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ECONOMICS

## Promoting Austrian trade, expertise and innovation

### Exhibiting Austrian prowess to the world

Advantage Austria advocates Austrian corporate expertise, culture and ingenuity to the world. Intellectual capital provides the foundation for large and Mittelstand Austrian corporations. Austrian universities are committed to producing excellent scientists, engineers and researchers. Graduates become executives of distinguished Hidden Champions or create Born Global Champions. The dual education approach provides a highly skilled labour force for a technologically sophisticated and diverse economy. Tourism is an important part of the Austrian economy. It provides an opportunity for visitors to experience Austrian culture, prowess and dedication to excellence.

Advantage Austria endorses Austrian trade and economic development throughout the world. Außenwirtschaft Österreich (Austrian Foreign Trade office) is a department of Wirtschaftskammer Österreich (Austrian Economic Chamber). It was established in 1946. Advantage Austria was adopted in 2009 to reflect the high quality of Austrian products and services and appeal to an international audience. The department has more than 110 offices in 70 countries. The organisation manages more than 800 employees and 35 consultants. It is the second largest trade commission in the world. Advantage Austria in Australia and New Zealand hosts events to encourage business relationships between Austrian and Australian and New Zealand corporations. Trade exhibitions are important to introduce Austrian corporations to Australia and New Zealand. It also arranges events with other European trade chambers. The annual cruise with the Europeans on Sydney harbour is a prominent event on the calendar.

Large Austrian corporations possess an impeccable reputation for providing excellent and innovative goods and services. OMV AG is an Austrian oil and gas conglomerate. The industrial corporation generated annual revenue of EUR 35 billion and managed 25,500 employees in 2014. Red Bull GmbH is an energy drink corporation based in Fuschl am See in the province of Salzburg. The privately owned corporation is involved in hospitality, media, entertainment, sport and technology. Voestalpine AG is a multinational steel technology and capital goods conglomerate based in the Upper Austrian capital of Linz. The corporation generated revenue of EUR 11.189 billion and managed 47,418 employees in 2014-15. Voestalpine steel can be found in Wembley Stadium in London and Burj Khalifa, the tallest building in the world. Andritz AG is a technology conglomerate supplying plants for

hydropower stations, pulp, paper and steel industries. The conglomerate generated EUR 3 billion in the first half of 2015 and manages 25,000 employees in 40 countries.

Mittelstand corporations dominate the Austrian corporate environment. The term refers to the middle estate between the aristocracy and peasantry. The Austrian bourgeois in Vienna, Salzburg, Innsbruck, Linz, Wels, Graz, Bregenz, Dornbirn, Sankt Pölten and Klagenfurt applied their skills and educational qualifications to create small and medium size enterprises. Mittelstand corporations emerged during the medieval period providing impeccable goods and services. The tradition remains strong with thousands of corporations dominating global markets. UBIMET GmbH is the world's premier private meteorological corporation. The corporate headquarters is located in the Austrian capital of Vienna. Government authorities, emergency services, infrastructure operators and more than two million private customers depend on the meteorologists. The corporation secured a long term contract in 2014 to provide weather forecasts for the Fédération Internationale de l'Automobile (FIA) formula one world championship.

Hidden Champions are internationally successful Mittelstand corporations. The corporations are not recognised by the public outside Austria. The corporations achieve the first three positions in international and or European markets. The corporations appeal to corporate clients rather than retail clients. Corporate and government clients pay the high prices for sophisticated and technical goods. HPI Gesellschaft für Messtechnik m.b.H was established in the Styrian capital of Graz in 1996. It is the global leader in manufacturing ballistic measuring equipment for interior, exterior and terminal ballistic applications. The corporation provides clients a variety of innovative measurement devices ranging from sensors and systems for data acquisition and evaluation to entire testing devices and bespoke software.

Born Global Champions recognises the international success of infant enterprises. A Born Global corporation refers to an entrepreneur pursuing an international strategy from the beginning. Austria provides the ideal environment for Born Global enterprises to flourish. It is located in the centre of Europe. Austrian entrepreneurs are talented, industrious and ambitious with a desire to conquer international markets. Wirtschaftskammer Österreich announced 65 Austrian Born Global Champions in June 2015. The corporations were established in 2010 or later, offer innovative goods or services and pursued global success at an early stage. Bitmovin GmbH is a young technology corporation dedicated to cloud based multimedia and streaming systems. It is a global technology leader in high quality streaming through the internet. The Klagenfurt enterprise was established in 2013.

Excellent scholarship and research are vital factors contributing to Austrian success. Austrian universities are committed to creating the finest graduates. Engineering and science provide the foundation for Austria's rich heritage in scholarship and innovation. The disciplines created a sophisticated and very successful Austrian economy. Christian Doppler, Ludwig Boltzmann, Viktor von Lang, Leopold Pfaundler von Hadermur, Ernst Mach and Anton Zeilinger are a few prominent Austrian scientists. The University of Leoben, Graz University of Technology, Vienna University of Technology and Johannes Kepler University Linz are the finest exponents of scientific and engineering scholarship and research.

Sub auspiciis Praesidentis acknowledges the finest university graduates. The tradition is 400 years old. Graduates must receive the highest academic results throughout high school, undergraduate, graduate and doctoral studies. Approximately 1200 Austrian graduates received the accolade since the Austrian government restored the award in 1952. Most recipients enjoy extraordinarily successful careers in academia. Dr Gregor Kastner graduated Sub auspiciis Praesidentis from Johannes Kepler University Linz for his doctoral dissertation titled *Efficient Bayesian Inference for Univariate and High Dimensional Stochastic Volatility Models* in December 2014. He is an assistant professor at the Institute for Statistics and Mathematics at the Vienna University of Economics and Business.

Apprentices are a vital part of the dual education system. High school students can select to pursue an academic or technical education after completing nine years of compulsory education. The technical education approach combines theoretical and practical training to prepare students for apprenticeships and higher vocational schools. The curriculum is crafted for the requirements of business and industry. Apprentices gain professional training within corporations to gain experience and expertise. The strength of Austrian skilled employees is evident at the biennial World skills championships. Austria secured 195 medals and 176 diplomas of excellence since 1961. The 195 medals comprise 71 gold, 58 silver and 66 bronze medals. Austrian apprentices achieved similar success in the biennial European skills championships. It began in 2008 and Austrian apprentices achieved 61 medals and 15 diplomas of excellence. The 61 medals comprise 36 gold, 17 silver and 8 bronze medals.

Styria is the advanced environmental technology capital of the world. Two hundred corporations and research institutes are developing innovative technology to promote renewable energy and solve environmental problems. The ECO World Styria cluster provides the infrastructure. Corporations are involved in solar energy, water, wastewater, waste as a resource, biomass, biogas, biodiesel and energy efficiency. Five distinguished universities and research institutes with impeccable research pedigree in energy and environmental technology are located in Styria. The Steiermärkischen Landesregierung (Styrian provincial government), Steirische Wirtschaftsförderungsgesellschaft GmbH (Styrian Business Promotion Agency), Stadt Graz Wirtschaft, Binder und Co AG, e2 Group umweltengineering GmbH, FBIAG Forschungszentrum für integrales Bauwesen AG and KWB Kraft und Wärme aus Biomasse GmbH are partners in the cluster. The partners, regional funds and private funds finance ECO World Styria. Cluster partner corporations generated annual revenue of EUR 9.4 billion and managed 41,700 employees in July 2014.

Tourism is an important economic sector. Austria welcomed 37.6 million travellers in 2014. The number of visitors increased by 1.9 percent compared to 2013. It consisted of 25.29 million international guests and 12.26 million visits by Austrians enjoying a holiday at home. 131.86 million guests enjoyed overnight visits during 2014. It signified a slight decrease of 0.6 percent compared to 2013. The average holiday was 3.5 nights in 2014 compared to 4.1 in 2004. Travellers are attracted to the majestic landscape, palaces, castles, festivals, opera, intellectual prowess and magnificent history.

Austria is renowned for culinary artistry and luxurious hotel spas. Falstaff Gabeln (Falstaff Forks) and Relax Lilien (Relax Lilies) recognise excellent Austrian hospitality. The *Falstaff Restaurant Guide* recognises culinary artistry, impeccable service, ambience and a superb wine list. Four Falstaff Gabeln symbolises culinary excellence. Steirereck, Döllerer, Landhaus Bacher, Ikarus Hangar-7, Obauer, Tanglberg, Hanner, Pfefferschiff and Schlosstern are acclaimed Austrian restaurants possessing four Falstaff Gabeln in 2015. The *Relax Guide* celebrates luxurious hotel spas. The Viennese publisher awards four Lilien (lilies) to Austrian hotels with impeccable spas. Luxury hotels dominate the accolade. Der Steirerhof, Residenz Schalber, Hotel Salzburgerhof, Posthotel Achenkirch, Reiters Supremehotel and Geinberg5 received four lilies in the 2016 guide. Der Steirerhof, Posthotel Achenkirch, Reiters Supremehotel and Geinberg5 are five star luxury hotels and the two other luxury hotels are five star superior properties.

Hundreds of exquisite luxury hotels are found between Bodensee and Neusiedlersee. Most of the luxury hotels are owned and managed by families with a rich heritage of providing impeccable hospitality. Discerning guests are enticed by the ambience and opulence of properties. Schloss Fuschl is a five star superior luxury hotel located on a peninsula in the beautiful village of Hof bei Salzburg in the province of Salzburg. The property provides 110 elegant suites and rooms for guests. Schloss restaurant is renowned for fine Austrian cuisine incorporating fresh fish from the property's fishery. Guests can relax and rejuvenate in the Schloss Fuschl SPA encompassing 1,100 square metres. Eighty paintings from Austrian, Italian, Flemish, French, Dutch and German old masters are displayed in suites and public areas of the hotel.

Advantage Austria promotes Austrian trade, excellence and innovation to the world. The Mittelstand corporate approach provides the foundation for Hidden Champions to dominate global markets. Technology, engineering excellence and scientific research are crucial characteristics in creating globally successful corporations. Austrian universities are committed to educating the finest scientists, engineers and researchers. Intellectual capital provides impeccable academics and corporate leaders. Tourism is an important part of the Austrian economy. It introduces travellers to Austrian culture, history, sophistication and economic success.