



# AUSTRIAN BUSINESS NEWS

ADVANTAGE AUSTRIA **JOHANNESBURG**

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# EDITORIAL



Dear Reader,

the year has almost come to an end and the holidays are around the corner. We wish all our readers an enjoyable Festive Season and a successful start into the New Year. Please find out more about our activities and the exciting events we have planned in early 2016 and enjoy reading the 4<sup>th</sup> and final edition of our AUSTRIAN BUSINESS NEWS in 2015.

In spite of the difficult economic conditions 2015 promises to be a good year for Austrian exports to South Africa. By mid 2015 exports were already up by 5 % and we are confident this trend will continue in the second half of the year. Machinery and equipment, iron and steel as well as chemical products ranked among the Top 3 export items.

Two highlights of our events calendar in early 2016 are:

On Thursday, 28th January the Austrian Business Chamber (ABC) will host the new **EU Ambassador to South Africa. Mr. Marcus Cornaro, at an ABC sundowner** which provides us with the opportunity to hear first hand about current issues like the Economic Partnership Agreement between the EU and SA as well as other hot topics of our bilateral political and economic relations.

In mid March we will be present for the second time with an Austrian Pavilion at Power & Electricity World Africa 2016. 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 efficient use of renewable energy, The **Austrian Pavilion at Power & Electricity World 2016** offers an ideal platform to promote your products and services to international decision makers and influencers in the energy sector from South Africa and beyond.

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 March 2016. 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



## AUSTRIA: EXPORTS RISE IN THE FIRST HALF 2015

Despite a challenging economic backdrop worldwide, exports climbed slightly in the first six months - while the trade deficit halved. Exports to third countries underwent particularly positive growth. In this regard, exports to South Africa grew by 4.8% in the first half of 2015, while imports decreased by 19.4% during the same period.

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

## MOBILE RECYCLING FROM AUSTRIA

An innovative idea from Austrian construction-machinery manufacturer RUBBLE MASTER has given birth to a whole new market: recycling on site! RUBBLE MASTER has made a name for itself worldwide with its profit-generating solutions for recycling construction materials. The mobile crushers are in action at some of the world's most famous construction site, including in South Africa, where they are represented by their local partner Pilot Crushtec. [Read further... \[Link\]](#)



## AUSTRIA'S LIFE SCIENCE SECTOR – A BLOSSOMING INDUSTRY

Austria enjoys an exceptional reputation as an economic hub for life sciences and medical technology. In the life science sector Austria can not only be proud of its exceptional tradition in medicine, it also has a growing, proactive community in the various life science disciplines. [Read further... \[Link\]](#)

## ANUGA: FOOD AND DRINK INNOVATIONS FROM AUSTRIA NAMED AS CHAMPIONS

Ten Austrian product innovations have won awards at the special "taste15" at ANUGA in Cologne, the world's leading food fair. Held once every two years, ANUGA Cologne is the leading international trade fair for food and drinks. More than 7,000 exhibitors from 108 countries presented their products and services from 10-14 October 2015, including 130 companies from Austria. [Read further... \[Link\]](#)



# BUSINESS OPPORTUNITIES



## Silvercare GmbH

After years of intensive research and development a team of physicians, textile experts and cleaning experts have succeeded in developing high-tech super-fibre textiles with integrated antibacterial silver. **SILVERCARE is seeking technical advisors and distributors for the distribution and sale of the revolutionary MICROCLEAN products.** Click [here](#) for more.

## Zoerkler Gears GmbH & Co KG

As a specialist in the aviation, automobile, rail and industry sectors, Zoerkler undertakes development, production and testing of gears, drive systems, precision parts, spur and bevel gears and precision cog wheels in accordance with specific customer requirements. **Zoerkler are looking for direct customers.** Click [here](#) for more.



## Pierre Delor



The watches of Pierre Delor are of the highest quality and absolutely scratch-resistant. The cases and links are made from high-tech ceramic. Sapphire glass or toughened mineral glass ensure that the face is clearly visible. Swarovski crystals create a sense of elegance and luxurious understatement. **Pierre Delor welcomes contacts with local retailers/wholesalers and with Internet trading platforms.** Click [here](#) for more.

## TZ Tischlerzentrum GesmbH

TZ Austria is a traditional, family-run company from Austria, best-known as a reliable supplier of furniture-fronts, carcass-elements and furniture-components. TZ Austria is one of the most innovative suppliers for the furniture industry around the world. Their success is based on high quality materials, machines with latest technology, pioneering innovations and highest quality standards at production. **TZ Austria are looking for sales partners.** Click [here](#) for more.



## Datentechnik Innovation GmbH

Datentechnik Innovation GmbH (DTI) is an innovative provider of turnkey solutions with its base in Graz. DTI can refer to a series of software projects with international clients in the public sector. DTI is also a supplier of hardware by international producers such as Motorola Solutions and Cambium Networks. **Datentechnik Innovation GmbH is seeking local partners for the implementation of new projects.** Click [here](#) for more.



# UP AND COMING EVENTS

## **Energy Efficiency World Africa 2016**

**15 - 16 March 2016**

**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 2016!

Energy Efficiency Africa is part of the 19<sup>th</sup> Annual Power & Electricity World Africa 2016, which brings 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. Click [here](#) for the list of exhibiting companies at the National Pavilion.

## **Food & Hospitality Africa 2016**

**03 – 05 May 2016 Johannesburg**

For the first time Hostex and Africa's International Food & Drink Event are merged into one large conference: the Food & Hospitality Africa. The conference is due to take place 3 - 5 May 2016 at the Gallagher Convention Centre in Johannesburg. It has already gained the support of numerous leading bodies in the industry. As such it is sure to provide an important gateway for international and Austrian businesses that are keen on exploring the food and hospitality market in the region. Advantage Austria will organise a National Pavilion to promote and foster Austrian exports from the Food & Beverage and the HoReCa industries to the southern African markets.

For further information please contact us per phone or email, please do not hesitate to contact us by phone or email.

# 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.

### Special Edition: Austria's Hidden Champions

Around the world, Austria's biggest companies are already well known for their innovative products and services. But Austria's prospering small and medium-sized businesses are also key players in their various niches and are "technology wizards". Their exceptional achievements in research, design, engineering, production and services are what lie behind their success. In this edition, we put these abilities under the spotlight. This is the story of 'Austria's Hidden Champions' and their constant drive for excellence. These and other Austrian companies would be glad to explain how their innovative products and services can help your business succeed.

Find more information on Austria's Hidden Champions as well as exciting cooperation opportunities in one of the latest editions of FRESH VIEW: [FRESH VIEW on Austria's Hidden Champions Part 1](#) [pdf, 5,690.9 Kb] [FRESH VIEW on Austria's Hidden Champions Part 2](#) [pdf, 5,690.9 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..



# 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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