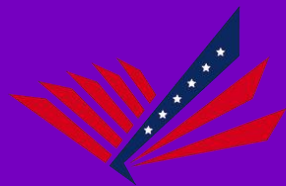




Study:

# Importance of transatlantic economic relations

between the USA and Austria



American Chamber of  
Commerce in Austria



Accenture Austria

# USA and Austria: An economic relationship that benefits both sides



## USA is number 2 trading partner

In 2019, goods worth more than 10 billion euros were exported to the U.S., which was 6.6% of all exports



## 120.000 jobs

The top 50 U.S. companies in Austria account for 2.5% of GDP—equivalent to 120,000 jobs



## Resilient trade relationship

Trade between the U.S. and Austria has remained stable even during the current crisis



## € 2 billion value added by IT

The direct and indirect effect of IT companies from the USA corresponds to a value added of 2 billion euros per year



## High relevance for key sectors

Both sides benefit from deliveries of high-tech goods



## USA 3rd place capital provider in AT

Austria's third most important foreign investor is the USA. Austrian companies invest the same amount in the USA.

"The connection between the USA and Austria must be further strengthened. The U.S. market is a huge one – anyone who establishes themselves there can draw on very high growth potential. Conversely, US companies bring an enormous amount of innovative activity and know-how to Austria."



**Martin Winkler**

Country Manager Oracle Austria

President of the American Chamber of Commerce in Austria

# Transatlantic trade and capital flows

Status quo & development



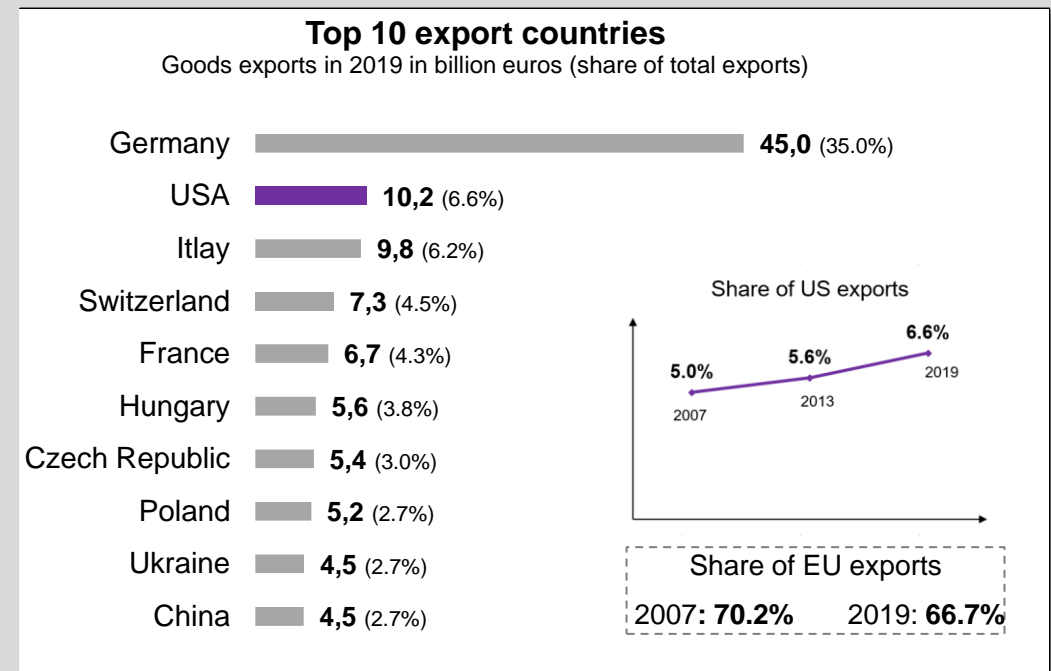
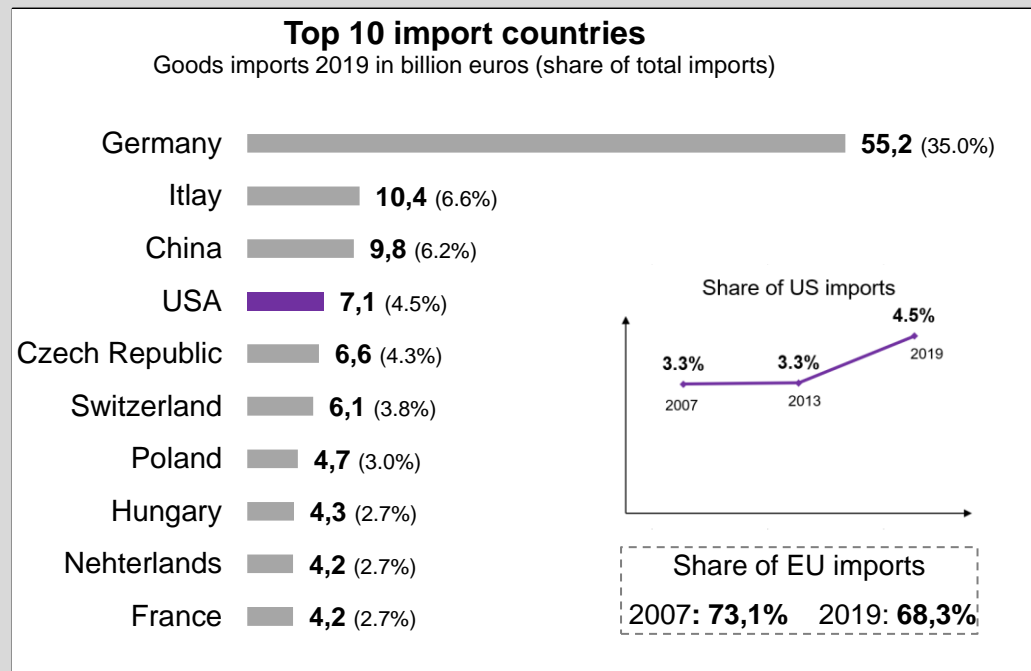
# USA in second place among Austria's most important trading partners



Trade activity with the USA on the rises—USA is currently Austria's second most important target market



Rank 2: 6.6% of all exports go to the USA;  
Rank 4: 4.5% of all imports come from the USA.  
The share of intra-EU trade declines in Austria



Source: Statistics Austria, Accenture Research.

# The exchange of goods with the USA has increased, **+150%** in the last 10 years

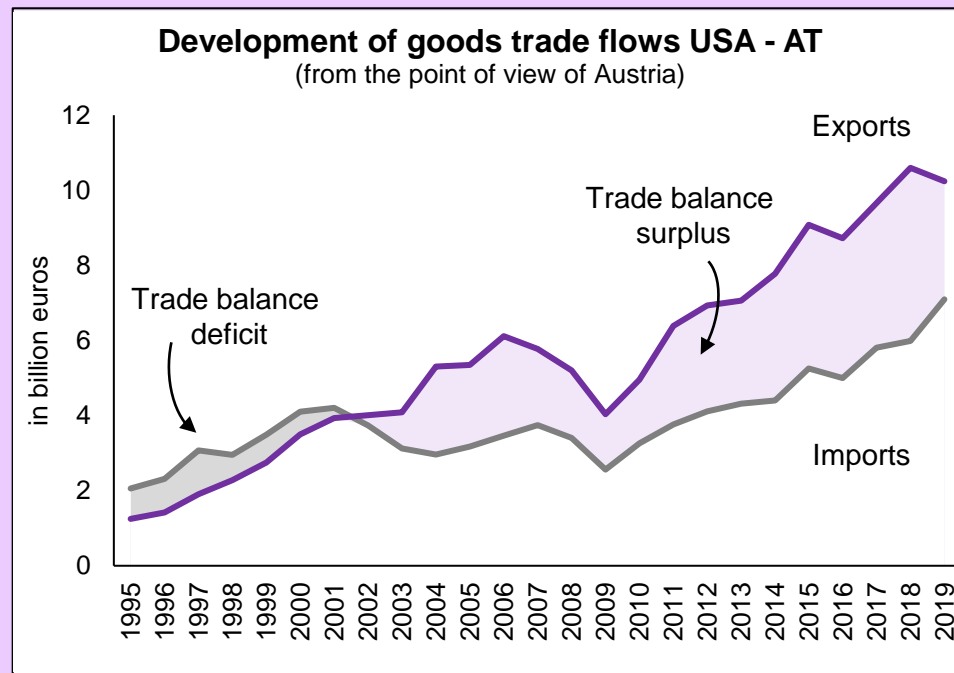


Value of goods exported to the U.S. in 2019: 10.2 billion euros; imported goods worth 7.1 billion euros



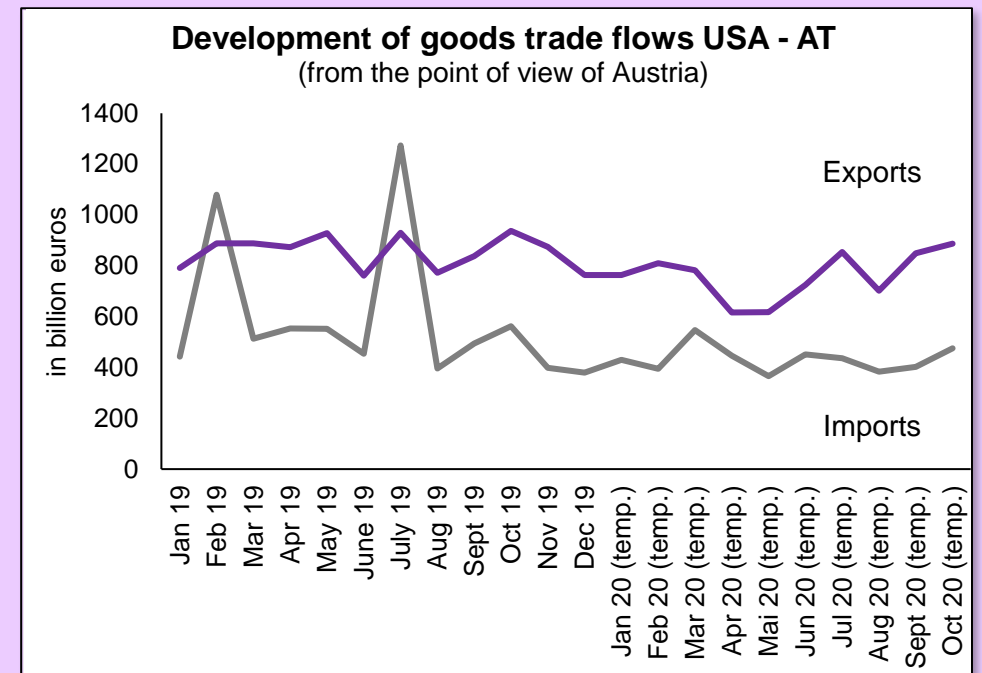
**Continuity of trade relations:**  
Trade in goods are very stable in 2020 despite crisis

long-term



Source: Statistics Austria, Accenture Research.

short term - on a monthly basis



# Top 5 trade goods and services

## Imports from the USA

2018 → 19











Goods

	<b>1. Pharmaceuticals</b>	1,457.8	 +19.0%
	<b>2. Chemical products</b>	1,443.7	 +37.2%
	<b>3. Automotive and supplies</b>	722.9	 +21.4%
	<b>4. Machines &amp; Devices</b>	671.6	 -6.5%
	<b>5. Optical devices</b>	493.8	 +10.9%

## Exports to the USA

2018 → 19








Goods

	<b>1. Machines &amp; Devices</b>	2,741.6	 +8.4%
	<b>2. Automotive and supplies</b>	1,406.3	 -10.5%
	<b>3. Drinks &amp; Alcohol</b>	986.3	 +15.2%
	<b>4. Electronic machines</b>	904.0	 -34.1%
	<b>5. Pharmaceuticals</b>	493.8	 -2.5%

## Imports from the USA

2018 → 19

Services

	<b>1. R&amp;D, legal and economic services</b>	771	 +1.8%
	<b>2. Transport</b>	385	 +10.3%
	<b>3. Travel</b>	363	 +3.1%
	<b>4. ICT</b>	269	 +1.1%
	<b>5. Finance</b>	150	 -11.8%

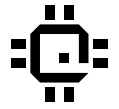
## Exports to the USA

2018 → 19

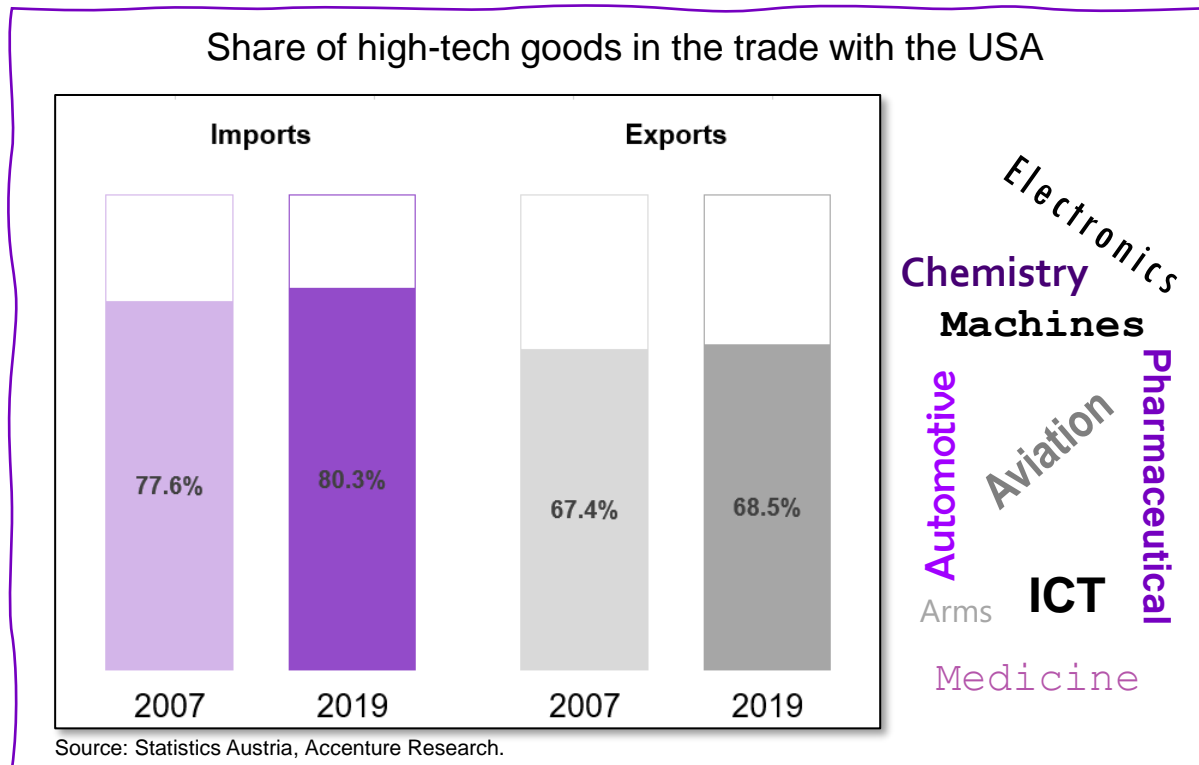
Services

	<b>1. R&amp;D, legal and economic services</b>	555	 -11,1%
	<b>2. Travel</b>	511	 +3,2%
	<b>3. Transport</b>	365	 +10,3%
	<b>4. ICT</b>	287	 +1,1%
	<b>5. Patents, licenses, franchises</b>	204	 -6,6%

# Both sides benefit from trade in **key sectors**



Increasing importance in trade with **high-tech goods**



„As a US company, we have been contributing to digital progress in Austria for decades with key technologies. We support our customers in becoming more innovative, sustainable, resilient, and crisis-proof in the long term.“



**Patricia Neumann**

Country General Manager IBM Austria

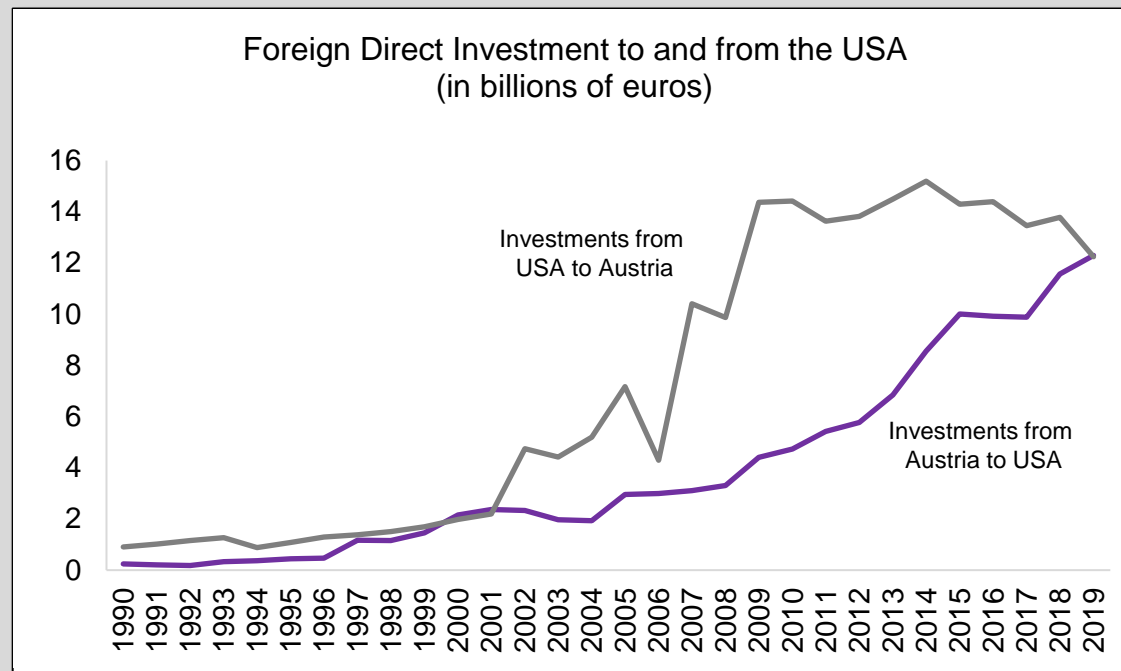
# The USA is the **third most important investor in Austria**—Austria invests same amount



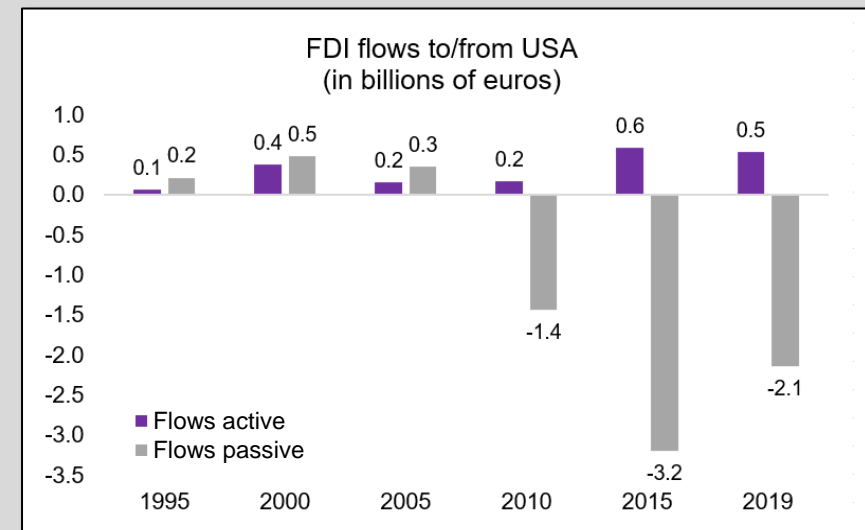
Stock of foreign direct investments (FDIs) 2019:  
 Investments from U.S. (active FDI): 12.2 billion euros  
 Investments to U.S. (passive FDI): 12.3 billion euros



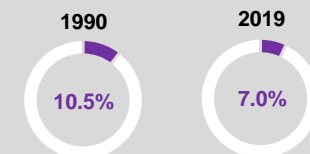
Investments from Austria to the U.S. increase;  
 the U.S.-importance as an investor in Austria is declining



Source: OeNB, Accenture Research.



Share of direct investment in AT by the USA:



# US companies in Austria

Significance & economic contribution

# The top 10 U.S. companies in Austria generate 1% of all revenues

Rank	Company	Activity	Revenue 2019 (in million euros)	Employees
1	<b>Herba Chemosan Apotheker</b>	Pharmacy wholesale	1,266.5	611
2	<b>INNIO Jenbacher</b>	Gas engines and cogeneration units	930.0	1,819
3	<b>EMC Computer Systems</b>	IT services and products	865.4	594
4	<b>Philip Morris Austria</b>	Trade in tobacco products and cigarettes	851.1	55
5	<b>Amazon</b>	Online mail order business	834.3	n.a.
6	<b>Kennametal</b>	Tool manufacturing / distribution	730.6	n.a.
7	<b>McDonald's</b>	Fast Food	700.0	n.a.
8	<b>Microsoft Österreich</b>	Hardware and software development	595.0	n.a.
9	<b>Ford Motor Company</b>	Automotive manufacturing / sales	549.1	n.a.
10	<b>JET Tankstellen</b>	Gas stations	540.7	n.a.

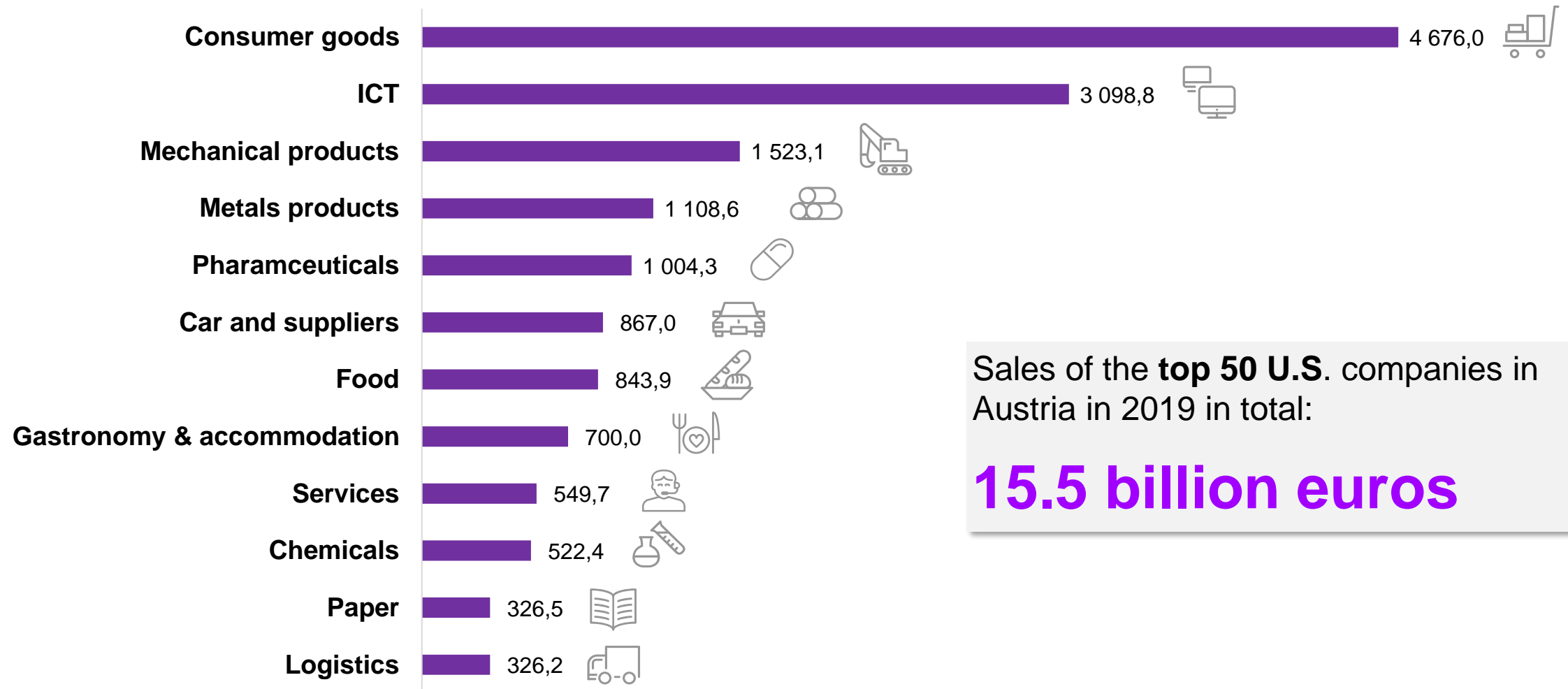
Source: Accenture Research. Note: Sales of the U.S. subsidiary in Austria (office based in the Austria) - export data of the parent company is not included.

**1%**

Share of sales revenue of all companies in Austria

# Major importance of U.S. companies from the consumer goods and ICT sectors

Sales of the top 50 U.S. companies in Austria by industry, 2019, in millions of euros:



Sales of the **top 50 U.S. companies** in Austria in 2019 in total:

**15.5 billion euros**



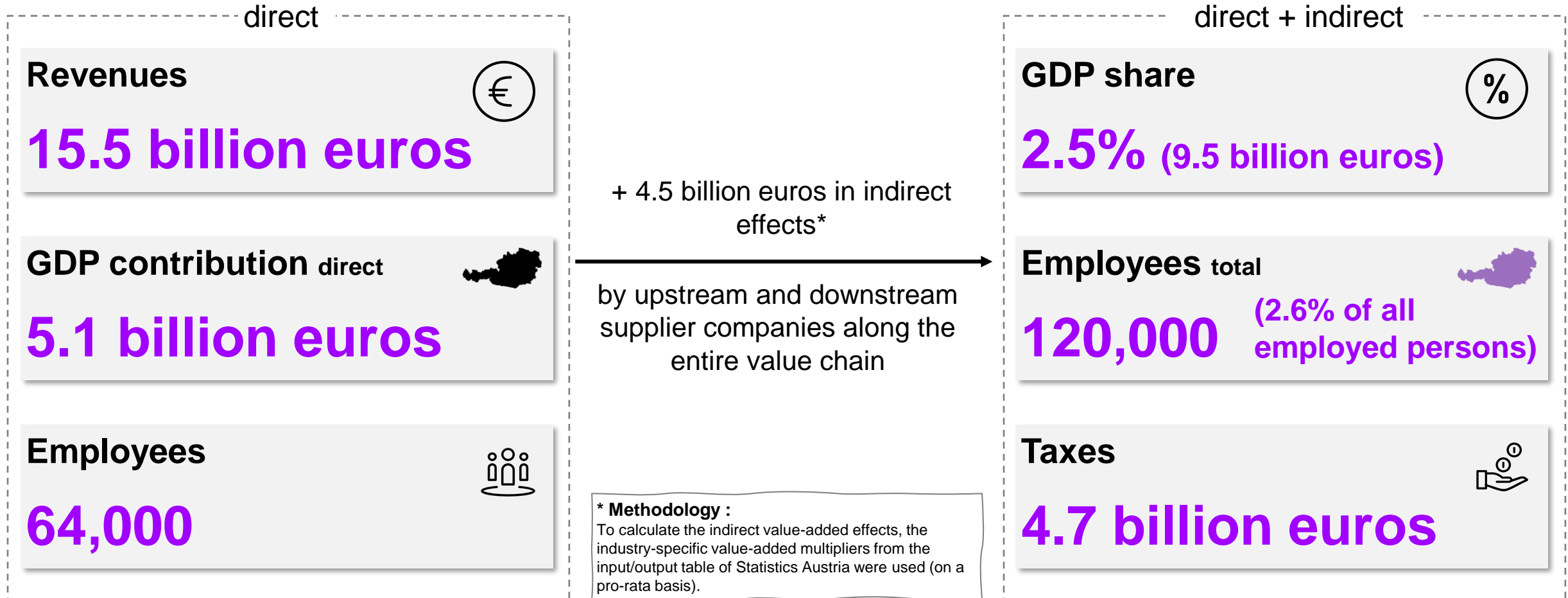
"Austria as a (pharmaceutical) location is in fierce international competition with other regions; a clear "yes" from politics to attractive framework conditions is needed. Research funding – also for clinical trials, investment incentives and further improvements in the education offered could make Austria much more competitive."

**Prof. Robin Rumler**  
Country Manager Pfizer Austria

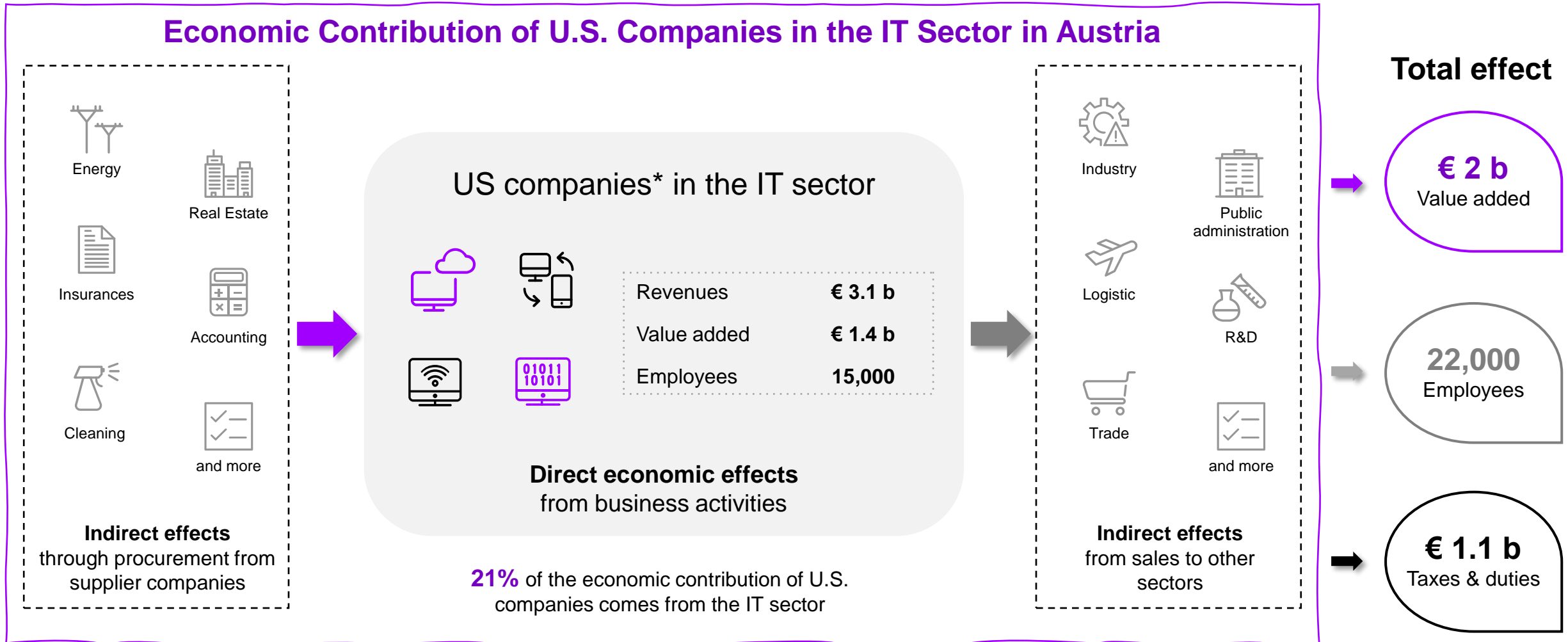


# 120,000 jobs are attributable to the top 50 U.S. companies in Austria

## The Top 50 U.S. Companies in Austria - Economic Contribution



# 2 billion euros value-added by IT companies from the USA



\* From the top 50 the following companies: EMC Computer Systems Austria GmbH, Microsoft Österreich GmbH, Tech Data Österreich GmbH, IBM Österreich, Arrow ECS Internet Security AG, Sky Österreich Fernsehen GmbH, HP Austria GmbH, Hewlett-Packard Gesellschaft mbH

# Austrian companies in the USA



# Austrian companies are also successfully active in the USA

## The top 10 Austrian companies based in the U.S.

Rank	Company	Activity	Revenue 2019 (in million euros)	Employees
1	<b>Benteler Automotive</b>	Automotive supplier	651.5	2,500
2	<b>Andritz</b>	Mechanical / plant engineering	410.9	1,200
3	<b>General Shale Brick</b>	Brick manufacturer	387.4	1,900
4	<b>Rosenbauer America</b>	Automotive manufacturing / sales	264.7	600
5	<b>Voest-Alpine Tubular</b>	High-tech tubes	249.4	n.a.
6	<b>Exyte U.S.</b>	Structural Engineering	231.9	348
7	<b>Global Tungsten &amp; Powders</b>	Metal Processing	198.8	500
8	<b>Knapp Logistics Automation</b>	Automation solutions	181.8	n.a.
9	<b>M+W Zander U.S. Operations</b>	Structural Engineering	162.6	n.a.
10	<b>Sylvania Lighting Services</b>	Lamps & Lights	157.2	220

Source: Accenture Research, Capital IQ; Note: Sales of the Austrian subsidiary in the USA (office based in the USA) - export data of the parent company is not included.

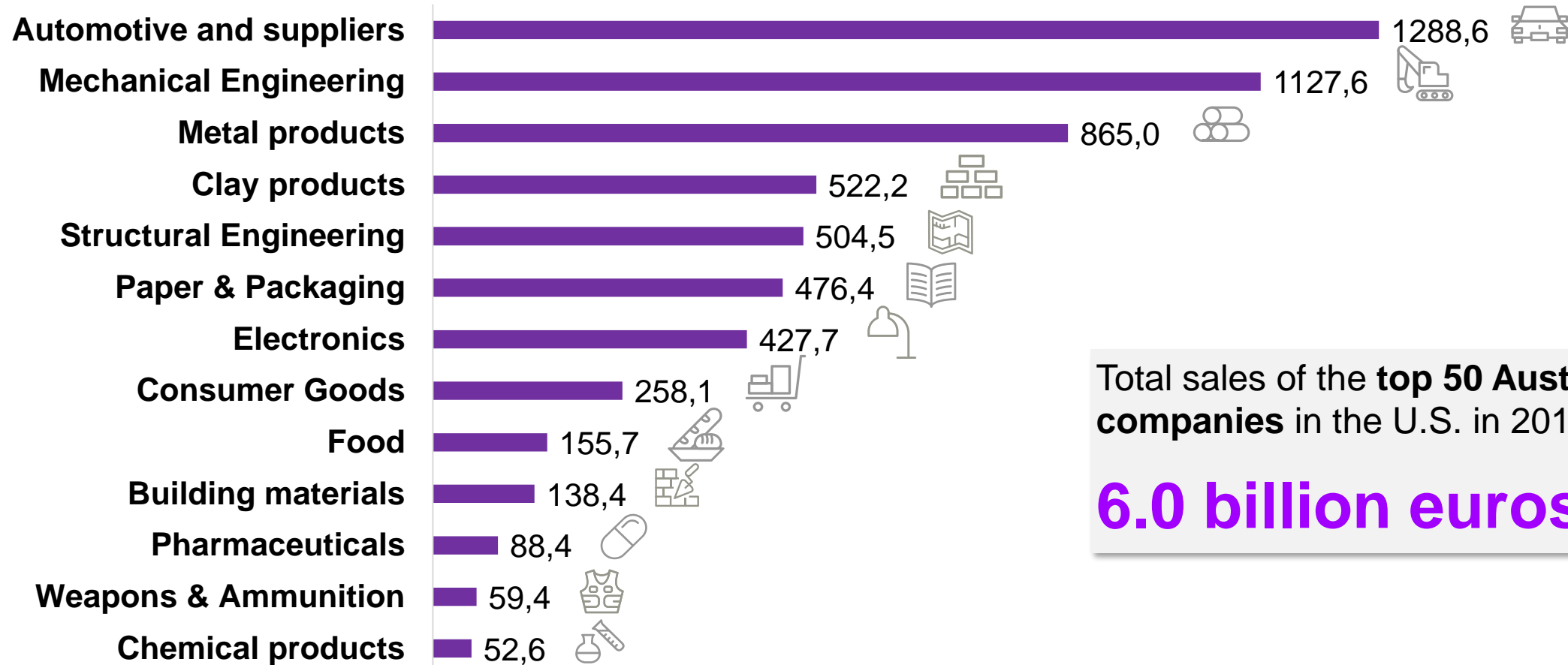
**2.9 billion euros**

Sales revenue of the top 10 Austrian companies in the USA



# Great importance of Austrian companies in the automotive and machinery sector

Sales of the top 50 Austrian companies in the U.S. by industry, 2019, in millions of euros:



Total sales of the **top 50 Austrian companies** in the U.S. in 2019:

**6.0 billion euros**



# Positions AmCham

Priorities for an attractive business location in  
Austria



# Positions AmCham\*

1. New agreement for data flows between the EU and the USA
2. Settle dispute due to digital tax law
3. Amend double taxation treaty: No taxation of intra-group dividends between Austria and the USA
4. Countering rising protectionism - clear commitment to multilateralism and free trade
5. Do not hindere US investments by the 'Investitionskontrollgesetz (InvKG)' (Investment Control Act)

\*Excerpt from Position Paper AmCham Austria, **Restarting Transatlantic Trade Dialogue, March 2020**

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