

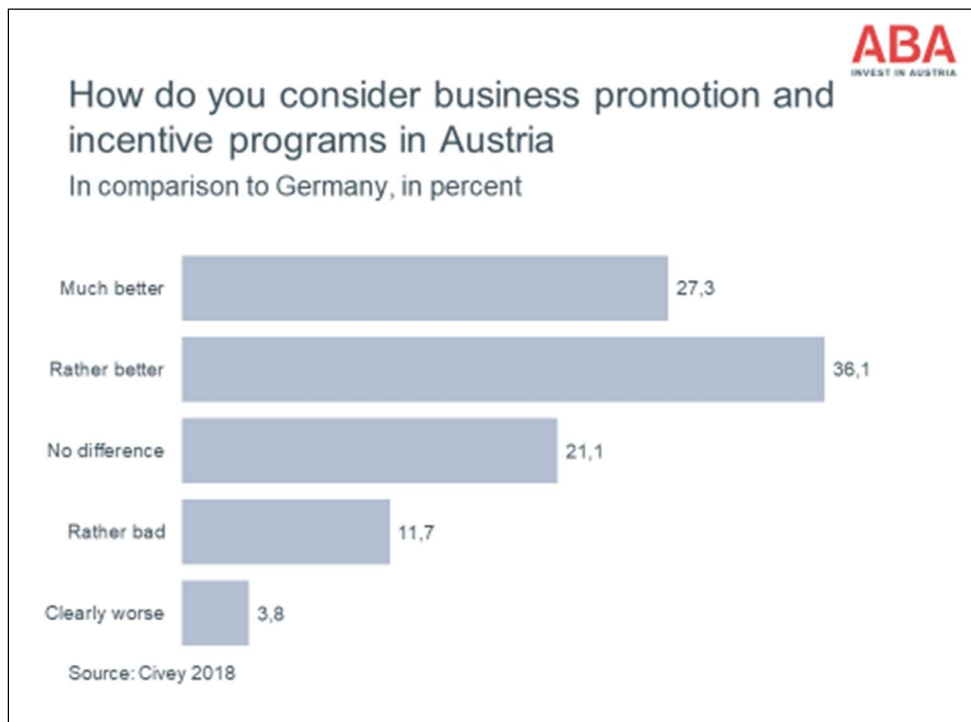
Press release

## Survey: German Executives Give Top Rating to Business Location Austria

- **Funding program for companies play a key role: about two-thirds consider business promotion initiatives to be better than in Germany**
- **More than one-third particularly praise the lower bureaucratic burden**
- **More flexible labor laws increase attractiveness of the country**

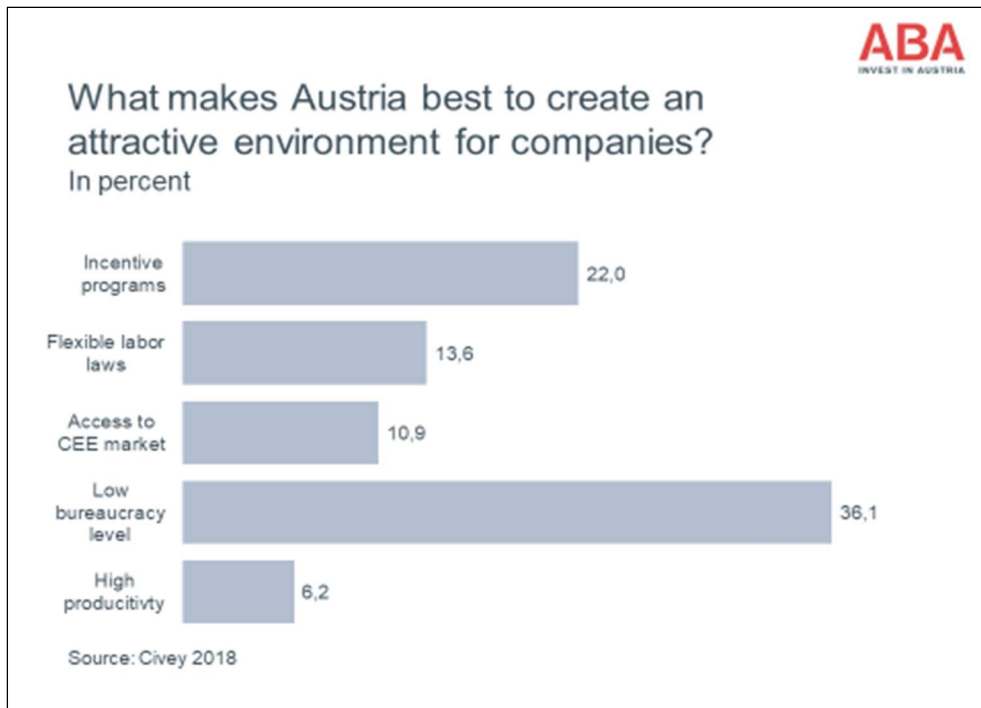
*Vienna, May 2, 2018* – German economic decision makers consider Austria to be a top business location thanks to the conditions there. This is the conclusion of a new representative survey carried out by the opinion research company Civey on behalf of the Austrian national investment promotion consultancy ABA – Invest in Austria. More than 4,100 top managers and executives in Germany were interviewed. Close to half of them (46.1 percent) have a positive view of Austria as a business and research location. Only 11.4 percent give Austria poor marks.

The attractive funding programs for companies in Austria, ranging from financing for start-ups and technology promotion to tax recognition of research and development expenditures, play a key role for German executives. Every fifth manager (22 percent) who was surveyed confirms the importance of these measures for the attractiveness of the business location. About two-thirds of those surveyed (63.4 percent) consider business promotion and funding programs for companies in Austria to be superior to those offered in Germany, and every fourth interviewee (27.3 percent) ranks these measures as significantly better.



“The constant expansion of economic support measures is increasingly paying off”, says René Siegl, Managing Director of ABA – Invest in Austria. “In an EU comparison, Austria has already ranked among the very best for years with respect to tax incentives for research, and even increased the research tax credit once again from twelve to fourteen percent as at the beginning of the year. This is clearly reflected in the research to GDP ratio, where Austria now ranks second in the EU”, he adds.

Compared to Germany, the top decision makers mainly value the lower bureaucratic expense and effort as a competitive advantage. More than one third of the participants praise the lower administrative burden. According to the survey, the more flexible labor laws in particular also speak for Austria as a business and research location. For example, the limited protection against dismissal enables employers to more quickly hire new staff when the economy is doing well. Furthermore, there have been a large number of permissible different working time models in Austrian companies for many years. They offer greater flexibility to both employers and employees.



According to the survey, access to the Central European market as well as the high level of productivity are also advantages of Austria as a business location. 10.9 percent and 6.2 percent of the German decision makers respectively consider these two aspects as key criteria.

In 2017 a total of 344 companies were supported by ABA and the regional investment promotion companies in setting up business operations in Austria. The total investment volume rose 2.6 percent to EUR 723.85 million. German companies, which accounted for 118 new investment projects in 2017, are traditionally the top investors in Austria. On balance, close to 9,000 German companies already actively operate in Austria.

**Editorial note:**

ABA-Invest in Austria is the national investment promotion company owned by the Federal Ministry for Digital and Economic Affairs. It provides professional consulting services to interested companies free of charge, supporting them in selecting a business location, with labor and tax issues, identifying cooperation partners and dealing with public authorities. [www.investinaustria.at](http://www.investinaustria.at)

**Civey** is the first supplier of representative opinion research in real time. The Civey data base contains more than 2,000 surveys with a large number of assessment options as well as an up-to-date, curated summary of opinions. In this way, the company offers the quickest and most extensive data base for opinion data in Germany. In order to collect information, the software of the company established in Berlin in 2015 connects 22,000 Website to create a nationwide survey network, to which Spiegel Online, Tagesspiegel, Welt, T-Online, Süddeutsche Zeitung, Augsburgener Allgemeine and Wirtschaftswoche belong. Civey features the largest panel in Germany, with over 1,500,000 registered and verified users.

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