

# CGLCC mission to Austria

20 March 2023

Do business  
with Canada

Faites affaire  
avec le Canada

CANADA

# Austria

- Official name: Republic of Austria
- Form of state: Federal republic of nine states
- Population of 9 million
- Vienna as federal capital and biggest city with 1.9 million (~2.6 million metro)
- Joined the EU in 1995, adopted the Euro in 2001
- One of three neutral countries in the EU
- Head of state: Alexander Van der Bellen (re-elected 2022)
- State legislatures: Nine state parliaments, with each appointing its own governor
- Federal chancellor: Karl Nehammer (ÖVP)



# Austria's Economy

Main Indicators	2020	2021	2022	2023	2024
Population (persons, Millions)	8.901	8.946	8.990	9.035	9.080
GDP (Billions €)	348.364	364.394	381.507	385.322	392.643
GDP (% change)	-6.74	4.60	4.70	1.00	1.90
GDP per capita (€)	39,138	40,735	42,436	42,647	43,241
Inflation, average consumer prices (% change)	1.4	2.8	7.7	5.1	2.5
Unemployment rate (% total labor force)	5.40	6.17	4.47	4.60	4.50

International Monetary Fund, World Economic Outlook Database, October 2022

# Trade

Well-developed domestic industry / a small population / can easily source goods and services from nearby countries

- ⇒ modest overall potential for direct export of Canadian products, with notable exceptions for highly specialized and niche products (e.g. in ICT, aerospace, advanced instruments).
- ⇒ Usually not an EU-entry market for Canadian exporters
- ⇒ Canadian merchandise exports to Austria = \$353.3 million in 2021 (+91.1% from 2020) / Imports from Austria = \$2.3 billion in 2021 up 20.1% from 2020.
- ⇒ Aircraft and aircraft parts + other transportation equipment and parts = 57.2% of exports.
- ⇒ Service exports to Austria were \$238.0 million in 2021 up 7.2% from 2020 while imports from Austria were \$272.0 million that same year, up 8.4% from 2020.
- ⇒ Germany is by far the top supplier to the Austrian market with 41% of imports in 2021, followed by Italy (6.4%), Switzerland (5.2%), Czech Republic and Netherlands. T
- ⇒ The share of imports into Austria is 0.16% for Canada and 1.8% for the U.S. The obvious language and geographical advantage retained by German companies make them extremely competitive on the Austrian market.

# Canadian presence in Austria / Austrian presence in Canada

Canadian direct investment in Austria stands at \$8.1 billion in 2021, with about 20 Canadian companies present in the market



Over 133 Austrian companies have facilities or offices in Canada, of which 15 have production facilities, which amounted to an FDI stock of \$1.3 billion in 2020.



# International Organisations



# The Canadian Trade Commissioner Service (TCS)

We are your global team on the ground. An unbeatable network with offices across Canada and around the world to help you grow globally.

**125+ YEARS** SUPPORTING CANADIAN SMEs

**10,000+** CLIENTS EACH YEAR

**1,000+** TRADE COMMISSIONERS

**160+** LOCATIONS WORLDWIDE

**6** OFFICES IN CANADA



# Our Services



## Gain Market Insight

The TCS offers key market insights and practical business advice



## Connect with Key Contacts

The TCS connects Canadian businesses with qualified contacts



## Find New Opportunities

The TCS opens the door to international business opportunities



## Resolve Business Problems

The TCS helps resolve problems in foreign markets

As a result:



## Expand into New Markets

The TCS helps Canadian businesses navigate the complexities of entering new markets



## Reduce Risks

The TCS helps Canadian companies to:

- reduce risks and avoid costly mistakes
- make better informed and more socially and environmentally responsible business decisions



# Our Team in Vienna

Three Embassies in one: Austria, UN, OSCE.

TCS Team:

- **Susanne Knobloch**: Automotive / Cleantech
- **Nicole Mothes**: ICT / Infrastructure / Wood
- **Verena Wasenegger**: Aerospace, Life Sciences, F&B



# Thank you!

## **Ronan Caillo**

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**CANADA**