



AUSTRIAN BUSINESS NEWS

ADVANTAGE AUSTRIA **JOHANNESBURG**

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EDITORIAL

Dear Reader,

Spring has started on a positive note: **Austrian exports to South Africa** have picked up nicely **expanding by more than 28 % to 278 million EUR** in 1st-2nd quarter of 2018. In particular, our exports of machinery & equipment, vehicles as well as manufactured goods like steel and paper products have risen sharply even on a Euro basis. A number of renowned Austrian companies participated in the **Electra Mining** and **Aerospace & Defence Exhibitions** in September. Follow these stories and more as we continue to provide you with relevant business news & opportunities from Austria in the third edition of AUSTRIAN BUSINESS NEWS in 2018.



Currently we are preparing our premier business conference for executives of Austrian subsidiaries in Sub Saharan Africa, **AUSTRIA CONNECT**, which will take place in South Africa for the first time on 21 November 2018. This inaugural edition of AUSTRIA CONNECT in Africa comprises a full-day conference held at the Hyatt Regency Hotel in Rosebank, Johannesburg.

Expect cutting-edge insights on business issues, an introduction to the **ADVANTAGE AUSTRIA network** in the region and certainly, abundant opportunity for networking. Parallel to the conference sessions you may elect to meet one-on-one with the Austrian Trade Commissioners in **Kenya, Nigeria** and **South Africa**, as well as with our network of consultants in **other Sub-Saharan African markets**.

From 9 – 10 October the seventh, annual edition of the **Infrastructure Africa Business Forum** has attracted a stellar line-up of speakers and participants. The event, hosted in Sandton will bring together prominent African infrastructure experts, government officials and business leaders to accelerate the business of infrastructure development across the continent.

These exiting news and events are detailed in this edition. As always, a **summary of current business opportunities** offered by Austrian companies in South Africa is on page 5. These introduce you to new business partners from Austria offering renewable energy solutions, consumer products and traffic and safety systems. See the surprisingly ingenious solutions for yourself!

The next issue of AUSTRIAN BUSINESS NEWS will arrive in your mailbox at the beginning of **December**. 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

Austrian Avionics, Aircraft and Airport Infrastructure at AAD 2018



The showing of Austrian companies at the Africa Aerospace and Defence show at the Air Force Base Waterkloof was significant this year. Five companies in particular, presented their solutions to trade visitors on from the 19th – 21st of September. These were Diamond Aircraft and Frequentis with their respective local partners, as well as, Airborner Technologies, Starlite Aviation Group headed by an Austrian expat Karl Kebert, and finally, Arcitex with their Fabspace Hangar brand.

Diamond flew two aircrafts out to South Africa, the DA40 NG and DA62 MPP (Multi-Purpose Platform). Both boast a composite frame that ensures durability and minimises the cost of maintenance in the longterm. The DA40 NG is suited for pilot training, but also travel and leaseback, while the DA62 MPP is primarily intended as a surveillance aircraft. The later meets the needs for a variety of special missions including, search and rescue, boarder patrol, fire fighting, infrastructure monitoring and more. This version of the surveillance aircraft was debuted at the Paris Air show in 2017. The ten-hour endurance, low-noise and infrared signature allow for advantages in stealth. At the same time, it comfortably accommodates two pilots plus two mission system operators. In these respects, it rivals more expensive and heavier business turboprops that are widely used for intelligence surveillance and reconnaissance missions.

Naturally, most of the customers for the airplane have been government agencies, including air forces. The earlier version of the aircraft, the DA42 MPP, is already in service in places such as Europe (18), Africa (14), the Middle East (11), the CIS (9), Australasia (20) and the Americas (14). Already the DA62 has been sold to DEA Specialized Airborne Operations based at Gamston Airport, UK, and it will undoubtedly continue to attract great interest.

Globalisation and Liveability in Vienna

After seven long years, there has been a change at the top of the renowned Economist Intelligence Unit's (EIU) list of the world's most liveable cities, with the Australian metropolis Melbourne finally ceding top place to Vienna. Places further down the list were awarded to Osaka (Japan), Calgary (Canada) and Sydney (Australia).

Vienna's success represents the first time a European city has taken first place in the annual Economist Intelligence Unit's survey. Having occupied a solid second place in previous years, Vienna has taken seven years to overtake Melbourne and reach pole position. This year's rankings saw both cities achieving perfect scores for their healthcare system, education, culture and infrastructure but what tipped the balance in Vienna's favour was – according to the study – its safety, political stability and low crime rate. The annual EIU rankings



compare infrastructure, education, healthcare, stability and cultural life in 140 major cities. The results are not to be confused with those of the annual study published by the consultancy Mercer, which also recently rated Vienna the world's most liveable city – for the ninth time in a row.

Two Brands Represented in South Africa Win at Annual Export Awards in Vienna

Austrian construction plant manufacturer **RUBBLE MASTER**, and charging, welding and solar energy solutions and systems specialist **FRONIUS** have been recognised for their savvy business skills at this year's Export Awards in Vienna. RUBBLE MASTER has been recognised with the gold award in the "trade and commerce" category for their innovation in recycling. Their current international success is based on recycling building rubble on-site. **RUBBLE MASTER's** solution is a series of compact and extremely flexible crushers that allow construction firms to incorporate rubble into their value chain. **RUBBLE MASTER** machinery is in use in a total of 110 countries, with 80 distributors providing support for customers. The company recently reported a turnover of EUR110 million, with an export ratio of 97%.

FRONIUS was recognised in the category, Global Player Award that is presented annually to companies that have established a strong position on the global market, building up an efficient network of contacts abroad and breaking new ground in their sector or on a new export market. Fronius International GmbH has fulfilled all these criteria with ease. Its international rise to success began in the 1990s with the establishment of subsidiaries in Germany, Norway and Switzerland, followed by the USA, Brazil and other countries.

The Export Awards recognise the extraordinary achievements of Austrian companies in international markets. They have been awarded annually by the Austrian Federal Economic Chamber and the Federal Ministry for Digital and Economic Affairs since 1994.

BUSINESS OPPORTUNITIES

Aerospace



Individual solutions without limits to design or size. Fabspace hangars can be fixed to any foundation. The resistant membrane can withstand extreme snow and wind loads. The production time is only 6-8 weeks and the construction time is only a few days. Extras such as AC and solar panels create no problems. Arcitex is seeking end-users and distribution partners and provides services and know-how for planning, erecting, and fitting out aircraft hangars. customers in 28 countries.

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Aircraft hangars

Construction

Domoferm's distribution partner in Africa, UNIDOR, supplies steel doors, steel frames, steel fire protection doors, safety doors, fixed glazing systems for fire protection, safety, sound insulation and radiation protection, all including delivery, installation, service and maintenance both for civil engineering projects and for private customers. They are looking for partners or direct customers in South Africa.

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Fire doors



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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 from the complete design to the finished walls, with all the necessary cutouts like roof beams or installation ducts, door and window openings. Thereafter, it is as simple as on-site assembly. If setting up a plant with this technology interests you, Redbloc Systems is looking for potential local licensees.

📺 | E info@redbloccsystems.com | [homepage \(en\)](#)

Prefab panels

Cross-Sectoral

The only screw producer in Austria to have specialised in manufacturing timber construction screws/special parts for more than 175 years, is looking for a distributor and customers in South Africa.

Screws



In a recent project, Schmid Schrauben Hainfeld, was the preferred supplier to renowned experts in timber construction, Rubner Holzbau and architect Michael Brötz, for the “Top Mountain Crosspoint” project in the Tyrolean Hochgurgl, directly on the border between Italy and Austria. The multifunctional building created at a height of 2,200 metres above sea level, presented significant challenges for the architects, planners and contractors. In this project, Schmid Schrauben Hainfeld, was able to demonstrate its specialist expertise in high quality timber connection solutions. With 145 employees the company produces timber construction screws and special screws from Ø3 - 30 mm and up to 1500 mm in length. The timber construction screws have every type of building regulation approval and are CE/ETA-compliant.

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Energy

BioDiesel plants



BDI BioEnergy International optimises existing BioDiesel plants and enables the processing of various waste oils and fats such as used cooking oils, animal fats or

trap grease fats as well as fresh vegetable oils into high-quality BioDiesel. BioDiesel plants, sets technological standards for refining waste, residual and by-products. Their range of services includes:

- Research and development
- Authority, basic and detail engineering
- Plant construction and commissioning
- After-sales service (spare parts, maintenance, etc)

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Healthcare

Medical furniture – storage solutions

Whether in the lab, hospital, surgery, pharmacy or nursing home, treatment becomes more efficient when everything has its designated place. H+H System provides storage trays for medicines and medical instruments, drawers for laboratory refrigerators and dividers for a range of medical furniture. H+H System GmbH is seeking manufacturers of medical furniture and distributors of equipment to hospitals, pharmacies and laboratories.

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These and other business opportunities are listed on our [website](#).

EVENTS

Austria Connect Sub-Sahara Africa

21 November 2018 | Hyatt Regency Johannesburg, South Africa

AUSTRIA CONNECT Sub-Sahara Africa is an excellent opportunity for networking while gaining an insight into the business climate and prospects.

Connect with the ADVANTAGE AUSTRIA network and take advantage of one-on-one meetings with the Austrian Trade Commissioners from Johannesburg, Nairobi and Lagos, as well as our consultants in the region.

Online registration is already open [here](#).

The one-day conference **program** includes:

- Key Africa trends & economic outlook in 2019;
- pinpointing continental project hotspots, as well as:
- success stories of major industry players;
- insights into financing and how to make projects bankable, and;
- opportunities arising out of industry innovation.

Please note: the fee of ZAR 1500 pp and **conditions of participation**. Further information is available [online](#).

Should you like to partner with us in this event, we have outlined the options and benefits [here](#).

Follow us [@Austria_in_SA](#) for live updates before and during the event.



For further information contact us directly or visit advantageaustria.org/za



Infrastructure Africa

9 - 10 October 2018 | Sandton Convention Centre, Johannesburg



The seventh annual Infrastructure Africa summit will give participants an opportunity to unpack the enormous growth potential in addressing Africa's infrastructure needs. Interact with prime movers of the infrastructure sector across government, industry, academia as well as potential investors. Sectors to be addressed: water, ICT and telecoms, energy, transport, finance. **Register here!**

PUBLICATIONS

FRESH VIEW



Security and Defence

Austrian security facts:

- Extensive investment in research and development, above the European average, means Austria that does not hesitate to think about what comes next; an important factor in ensuring the best technology in defence.
- Most Austrian companies produce so-called dual-use products, used both in the civilian and military sectors worldwide.
- A broad portfolio of products and services to state agencies tasked with protecting the population from internal and external threat often makes Austrian providers a one-stop-shop in their sub-sector.

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

Download [here](#) [pdf, 13,915.9 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.

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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.

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