

Press Release

Quality Orientation of the Business Location Consultancy ABA Shows Positive Results

- The business location consultancy Austrian Business Agency achieved the third best results in its corporate history in 2022
- Every fifth company setting up operations in Austria brings a high level of value creation to Austria
- A total of 8,000 consultations for business location projects, film productions and recruiting of international skilled workers took place

Vienna, 13 February 2023 – The business location consultancy Austrian Business Agency (ABA) can look back at an extremely successful year, announcing the third best results in the company's history. This was based on 8,000 consultations held in its three core areas of locating and expanding operations of international companies, international film productions and support provided to the business community in recruiting international skilled workers. "In spite of the difficult economic and geopolitical environment, the Austrian business location continues to be very attractive, not least due to important measures such as the climate and transformation initiative, the energy costs subsidy, the tax reform implemented in stages and the new Film Funding Act," states ABA Managing Director René Tritscher.

21.5% of international companies generate high value creation

On balance, INVEST in AUSTRIA and the regional business location agencies supported 358 international companies investing a total of € 490.7 million in the Austrian business location and creating 2,893 new jobs. The companies investing in Austria also include the German multinational BASF. "As BASF, we have been actively operating in Austria for more than 140 years. Our investment in Kundl sends out a clear message about our involvement in the enzyme and biotechnology sector and our commitment to the Austrian business location," explains Harald Pflanzl, Managing Director of BASF Austria. The company will develop a world-scale production site for bacterial enzymes and other biotechnological products at the Technology Campus Tyrol in Kundl/Schaftenau. The new facility will commence operations in the middle of 2023 and plans to launch the production of bacterial enzymes for the soap and detergent industry in 2024.

The share of companies bringing a particularly high level of value creation to Austria already equals 21.5%. "Our quality orientation is also shown by the industry structure," ABA Managing Director Tritscher adds. "Whereas ICT remains the most important sector among the business location and expansion projects, the life sciences field continues to gain in importance and is

already the fourth-largest industry investing in Austria. 46 international startups and 44 R&D projects also demonstrate the clear trend towards greater innovation.

Accordingly, the number of startups locating in Austria has tripled since 2020. The leading sectors are ICT (26) and life sciences (7). The high value creation of research companies is demonstrated even more clearly by the fourteen life sciences firms and 20 ICT and electrical/electronics companies setting up business operations in Austria. At present, ABA is currently advising about 1,500 firms on their business location or expansion projects.

24,000 applications via the job platform

WORK in AUSTRIA supported a total of 6,350 companies and international specialists in 2022 on the issues of residing and working in Austria. This included close to 1,650 consultations within the context of the service centre for Red-White-Red Cards incorporated into law as of 1 October 2022. "We have received extremely positive feedback for our support from companies of all sizes and industries. Several companies have already had some 20 consultations each with us," says René Tritscher. One of them is Palfinger, which is cooperating with WORK in AUSTRIA to fulfil its needs for qualified skilled workers from abroad. The first specialists in various technical fields have already been placed by WORK in AUSTRIA. "As a global technology and mechanical engineering company, we rely on skilled workers. The demand for qualified staff in Austria exceeds the available offering, which is why we make use of the services provided by ABA. They complement our successful apprenticeship training designed to counteract the tense situation on the labour market in the long term," states Michael Berger, Vice President Global Human Resources at Palfinger.

The job portal has attracted considerable interest on the part of Austrian companies advertising vacant positions as well as skilled workers applying for jobs. Close to 24,000 applications have been submitted via the website. In the future, ABA will increasingly target international skilled workers in Spain, Albania, Kosovo and North Macedonia, as well as the target group of international students and Austrians living abroad.

"We have to determinedly improve our competitiveness in order to maintain prosperity and a high level of employment in Austria and in Europe. ABA is successfully making the case in favour of the Austrian business location through the ongoing implementation of an active business location and settlement policy for companies and qualified skilled workers as well as its extensive support programmes. This is also reflected by the 2022 scorecard featuring the third best results for business location and expansion projects in the more than 40-year history of ABA. Furthermore, the location congress #InvestInAustria enables us to make a major contribution towards stimulating important corporate investments in the business location of Austria," explains Federal Minister of Labour and Economy Martin Kocher.

17 new international film productions

The new Film Funding Act comprises a major boost for the Austrian film industry and has already attracted initial projects such as "The Palace." On balance, the 17 new and three completed feature film and TV projects supported by FILM in Austria in 2022 show a gratifying upward trend in the perception of Austria as a location for film productions.

In February 2022, 18 days of filming took place at the Danube plateau and DC Tower for the "Extraction 2" project of the Russo brothers on behalf of Netflix. This resulted in about € 5.6 million in expenditures in Austria and 160 employed Austrian crew members. The leading actor Chris Hemsworth as well as action-packed explosions and spectacular helicopter flights attracted a great deal of attention from the media.

An autumn advertising campaign by Gucci, enabled by making trains available, amongst other measures, resulted in expenditures of € 40,000 in the country.

The "Gran Turismo" project by Sony Pictures starring Orlando Bloom involved a total of 600 crew members in three days of filmmaking in Zeltweg in November 2022. It led to € 1.2 million being spent in Austria.

About the Austrian Business Agency (ABA)

As a subsidiary of the Federal Ministry for Labour and Economy, the Austrian business location consultancy 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 producers at no cost regarding all issues relating to the business, research and work location as well as to Austria as a film location. >> We simply make it easy.

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