

Austria Continues Its Successful Path as a Business Location

Vienna (Feb 12, 2019)

The national investment promotion consultancy ABA – Invest in Austria operating under the auspices of the Federal Ministry for Digital and Economic Affairs once again achieved record results in 2018.

The number of foreign companies setting up business operations in Austria rose three percent to a new all-time level of 355 companies in 2018, outperforming the previous record of 344 companies set in the year 2017. They were provided with professional assistance by ABA in cooperation with the regional investment promotion agencies. Total investment volume generated by the new business location projects was up 1.5 percent to EUR 734.48 million (2017: EUR 722.75 million). The number of newly created jobs in 2018 increased to 2,888, up eight percent from the previous year (2017: 2,672 new jobs).

Germany clearly the number one investor – Switzerland and Italy also on the podium

Germany was once the top investor nation in Austria in 2018 with 108 companies, accounting for 30 percent of all business location projects handled by ABA. Switzerland was the second most important investor with 36 new projects, surpassing Italy with 28 business location projects. Fourteen firms from Great Britain located in Austria in 2018 with the support of ABA, twice as many as in the seven projects in 2017.

Interest on the part of companies from the CEE/SEE countries remains high. The region accounted for 88 investment projects in 2018, or about one-quarter of all new ABA business location projects. Hungary was ranked first (17 companies), followed by Slovenia (14), Russia (10) and Slovakia (8).

32 of the newly located companies carry out research and development in Austria, and 29 of these projects involve production companies. The most strongly represented sectors were IT/telecom/software and business-related services with 56 and 55 projects respectively. A total of 22 foreign start-ups decided in favor of Austria as a business location in 2018.

Ranking of federal provinces - Vienna ahead of Lower Austria and Salzburg

In 2018, a majority or a total of 182 international companies once again decided to locate their business operations in the capital city of Vienna (2017: 157). The most popular federal province after Vienna was Lower Austria with 32 companies, followed by Salzburg with 30 investment projects (2017: 42). A total of 29 companies selected Styria (2017: 26) and 22 established business operations in Carinthia (2017: 27). Tyrol attracted 18 new business location projects (2017: 26), ahead of Vorarlberg with 16 (2017: 7), Upper Austria with 15 (2017: 23) and six in Burgenland (2017: 5). Five companies decided to locate in several federal provinces.

Outlook for 2019

The number of projects in which ABA is actively working on has climbed from 785 in 2017 to 994 in 2018. For this reason, ABA Managing Director René Siegl is confident ABA will achieve the ministry's targeted 30 percent rise to 444 business location projects.

Examples of companies selecting Austria as a business location

Amazon

Amazon put its first logistics facility in Austria into operation in the fall of 2018. The site located in Großbeersdorf, Lower Austria was festively opened on February 12, 2019. The company is creating more than 100 new jobs at the new distribution center covering an area of 9,800 square meters. The online giant is investing in the transport infrastructure and innovations in order to enhance capacities and the efficiency of the delivery chain.

“The new Amazon distribution center in Großbeersdorf is our first logistics site in Austria. It enables us to create additional and more flexible delivery capacities for customers. We feel that we are in very good hands due to the support of ABA – Invest in Austria, amongst other reasons.”

Bernd Gschaider, Director of Amazon Logistics Germany / Austria

ProntoPro

Italy's largest service broker ProntoPro launched its business operations in Austria in 2018 with a staff of 25 employees. Founded in Italy in 2015, ProntoPro is represented there with about 300,000 service providers, one million registered users and about 2.5 million visitors per month, making it by far the national market leader among the service portals. The platform prontopro.at does not only include craftsmen but also about 100 occupational groups offering services in 500 different service categories, from photographers and installers to fitness coaches and tutors.

“We were really surprised to see how easy it is to do business in Austria - very little bureaucracy, flexible labor laws and simple tax policies. Thanks to our experience, we are unexpectedly considering transforming our Austrian subsidiary into our DACH headquarters.”

Marco Ogliengo, Co-founder of ProntoPro

Aeolus Robotics

Aeolus Robotics, the artificial intelligence scale-up from Silicon Valley, was established in order to bring the first generation of household robot assistants to life and launch the new products on the marketplace. Ten employees of the company are currently collaborating with the Vienna University of Technology to develop the sensor technology for the gripper on the robotic arms.

“Cutting-edge research in the core areas of robotics such as gripping unknown objects was the decisive reason for locating our research and development facility in Vienna. The good infrastructure and attractiveness of the city also helps us to lure experts outside of Austria for our team.”

David Fischinger, Manager of Research and Development at Aeolus Robotics, Inc.

PULS Vario

PULS Vario is developing customer-specific power supply solutions with its workforce of 130 people, including 35 new employees in Vienna. To a large extent, customers are from the fields of medical and laboratory technology, but also research, aviation and drive technology.

“PULS Vario has set up an innovation lab in the heart of Vienna. Urban flair in Vienna, rated the most livable city, has enabled us to attract a motivated team. Innovative ideas are turned into successful products for our customers with openness, a high degree of professionalism and a bit of humor.”

Ewald Braith, Managing Director PULS Vario