

AUSTRIA BUILDING BRIDGES



AUSSENWIRTSCHAFT AUSTRIA

Austria's
Internationalisation
and Innovation Agency

AGENDA

1

IMPORTANCE OF
EXTERNAL TRADE
TO AUSTRIA

AUSSENWIRTSCHAFT
AUSTRIA

2

3

WORLDWIDE
BUSINESS SUPPORT

THE INNOVATION
AGENCY

4

5

AUSTRIA BUILDING
BRIDGES

An aerial photograph of a city skyline, featuring a prominent skyscraper with a pointed top. The image is partially obscured by a grey rectangular box containing the number '1.'. The city below the box shows various buildings, streets, and a parking lot.

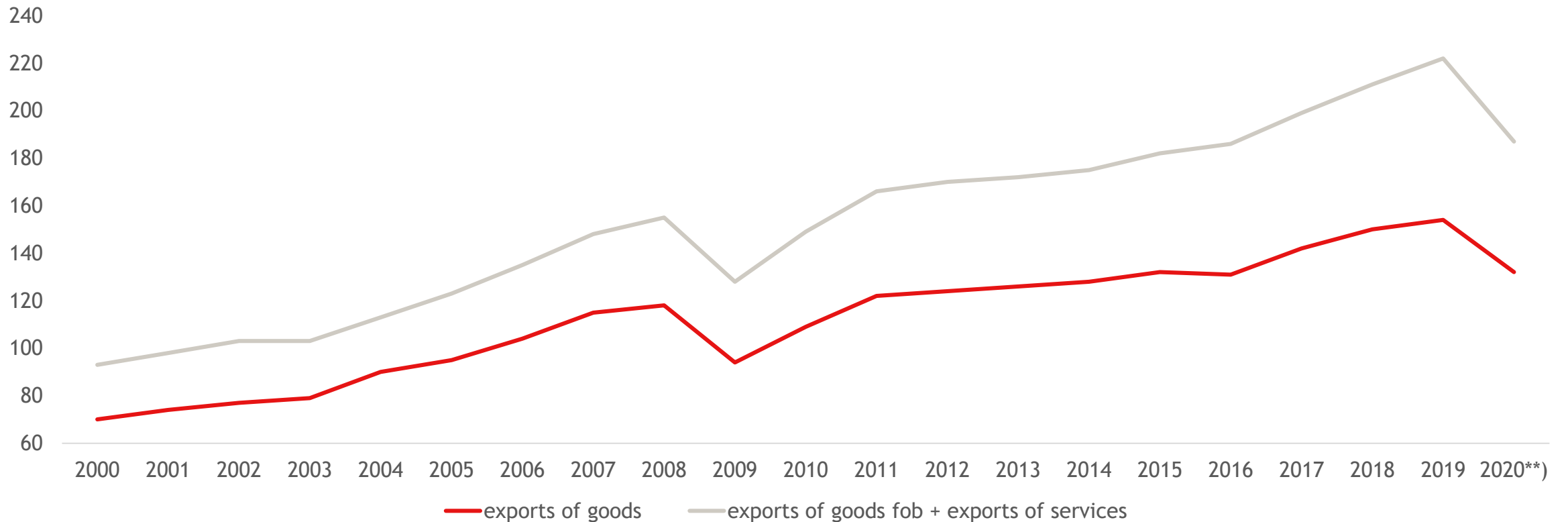
1.

IMPORTANCE OF EXTERNAL TRADE FOR AUSTRIA

**EXPORTS GENERATE
MORE THAN
50 % OF GDP**

EXPORT SUCCESS STORY

Austrian exports of goods and services in billion Euros



WITHOUT EXPORTS ...



Export rate: more than **50%** of GDP



1 billion Euros in exports =

10,000 Jobs in Austria



Exports to more than **200** countries
(led by Germany, USA and Italy)



Increase in exports 2000 - 2019:

- + **104 %** to Europe
- + **203 %** to America
- + **376 %** to Australia/Oceania



2.3 %
increase in exports



154 billion Euros
in goods exports

Austria is ranked **7th** in the world for exports per capita



Export growth in figures (2019)

WITHOUT EXPORTS ...



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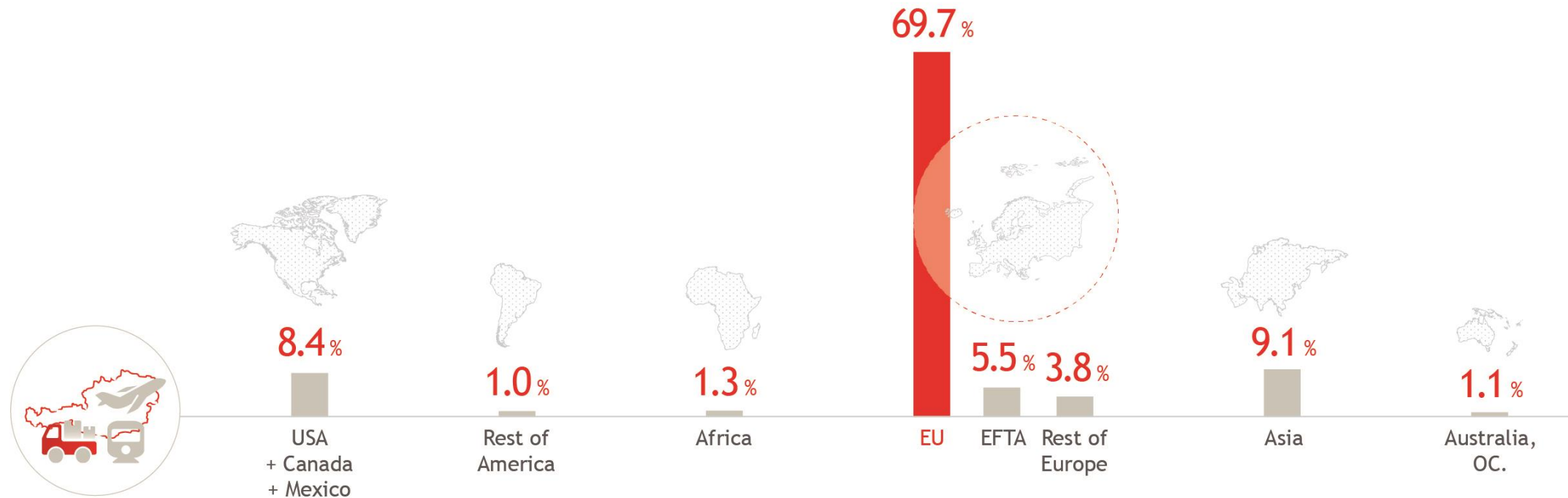
2.3 %
increase in exports



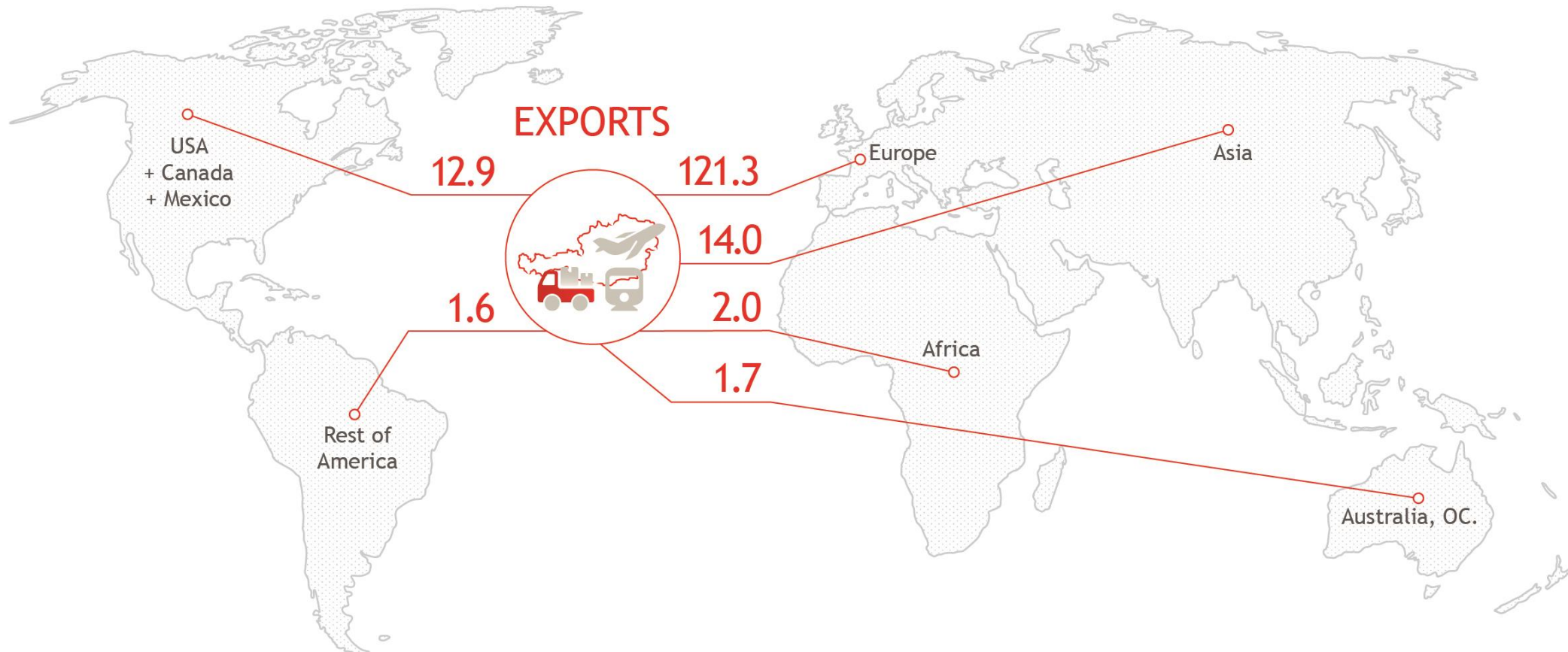
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in goods exports

Export growth in figures (2019)

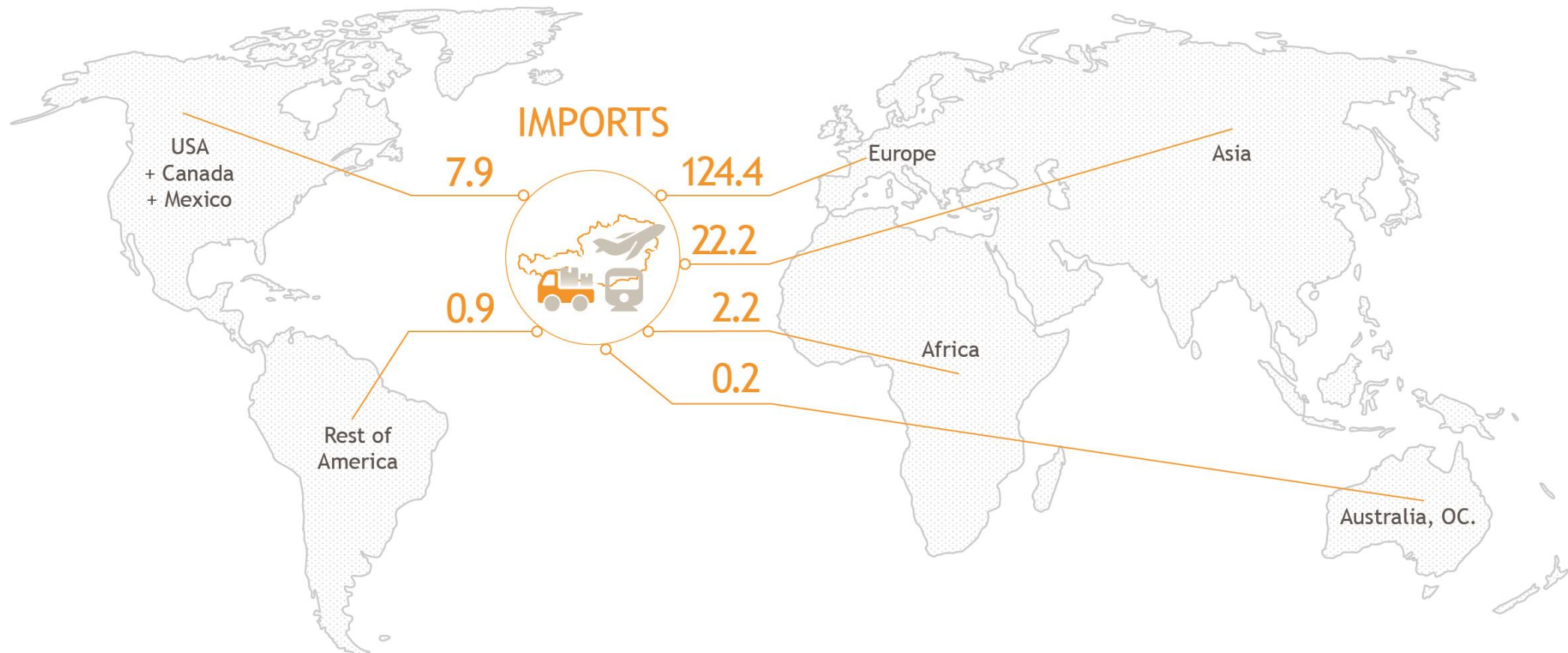
AUSTRIA'S EXPORT REGIONS 2019



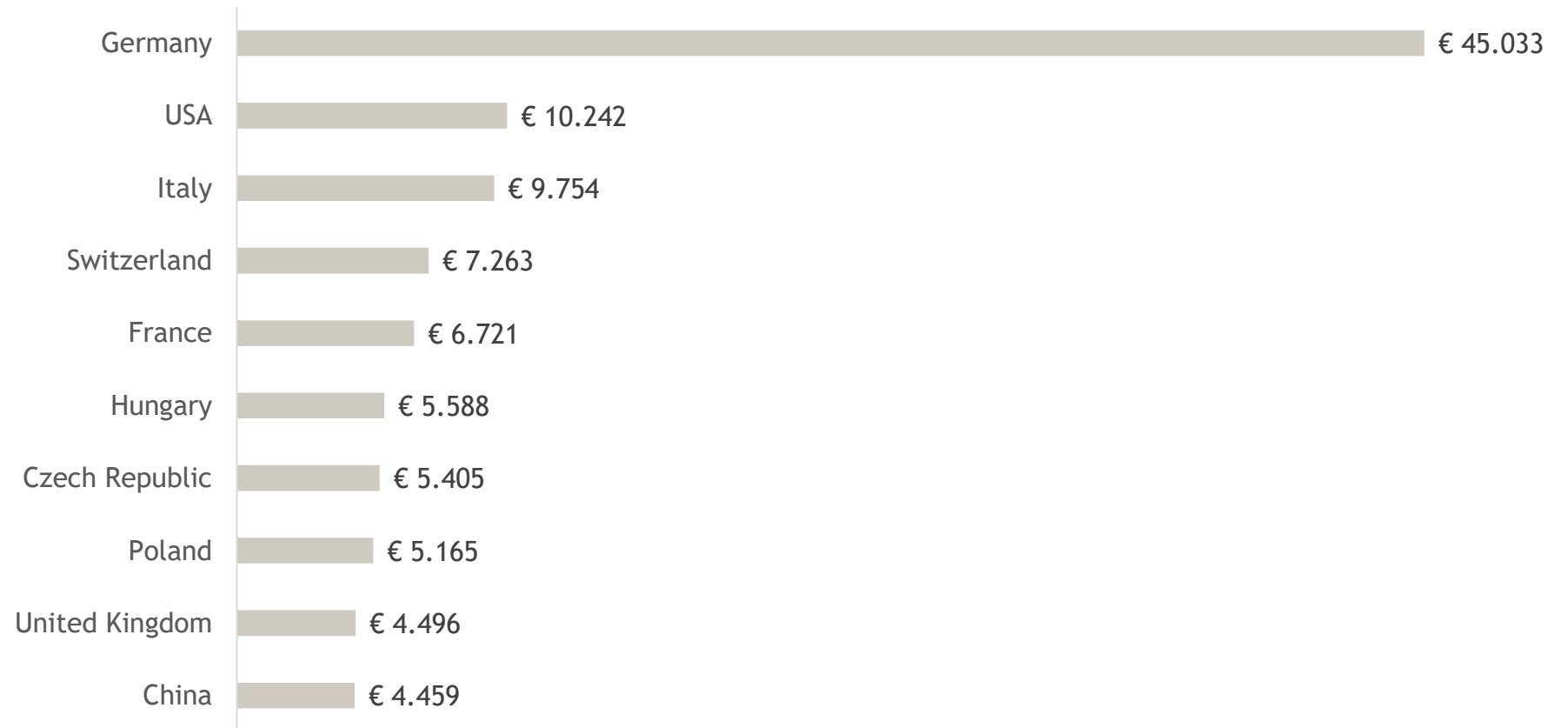
AUSTRIAN EXPORTS IN BILLION EUROS 2019



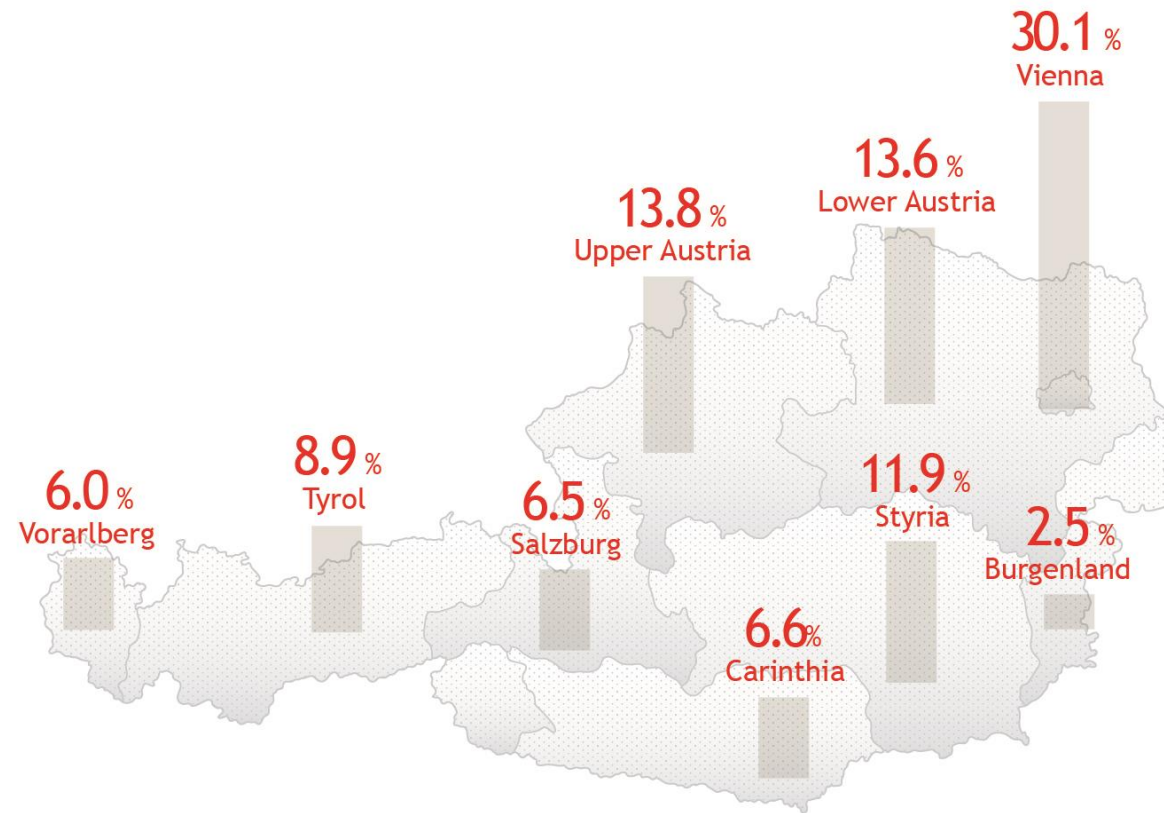
AUSTRIAN IMPORTS IN BILLION EUROS 2019



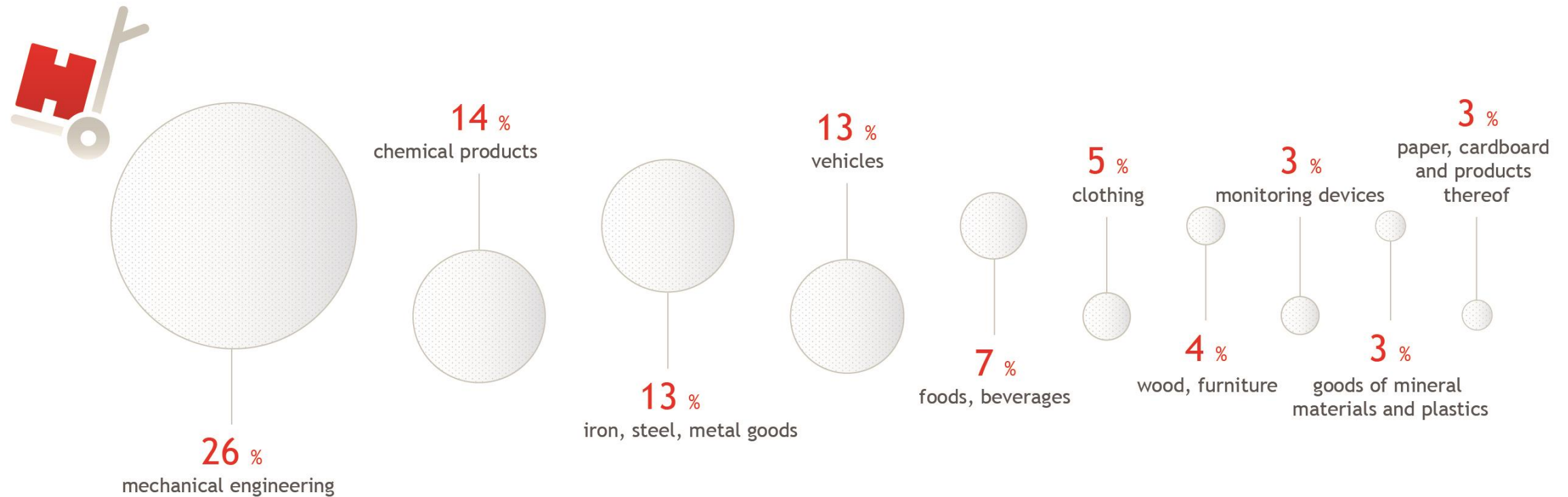
AUSTRIA'S TOP 10 EXPORT PARTNERS



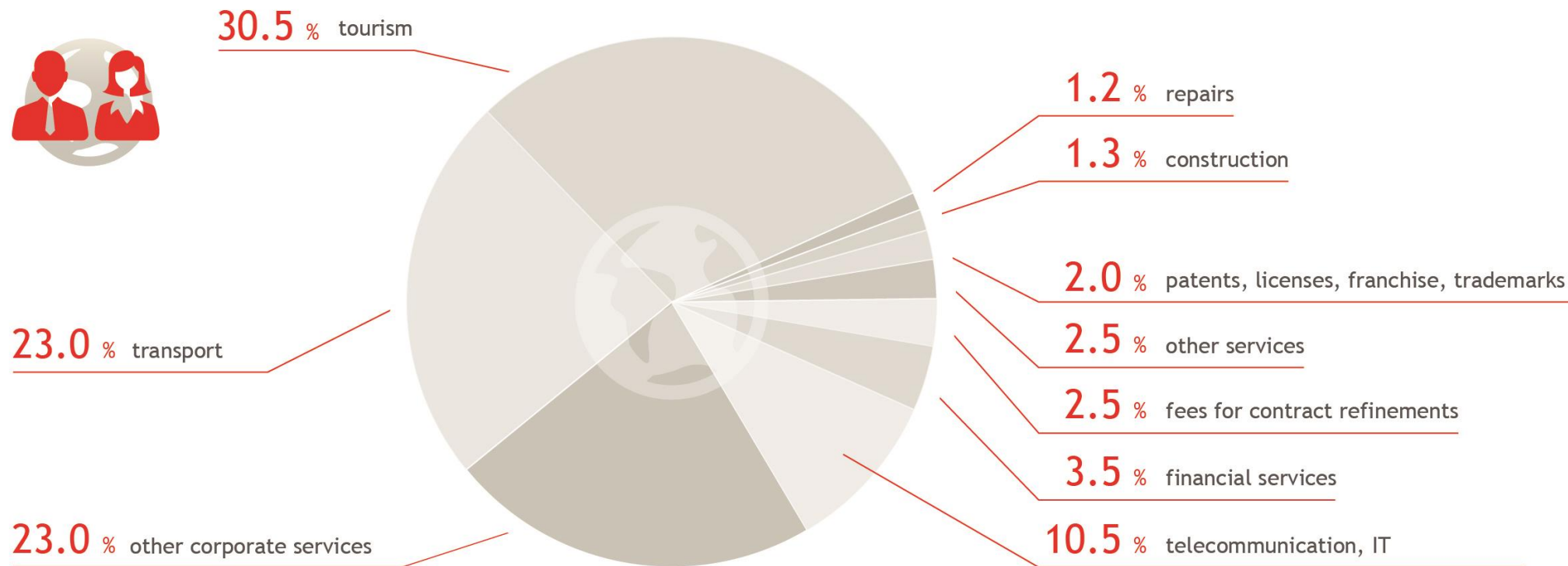
EXPORTERS BY STATE



AUSTRIA'S TOP EXPORT GOODS



AUSTRIA'S TOP SERVICE EXPORTS 2019



LAND OF HIDDEN CHAMPIONS

Over 180 companies

around the globe are at the top of specialist sectors.

Hidden Champions benefit from

**focused programmes
and global marketing.**

Export share of
Hidden Champions:

85%

Born Globals see the whole world as
their market and are **mostly tech startups.**

Hidden champions are mostly medium-sized family businesses with
**great innovation and
long-term business goals.**

An aerial photograph of a city skyline, featuring a prominent skyscraper with a pointed top. The image is partially obscured by a large grey rectangle containing the number '2.'. The city below shows various buildings, streets, and green spaces.

2.

AUSSENWIRTSCHAFT AUSTRIA

SUCCESS REQUIRES ENDLESS OPPORTUNITIES

WHO WE ARE



AN EXPERT PARTNER ABROAD

Austrian businesses benefit from local networks in their target countries.



CATALYST AND GUIDE

for international activities



INNOVATION AGENCY

the key to future success



INTERNATIONALISATION AGENCY

for global market entry



AUSTRIA-WIDE PARTNERSHIP

foreign trade department for nine state chambers of commerce
(AUSSENWIRTSCHAFT PLUS platform)

AUSSENWIRTSCHAFT AUSTRIA'S NETWORK



AUSSENWIRTSCHAFT AUSTRIA'S NETWORK



An aerial photograph of a city skyline, featuring several prominent skyscrapers. A large, semi-transparent grey rectangle is overlaid on the middle portion of the image, partially obscuring the buildings. The number '3.' is printed in a large, black, sans-serif font within this grey area.

3.

WORLDWIDE BUSINESS SUPPORT

GROWTH REQUIRES UNLIMITED SUPPORT

WHAT WE OFFER



INFORMATION HEADSTART
through global market and industry knowledge



WORLDWIDE NETWORK
links with international customers and partners



CONNECTED EXPERTISE
links with political and administrative structures
in target countries



EXPORT ADVICE
procurement, investment, financing

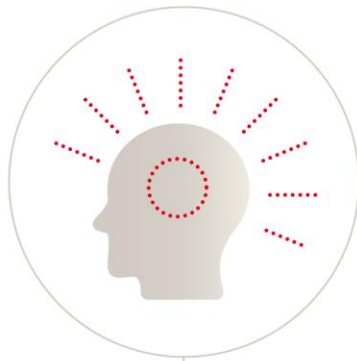


KNOWLEDGE TRANSFER
technology partnerships, business ideas and sales concepts



**POSITIONING AUSTRIA AS
AN ATTRACTIVE LOCATION**
expert partners, driver of innovation

OUR SERVICES



KNOWLEDGE

market information



PLATFORMS

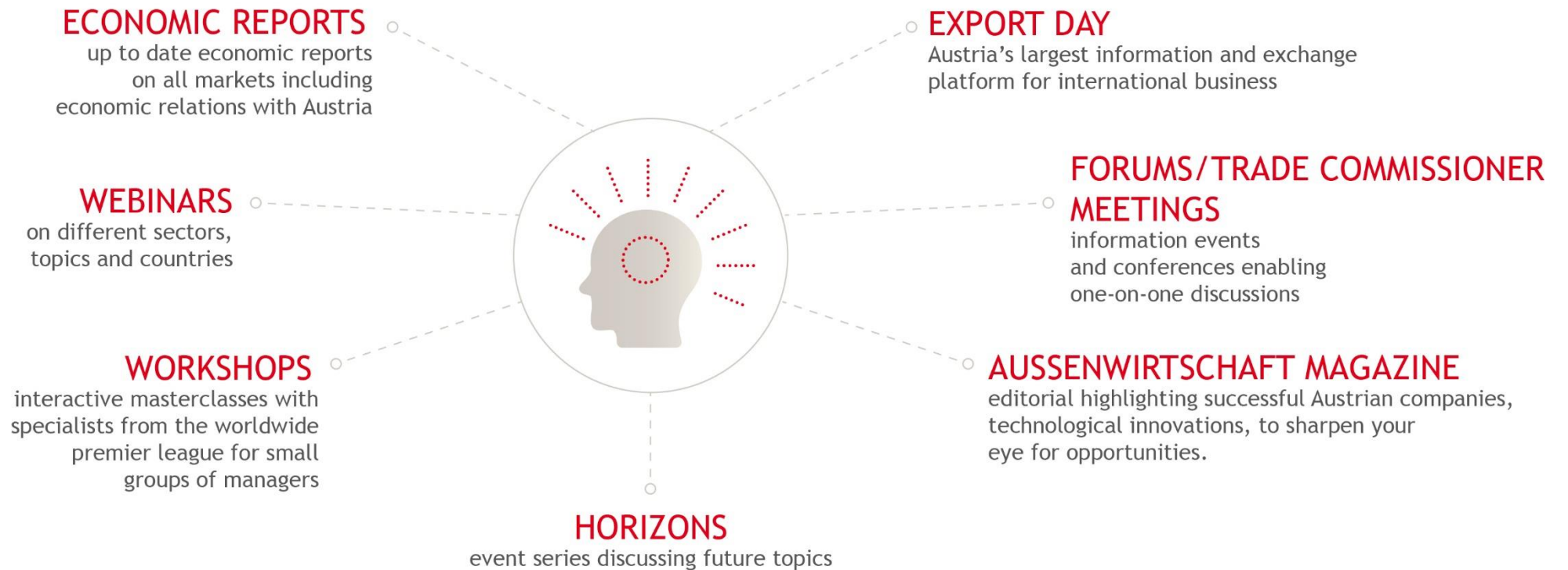
events - personal contacts



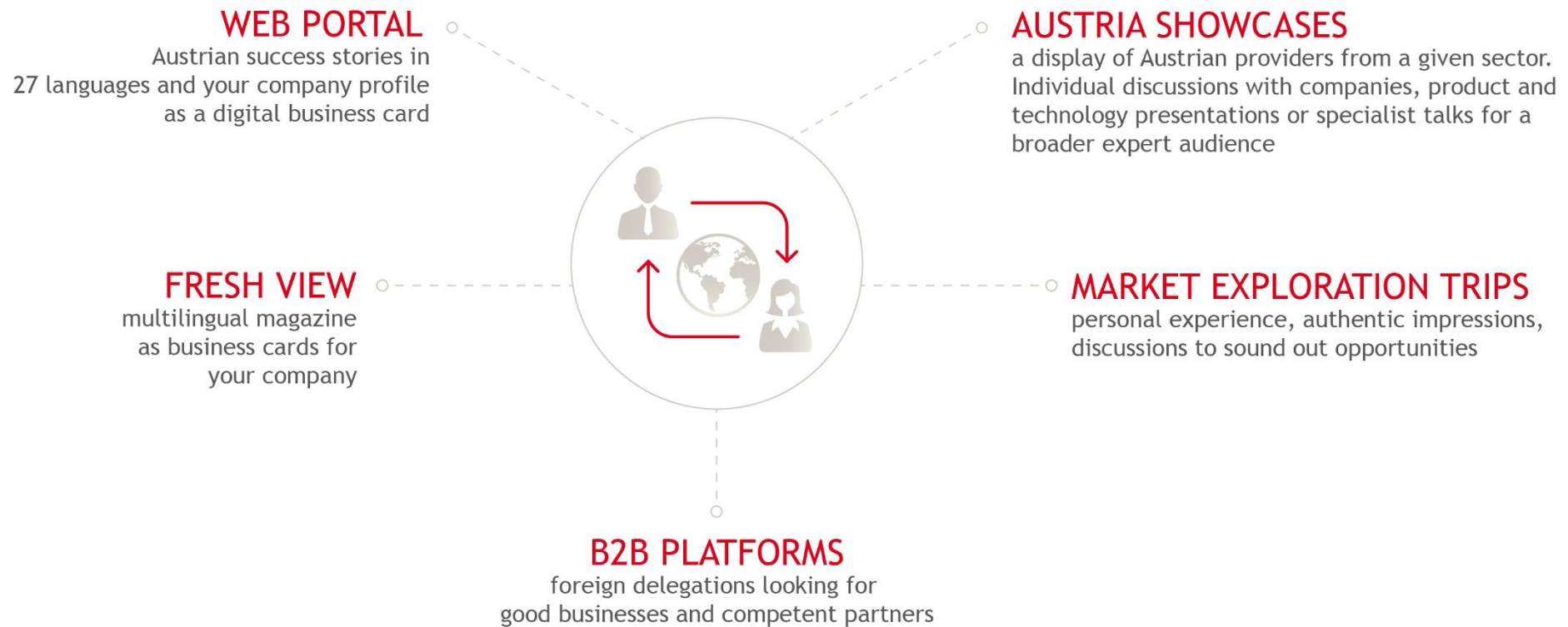
PARTNERS

business profiles - market development

> KNOWLEDGE



>> PLATFORMS 1/2



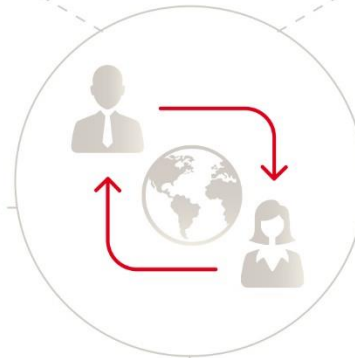
>> PLATFORMS 2/2

EXPEDITIONS INTO THE FUTURE

innovation, expertise and inspiration
to listen to, ask questions about
and get to grips with

TRADE MISSIONS

tailor-made and detailed
individual programmes to
enable new contacts to be made



GROUP EXHIBITIONS/ GROUP STANDS

group exhibitions at premier global trade fairs,
group stands at regional shows

CATALOGUE EXHIBITIONS

presentation of company brochures,
product catalogues and videos of Austrian businesses
on small stands at local trade fairs
and commercial agent meetings

AUSTRIA CONNECT/AUSTRIAN BUSINESS CIRCLES

network and information exchange for managers of foreign
subsidiaries of Austrian businesses

>>> PARTNERS 1/2

START-UP SUPPORT FOR EXPORTERS

short cuts, quick responses -
the export specialists in your
Chamber of Commerce
are there for you

EXPORT FINANCE AND FOREIGN INVESTMENT

answers to questions on financing, safeguarding
export business and direct investment

INTERNATIONALISATION ADVICE

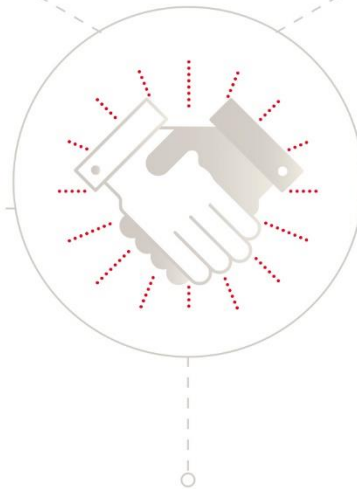
our specialists can help with
evaluating expansion strategies
and feasibility checks on proposed
steps towards internationalisation

TECHNOLOGY ADVICE

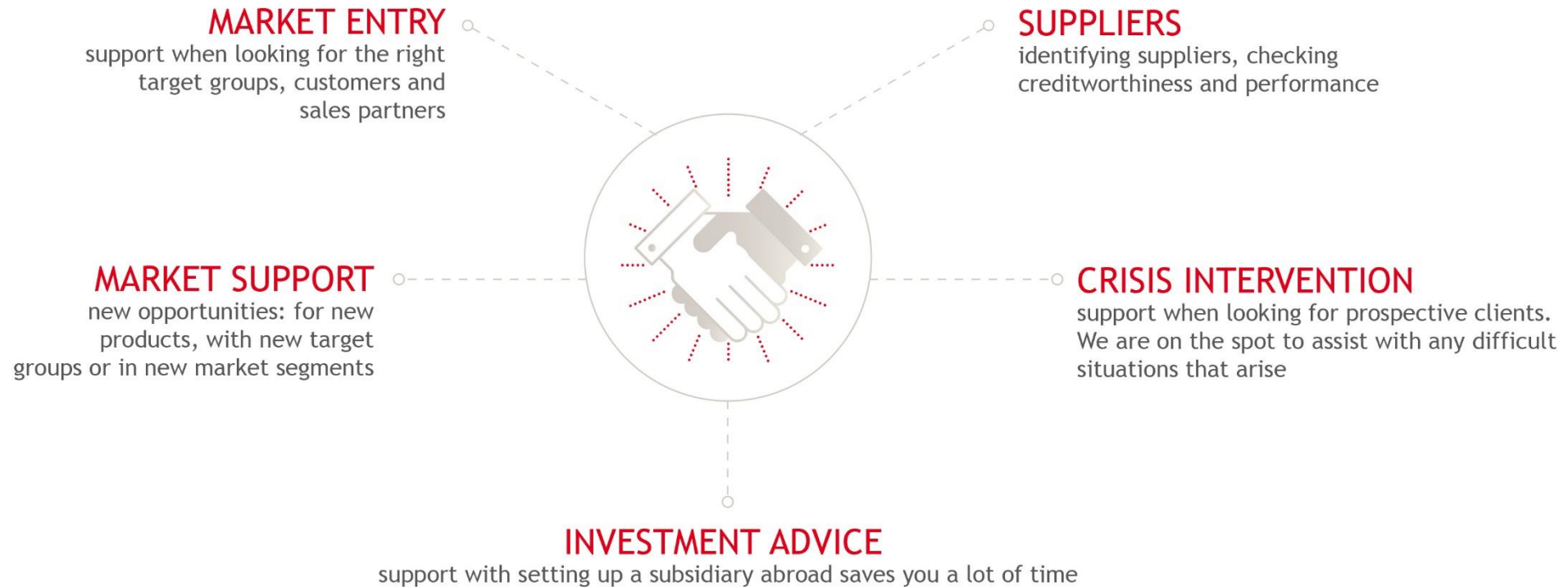
support when looking for prospective clients,
partners and suppliers in a complex network
of innovative businesses, universities,
international development partners and
research collaborations.

NETWORK PROJECTS INTERNATIONAL

network and information exchange for managers of foreign
subsidiaries of Austrian businesses



>>> PARTNERS 2/2



An aerial photograph of a city skyline, featuring a prominent skyscraper with a pointed top and a grid-like facade. The city is densely packed with various buildings, and a highway with multiple lanes is visible in the foreground. The sky is blue with scattered white clouds.

4.

THE INNOVATION AGENCY

PUSHING FORWARD INNOVATE AUSTRIA

YOUR INNOVATION CENTRES ...



... are **KNOWLEDGE BROKERS** and
NETWORK ORCHESTRATORS.



... open doors to international
**TECHNOLOGY AND
INNOVATION CENTRES.**



... make up a worldwide **NETWORK** with
1 000 INNOVATION DRIVERS.



... act as **SERVICE AND
INNOVATION HUBS**
for Austrian businesses.

INNOVATION CENTERS WORLDWIDE



INTERNATIONAL TRENDS AND DEVELOPMENTS



VALUE CHAINS
are becoming global



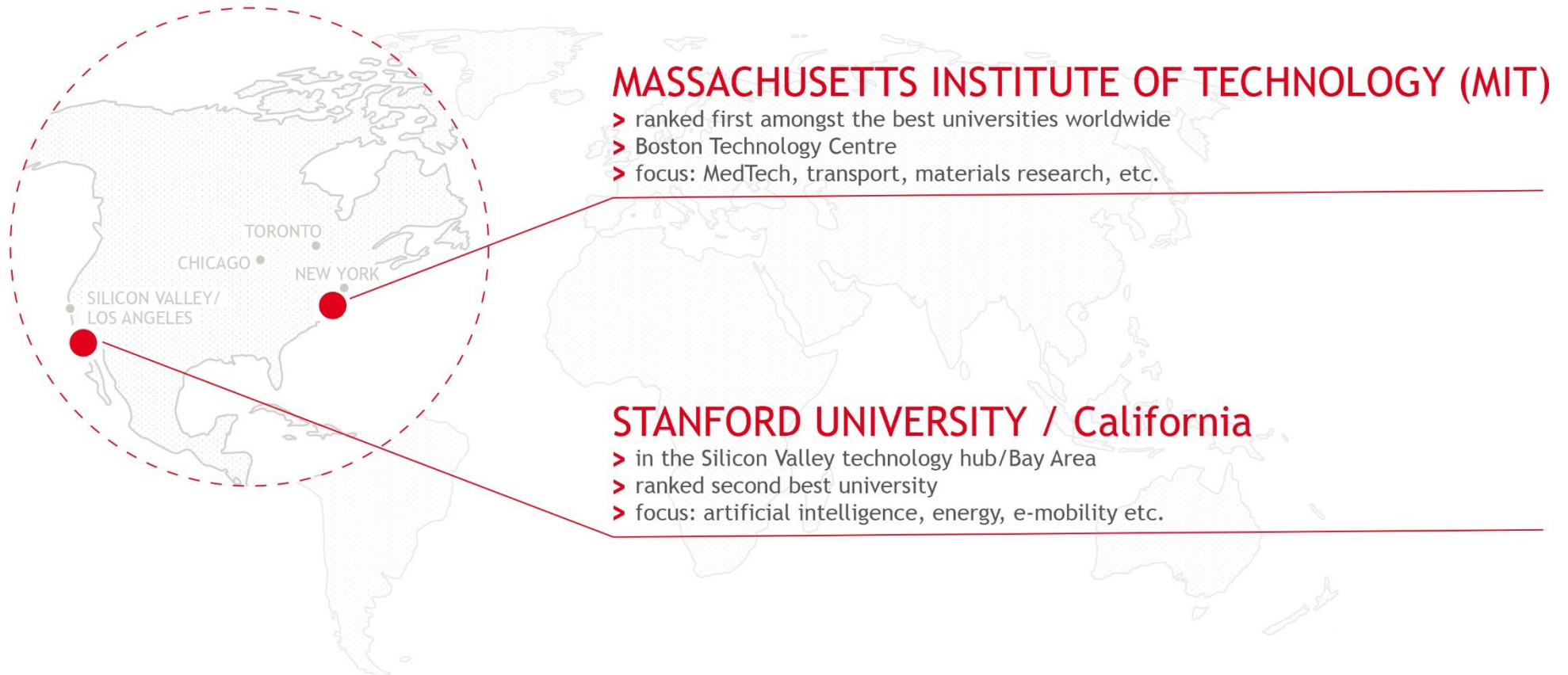
THE BIG SHIFT
things that can only be delivered
by large corporations today will
also be produced by smaller
providers in future

DISRUPTION
caused by megatrends



GLOBALISATION
also affects **small businesses**

OUR COOPERATION AGREEMENTS IN THE USA



OUR COOPERATION AGREEMENTS IN EUROPE

EIDGENÖSSISCHE TECHNISCHE HOCHSCHULE ZÜRICH (ETH)

- > best university in continental Europe, ranked 10th worldwide
- > focus: industrial processes, robotics, smart cities

BARCELONA CENTRE DE DISSENY (BSD)

KARLSRUHE INSTITUTE OF TECHNOLOGY (KIT)

- > focus: industry 4.0, IT, mobility

IHKT BADEN-WÜRTTEMBERG

POLITECNICO DI MILANO (POLIMI)

- > Schwerpunkte: Industrial/Digital Manufacturing, Architecture & Design

ISTITUTO EUROPEO DI DESIGN (IED) MILAN

OUR COOPERATION AGREEMENTS IN ASIA

KOREA ADVANCED INSTITUTE OF SCIENCE AND TECHNOLOGY (KAIST)

- > elite university & one of the most innovative universities in Asia
- > focus: IT, robotics
- > one of the world's leading universities for materials research

BEIHANG UNIVERSITY

JAPAN INNOVATION NETWORK (JIN)

NANYANG TECHNICAL UNIVERSITY (NTU)

- > best university in Asia
- > focus: engineering, IT, energy, environmental technology



A map of Asia with a dashed red circle highlighting a region in East and Southeast Asia. Red dots are placed on the map at the locations of Beijing, Seoul, Tokyo, Chengdu, Shanghai, Taipei, Hongkong, and Singapore. Red lines connect these dots to text labels: 'BEIHANG UNIVERSITY' is connected to Beijing; 'KOREA ADVANCED INSTITUTE OF SCIENCE AND TECHNOLOGY (KAIST)' is connected to Seoul; 'JAPAN INNOVATION NETWORK (JIN)' is connected to Tokyo; and 'NANYANG TECHNICAL UNIVERSITY (NTU)' is connected to Singapore. Other cities like Chengdu, Shanghai, Taipei, and Hongkong are also marked with dots but have no lines connecting them to text.

BEIJING
SEOUL
TOKYO
CHENGDU
SHANGHAI
TAIPEI
HONGKONG
SINGAPORE

IN TOUCH WITH AUSSENWIRTSCHAFT AUSTRIA



TWITTER
@wko_aw



FACEBOOK
AUSSENWIRTSCHAFT AUSTRIA



YOUTUBE
AUSSENWIRTSCHAFT AUSTRIA



TRAINEEBLOG
EXPORT YOUR CAREER

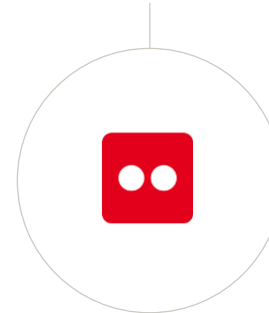
LINKEDIN
AUSSENWIRTSCHAFT AUSTRIA



INSTAGRAM
aussenwirtschaft_austria.at



FLICKR
AUSSENWIRTSCHAFT AUSTRIA



BLOG
AUSTRIA IST ÜBERALL



AUSTRIA BUILDING BRIDGES



AUSSENWIRTSCHAFT Südosteuropa,
Osteuropa/Zentralasien

AUSSENWIRTSCHAFT AUSTRIA

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