

Press Information

René Tritscher is the New Managing Director of Austrian Business Agency

Vienna, 13 July 2021. Effective 1 July 2021, René Tritscher is the new Managing Director of the Austrian business promotion consultancy Austrian Business Agency (ABA). He succeeds René Siegl, who held this position for many years. Mr. Tritscher has been head of WORK in AUSTRIA, the specialised department of ABA assisting companies in recruiting skilled workers, since the end of 2019 and previously served as Secretary General of the Austrian Economic League (“Österreichischer Wirtschaftsbund”). For this reason, he has a precise understanding of the needs of companies. “As a business promotion agency, our objective is to actively attract foreign firms to Austria and thus expand and strengthen the competitiveness of the country as a business and work location”, René Tritscher states. “Discussions with foreign investors in the last year have shown that a decisive factor in setting up operations is the availability of the required skilled employees in the business location. The expansion and intertwining of our services provided by INVEST in AUSTRIA and WORK in AUSTRIA enables us to be a one-stop-shop for international companies on all issues relating to the business location and the search for skilled workers, assisting them in an advisory capacity and supporting them with our expertise and our network”, the new ABA Managing Director adds.

Strategic realignment of ABA

In the future, ABA will targetedly appeal to international companies in the fields of digitalisation, medical technology and life sciences based on a more pronounced quality-oriented realignment of its activities. In turn, this will provide added value to Austria as a business location and help secure its supply reliability, thus creating high-quality jobs. “The coronavirus crisis very clearly showed the vulnerability of national economies and has led countries to attach greater importance to reducing their dependence on international production facilities and safeguarding supply chains. For this reason, we want to focus less on figures and more on long-term value creation”, Tritscher says.

About René Tritscher

Born in Graz in 1970, René Tritscher studied law in his hometown. He launched his

professional career at the Austrian Federal Economic Chamber in 1996, where he held several management positions in subsequent years. Mr. Tritscher then switched to the Austrian Economic League, serving as its Secretary General until the year 2019. René Tritscher lives in Vienna with his family and is a passionate soccer player.

About Austrian Business Agency (ABA)

As a subsidiary of the Federal Ministry for Digital and Economic Affairs, the Austrian business promotion agency Austrian Business Agency (ABA) strives to make Austria attractive to international companies, skilled workers and film producers.

With its three business areas INVEST in AUSTRIA, WORK in AUSTRIA and FILM in AUSTRIA, ABA consults and supports international companies, skilled workers and film productions at no cost concerning all issues relating to the business, research and work location as well as to Austria as a film location. >> We simply make it easy.

Contact:

Austrian Business Agency (ABA)

Ms. Franziska Bauer

Public Relations

+43 1 588 58-462 / +43 676 898 590 62

f.bauer@aba.gv.at

www.investinaustria.at