



# 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 2018 and enjoy reading the 4th and final edition of our AUSTRIAN BUSINESS NEWS in 2017.



In spite of the difficult economic conditions 2017 promises to be a reasonably good year for Austrian exports to South Africa. By mid 2017 exports were up by 10 %. We do not expect this trend to continue in the second half of the year, however we do foresee a slight increase in the overall exports by the end of the year.

Looking forward to 2018 we would like to draw your attention to number of events:

In February the ABC will host its traditional event covering the national budget speech with insights provided by Davie Roodt, Chief Economist of the Efficient Group.

We are excited that from 17 - 25 February, the Bruckner University Big Band will tour South Africa and play concerts in Pretoria, Johannesburg and Cape Town. See page 7 for more information about the concert dates and how to support the band through sponsorship.

From 13 - 16 March Austrian suppliers to the construction industry will be participating in bauma CONEXPO AFRICA and from 27 - 28 March you can meet with leading Austrian companies in the renewable energy sector at Power & Electricity World Africa.

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 consumer products, food & beverages, travel & tourism as well as healthcare IT and turnkey-solutions.

The next issue of AUSTRIAN BUSINESS NEWS will arrive in your mailbox in 2018. 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-owned Foreign Subsidiaries Employ Over 1 Million People



Austria's international ties continue to expand according to data collected in 2015 analysed by Statistics Austria. 10,700 Austrian companies belong to international conglomerates (up by 3.4%). The number of foreign subsidiaries owned by Austrian companies, however, decreased by 1.9% to 5,900.

The overseas subsidiaries of Austrian companies (with Austrian shareholdings of more than 50%) provided 1.08 million jobs (up by 1%) and achieved a total turnover of 355 billion Euro. In addition, the figures showed that international companies employed more than 570,000 people in Austria, delivering a

turnover of almost 237 billion Euro and creating some 10,000 additional jobs (up by 1.7%) in the Austrian employment market.

### Austria subsidiaries create local jobs

Ties between South Africa and Austria stretch as far back as the 1950s. At present, there are just over 50 Austrian subsidiaries in the country, that create around 5000 jobs. Many operate out of Johannesburg. The remainder are based out of Cape Town and Durban. Major sectors in which they are represented are machinery and services. However, abroad, Austrian companies employ the highest number of individuals in Germany (12.4% of the total number of employees working in foreign subsidiaries). Some 6.7 to 9.4% of all are located in the Czech Republic, Romania and Hungary respectively, followed by Poland (4.7%), the Russian Federation and the USA (each 4.6%). The UK and Slovakia each employ 4.5% of the total number of foreign employees, but other notable numbers are located in Ukraine (3.6%), Bulgaria (3.2%), China (3.1%) and Croatia (2.9%).

## Austrian Food and Beverages Exports Reach New Heights

Austria's food industry can look back on 2016's results with some satisfaction – exports of produce were up +3.6% on the previous year, crossing the EUR 6 billion barrier for the first time. That means that 'Made in Austria' foodstuffs to a value of some EUR 6.2 billion were sent across the country's borders, and with growth of 7.4% in the first two quarters of 2017, exports are looking very promising this year as well.



This excellent performance is principally due to success on markets beyond Europe, where Austrian exports have risen by 7.6% to a total volume of EUR 1.36 billion. The most important non-European market for the foodstuffs industry remains the USA (EUR 740 million, up +20.9%), and the States also make it to second place overall among Austria's top food export destinations, just behind Germany (with export volumes of EUR 2.09 million, up +3.9%).

A saturated and fiercely competitive domestic market means that exporting 'Made in Austria' foodstuffs has been an essential pillar of the industry for years. Two out of three foodstuffs produced in Austria are sold internationally, with Austrian products available in over 180 international markets – as testified to by the impressive growth of the industry's export ratio, which has risen from just 16% in 1995 to well over 60% in 2016".



## Salzburg Celebrates The 200<sup>th</sup> Anniversary of 'Silent Night'



Silent Night Chapel in Obendorf, Salzburg | © Salzburg Info

"Silent night! Holy night!" is one of the world's most recognisable and popular Christmas carols. Since its first rendition in Oberndorf, near Salzburg, in 1818, it has rung out throughout the world, bringing hope of peace to all mankind. To celebrate its upcoming 200th anniversary, Austria has been showcasing the story of the carol's creation and how it has spread – there are now versions in more than 300 languages and dialects, touching people across many different cultures and traditions.

The people to thank for the carol's creation are an Upper Austrian teacher (Franz Xaver Gruber) and a Salzburg priest (Joseph Mohr), and the first performance was in two-part harmony with a guitar accompaniment. The carol has since been sung and interpreted by a whole galaxy of stars. Although "Silent Night! Holy Night" did not become well-known in its home state of Salzburg until 1866, it had already found fame in Europe and the USA thanks to travelling singers. Its status as a global song for peace was underlined in 2011, when UNESCO inscribed it on its national list of Intangible Cultural Heritage.

More information about Silent Night activities and events organised by Austrian tourist service providers for 2017 and the anniversary year 2018 is available at [www.silentnight.com](http://www.silentnight.com). From November 2017, music fans will be able to book short breaks to visit such attractions as the newly reopened museum, atmospheric Christmas markets in the Austrian states of Salzburg, Tyrol and Upper Austria, or even explore the story of how the carol came to be written.

## Putting The Festive Spirit in the Baobab on Nelson Mandela Square

■ The MK Illumination's Baobab Tree has long been a seasonal favorite at the Nelson Mandela Square in Sandton, Johannesburg. The tree is a perfect example of how MK Illumination acts global, but thinks local by picking up on culturally relatable imagery.

The Square is a high-profile location that serves as a stage for a host of local and international prestigious events. While the baobab clearly replaces the more traditional Christmas tree in this iconic space, it simultaneously references the idea of the 'lekgotla', or meeting place and alludes to the strong communal ties that underpin the existence of such a venue - a place of debate and compromise - in the community system.



© MK Illumination

MK Illumination is a company from Innsbruck, in the West of Austria. They are a premium creator and supplier of conceptual festive lighting focusing on solutions for leisure, public spaces and retail real estate. Other projects undertaken by MK Illumination in South Africa can be viewed [here](#).

# BUSINESS OPPORTUNITIES

## Consumer Goods

### Leather Fashion Accessories

The future of a mens' traditional fashion is here! WEEF specialises in handmade leather statement ties, bow ties and pocket squares. The necktie may have originated in the 17th century, but the early cravats of that time bear little resemblance to today's necktie. The tie with which are familiar emerged in the 1920s but since then has undergone many (often subtle) changes. The 50s marked the emergence of the skinny tie – a style designed to compliment the more form fitting and tailored clothes of the time. This style regained its popularity at the turn of the century as innovations occur while tie makers experiment with different materials, and now, leather. In 2017/2018, the WEEF portfolio will be extended to include other lifestyle accessories. From braces and purses, business cases and backpacks to spectacle cases and watches - with the focus on WEEF as the brand for everyday life. WEEF is currently seeking selected retail and distribution partners to boost exports. The partners should reflect WEEF's core values: innovation, classicism and elegance, paired with modernity, purism and state of the art.



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## Food and Beverages

### Wine Marketing



Small but exceptional – that is Austrian wine on an international scale. No mass production; only rare creations. Austrian wine has come to be regarded as one of the wine world's most remarkable phenomena: on every good wine list, it is appreciated by connoisseurs and lauded by journalists; and the "Austrian wine miracle" is an expression heard continuously across the globe. 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. Learn about the marketing strategies that support this excellence and make



Austrian wines stand out from the rest.

**AUSTRIAN WINE**

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### Beverage development and contract filling services

BeverageScouts develops the beverage recipe based on your ideas, sources the ingredients and empty cans and provides the filling services for your beverage. If required the company can also organise delivery of the goods to you. For an order quantity as small as 1,000 cans your product can be packaged under special laboratory conditions. The in-house graphic designers are also happy to work with you to create the layout for your product.



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## Travel and Tourism

### Accommodation

Tradition and present, arts and delights, whether for business or pleasure, experience the flair of the hotel at Vienna's heart. The Ambassador Hotel is rich in tradition, situated in the historic city centre between St. Stephen's Square and the State Opera, it is the ideal starting point for visitors to Vienna. The spacious, individually designed rooms and apartments offer timeless luxury, top-level comfort and modern technical facilities. Whether for a private dinner or a business meeting, the elegant atmosphere of the restaurant and the banquet halls provide surroundings suitable for every occasion.



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### Destinations



As the central marketing organisation, Vorarlberg Tourismus GmbH is a service point for tour operators and the media. The team will put you in touch with hotels and service providers, assist with soliciting offers and putting together tour programmes. Vorarlberg Tourismus assists with research, it has its own comprehensive media and photo archive, and organises familiarisation and media trips.

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## Healthcare

### Information Technology

SMI, in its role as an independent system integrator, has for more than 15 years been a global pioneer in implementing highly complex ICT systems, such as seamless and fully integrated Total Hospital Information Systems (T.H.I.S.), in particular for complex PPP health projects. Their products include:

- e-Health Solutions
- Hospital Information Systems
- Databases
- Critical Care and Operating Theatre Systems
- Specialized Clinical Systems
- ERP Solutions
- Infrastructure, Hardware and Systems

As a system-independent implementer SMI is looking for outsourcing and PPP projects in the healthcare sector in South Africa, Botswana and Namibia.

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### Turn-key Solutions

VAMED provides services and know-how in the health care sector from project development and management to engineering, education and training. For a full list of solutions click [here](#). Founded in 1982 VAMED has since completed more than 800 healthcare projects (hospitals and health tourism facilities) in 79 countries and provides services to 600 hospitals with approx. 143,000 beds.



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

## EVENTS

### **Brückner University Big Band Concert**

February 2018 | Pretoria, Johannesburg, Cape Town

The Bruckner University Big Band is coming to South Africa in 2018! The Band features young enthusiastic jazz students from Linz, Austria, paying homage to the glorious big band sounds of jazz legends from the 1930's and beyond. Let the magic of the Bruckner University Big Band take you on a toe-tapping musical journey with beautiful melodies and exciting rhythms. Their South Africa Tour Dates are as follows:

- 17.02. Concert - 16:00, Farm Inn, Pretoria (With special guests from the Pretoria University)
- 18.02. Concert - 11:00, Farm Inn, Pretoria | Concert - 19:00 Rosmary Hill, Pretoria. (Rudolf Steiner School)
- 20.02. Concert - 20:00, The Orbit, Johannesburg
- 21.02. Concert - 19:00, Wits, Johannesburg
- 22.02. Concert - 19:00, "The Crypt" Jazzclub, Cape Town
- 23.02. Concert - 19:00, Darling Brewery, Darling
- 24.02. Concert - 16:00, "Jazz on the rocks ", Tieties Bay
- 25.02. Concert & Workshop - "Native Yards" Langa

### **bauma CONEXPO AFRICA**

13 – 16 March 2018 | Johannesburg

**bauma CONEXPO AFRICA**  
MARCH 13-16, 2018 JOHANNESBURG

Experience Africa's construction machinery industry at its best. 68,000 m<sup>2</sup>, 616 exhibitors and 14,311 visitors from 75 countries attended the show in 2015.

The four sectors covered at the exhibition are:

- All around construction sites
- Mining, extraction and processing of raw materials
- Production of building materials
- Component and service suppliers

The preliminary list of all participating companies can be found [here](#).

For further information contact us directly at [johannesburg@advantageaustria.org](mailto:johannesburg@advantageaustria.org)

### **Power and Electricity World Africa**

27 – 28 March 2018 | Sandton, Johannesburg

**POWER & ELECTRICITY**  
WORLD AFRICA 2018

Austrian companies will be exhibiting at at Power and Electricity World Africa again in 2018!

Power & Electricity World Africa 2018 celebrates its 21st Anniversary. Since 1997, sustainable, clean and bankable world class energy generation projects throughout the African continent have been showcased and discussed. Power & Electricity World Africa continues to provide the meeting place for buyers, sellers and their partners to do the deals that drive Africa's energy sector. Find out more [here](#).

# PUBLICATIONS

## FRESH VIEW



### Special edition: Austria's Born Global Champions III

This edition of FRESH VIEW is the most recent compilation of Austria's born globals. In contrast to the path which is traditionally taken when a business is internationalised, where activities firstly focus on the domestic market, a rising number of entrepreneurs - the so-called "born globals" - are incorporating globalisation into their business strategies from the very beginning. They serve clients worldwide, providing new, innovative products and services and often act as game-changers in their fields of expertise.

Download [here](#) [pdf, 4,324.6 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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