



# Upper Austria

endless uppertunities.

[www.upperaustria.at](http://www.upperaustria.at)

# Preface.

## Companies are welcome in Upper Austria:

Upper Austria is the most dynamic economic region in Austria and the leading export, technology and industrial region in the heart of Europe. Upper Austria offers not only a favorable geographic location, good infrastructure and a high quality of life and leisure, but also innovative research and scientific institutions as well as highly qualified and motivated specialists who lead the companies to sustainable success. A modern, diverse education and training landscape in Upper Austria ensures the qualification of skilled workers, which is oriented to the requirements of the economy and thus also ensures a successful future.



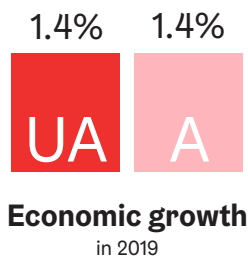
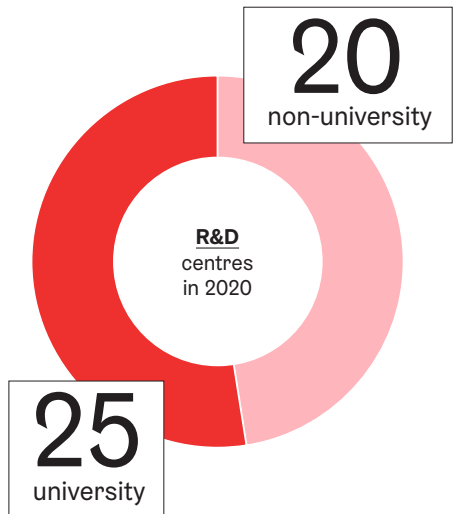
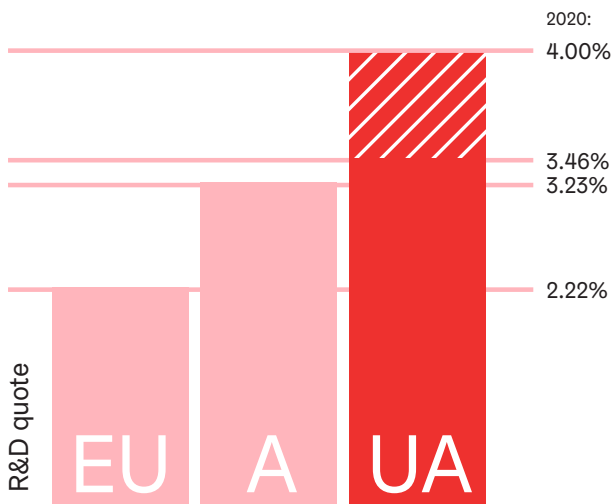
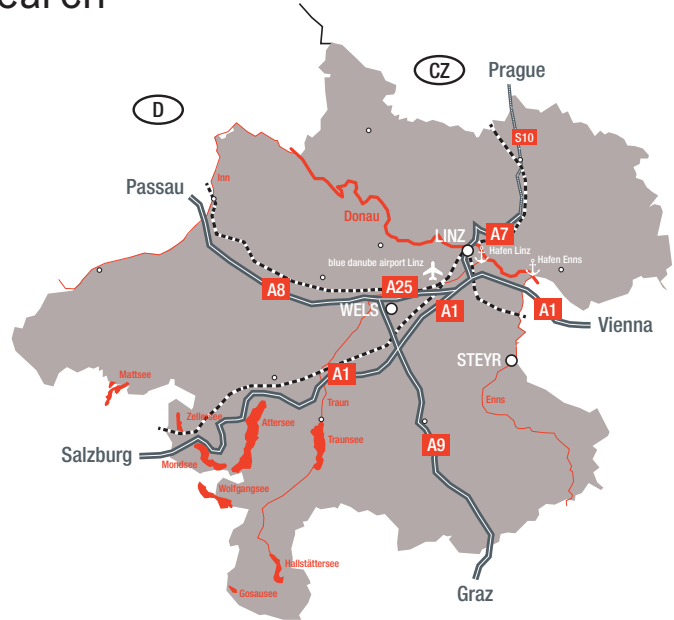
Minister of Economy State of Upper Austria Markus Achleitner

# Upper Austria in the heart of Europe

Location for technology and research

**1.5 million**  
inhabitants  
across 11.980 km<sup>2</sup>  
in 2020

**6t.**  
company start ups  
in 2019



**patent emperor**  
7<sup>th</sup> time in 1<sup>st</sup> place  
in 2020

**Federal province of exports**  
25.4% of Austrian exports  
in 2020

**Industry rate**  
25.5% in Upper Austria  
in 2020

## facts & figures

**upper**

**business**

**work**

**research**

**student**

**travel**

**culture**







# For business makers.



– work & invest in Upper Austria

The strength of Upper Austrian industry keeps us moving forward. It plants, builds, develops, manufactures, invents, transforms. We create the future Industry and research work closely together. Together we shorten the route from preliminary research to implementation. Whether global corporations next to farmhouses in the countryside, start-ups in the village or in the city, forest, meadow or workshop: we have room for implementers everywhere.

## 1/4

– of the total production value Austria generates Upper Austria

## 1/4

– of the Austrian exports come from Upper Austria

## TOP 10

– in the fDi ranking “Small European Regions of the Future 2020/21”

Are you looking for a location to start your business? Are you looking for information on intercommunal business locations or business parks? The Upper Austrian location database is the central point of contact in these matters: <http://standortooe.at>

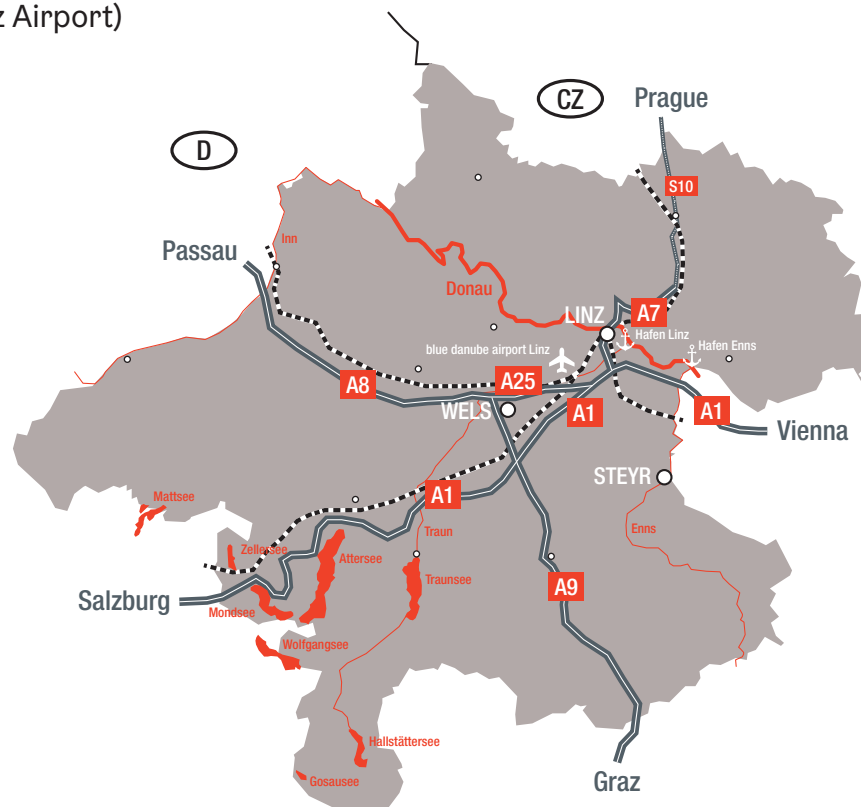
# upper business

## Advantages for fDi in Austria:

- qualified and competent workforce and high productivity
- high investment in R&D
- business-friendly tax environment
- desirable tourist destination
- excellent regional (European Union) and international integration
- political stability and security
- competitive energy prices

## Excellent infrastructure in Upper Austria:

- 26.836 km road network (320 km freeways & expressways)
- water network (Danube waterway, ports of Enns & Linz)
- railroad network
- aviation (Linz Airport)



# upper business

# #upperVISION2030 - our “strategic framework”

## digital transformation

- Generation of knowledge and added value through data utilization → leveraging the innovation potential of new technologies
- Achieving a pioneering position in the field of “Human-Centered Artificial Intelligence” & setting of quality standards for the validation of AI-systems (safety, reliability in application)
- Creation and use of secure and correct software and hardware systems
- Create awareness of the need in the companies
- Rethink existing business models to build the foundation for trusted data using new tools and technologies
- Creation and use of secure and correct software and hardware systems

## efficient and sustainable industry and production

- ¼ of total industrial production in Austria → expansion of the technological lead of companies at the location
- Closing of loops → reduced material requirements and increased raw material productivity
- Upper Austria as a Region for “Responsible Technologies & Management“

# upper business



## networked and efficient mobility

- 43% of all Upper Austrian employees in the mobility sector, 82% export ratio
- Using structural change as a driver for a range of new technologies and system innovations
- Upper Austria as an attractive location for mobility and logistics solutions



## systems and technologies for people

- Strong development in Upper Austria: interdisciplinary research and work area of medical technology
- International positioning of Upper Austria as a competence region for applications at the human/machine interface (automation, robotics, ...)
- Transfer of key technologies/core competencies from production to medical technology



# For work enthusiasts.



– work & live in Upper Austria

What we do, we do together as part of a network. We develop ideas and make them work. We are devoted and look after each other. That is why Upper Austria is a sought-after place to live that has a positive influence on the way we work together. In a safe, stable environment, with breath-taking natural scenery on your doorstep and attractive living costs.

**25**

– days paid vacation every year

**TOP 10**

– region in the World Happiness Report 2019

**>50%**

– of Upper Austrians are active on a voluntary basis or in a club

**upper work**

More about working and living in Upper Austria:  
<https://www.welcome2upperaustria.com/>

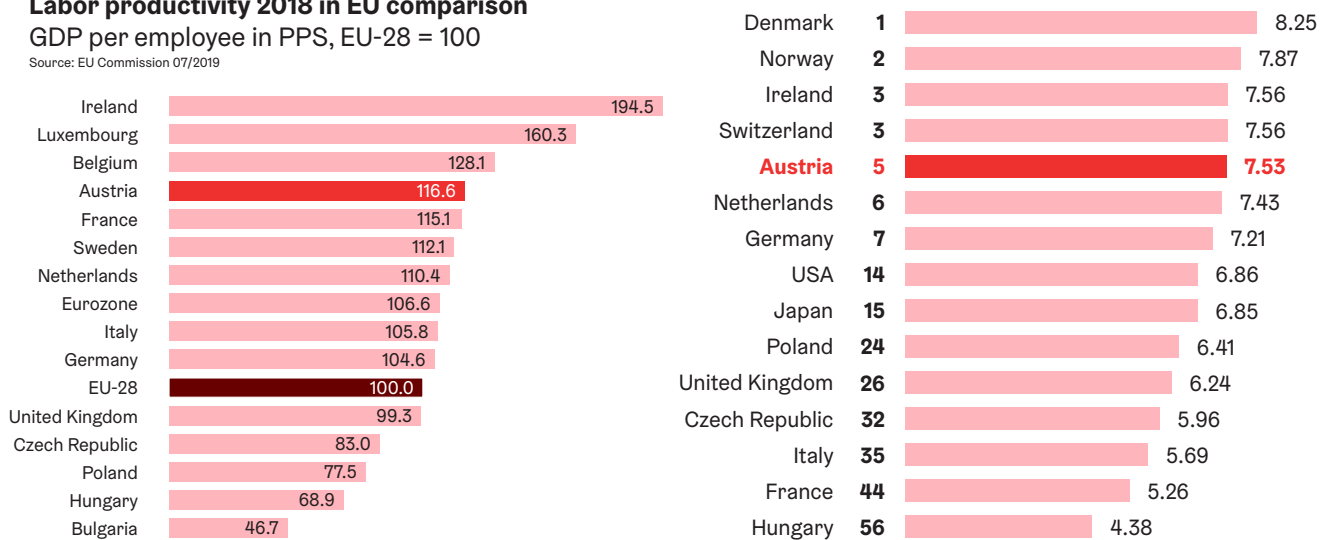
# High labor productivity.

A key strength of Austria as a business location is its highly qualified and motivated workforce. According to EU Commission statistics, Austria ranks 5th in the world in terms of employee motivation.

## Labor productivity 2018 in EU comparison

GDP per employee in PPS, EU-28 = 100

Source: EU Commission 07/2019



# Welcome Internationals

The Welcome2Upper Austria Service Center is an initiative of the Upper Austrian location agency Business Upper Austria. It supports companies in international recruitment and accompanies foreign employees and their families in settling and acclimatizing in Upper Austria.

## Welcome2Upper Austria International House

- Welcome2Upper Austria Service Center in Tabakfabrik Linz

## Career platform

- Job offers from Upper Austrian companies willing to hire international talent.
- Application process takes place directly with the potential employers.

# For research pioneers.



– research & explore in Upper Austria

We have turned young universities into major research locations and intend to achieve even more. We perform top-level research at universities, industrial and international research institutions.

**3.46%**

– R&D quota

**80%**

– of research expenditures in Upper Austria come from industry and industry-related services

**Every 4<sup>th</sup>**

– Austrian invention comes from Upper Austria

# upper research

Austria awards high levels of funding for research activities compared to other EU countries.

non-university research centres:

**Member**

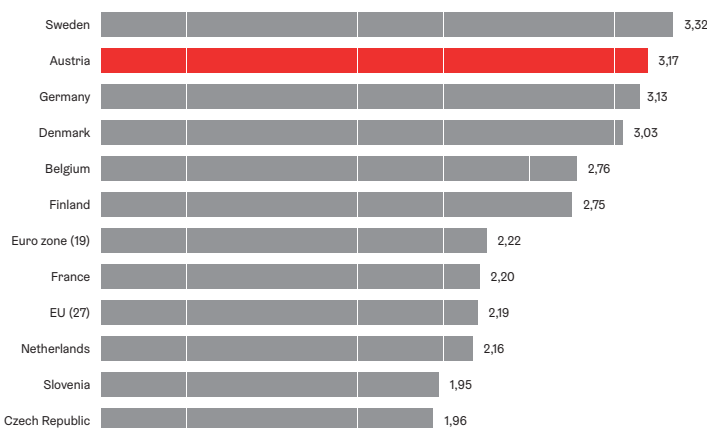


**Partner**

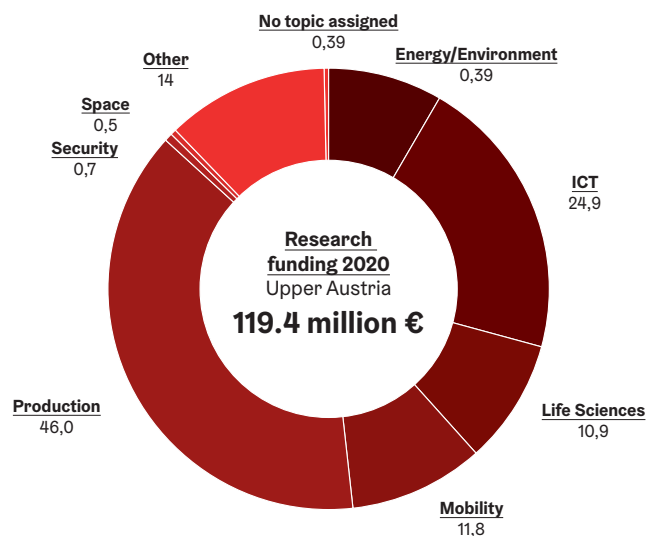


Upper Austria Research:  
<https://www.uar.at/en/home>

**Research ratios 2018 - EU comparison**  
 (R&D expenditure as % of GDP)



**Funded topics 2020 (in € million)**



**upper research**



# For student explorers.



– learn & study in Upper Austria

Education in Upper Austria creates experts: from kindergarten to university. Our strength is in educating and training hands-on people and problem solvers. At our universities we train the cosmopolitan smart movers and shakers of tomorrow. Half the world envies us for our dual training programmes with its mix of theoretical and vocational curricula. The same applies to the HTL technical colleges, which lay the foundation for vertical take-off careers in technical professions.

**>250**

– university courses

**160**

– various apprenticeships

**10**

– gold medals at Worldskills and Euroskills 2017-2019 (international vocational championships)

## upper student

# Education location

- Upper Austria: highly qualified, productive and educated

It's no secret that the educational institutions of Upper Austria are chart-topping. According to the 2020 report by EF

Education First - an international education company - Austria ranks 6th in English proficiency (high fluency).

## Universities:

- Johannes Kepler University Linz - Engineering and Natural Sciences, Law, Social and Economic Sciences, Medicine
- University of Art and Design Linz - Fine Arts and Cultural Studies, Art and Education, Media Design & Space and Design
- Anton Bruckner Private University Linz– artistic /teaching studies in music, drama and dance
- Catholic Private University Linz
- Private University College of Education of the Diocese of Linz
- University of Education Upper Austria
- Planned (~2022): Technical University Linz
  
- University of Applied Sciences Upper Austria (FH): Linz, Wels, Steyr, Hagenberg
- University of Applied Sciences for Health Professions



More informations:  
<https://www.welcome2upperaustria.com/>

# upper student

# For travel lovers.



– visit & savor Upper Austria

We are Austria without the facades, where you always feel at home. Where you can find a balance to everyday life, change perspectives, learn new things - and rediscover the old. Where you meet people who share their passion and create inspiring moments. And where nature offers you an unbelievable variety of surroundings to enhance the quality of your vacation and leisure time experiences. For real!

**>40**

– ski areas

**>400**

– cycling routes

**1653**

– first written recipe of the famous „Linzer Torte“. Therefore it is considered the oldest known cake in the world.

The landscapes of Upper Austria are just as varied as the array of tourism options they provide. From the undulating hills of the Granitland in the north, the Mühlviertel region, the Danube region with its picturesque spots, to the sophisticated regional capital of Linz; through to the Salzkammergut region in the south, which brims with mountains and lakes, and on to the alpine Pyhrn-Priel region and the densely forested Kalkalpen National Park.

## upper travel

# Upper Austria – the top destination

Upper Austria racks up the points for its nature, landscapes and traditions. The region has a high-density network of small, ecologically operated farms and agricultural enterprises that supply local hotels and the gastronomy with select foods. Moreover, international quality seals (e.g. the Kalkalpen National Park, the Hallstatt Dachstein World Heritage region) confirm the excellent ecological, climatic values in the soil, air and water area (lakes with drinking water quality).

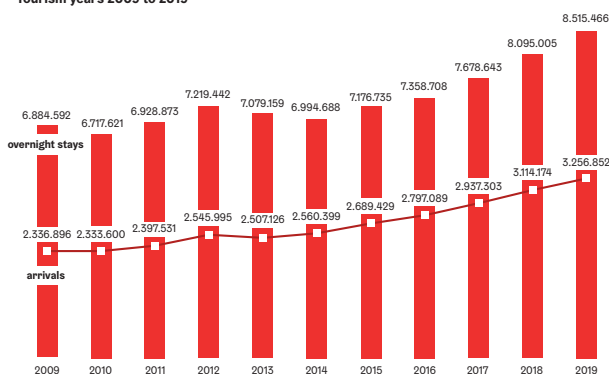
Additional advantages are the resources and competences in the health and well-

ness segment as well as the possibilities for activities in nature throughout the year (e.g. winter sports, walking and other types of outdoor exercise, riding, cycling, golf and water sports).

Boasting 2,100 kilometers of cycling trails and 3,000 kilometers of mountain biking routes, it is deservedly among Europe's top destinations for cycling tourism.

Its central location and excellent accessibility make Upper Austria a first-rate meeting point for conferences, events and seminars.

Development of arrivals and overnight stays in Upper Austria:  
Tourism years 2009 to 2019

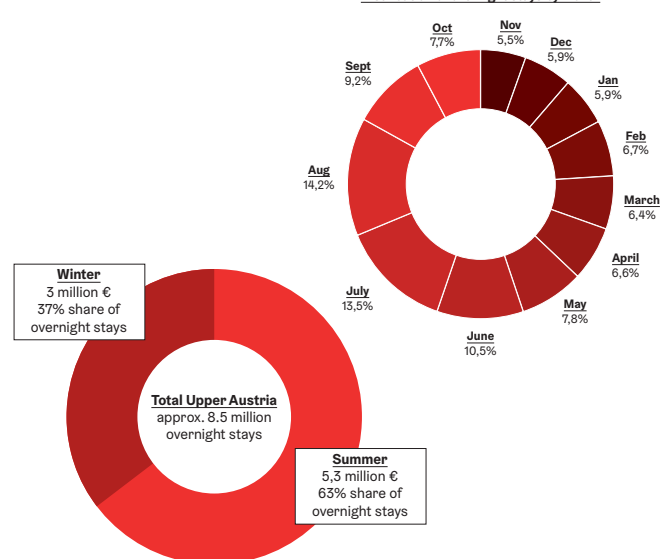


Development  
2009 to 2019

+23.7%

+39.4%

Distribution of overnight stays by month



More about living and working in Upper Austria:  
<https://www.upperaustria.com/en>

# upper travel

# For culture aficionados.



– discover & experience culture in Upper Austria

We are a region where tradition and avant-garde are brought together in a unique way: from playing an instrument to hip-hop, from brass band music to opera, from architecture to design and digital art. Austria's second largest creative industries location developed from this cultural heritage.

**80**

– cultural associations  
with 16,000 visitors

**4,600**

– companies in creative  
industries

**55,000**

– students in our music schools

# upper culture



# Creative and Cultural Region Upper Austria

The CREATIVE REGION Linz & Upper Austria positions and establishes Linz and Upper Austria as a location for the creative industries. As a central network node, it maintains, services and tunes the

creative innovation motor. It cooperates with the Ars Electronica Linz, the aws economic service and the University of Arts Linz.

## high percentage of creative industries in:

- Software and games (21 % compared to 18 % in Austria)
- Advertising (26 % compared to 23 % in Austria)

## Upper Austria as a cultural region

- Since 1965: 30 regional exhibitions have been held in Upper Austria with a total of over 8 million visitors
- Approx. 250 galleries and art studios
- 15 artist associations with 750 members
- 10 literary associations with 350 members
- 49 music festivals with 65,000 visitors
- 25 concerts with 40,000 visitors
- 15 theatre festivals with 25,000 visitors



# upper culture

# Business Upper Austria

The Upper Austrian Business Agency opens the door to innovation. It offers a one-stop shop for tailor-made services from the business idea to market success.

## Our services:

- Support of investors
- Promotion of innovation
- Cooperation
- Skilled personal & HR
- Securing, strengthening and developing Upper Austria as a place of economy and business
- International standing of this location
- Creating and developing infrastructure for investment, innovation and technology
- Support for innovation and technology transfer

### **Contact:**

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**business upper austria**