

PRESS INFORMATION

Business Location Vienna Region

Vienna Region presents itself at the Real Vienna 2010

(18. Mai 2010) – The successful partnership of the federal states of Vienna, Lower Austria and Burgenland continues: United under the Vienna Region umbrella brand, the Business Agency of Vienna, ecoplus - the Lower Austria Business Agency - and the Wirtschaftsservice Burgenland (WiBAG) present their comprehensive range of business parks and technology centers in the scope of the Real Vienna international trade fair (Hall C, Stand No. 0516).

Vienna Region – Pole position for MOEL

The commercial trade fair focusing on Central and Eastern Europe is the prime industry platform for the Vienna Region, where it can establish its position as one of the economically strongest regions of Europe and as a vital hub to the growth markets of Central and Eastern European countries. Not only the geographic, but also the mental proximity to these countries and their people prove to be invaluable advantages. The fact that Vienna airport offers routes to more than 50 destinations in Central and Eastern Europe – more than any other airport in the world – also speaks for itself. Even now, more than 300 international business groups are based in the Vienna Region and profit from the excellent infrastructure and highly skilled labor force available here.

Vienna Region – A hot spot for innovation

Many of these multinational companies have settled in the Vienna Region to execute R&D activities. At the same time, the innovation intensity of local SMEs is well above the EU average. In total, the Vienna Region, with expenditures for R&D amounting to approximately 3.2 billion euros, with more than 1,600 research facilities and 25,000 highly qualified scientists, is not only Austria's top research location, but also ranks among the leading regions in all of Europe.

Local synergies, such as those being formed in technology centers and technopoles of the Vienna Region as a common place of work for business and science, are a strong engine for outstanding international performance. Some of the particularly dynamic fields in this regard are the Life Science, ICT, Renewable Energy and Environmental Technology sectors.

Vienna Region - Number 1 in terms of quality of life

According to international studies, Vienna is considered the city offering the highest quality of life in the world!

Unique cultural attractions, a wide choice of leisure opportunities, astonishing natural beauty and people who know how to combine profound work with a genuine life experience. Companies can rely on a pool of highly motivated and perfectly educated employees as well as be able to offer the optimum work environment to top-level specialists from all over the world.

Small offices and single workplaces for start-ups

Also new is the common launch of the VIENNA REGION initiative in the area of „Small offices“. In addition to the commission-free rental of small offices, single workplaces, short-term office space, seminar/conference rooms and storage areas, the three VIENNA REGION partners - mingo, RIZ and FMB – also offer **free** consultation regarding all questions related to company start-ups – regardless of whether these questions refer to financing, grants or tips on the development of a business concept. (www.smalloffices.at).



Companies in **Vienna** are supported by the Vienna Business Agency. The Vienna Business Agency is the central instrument for economic policy of the City of Vienna. Its objective consists in the strengthening of Viennese companies and their innovative capacity as well as the sustainable modernization of the business location to improve its international competitiveness.

The range of services of the Vienna Business Agency extends from the professional consultation of entrepreneurs, founders and investors, over the targeted distribution of financial grants, the provision and development of suitable properties all the way to worldwide marketing of Vienna as a top business location. The services of the Vienna Business Agency are financed primarily by public funds of the City of Vienna. With approximately 3.5 million square meters of real estate, the agency belongs to the largest land owners in the federal capital.

As a result of its investments in modern educational and traffic infrastructure, **Lower Austria** has developed as a top business and technology location. The 16 ecoplus business parks boast immaculate infrastructure and a generous operating area amounting to a total of 920 hectares. Lower Austria has also achieved prominence as an innovative high-tech location. Cutting-edge research is being conducted at all of the three technopole locations in Krems, Tulln and Wiener Neustadt.

Another important trend is the organization of cluster initiatives in important future-oriented areas, such as: synthetic materials, sustainable construction and renovation, foodstuffs, logistics, automotive engineering and mechatronics. The electromobility initiative of the state is also being implemented here. Specifically, the focus is placed on future-oriented topics, which have the potential to become indispensable for the positive development of the Lower Austrian economy; these include e.g. the production of bioplastics and electromobility.

Upon Austria's accession to the EU, **Burgenland** was defined as a 1st priority target area and thus it was able to offer both domestic and foreign investors the maximum amount of funding potential. In fact, attractive funding opportunities are still available even in the current 2007 – 2013 phase-out status. With Slovakia, Hungary and Slovenia, Burgenland directly borders three Central and Eastern European countries, which are easily accessible via a well-developed road and rail network.

The availability of highly-skilled and experienced employees is practically guaranteed due to the proximity to Vienna and the two local universities of applied sciences in Eisenstadt and Pinkafeld. The federal state of Burgenland provides business properties located in the Northern Burgenland business parks of Kittsee, Parndorf and Neusiedl am See as well as in the Heiligenkreuz-Szentgotthárd business park in Southern Burgenland specifically to accommodate companies, which would like to settle in the area. In addition, Burgenland also offers six modern high-tech centers with state-of-the-art equipment.

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