WE WELCOME BUSINESS
4 THE SYMPHONY OF OPPORTUNITIES. An inspiring world of opportunities for businesspeople, founders, researchers and investors.

6 YOUR BUSINESS AT THE HEART OF EUROPE. Central European location and East-West hub. With 512m consumers within reach, the ideal home base for your business.

8 INTERNATIONAL AND COSMOPOLITAN. Politically neutral, geographically central, home to UN headquarters and leading congress and event centre.

10 WELL CONNECTED. Distribution and logistics hub, with airports and ports connecting East and West.

12 POWER REGION. Top EU region and growth centre in one of the world’s wealthiest and safest countries.

14 GLOBAL PLAYERS, HIDDEN CHAMPIONS. Home to global market leaders and 260 regional headquarters; 200 new settlements of international companies each year.
16 ROOM TO GROW FOR START-UPS, TRADE AND INDUSTRY. Flexible co-working office space concepts for start-ups. Technology and research centres. Business parks. Commercial space for production facilities and corporate headquarters.

18 RESEARCH DRIVES INNOVATION. Around 2,200 R&D enterprises working on cutting-edge technologies for future industries. Research intensity above EU-average: R&D incentives, funding initiatives.

22 TALENT POOL. Seventeen universities, incl. Europe’s largest business university; 19 other leading educational institutions. Approx. 220,000 students, 30% of whom are foreign.

24 STABILITY TO BUILD ON. Highest economic, political and social stability; extremely low labour strike rate.

THE SYMPHONY OF OPPORTUNITIES
While its international renown is grounded in its musical heritage – historically, more famous classical composers have lived here than anywhere else – the Vienna Region has so much more to offer. Today, this edgy and vibrant region at the heart of Europe unites creative and technological expertise, tradition and modernity. Vienna Region is the juncture where business, research, and culture converge – and thrive.

Experience the inspiring rhythm of the Vienna Region, born of the unique liaison of imperial heritage and bustling innovation. The Vienna Region: a symphony of opportunities, with all the instruments in perfect harmony. Attractive business prospects, cultural diversity, and top quality of life make the Vienna Region a most inspiring location for businesses, founders, start-ups, scientists and investors.
Many factors make the Vienna Region the ideal hub for connecting East and West: its central location in Europe; the 512 million consumers reachable in less than three hours by plane; a solid intercultural understanding that has evolved over time; and a long history of successful transnational co-operation.

Austria and the business location Vienna Region are among Europe’s wealthiest regions, and produce above-average performance in research and innovation. According to Eurostat, the official statistical office of the European Union, Austrian economic performance is around 30% above the EU average, making its gross domestic product (GDP) per capita one of the highest in the EU. Around half of total Austrian economic performance is produced in the Vienna Region.
The dynamic Vienna Region boasts excellent infrastructure, sophisticated technologies, and a well-educated skilled labour pool. It enjoys political, social and economic stability and assured security of energy supply. Consumer purchasing power and quality of life are also well above average.

The significance of the Vienna Region as a top business location is reinforced by the over 20,000 businesses – 200 of which are international relocations – which are formed here each year, ranging from dynamic tech start-ups to global corporations.
Austria’s geographic location and its political neutrality have long established the Vienna Region as the natural setting for international dialogue and diplomacy.

1 The Vienna International Centre (VIC), popularly known as UNO-City, opened in 1979 and is home to the UN as well as numerous international organisations.

2 In addition to excellent public schools, the Vienna Region has a number of bilingual international schools offering different languages of instruction, areas of focus, and various recognized degrees upon completion.
The Vienna Region is highly international and cosmopolitan – and not only when it comes to the vital business sector of tourism. Ever since the peace negotiations following the Napoleonic wars, which culminated in the Congress of Vienna around 1815, the Vienna Region has earned its reputation as a place of dialogue and exchange.

For over 30 years, Vienna has been the only city in the EU to host one of the four main United Nations headquarters, the Vienna International Centre. Among the 40 other international organisations located here are the OSCE (Organisation for Security and Co-operation in Europe) and OPEC (Organisation of Petroleum Exporting Countries).

Thanks to its ideal infrastructure and inspiring ambience, Vienna is now among the four most popular congress and conference venues in the world. One of eight overnight stays is by a visitor to one of the 4,100 events each year. The international congresses, conventions, and company events enhance the appeal and visibility of the Vienna Region as the ideal place for business and science.

Many who come to visit decide to stay. The high quality of life and excellent employment opportunities in the Vienna Region have attracted people from many different nations (over 180) with a large variety of mother tongues (around 100 spoken here). Over 25,000 expatriates have now made their home in the highly diverse Vienna Region.
The Vienna Region is the geographic heart of Europe, but for many international companies it is even more: a central position that serves as headquarters, distribution centre, or logistics hub connecting East and West.

Fastest of connections to the entire world is ensured thanks to the dense autobahn, highway and railway networks in tandem with the expanded Danube waterway and its port facilities.

EU expansion to the neighbouring countries of the Vienna Region has put Vienna International Airport at the heart of Europe. With nearly 241,000 flights each year, Austria’s largest airport is the ideal hub from which to reach out to Central and Eastern European markets.
The Vienna Region is high on the list of Europe’s best-developed areas when it comes to strong and reliable general infrastructure. Thanks to direct access to the most important transportation routes, Central and Eastern European markets are in very close range.

All major European capitals can be reached within three hours from Vienna International Airport. With 205 worldwide destinations, “VIE” has established itself as a leading hub for the region. The large number of daily direct flights to subsidiaries and business partners in Central and Eastern Europe enhance the appeal of the Vienna Region as a location for business and corporate headquarters.

The Vienna Region is strategically located on the 3,500-km Rhine-Main-Danube Waterway connecting the region to nine countries as well as to major seaports and the Black Sea. The waterway’s important cargo and passenger terminals cover a surface area of over 3m square meters, and are equipped for trimodal transportation via ship, rail and truck. The new, centrally located main railway station in Vienna – the second largest city in the German-speaking countries – has become an integral part of the dense railway network. Rounding out the region’s transportation mix are its highly developed road networks.
Not only is the Vienna Region a top European Union region: it is the growth powerhouse of Austria, one of the world’s wealthiest and safest countries, with nearly 50% of total national economic output produced here. Making up a third of Austria’s total surface area, the Vienna Region is where around half of the country’s population lives or works. Yet there is more: as the second largest metropolis in the German-speaking countries, Vienna is also the fastest growing city in the EU. A fifth of Vienna’s population was born outside of Austria. By 2030, around 4.1 million people will live in the Vienna Region, with highest growth rates predicted for the city of Vienna.

A healthy mix of global corporations, tech companies and start-ups, and established institutes of research and education makes the Vienna Region a vibrant and highly networked place where knowledge transfer is the norm. This is one reason for the 50% increase in the number of companies developing smart technologies and products here in recent years.

Leading economic sectors in the Vienna Region include mechanical engineering, metal processing, chemicals and plastics, life sciences, mobility and e-mobility, renewable energy, environmental and urban technology, green building, logistics, creative industries, food, and tourism. In information and communication technology (ICT), Vienna is one of Europe’s leading locations, ranked below London but tied with Munich and Helsinki.

Robust economic growth is driven by focus on future technologies, excellent infrastructure, and a highly skilled labour pool. Austria is among the EU’s “Strong Innovator” countries. In terms of labour productivity, it has been one of Europe’s leading nations for more than a decade. The Austrian workforce is known for its strong work ethic and loyalty, essential preconditions for the manufacture of regional products of the highest quality. Around the world, “Made in Austria” stands for perfection and precision.
Over 260 well-known international firms have established regional headquarters in the Vienna Region to oversee transnational operations. And each year, another 200 international companies choose to settle here.

In addition to the internationally known firms in the Vienna Region, numerous companies have become “hidden champions” on the global stage. These companies – many of which are family owned – often serve niche markets and are not household...
names, yet they may in fact be global market leaders in their respective business areas. Compared to other companies, they invest twice as much in R&D, register five times as many patents, and are far more internationalized.

Overall, the Austrian population has more hidden champions per capita than Germany. One explanation for this is the targeted subsidies made available to companies for a variety of activities in different phases of operation: from founding a new business, to R&D; for investments in assets and/or technology.

The Vienna Region is an economical location. In the current ranking of the most affordable office space in European capitals, Vienna – the second largest city in the German-speaking countries – is ranked third. This cost advantage extends to all areas of the Vienna Region. Networks, think tanks, and state-of-the-art technology centres unite companies, young tech-based entrepreneurs, and R&D facilities in a vibrant ecosystem conducive to innovation and development.

1 Viennese Hanns Hörbiger’s innovative steel plate valve was patented in 1895. Today, the HOERBIGER Group is a world market leader in their strategic business areas of compressors, drive technology, and hydraulic systems.

2 Electronics specialist Melecs in Siegendorf offers industry solutions to its customers around the world in escalators, elevator door controls, and more.

3 The KLINGER Group is a global technology and market leader in quality sealing products, industrial fixtures, and ball valves. With production, sales and service operations in over 40 countries, KLINGER delivers innovative and tailored industry solutions to its regional and global customers.

4 F/UST in Thomasberg equips luxury villas and private jets worldwide with the finest interiors of wood, stone and leather.
A round 20,000 companies are founded each year in the Vienna Region. The spirit of entrepreneurship is increasingly apparent in the large number of tech-based start-ups and those with international aspirations and high growth potential. A highly dynamic start-up ecosystem has developed in recent years, encompassing flexible office space, business incubators, investors, and business angels. Austria is especially generous when it comes to attractive government subsidies to support entrepreneurs. Prestigious events and competitions like the annual Pioneers tech conference are open forums for thought leaders, and help establish networks among Central and Eastern European business innovators. The internationally renowned business magazine Forbes has even praised Austria as “one of seven European start-up hotspots to watch.”

The Vienna Region has high-quality space to accommodate the most demanding needs of companies looking to settle or expand: flexible office concepts for start-ups, co-working spaces, research and technology centres, business parks, and ample commercial space for production facilities or company headquarters.

Whether start-up, corporate headquarters, or industrial operations, companies of all sizes can benefit from ultramodern technology centres, business parks, and customized commercial space with excellent infrastructure, and close proximity to means of transportation. In the Vienna Region, fast company establishment and flexible expansion opportunities are guaranteed.

1 Nova City business park in Wiener Neustadt is ideal for tech companies thanks to its technology and competence centre, research institutes, start-up and innovation centres. Over 140 companies employing approx. 3,100 are based here.

2 The Parndorf/Neusiedl am See business park boasts Central Europe’s biggest designer outlet centre as well as industrial and commercial operations and own autobahn junction. Just 20 minutes to Vienna International Airport and 30 to Bratislava Airport.
In recent years, the annual Pioneers tech conference held in Vienna’s Hofburg has become the biggest event for start-ups in Central Europe. A must-attend for over 2,500 software and hardware visionaries, investors and companies.

The Technology Centre Seestadt puts modern infrastructure at the disposal of R&D-oriented and university-affiliated companies working in sustainable technologies. It is currently being expanded with an additional 10,000 m² space.

Working alone from home or in a coffeehouse was yesterday. Today, the Vienna Region offers ample co-working spaces and shared offices with ideal infrastructure.
RESEARCH DRIVES INNOVATION
For many world-famous scientists, the Vienna Region is where it all began: the frequency-hopping spread spectrum, the birth control pill, quantum teleportation – pioneering breakthroughs that changed the world. Austrian scientists have long been leaders in research into medicine, mathematics, and physics, but also in the humanities and social sciences.

In the unique research landscape of the Vienna Region, scientists and companies are now forging ahead to develop leading technologies in ICT, the life sciences, and future industries like e-mobility and renewable energy. Close-knit networks enable co-operation among SMEs, innovative spin-offs, and international R&D institutions. Augmenting these synergistic effects are the large number of universities and universities of applied sciences.
When it comes to R&D, Austria is one of the most dynamic countries in Europe. Together with Sweden – and ahead of Germany – Austria leads the ranking of European research nations. Austrian R&D intensity (expenditure as a percentage of GDP) is currently 3.1%, whereby Vienna’s is even higher, at 3.5%. Both values are significantly above the current EU average of 2%, and already fulfil the European target of 3% by 2020. The message is clear: as a business location, Vienna Region focuses on innovation.

With the highest density of multinational firms engaged in R&D, the Vienna Region is the nation’s research hotspot. At the same time, innovation intensity among its SMEs is significantly higher than the EU average. A wide-ranging network of research institutions augments the efforts of future-oriented enterprises: the more than 2,100 R&D facilities in the Vienna Region employ around 54,000 people, approximately 17,500 of whom are scientists.

The Vienna Region has been able to capture a top European spot for numerous reasons: a highly diverse research environment; funding initiatives and tax breaks, including a “research bonus” of 14%; attractive business locations; established networks; and opportunities for international co-operation.
1 Rail Tec Arsenal is an internationally active independent research and testing institute for rail and road vehicles, new transport systems, and technical facilities subject to extreme climatic conditions. The company operates two modern climatic wind tunnels designed to optimize thermal comfort in public transport vehicles, and to investigate and improve the availability and safety of systems in sensitive industrial areas.

2 By 2026, up to 90 research teams will be active at the Institute of Science and Technology Austria (IST Austria) in Klosterneuburg. Focus is on basic research in the physical sciences, formal sciences, physics, chemistry and the life sciences.

3 The Vienna Biocenter (VBC) is a leading global biomedical research centre that has established itself as the preeminent location for life sciences in Central Europe. Employing scientists from over 40 countries, VBC has received the most European Research Council (ERC) life sciences grants in Austria – around 34 out of 77 in total. It has also received 11 of the Republic of Austria’s most highly remunerative prize, the Wittgenstein award. As of 2019, VBC will offer start-up labs as well as subsidized office and lab space to entrepreneurs active in biotechnology. At VBC’s core is the Research Institute of Molecular Pathology (IMP), whose main sponsor is Boehringer Ingelheim, one of the world’s most research-driven pharmaceutical companies, and leading biopharmaceutical contract manufacturer. Boehringer Ingelheim is also investing EUR 700m in a new biopharmaceutical production facility at its existing Meidling (Vienna) location, creating 500 new jobs, with manufacturing to begin in 2021.

4 Ever since its founding in 1997, LED lighting experts Lumitech have been dedicated to working today on the lighting technologies of tomorrow. In addition to innovative LED lighting systems for the lighting and food industries, Lumitech also develops highly specialized LED solutions for applications in other fields, including medical technology and banknote sorting.

5 Siemens tests an Intercity train for Deutsche Bahn in Rail Tec Arsenal’s climatic wind tunnel, in which nearly any kind of precipitation or weather conditions may be simulated.
Founded in 1898, the Vienna University of Economics and Business has 24,000 students and 1,150 employees, making it Europe's largest business university. The new campus inaugurated in 2013 has five building complexes grouped around the futuristic central LC/Library and Learning Centre designed by Zaha Hadid Architects.
The concentration of educational institutions in the Vienna Region is unique in all of Austria, ensuring the supply of the most valuable resource of all: a well-educated and skilled workforce, from apprentice to university graduate.

Austria’s unique and highly praised dual educational system combines classroom instruction with hands-on learning for the workforce, from apprentices to skilled professionals. This combination of theory and practice is found across a range of institutions – from vocational schools to universities – as well as disciplines, from business to engineering. Employers can count on a plentiful supply of highly qualified workers in new and in-demand sectors and industries thanks to the ongoing evolution of educational curricula. What is more, many companies have established strategic partnerships with universities in order to ensure the constant flow of qualified professionals.

Companies in the Vienna Region can count on their motivated and highly educated employees. Expats and their families profit from a sophisticated multilingual and multicultural network, and a broad selection of international schools.
As part of Austria, a parliamentary democracy and neutral republic, the Vienna Region enjoys the highest economic, political and social stability, and excellent integration in the global economy. It has an extremely low crime rate; labour strikes are exceedingly rare.
One essential component of ongoing economic stability is the especially productive co-operation among major interest groups representing employees and employers, and the government. This successful co-operation is generally known as the Austrian social partnership.

The social partnership builds on consensus, balancing interests and acting in a coordinated way in order to contribute significantly to Austrian economic growth.

At the same time, moderate increases in wages and salaries are also ensured, engendering lasting social harmony.

OECD surveys confirm this stability by pointing to Austria and Switzerland as the European countries with the least number of labour strikes.

Economic and political stability contribute heavily to social welfare. National social insurance and benefits for health, pensions and disability are wide-ranging, from child support to housing benefits. Citizens enjoy access to a highly developed healthcare infrastructure and enjoy medical coverage that is among the most generous in the world.

Thankfully exempted by geography from most types of natural catastrophes, Austria does not even earn a mention in the risk assessments of international insurers. Moreover, there is a secure supply of clean water and energy; air quality and environmental standards are high. Because the crime rate is low compared to other countries, Austria is a place where the population can live safely and peacefully.
Unparalleled cultural and excitingly varied recreational opportunities. Breath-taking natural beauty. People who know how to enjoy life with a healthy work-life balance. It is no accident that few cities on earth – much less those with several million inhabitants, like Vienna – can hold a candle to the Vienna Region when it comes to quality of life.

Hear the echo of famous composers in Vienna’s winding old lanes. Be thrilled by avant-garde performances in dance, music and theatre. Dine at trendy boutique restaurants or rooftop bars. Enjoy delicious native cuisine with a glass of internationally acclaimed wine from the Wachau, Carnuntum or Leithaberg regions. Take in the alpine panoramas: idyllic mountain meadows in summer, and bustling ski slopes in winter. Surf and sail Lake Neusiedl, or just kick back and relax in sunny Burgenland.

Celebrate the unique mélange of culture, recreation and culinary arts that is the Vienna Region: a never-ending source of inspiration.
Mercer consultants confirm what the city’s inhabitants and its millions of visitors have long known: Vienna offers the very best quality of life. In fact, Vienna has led Mercer’s rankings of 231 world cities in overall quality of living since 2010.
The annual Mercer survey rates Vienna highly for its social and economic stability, healthcare infrastructure, and educational opportunities. Especially lauded are its public transportation system, reliable power supply, and utilities. The city wins points for its many parks, excellent air quality, and clean water straight from the tap. Giving Vienna the edge over other cities is its unusually wide range of recreational opportunities, and the easy availability of consumer goods.

The second largest German-speaking city in the world, Vienna forms the core of the Vienna Region and is one of the fastest growing cities in the EU. Nearly half of Vienna’s total surface area is green – parks, meadows, forest, grassland – making it the “greenest” of European metropolises. Empress Maria Theresia and Emperor Franz Joseph I are to thank for the way Vienna looks today: in 1857, the old city walls were demolished to make way for the stately, tree-lined Ringstrasse boulevard. The architectural style of the city is dominated by Baroque, historicism and Jugendstil.

Vienna’s mix of imperial tradition, modern architecture, and vibrant cultural scene makes it uniquely appealing. Even while the city is an economic and innovation powerhouse, its residents have always known how to relax and enjoy life’s small pleasures.

1 There are around 350 performances each year at the Vienna State Opera, built in 1869.
2 The view from Kohlmarkt, Vienna’s luxury shopping mile, to the Hofburg and Michaelerplatz.
3 Since 1876, the Viennese coffeehouse tradition has thrived at Café Central in Palais Ferstel, a magnificent palace in the Venetian style.
4 The MuseumsQuartier near the Ringstrasse blends the charm of the Baroque (former Hofburg stables) with modern architecture (Leopold and MUMOK museums). With its 60,000m², it is the world’s largest cultural space.
The Vienna Region is rich in cultural and natural treasures. The UNESCO World Cultural Heritage list reflects this, as does the wide range of recreational activities available. Unique in all of Europe, the Vienna Region is home to an unrivalled variety of landscapes and habitats within a relatively dense area: lush wetland forests and rolling vineyards; grassland meadows and craggy alpine peaks; narrow rock gorges and expansive heaths; mysterious moors and semi-arid steppes.

In Lower Austria, the picturesque Wachau Valley is a UNESCO World Heritage Site. Known the world over for its fine white wines, the Wachau is a popular destination for cyclists, walkers and lovers of fine food and wines.

The Eastern Alps dominate the south-western portion of Lower Austria. With peaks over 2,000m, this region is beloved among hikers in summer, and skiers and snowboarders in winter.

The farther east one travels, the flatter the landscape becomes until reaching the Pannonian lowland plains of Burgenland, at just 114m above sea level. The region’s climate feels decidedly Mediterranean thanks to an annual average of 300 days of sunshine.
1 The Wachau: a gorgeous river valley flowing 30km along the Danube, and one of Europe’s leading white-wine producing regions. 2 Winter sports fans have 25 ski areas to choose from. 3 Music festivals attract thousands each year. 4 Austria’s biggest golf resort in Stegersbach: Vienna Region’s mild climate extends the playing season from March to November. 5 It’s almost always sunny at Lake Neusiedl, a natural magnet for cyclists. 6 Annual opera festival at one of Europe’s oldest and largest stone quarries, the Römersteinbruch. 7 The unique open-air stage Wolkenturm at Grafenegg Castle. 8 National and nature parks, rivers and lakes with drinking water quality.

The second-largest steppe lake in Europe, the World Heritage Site Lake Neusiedl, is a top wind and kite surfing destination. The unique geological and climate conditions in Burgenland allow for the survival of animal and plant species found otherwise only in the steppes of Central Asia.
THE PREMIERE ADDRESS FOR BUSINESS LOCATIONS

We are here to assist in all matters related to business locations: whether founding a new business, relocating an existing one, or looking for room to grow. We offer attractive business locations. We can facilitate easier access to R&D facilities, and help you navigate the wealth of available subsidies, co-operation opportunities, and networks. Our tailored services are free of charge, with no obligation.