austria you will find in this issue of AUSTRIAN BUSINESS NEWS a summary of current business opportunities offered by Austrian companies in South Africa on page 4 as well as a preview of our upcoming events on page 5. Please read on and take advantage of these opportunities.

The next issue of AUSTRIAN BUSINESS NEWS will arrive in your mailbox in November. 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](#).

Best wishes,

Johannes Brunner  
The Austrian Trade Commissioner

# NEWS FROM AUSTRIA



## Austrian-based Sandvik Mining Systems Secures Major Contract in South Africa

The Austrian subsidiary of Sandvik Mining Systems, based in Leoben, Styria, secured a major contract for the supply of bulk handling equipment to South Africa to the value of 65 million Euros by 2017. Over the next two years, the Austrian subsidiary is expected to deliver equipment that will enable the offloading and reloading of 6.800 tons per hour as well as two ship loaders with a capacity of 11.000 tons per hour.

[Read further... \[Link\]](#)

## 2015 Export Awards: Austria's Best Exporters

Around 75% of revenue in the Austrian environmental technology sector is generated by exports and several Austrian companies are global market leaders. Austria, with its extremely high innovative potential, is one of the leading countries in environmental technology. Thanks to the very successful "green technology", Austrian companies enjoy an excellent reputation worldwide. [Read further... \[Link\]](#)



## Austria's Top Brand Corporations 2015

Energy drink manufacturer Red Bull remains Austria's most valuable brand corporation by a significant margin. The strongest growth was achieved by Novomatic, ÖBB and Erste Bank. VIG and XXXLutz climbed into the Top 10 for the first time. The European Brand Institute evaluates the country's most valuable brands every year. The Top 10 in the Austrian brand value study, "eurobrand Austria 2015" represented brand value totalling around EUR 31.7 bn. [Read further... \[Link\]](#)

## Austria as the "Land of Start-Ups"

A new set of measures intends to nurture entrepreneurship. In addition to crowdfunding, this should also see a greater emphasis on private equity and venture capital. Austria intends to establish an even stronger start-up scene. A report published by the Austrian Ministry of Economics lists 40 measures which should promote the entrepreneurial spirit in Austria, including establishing crowdfunding as an alternative source of financing. Freshly founded start-ups in particular are therefore hoping for capital. [Read further... \[Link\]](#)



# BUSINESS OPPORTUNITIES

## Ebner Industrieofenbau GmbH



Ebner is one of the world's leading manufacturers of heat treatment facilities for semi-finished products of steel, aluminium, non-ferrous metals, automobile and photovoltaic technology industries and provides complete solutions from annealing systems and material treatment to integrated process automation. **EBNER are seeking importers.** Click [here](#) for more.

## Schmid Schrauben Hainfeld GmbH

Schmid Schrauben is the only screw producer in Austria to have specialised in manufacturing timber construction screws / special parts for more than 170 years. With 160 employees the company produces timber construction screws and special screws from Ø3 - 30 mm and up to 1500 mm in length. **Schmid Schrauben are looking for direct customers.** Click [here](#) for more.



## SANO Transportgeraete GmbH



SANO Transportgeraete GmbH develops, produces and distributes electrically-driven LIFTKAR stairclimbers worldwide. Cargo as well as persons can be transported ergonomically on paths and stairs with the help of these portable transport devices. SANO is the perfect solution provider for transport sections with stairs, steps, paths and stretches of road. **SANO are looking for direct customers.** Click [here](#) for more.

## Kapsch CarrierCom GmbH

Kapsch CarrierCom is a leading global systems integrator, manufacturer and supplier of E2E telematics and telecommunications solutions. The company offers innovative, business and mission-critical solutions for rail and urban public transport operators, carrier networks and energy supply companies. **Kapsch CarrierCom are looking for direct customers.** Click [here](#) for more.



## The Austria Wine Marketing Board



The Austrian Wine Marketing Board supports and coordinates the strategic objectives of the Austrian wine industry in all matters relating to quality and sales. Particular attention is paid to marketing measures for the winegrowing regions of Lower Austria, Burgenland, Styria and Vienna. The Austrian Wine Marketing Board is offering services and know-how. Click [here](#) for more.



# UP AND COMING EVENTS

## **ABC Luncheon with Minister of Trade and Industry Rob Davies** **30 September 2015** **Johannesburg**

Join us for this opportunity to participate in a luncheon presentation by South Africa's Minister of Trade and Industry Dr. Rob Davies. Serving his second term as Minister of Trade and Industry, Dr Rob Davies was appointed to this portfolio in May 2014. Prior to that Dr Davies served as Deputy Minister of Trade and Industry from 2005 to 2009.

Do not miss out on this opportunity to hear Dr Davies' thoughts on the economic situation and outlook of South Africa. The luncheon will take place on 30 September in Johannesburg. More details & info about registration can be found [here](#).

## **Austrian Pavilion at the International Renewable Energy Conference (SAIREC) 2015** **04 October 2015 – 07 October 2015** **Cape Town**

In October 2015, South Africa will become the sixth country, and the first in Africa, to host the International Renewable Energy Conference. Advantage Austria is planning a National Pavillion at the SAIREC 2015.

With the energy crisis having become a reality for most South Africans through planned outages also known as load shedding, the need to look towards renewable energy sources has become even more pronounced. Austrian technology and know-how ranges from industrial turnkey solutions for businesses to technologies that allow homes to be less dependent on "the grid".

Join us at our pavilion for an opportunity to meet and greet experts from various fields in the renewable energy industry in person. We look forward to welcoming you to our stand. For more info, click [here](#).

# PUBLICATIONS

## FRESH VIEW ON LIFE SCIENCES AND MEDICAL TECHNOLOGY

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.

### Environmental Technology

Austria, with its extremely high innovative potential, is one of the leading countries in environmental technology. Thanks to the very successful “green technology”, Austrian companies enjoy an excellent reputation worldwide. Both companies and research organisations can boast a high level of specialised know-how in sustainable construction, waste management, innovative energy solutions and resource efficiency. Furthermore the number of environmental patents which have been granted in Austria is particularly high.

Find more information on Austrian environmental technology providers as well as exciting cooperation opportunities in one of the latest editions of FRESH VIEW:

**FRESH VIEW on Environmental Technology, Nr 156** [pdf, 6,221.5 Kb]



### Special Edition: Austria's Born Global Champions

65 exceptional Austrian start-ups which launched an internationalisation strategy immediately after they were founded were honoured on 30 June. Born Globals is the term given to companies which took an international approach very early on - usually right after the start.

Find more information on Austria's “Born Global Champions” as well as exciting cooperation opportunities in one of the latest editions of FRESH VIEW:

**FRESH VIEW Special Edition: Austria's Born Global Champions** [pdf, 4,704.9 Kb]



# OTHER USEFUL LINKS

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

[www.advantageaustria.org/za](http://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..

# CONTACT & SERVICE

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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.

## **DISCLOSURE**

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