

## Upper Austria – A region with future!

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Upper Austria is Austria's leading state with regard to industry, exports and technology



14% of area – 11,982 km<sup>2</sup>

17% of the population – 1,408,670 (2008)

25% of industrial production and

27% of the exports of the Federal Republic of Austria

## Economic data of Upper Austria

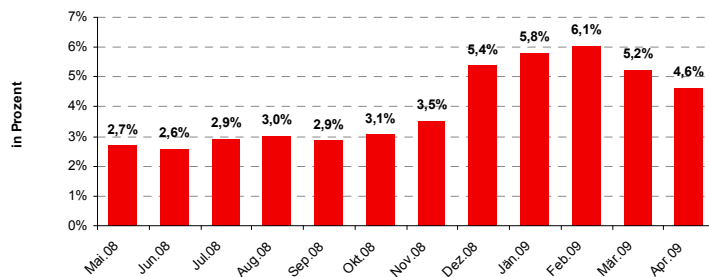
- GDP/capita: EUR 30.300 (2006)
- unemployment rate
  - August 09: 4,6 %\* (Austria: 6,5 %\*)
  - August 08: 3,0% \* (Austria: 5,0 %\*)
  - Average 2008: 3,5%\* (Austria: 5,8%\*)
- Export quota: 54,4 % (2007)
- R&D expenditures of GDP: 2,34 % (2006)

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\*) national calculation

## Unemployment rate in % (April 2008 – April 2009)

Entwicklung der Arbeitslosenquote in OÖ  
in den letzten zwölf Monaten

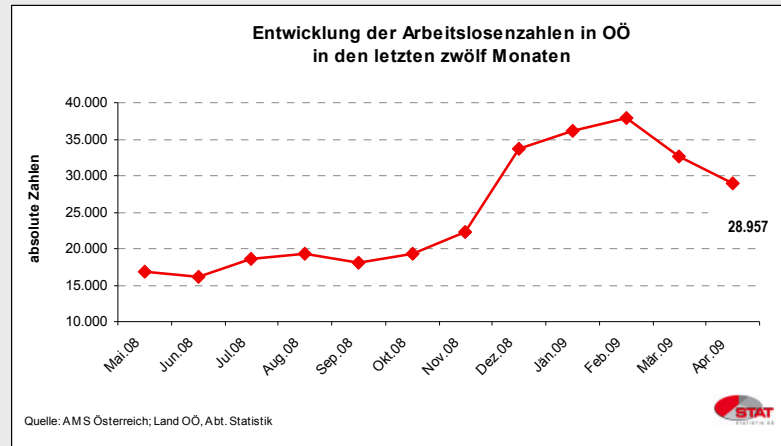


Quelle: AMS Österreich; Land OÖ, Abt. Statistik



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## Number of unemployed people (April 2008 – April 2009)



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## Leading branches in Upper Austria

• voestalpine, AMAG, Borbet Austria

Steel, aluminium, metal

• BMW Motoren, MAN Nutzfahrzeuge

Vehicles, engines,  
components

• Trumpf Maschinen, ENGEL

Mechanical, plant and  
environmental engineering

• Borealis, Greiner, Polytec

Plastic products,  
chemicals, paper

• 6 out of the 7 biggest kitchen  
manufacturer are from Upper  
Austria

Wood, furniture,  
windows, doors

• pez, Kornspitz, Nestlé

Food, luxury food

• Softwarepark Hagenberg

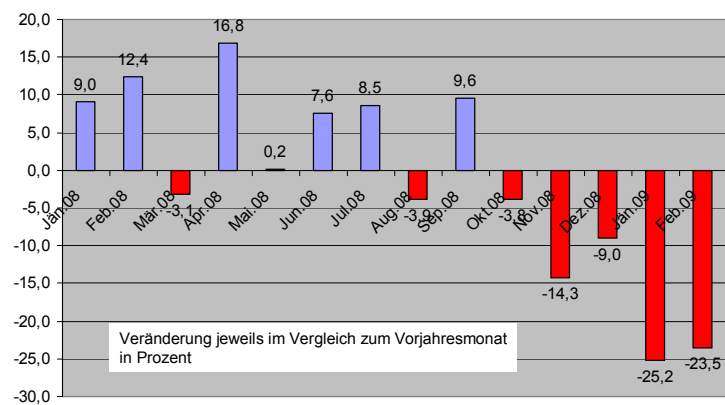
I&C-technologies

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## Challenges for Upper Austria due to global crises

- Export-oriented industry and specialization of the economy
  - regional: Southern Germany, Northern Italy
  - sectoral: automobile sector, pre-production and production of investment goods
- Decrease in orders

## Austria's export sector and its development



Quelle: Statistik Austria, April 2009

## Challenges for Upper Austria due to global crises

### Focus of the economic stimulus package

- Research and Development
- Favour investments (thermic refurbishment/remediation, public transport, public buildings)
- Assumed liability
- Climate protection measures, modernisation of hospitals
- Qualification
- Flood Protection measures
- Impulses for the tourism and leisure sector
- Keeping people in employment & higher qualification (e.g.: support for companies that cut hours instead of jobs, qualification measures)

## Main topics of the Upper Austrian economic programme



## Objectives for the next future

- ▣ 4 % R&D expenditures of GDP till 2015
- ▣ Establishing a new research area in the field of energy efficiency
- ▣ International visibility of the research area mechatronics and process automation
- ▣ Increasing the number of engineering and natural sciences graduates (Johannes Kepler University Linz)
- ▣ Promoting of interest among young people in technical professions (Power Girls, Technikbox)
- ▣ Increasing the numbers of students studying abroad
- ▣ Further developing the cluster- and network-initiatives as a competence center for cooperation
- ▣ support for creative businesses

## REGIO 13 - The Operational Programme of Upper Austria





### Overall objectives

- Strengthening the competitiveness and innovation potential of the regional economy
- Keeping Upper Austria as an attractive region
- Increasing research & development expenditure to 3% of GDP



### The priority axes of the programme:

- Priority axis 1: Knowledge base and innovation
- Priority axis 2: Attractive regions



**Knowledge base and innovation:**

- non-university research organisation
- competence centers
- innovative investments
- networks and clusters
- industrial research and development
- entrepreneurship (fostering creation of new firms and existing ones), venture capital (for high-tech-oriented companies)



**Attractive Regions:**

- Sustainable location and regional development
- Renewable energy and energy efficiency
- preservation and promoting the cultural heritage
- Urban development of the capital Linz





## Cooperation between Managing Authority and the city of Linz

- Early involvement in the planning process of the programme
- Clear responsibilities and procedures established
- Personal contact on administrative level and on political level
- In general: cooperation culture in Upper Austria

## Network Design & Media

- Upper Austrian Network is financed by the ERDF-Programme
- Close cooperation with the city of Linz
- Project „Creative community“
- Activities, eg:
  - Communication
  - Qualification (seminars, workshops, events, DesignDialog, best-practice-forums)
  - Initiating cooperation projects
- Support programme „creative handcraft“, eg Bernhard Ebner (producer of concrete furniture) and Gerd Rosenauer (designer)
- Support programme for cooperation projects



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**Welcome  
in  
Upper Austria!**