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Your easy access to Austria

Austria – where innovation moves moutains

Birgit Reiter-Braunwieser

October 20th, 2026

Austria is a strong industrial country

Tourism



14%

Industry



27,4%

Source: Austrian Economic Chamber 05/2025; Austrian Economic Chamber 06/2025,

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…and invests heavily in innovation

Austria

EU

+ 23

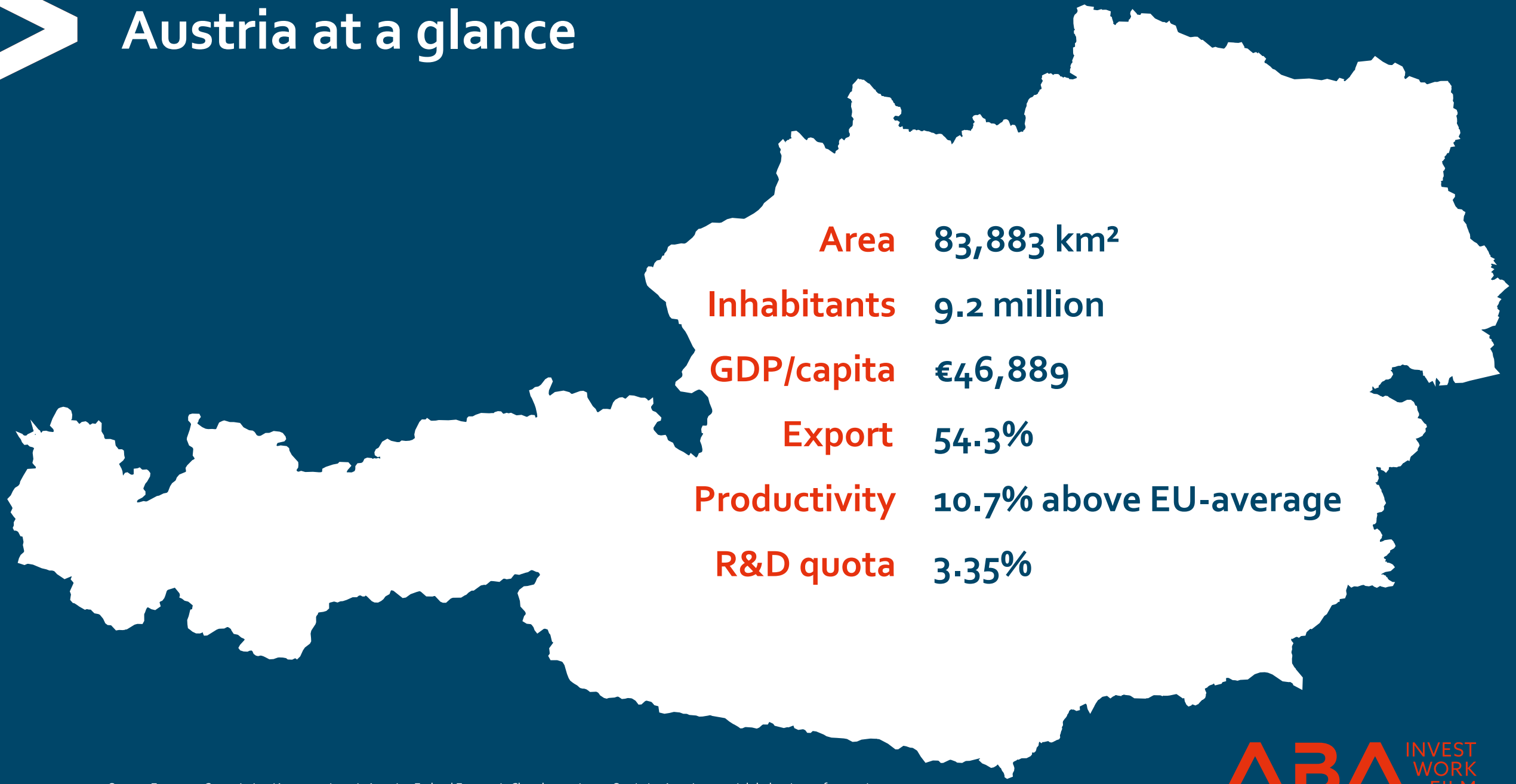
+71

Growth rate of R&D expenditures 2000-2020

Source: Eurostat

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Austria at a glance



Area	83,883 km²
Inhabitants	9.2 million
GDP/capita	€46,889
Export	54.3%
Productivity	10.7% above EU-average
R&D quota	3.35%

Source: European Commission (Ameco 05/2025); Austrian Federal Economic Chamber, 05/2025; Statistics Austria, 2025 (global estimate for 2024)

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Österreich - Marktpotential

Why invest in Austria?

9.2 million consumers and **a high purchasing power**
Austria is an attractive **hub for Central Europe** and **Gateway to the DACH-Region.**

GDP/ capita €45,722 - one of the richest countries	Vienna region: big agglomeration
Strong B2B client base	>400 regional HQs of international companies



Image: © Josef Polc/123RF Corporate+

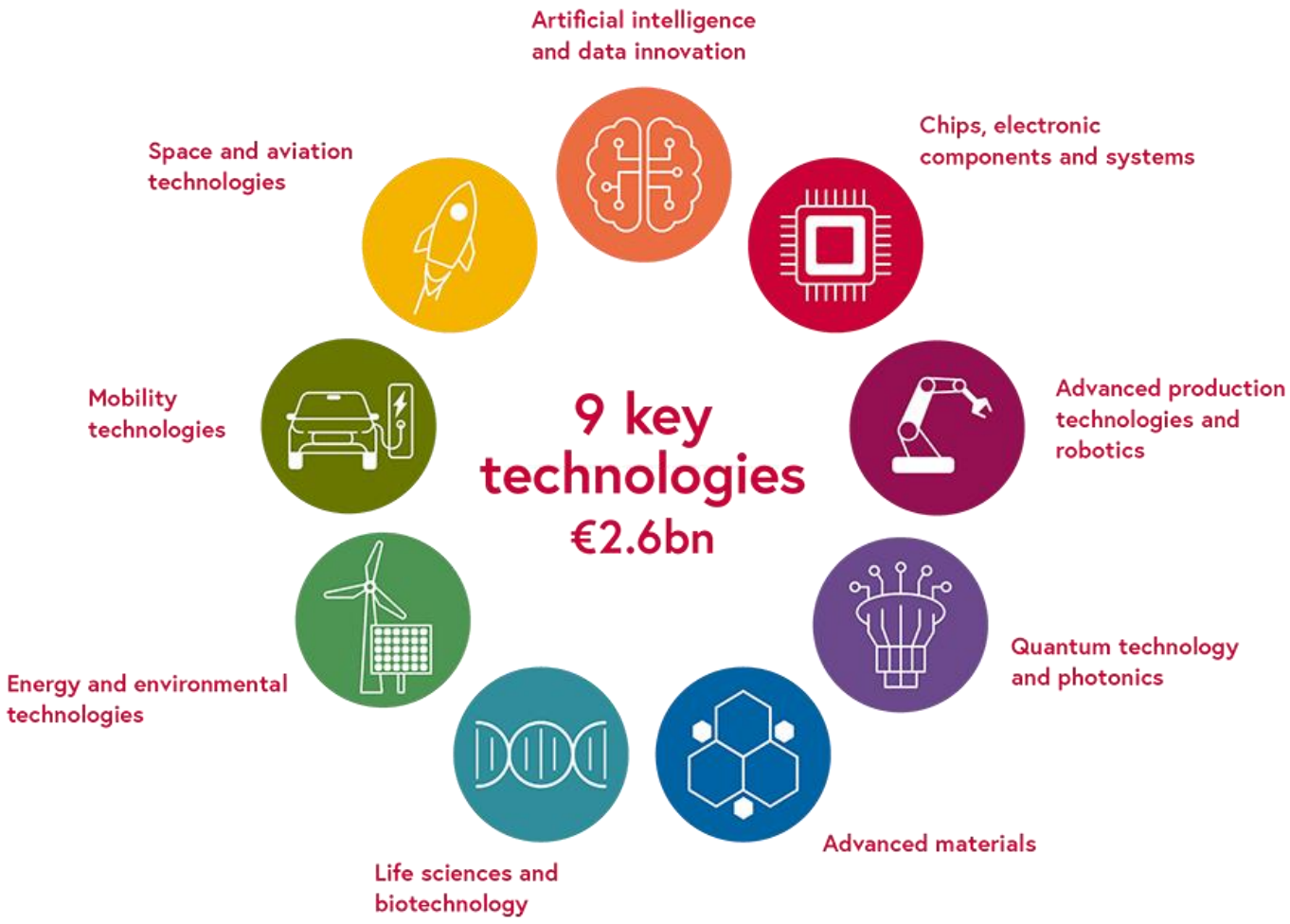
Source: Statistics Austria, 2025; European Commission (Ameco 05/2025)

Your ideal access to German speaking markets

100 m. German speaking consumers



NEW: Industrial Strategy 2026



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ICT
in Austria

820
Researching companies

249,000
Employees

€1.45bn
R&D expenditures

€60bn
Revenue

17%
R&D quota

13.8%
Contribution to GDP

Source: Chamber of Economy Austria (WKÖ), Statistics Austria, 2022

AI
in Austria

500+
Companies & startups

50+
Universities & research institutions

70
Ecosystem players e.g. organizations, investors,...

70%
of startups received public funding

10%
AI Startups YOY growth rate

50+
International players

3
ELLIS Units[1]

3x
Huge uptake in female (co-) founders

1 ELLIS - the European Laboratory for Learning and Intelligent Systems - is a pan European AI network of excellence which focuses on fundamental science, technical innocation and social impact.

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Did you know...

...that one of Europe's top VC firms comes from Austria

...that emmi AI secured the largest early-stage funding round ever in Austria?

... that 71% of startups in Austria develop key technologies?

... that 28% of Austrian startups are manufacturing startups?

...that Austria has implemented a new legal form designed for startups?

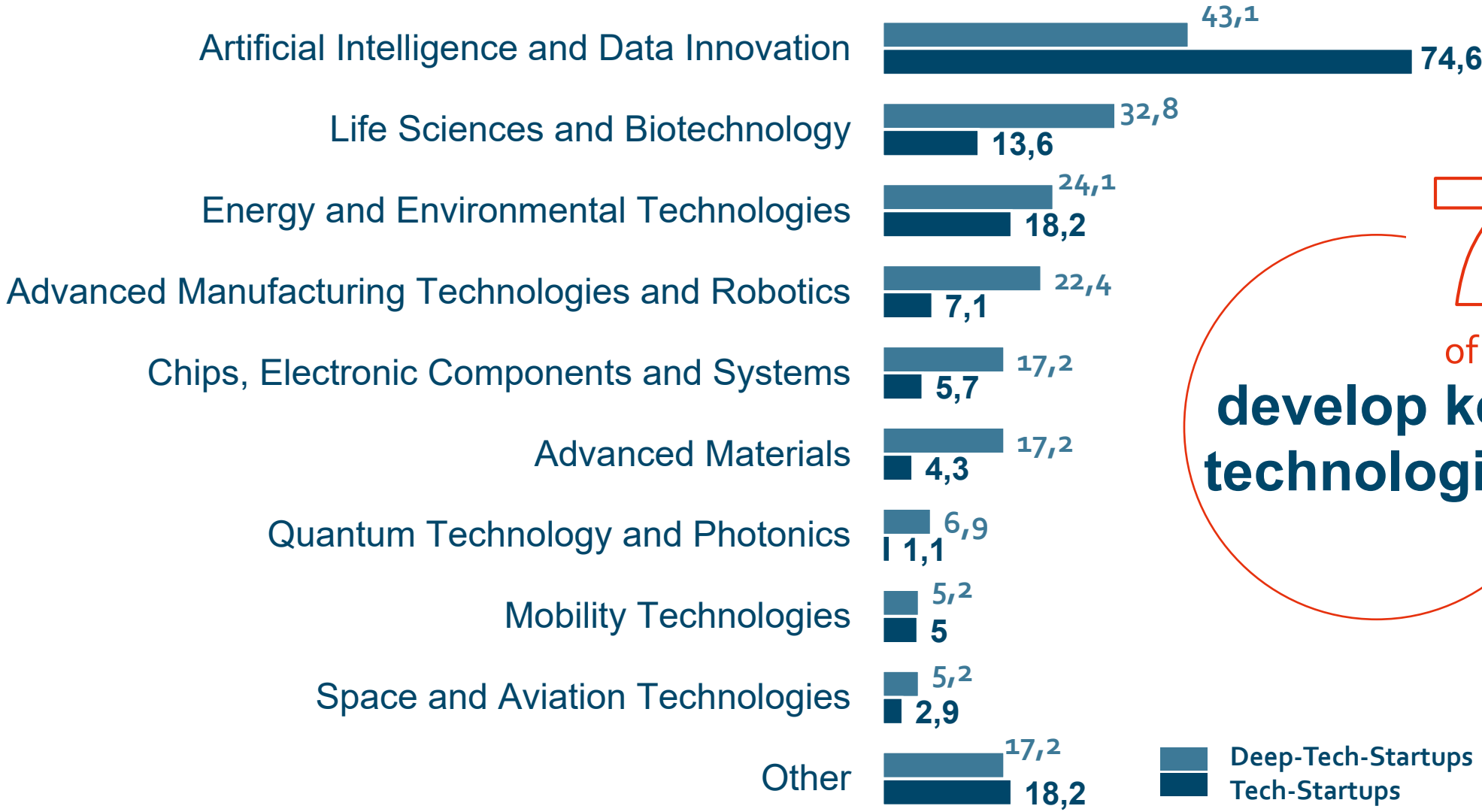
...that Vienna has the largest student community in the DACH region?

And there's much more to discover about Austria!

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Development of Key Technologies by Deep-Tech and Tech Startups

in %



71 %

of Startups

develop key technologies

Source: Austrian Startup Monitor 2025

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New corporate entity for startups: FlexCo

Entered into force on January 1st, 2024, as part of the new Austrian Startup Package

Reduction of formal requirements, saving time and money

Facilitation of employee participation including tax benefits



Can be founded by an individual, as well as several people

Entry in the commercial register can be made electronically and does not require a notarial deed

Flexible capital measures

Image: © Christian Vorhofer / Westend61

Source: European Commission, 08/2024, IMD World Competitiveness Yearbook 2025

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The Austrian funding scheme

INVESTMENTS	R & D	ENVIRONMENT	INTERNATIONA-LIZATION

- Federal level
- Regional level
- EU level



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Incentives for business R&D activities

direct

Cash grant & subsidised low-interest rate loans

via funding agency FFG, aws or regional agencies

2024:

EUR 1.4 bn for R&D

indirect

Research premium of 14 %

includes costs of staff, material, for in-house research or outsourced to EU research institutes

Requirements:
expert opinion by FFG, external partners

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Counseling & Funding at Federal Level

austria wirtschafts service aws

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FFG
Promoting Innovation.



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INVEST in AUSTRIA supports you throughout the entire process – confidentially and free of charge!



FIRST CONTACT

- General information
- Benchmarking with other countries
- Industry-specific data
- Legal and tax information



EVALUATION

- Search for the right location
- Information on costs
- Identification of suitable networks
- Establishing contacts



REALISATION

- Organisation of site visits
- Identification of the appropriate funding programmes
- Search for specific properties
- Explanation of cultural differences



EXPANSION

- "Trouble shooter"
- Making useful contacts
- Supporting local management in expansion projects

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Your personal guide to the Business Location





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