



Austria*

* The Right Chemistry
For Your Business

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Chemical Industry: A Leading Industrial Sector

The perfect formula for Henkel, BASF and Borealis

Chemicals rank among Austria's leading industries, accounting for around 10 percent of industrial production. Approximately 280 companies with a workforce of 41,400 brought in 12.2 million Euros in revenues in 2009, exporting around 70 percent of production. Among 1,000 international companies that coordinate their Eastern European business outreach from Austria are multinationals such as BASF, Beiersdorf and Henkel.

Efficient networks guarantee optimal cooperation between the business and social communities. The plastics cluster (KC) in Austria and its cross-border activities in the new EU member states facilitate optimal growth conditions in the branch.

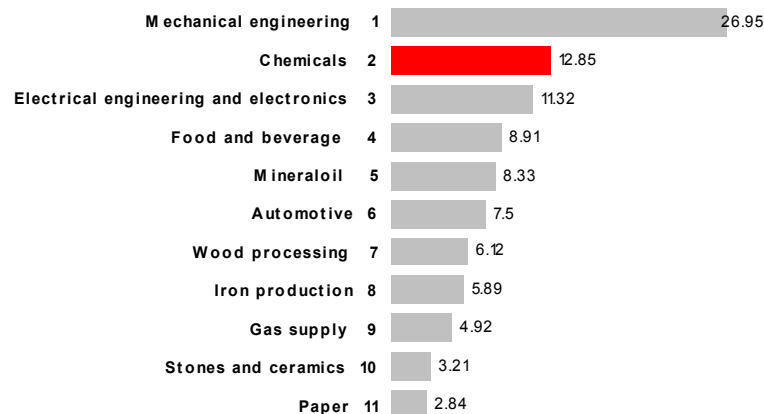
The chemical industry in Austria is gaining momentum and is once again proving itself to be a precursor for economic growth. On average, chemical production in 2010 is expected to climb by 6 percent.



"Austria serves as our center of competence and high-tech outpost for Central and Eastern Europe. We concentrate resources in our regional headquarters in Vienna in order to ensure optimal efficiency in an area that now includes 18 countries."

Industrial Production by sector in 2009

In percent



Source: Austrian Federal Economic Chamber

Plastics: World-Class Expertise for Global Markets

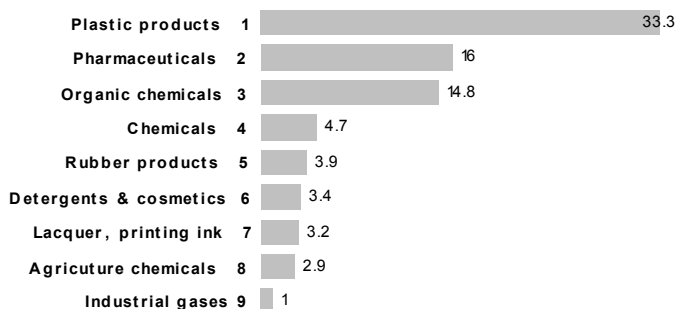
To the benefit of industrial segments from tool molding to ski manufacturing

Austria stands out on the basis of its specialised know-how in the plastic processing industry, which is applied, for example, in the field of tool moulding and design, or in the production of skis. The plastics processing segment generates EUR 4 billion in revenue each year. This represents five per cent of the country's production of physical goods. These firms manufacture packaging products (e.g. plastic foils and hollow articles such as barrels, canisters, bottles, cans and cups), technical components for automobile and machine construction and for the electrical engineering industry, along with pipes, tubes and building materials.

The significance of Austria for multinational companies can be illustrated by taking the example of plastics producer Borealis, which transformed its Innovation Center in Linz into the hub for its international research activities. Innovative ideas lead to revolutionary inventions, such as the exjection technology developed in Austria which combines the advantages of extrusion and injection molding. Experts praise the processes as the first really new technology in the field of injection molding in years.

Recycling as a branch of industry. The Austrian plastics recycling company ARA (Altstoff Recycling Austria) recycled a total of 205,933 tonnes of plastic in 2009. For one thing, the plastic granules are used to manufacture new plastics products. In addition, they serve as raw materials for the chemical industry as well as for the thermal utilisation process, which "recovers" the heating value of the plastics.

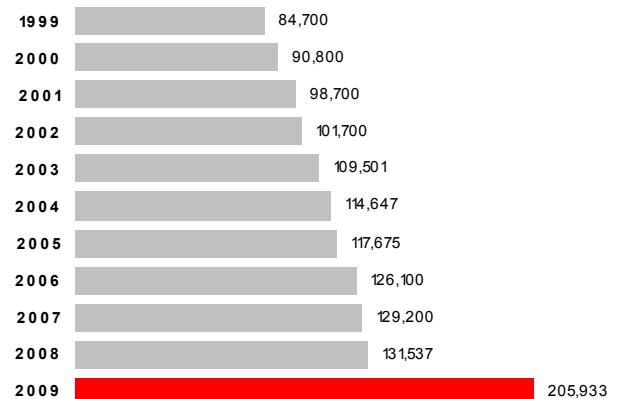
In percent, 2009



Source: Austrian Federal Economic Chamber

Recycled Plastics Packing

In tons



Source: Austrian Plastics Recycling

Precision Research

Intensive cluster management enables optimal product development and targeted marketing.

The plastics cluster in Upper Austria and Lower Austria (encompassing 409 companies and 57,800 employees), along with the plastics network in Carinthia, ensure an optimal business environment for companies through the close cooperation of the scientific and business communities. Furthermore, technology centres offer a fertile conglomerate of R&D facilities, university training centres and innovative firms. → www.kunststoff-cluster.at

Numerous research institutions such as the Technical University of Graz, Montana University Leoben, IFA Tulln University for Natural Resources, and Applied Life Sciences or Joanneum Research, to name a few, carry out business-oriented research projects.

Leoben Plastics Cluster

Seven research institutions and eight Austrian plastics manufacturers in Leoben (Styria) have jointly set up a new research cluster. Led by the Polymer Competence Center Leoben (PCCL), the cluster aims to use nanotechnology in order to optimize plastics for specialized applications.

Concentrated Plastics Know-How at PCCL in Leoben

The Polymer Competence Center Leoben GmbH (PCCL), a project being implemented within the framework of the Austrian's Governments "K-plus" program, pools together the expertise of 7 research institutes and 43 companies. The research focus includes fire-retardant polymers, fibre-reinforced composites for the aviation industry, undercoated and varnished metal strips for the automobile industry, innovative plastics processing technologies or plastics for sustainable technologies. → www.pccl.at

Symbol of Quality: Montana University Leoben

Montana University Leoben is an important partner to the industrial sector. Its specialities range from injection moulding, thermodynamics, and recycling to the design and production of construction composites. Plastics engineers at the university developed a novel form of plastic fibre which not only conducts electricity but which is also elastic. This innovation served as the basis for the spin-off "Advanced Polymer Compounds", a vital example for business-oriented research in Leoben. → www.unileoben.ac.at

TGM – Experimental Laboratory for Plastics and Environmental Technology

In addition to the School of Materials Science, TGM also encompasses the Experimental Laboratory and Testing Station for Plastics and Environmental Technology. Together with the Laboratory for Plastics Technology (LKT) and the Technical University of Vienna, TGM carries out a broad spectrum of research projects in the field of plastic technologies. Industrial partners are offered a platform for analysing all macromolecular substances, which are incorporated into technological, agricultural, medical and packaging applications, and used in households and by companies. → www.tgm.ac.at

Multinationals Choose Austria

The ideal location for research, production and outreach to Eastern European Markets

Borealis

Originally a Danish company, Borealis has emerged as Austria's largest plastics manufacturer. In Schwechat, Austria, Borealis operates a production facility and has established its headquarters for Central and Eastern Europe. At the end of 2009, Borealis opened its worldwide research center in Linz. Some 350 international employees of Borealis in the fields of research, product development, marketing and sales are working here to develop the materials of the future. 100 new employees from more than 30 countries focus on research and development, complementing the existing staff of 1,100 employees at the Borealis facility in Linz. In 2009, additional investments of EUR 75 million were announced in order to expand catalyzer production capacity. In 2006, Borealis relocated its Group headquarters from Copenhagen to Linz. → www.borealisgroup.com

Henkel

Henkel Central Eastern Europe (Henkel CEE) based in Vienna is one of the most important growth drivers for Henkel Group of Germany. Henkel CEE is responsible for coordinating business operations in 32 countries in Central and Eastern Europe, operating 20 production facilities and employing a work force of 9,500 people. Recently, the Henkel CEE manufacturing plant in Vienna was upgraded following the closing of the Hungarian factory, with a large share of the production being transferred to Vienna. In addition to its ideal geographical location, Henkel CEE's headquarters in Austria has gained a reputation as a central business intermediary. According to Günter Thumser, President of Henkel CEE, the Austrian Government has made a major contribution to boosting the attractiveness of Vienna as a business location, thanks to the reduction in the corporate tax rate and the group taxation scheme. → www.henkel.at

Sabic

In 2007, Sabic Innovative Plastics acquired the business unit focusing on high value technical thermoplastics from the former company GE Lighting/Plastics Austria. The trading and production of twin wall polycarbonate panels is located in Austria. The plastics are used as automobile components, computer housing, telecommunications equipment and construction materials. The Saudi Arabian petrochemical group employs 3,300 people in Europe. → www.sabic.eu

Asota

Asota, owned by the English Chapelthorpe plc Group, ranks among the world's largest producers of staple fibres. In Austria, five production lines located in Linz manufacture up to 25,000 tonnes of staple fibres each year. The export quota is over 97 per cent. The products are used in carpets, automotive applications and sun protection. For example, Asota supplies the polypropylene required for two large-scale projects in Austria, namely as concrete additives for the motorway tunnel Linz Bindermichl as well as for the railway tunnel Brixlegg. In the case of fire, polypropylene fibres prevent the flaking off of the concrete.

→ www.asota.at

Sunpor

The Norwegian Supor Group does business with intelligent air. The EPS pellets supplied by the chemical factory in Lower Austria to customers throughout Europe and abroad contain only two per cent hydrocarbons, with most of the rest being air. Approximately 160 Sunpor employees produce about 175,000 tons of EPS granulate per year, of which 90 percent is designed for export. 80 percent of the raw material from St. Pölten is used for heat insulation, the remaining 20 percent for packaging and specialty products, such as bicycle helmets.

Sunpor is making substantial investments in Austria. The company opened the most advanced European facility in Lower Austria in 2009. → www.sunpor.at

Engel

Engel Group is one of the world's leading companies for injection moulding machines, offering all the technological modules required in the field of plastics machine construction, such as injection moulding machines, tools and automation equipment. More than half of the injection moulding machinery is destined for the automotive sector. The products manufactured by Engel machines range from interior linings to car bumpers. The "Water Injections Technology" developed by Engel is used by BMW, for example, to produce the world's first plastics oil measuring system. Furthermore, plastic products used in everyday life, from drills to refrigerators, are also usually manufactured on machinery supplied by Engel.

→ www.engelglobal.com

asota

“In addition to a qualified workforce, high worker morale (with infrequent strikes) and productivity rank among Austria's success factors. EU enlargement and traditionally good business ties to the new member states are additional reasons to choose Austria as a production site.”

Editorial

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