

#Study

Transatlantic economic relations

The importance of transatlantic economic and trade relations between the US and Austria

Update, June 2024

accenture


AmCham Austria

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Background & objectives of the study



- Stable economic relations between two or more partner countries and free trade are important factors for successful cooperation and the increase in prosperity of the parties involved.
- Especially in times of high uncertainty and crises, stable cooperation between economic partners is more important than ever.
- Besides its European partners, the US has become one of the most important trading and economic partners for Austria.
- The US is the second most important trade and export partner for Austria, and the most important one outside the EU.
- At the same time, free trade must be defended on a daily basis in order to counter protectionist tendencies.
- Therefore, the American Chamber of Commerce and Accenture have already published studies in the last two years, presenting facts and figures about the importance of transatlantic economic relations.
- The aim of the current study is to update last year's results and key figures, document possible trends and changes, and examine two current special topics – „cooperation in innovation" and "the importance of collaboration on key technologies with a focus on environmental technologies".

The results at a glance



The US is the **second most important trading partner** for Austria – in 2023, more than €14.7 billion were exported to the US. This represents 7.4% of all exports of goods.



Trade in **services** between countries is also **growing strongly on both sides**. The US is the third most important country of origin for service imports for Austria.



67% of all Austrian exports to the US are high-tech, of which €1.3 billion constitute environmental technologies. The **US** represents the **third largest target market for Austria's environmental technologies**, with a still untapped export potential to the US of USD 968 million.



The **importance of the US as a business location** for Austrian companies is **steadily increasing**. Compared to 2021, sales in the US increased by 8.5% to €6.2 billion. Austrian companies in mechanical engineering and chemistry are most strongly represented in the US.



The **economic contribution** of the top 50 US companies in Austria corresponds to **2.7% of GDP** in the entire value-added network. In total, more than **148,000 jobs** can be allocated to the activities of these companies, which is an increase of around 15,000 jobs compared to 2021. 24% of the contribution can be attributed to IT companies.



The **intensive cooperation on innovations** between the US and Austria is reflected in the above-average growth in **co-patent applications** by the countries, whereby 17% of all Austrian co-patents were created with US partners – this is a 3.5-fold increase since 2000.



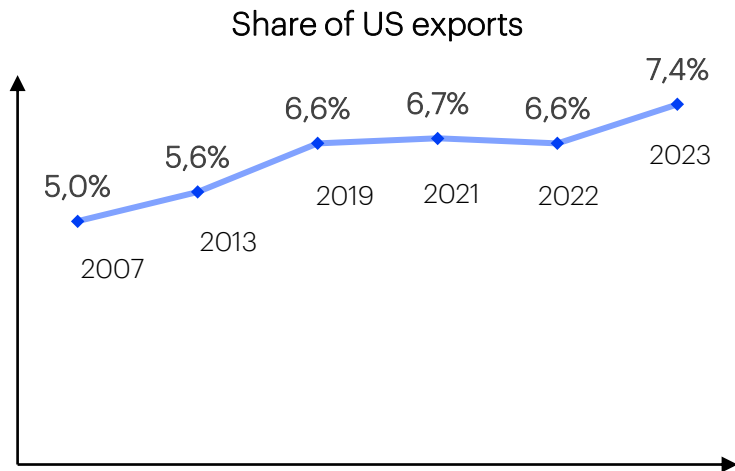
1 | Transatlantic trade and capital flows

Status quo & development



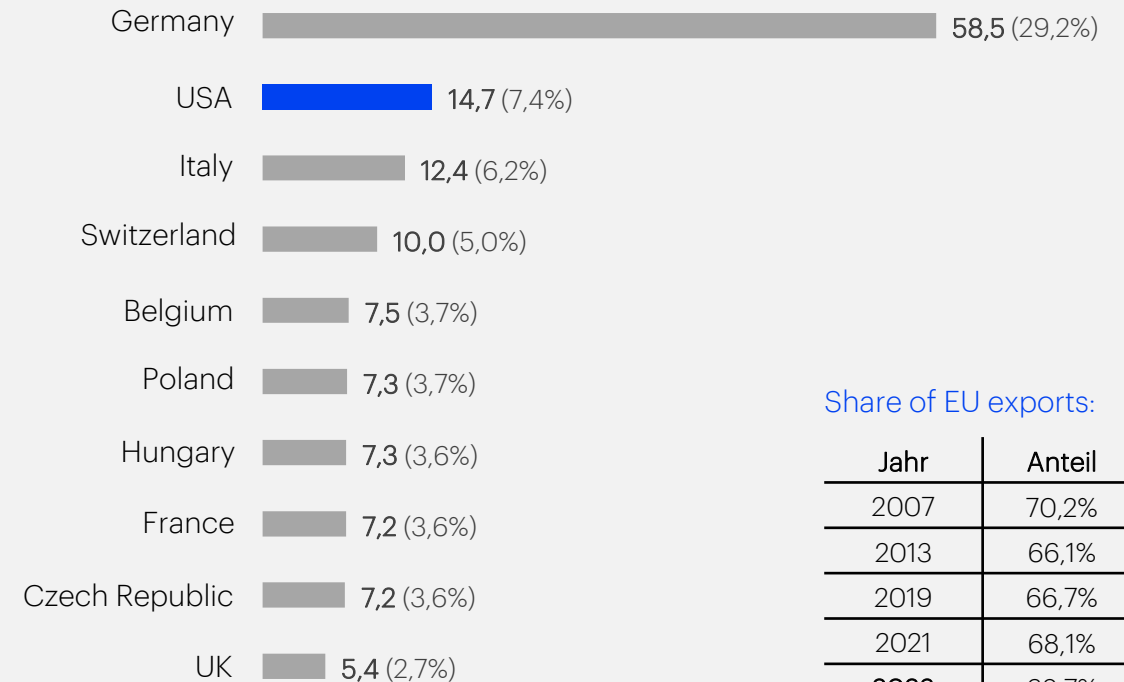
The US is the second most important trading partner – the value of exported goods has risen

- In 2023, Austrian companies exported goods worth over €14.7 billion to the US – in 2021 exports still comprised €11.1 billion.
- This equals a share of 7.4% of all Austrian exports.
- The US is the second most important target market for Austria, with increasing export volumes and a constant export share (see figures).



Top 10 export countries

Export of goods 2023, in billion euros (share of total exports)



Share of EU exports:

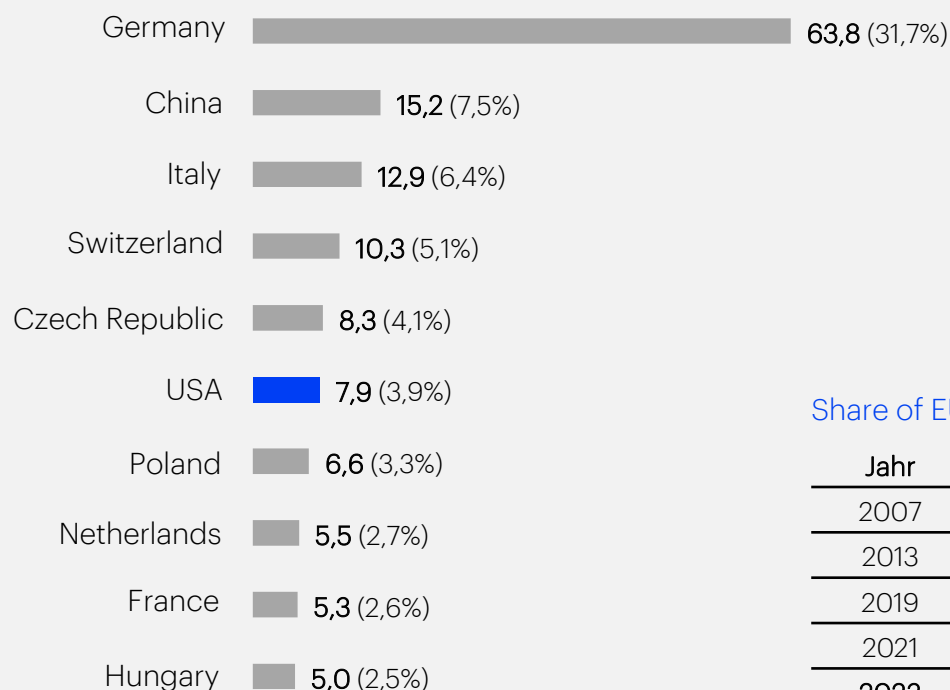
Jahr	Anteil
2007	70,2%
2013	66,1%
2019	66,7%
2021	68,1%
2023	68,7%

Source: Statistik Austria, Accenture Research
Comment: Preliminary data for 2023

The US is an important country of origin for imports to Austria, with an increase of €2.2 billion since 2021

Top 10 import countries

Imports of goods 2023, in billion euros (share of total imports)

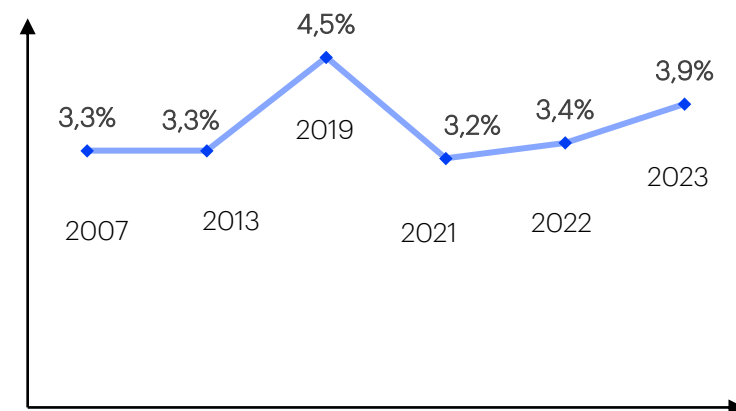


Share of EU imports:

Jahr	Anteil
2007	73,1%
2013	69,7%
2019	68,3%
2021	66,7%
2023	65,2%

- In 2023, goods worth €7.9 billion were imported from the US to Austria (2021: €5.7 billion).
- This means that 3.9% of all Austrian imports come from the US; the EU accounts for 65.2% of all goods – which shows a slight downward trend.
- The importance of the US as a country of origin for imports is thus growing for Austria – this applies both to the imported volumes and to the share of imports.

Share of US imports

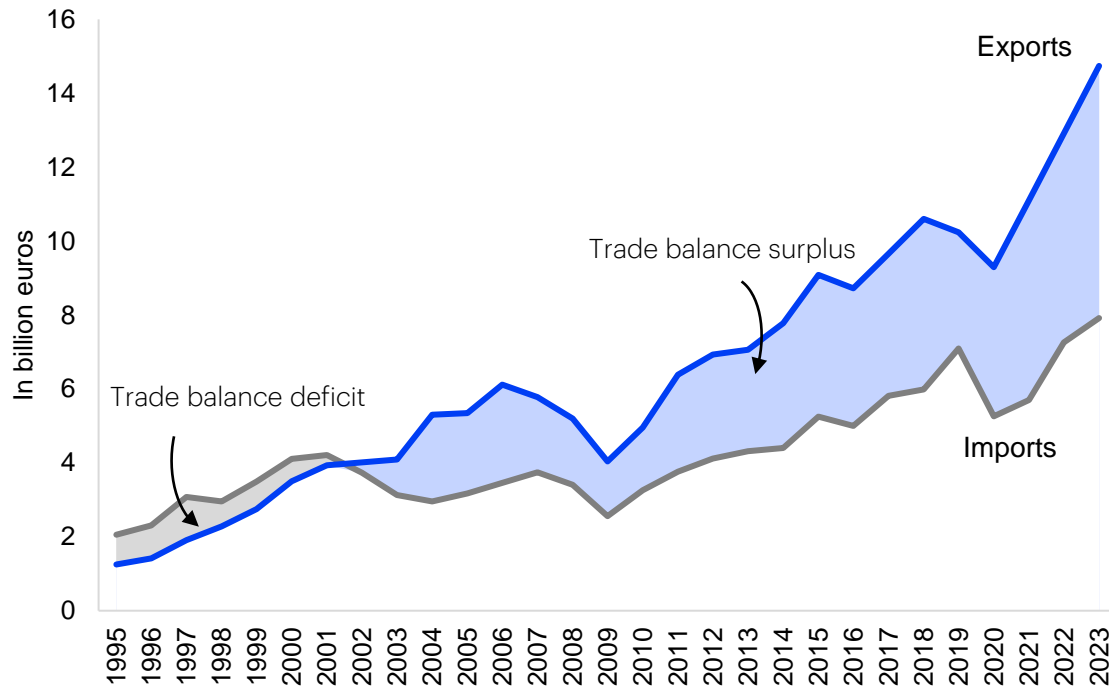


Source: Statistik Austria, Accenture Research
Comment: Preliminary data for 2023

The importance of the US as a destination for exported goods is increasing, with a positive trade balance

Development of trade flows of goods

between the US and Austria, from Austria's point of view



Source: Statistik Austria, Accenture Research

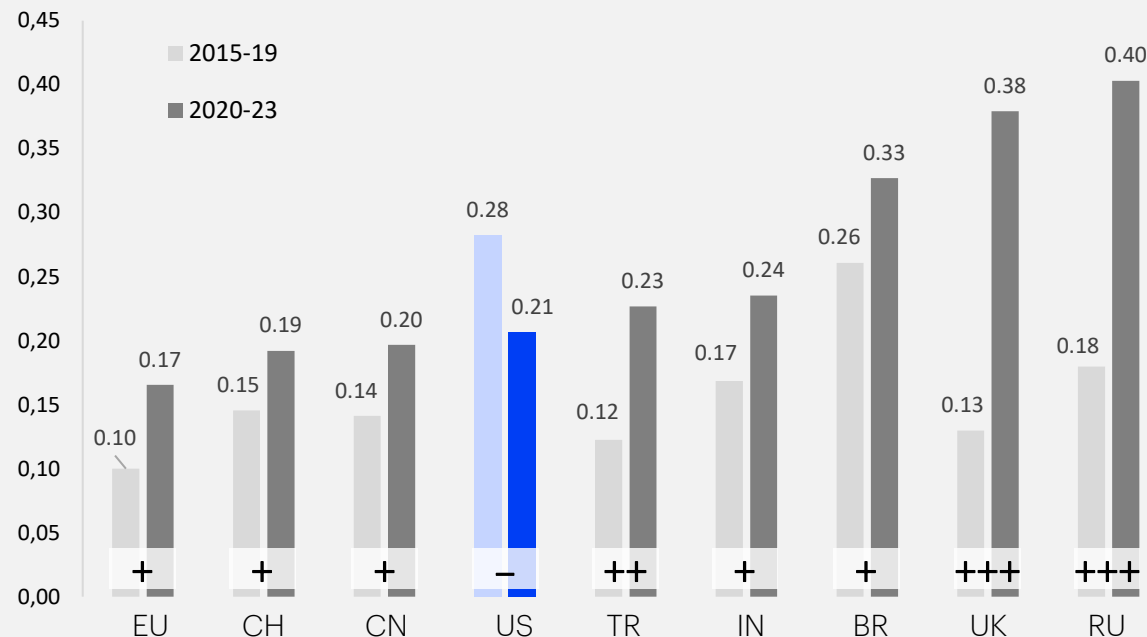
Comment: Preliminary data for 2023

- The importance of the US as an important destination for exports from Austrian companies continues to grow.
- In 2023, goods worth €14.7 billion were exported to the US. In 2020, this figure stood at €9.3 billion and in 2010, at almost €5 billion.
- There is a continuous and long-term growth in trade activities with the US – particularly in terms of exports of Austrian goods.
- Exports to the US have grown by more than 15%, on average, over the past two years.
- Austria has been able to achieve a trade surplus since 2002, exporting more goods to the US than it imports. The trade surplus is growing steadily over the long term.

Stability in trade increases the security of companies, especially in times of multiple crises

Fluctuation in trade of goods

Fluctuation Index¹ for export and import of goods, selected countries, Jan 2015 to Jun 2023



Source: Statistik Austria, Accenture Research

- Stable purchase and sales markets make a significant contribution to the safety of companies.
- This is particularly important in times of multiple crises (Covid-aftereffects, supply chain issues, inflation, labor shortages, etc.), which we are currently experiencing.
- As an evaluation of the fluctuation in the trade of goods shows, Austria can benefit from trade stability with its main trading partners.
- Trade within the EU, with the US, Switzerland and China has proven to be a particularly stable anchor. The sanctions against Russia have caused significant disruption to imports. This also applies to imports from the United Kingdom.
- The stability of trade with the US has further increased since 2020.



¹ The "coefficient of variation" was used as a measure to determine the fluctuation. This is calculated from the standard deviation by the mean value and represents the relative deviation (scattering) from the mean value. The lower this value, the lower the dispersion around the mean value (i.e. the fluctuation in monthly trading). Excluding Nov. 2022 due to one-off effects.



"The removal of trade barriers benefits both sides economically and is crucial for companies operating worldwide. It is precisely with regard to the alignment of ESG criteria that we must now ensure that they do not become new trade barriers. Instead, they should form a bridge that promotes sustainable business while creating fair conditions for competition. We have just seen the importance of joint action during the energy crisis."

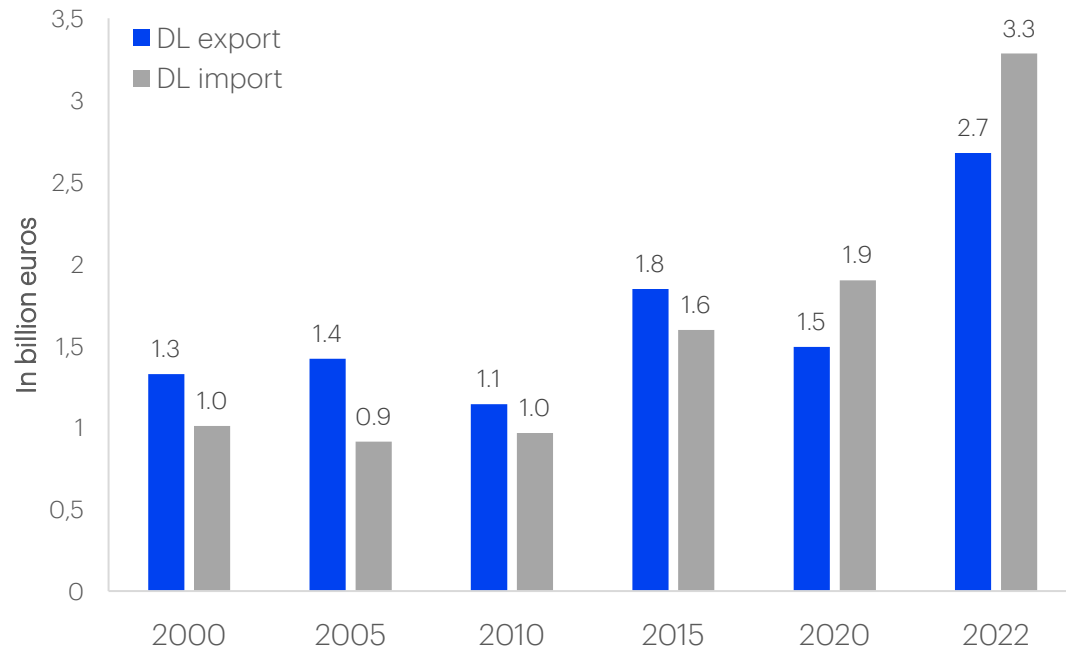
Wolfgang Senger-Weiss

CEO, Gebrüder Weiss GmbH

The exchange of services between Austria and the US has also grown strongly

Development of trade flows of services

between the US and Austria, from Austria's point of view



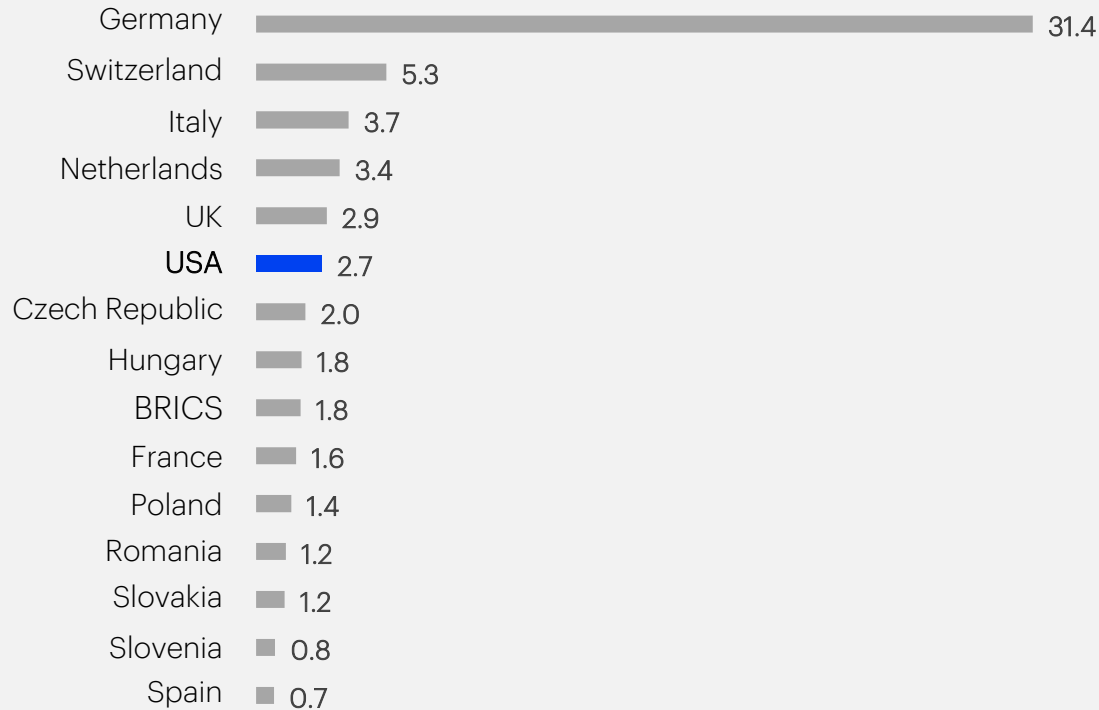
Source: OeNB, Accenture Research

- The importance of the US as a trading partner for the exchange of services – not just goods – has risen sharply in recent years.
- In 2000, e.g., services worth €1.3 billion were exported, while in 2022, this figure already depicted €2.7 billion.
- We also see a very dynamic picture of service imports, showing a change from €1.0 billion in 2000 to €3.3 billion in 2022 – an increase of 230% in 22 years.
- Opposed to goods, Austria is a net importer of services, i.e., Austria imports more services from the US than it exports. The difference in the balance of trade is mainly due to financial services, as well as legal and business services.

With a 3.5% share of Austrian service exports, the US is the most important target market outside Europe

Top 15 export countries

Service exports 2022, in billion euros



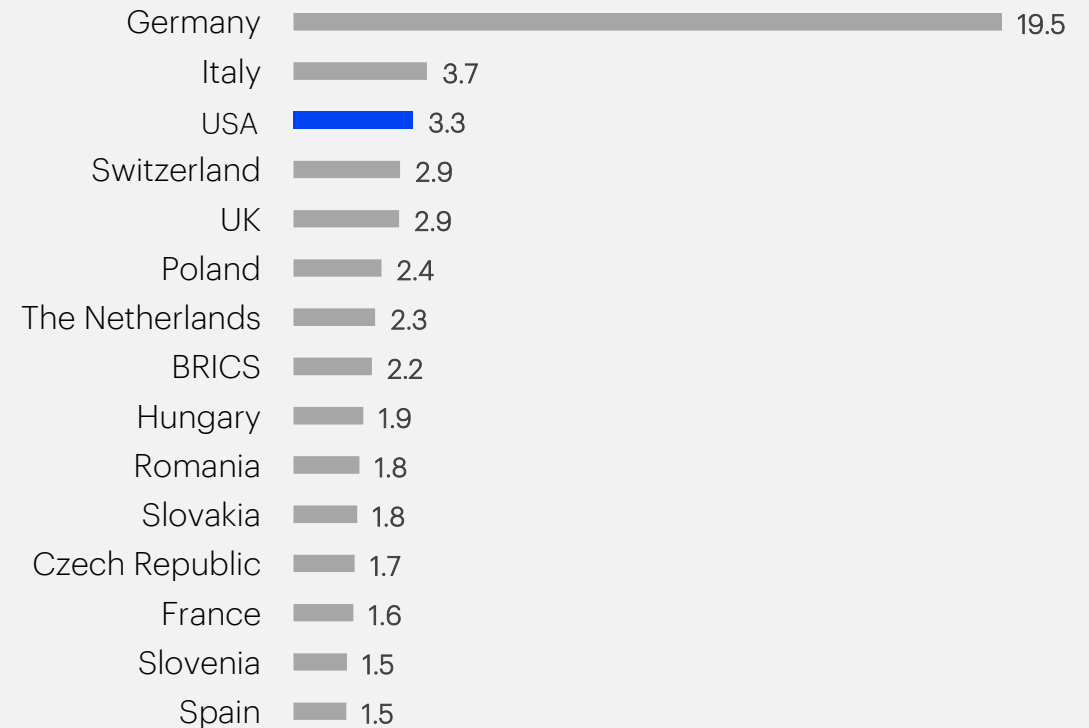
Source: OeNB, Accenture Research

- In 2022, Austria exported a total value of €2.7 billion in services to the US.
- With a 3.5% share of total service exports, the US is a significant target market for Austrian companies when it comes to exporting services. This share has risen in recent years – in 2021, the share was still 3.2%.
- Overall, the US is the most important target market for Austrian exports of services outside Europe.

Austria imports services worth over €3.3 billion from the US

- In 2022, services worth €3.3 billion were imported from the US to Austria – this represents 4.7% of all imports of services.
- In 2021, this proportion still stood at 4%.
- The US is thus a significant trading partner for Austria in the field of services.
- Besides Germany and Italy, Austria does not import as many services from any country as it does from the US. This puts the US in 3rd place among the most important home countries for imports of services.

Top 15 import countries
Service imports 2022, in billion euros



Source: OeNB, Accenture Research.

The top goods and services in transatlantic trade between the US and Austria

Imports of goods from the US



Products	Value in million euros	Change 2021-2022	Dynamic
Pharmaceutical products	1,801.6	20.0%	++
Machines & equipment	843.2	15.2%	++
Chemical products	830.4	102.3%	+++
Automotive & supplies	754.7	4.7%	+
Optical devices	593.6	13.2%	++

Exports of goods to the US



Products	Value in million euros	Change 2021-2022	Dynamic
Machines & equipment	3,702.2	26.2%	+++
Automotive & supplies	1,389.8	-3.8%	-
Electronic machines	1,086.9	30.2%	+++
Pharmaceutical products	1,020.6	16.1%	++
Iron and steel products	734.0	89.3%	+++

Source: Statistik Austria, Accenture Research

Service imports from the US



Services	Value in million euros	Change 2021-2022	Dynamic
R&D, legal and business services	1,218	12.5%	++
Transportation	540	52.5%	+++
ICT services	426	35.2%	+++
Patents, licenses and franchise	372	472.3%	+++
Travel	340	423.1%	+++

Exports of services to the US



Services	Value in million euros	Change 2021-2022	Dynamic
R&D, legal and business services	847	28.7%	+++
ICT services	530	5.6%	+
Transportation	453	50.0%	+++
Travel	438	381.3%	+++
Patents, licenses and franchise	265	10.9%	++

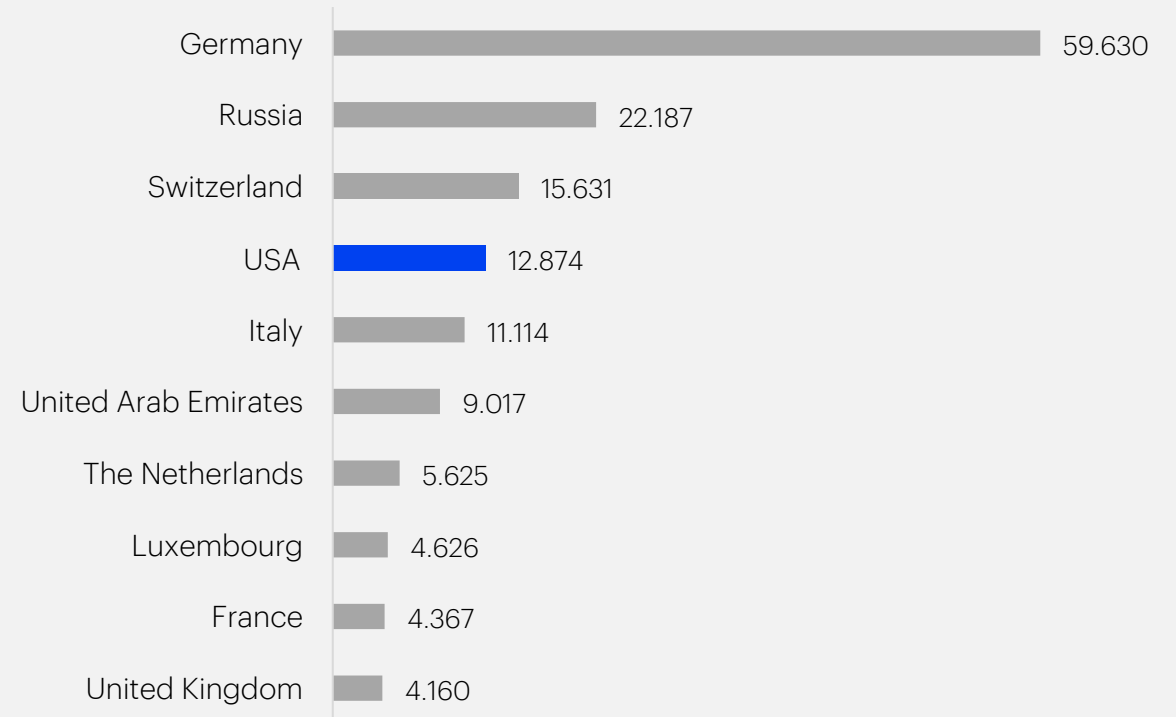
Source: OeNB, Accenture Research.

The US is the fourth most important investor for Austria – but its significance is steadily declining

- The US is the fourth most important investor for Austria, behind Germany, Russia and Switzerland.
- However, the position of the US has been declining continuously for years – in 2021, the US still held the position as third-largest investor.
- The stock of foreign direct investment (FDIs) from the US amounted to around €12.9 billion in 2022 – in 2021, the figure still showed €14.7 billion.
- This represents a 6.6% share of all FDIs.
- The relative importance of the US as a provider of capital has also fallen in recent years – in 2010, the share of US FDIs in Austria comprised just under 12%.

Top 10 investors

Foreign direct investments, passive, in million euros, 2022

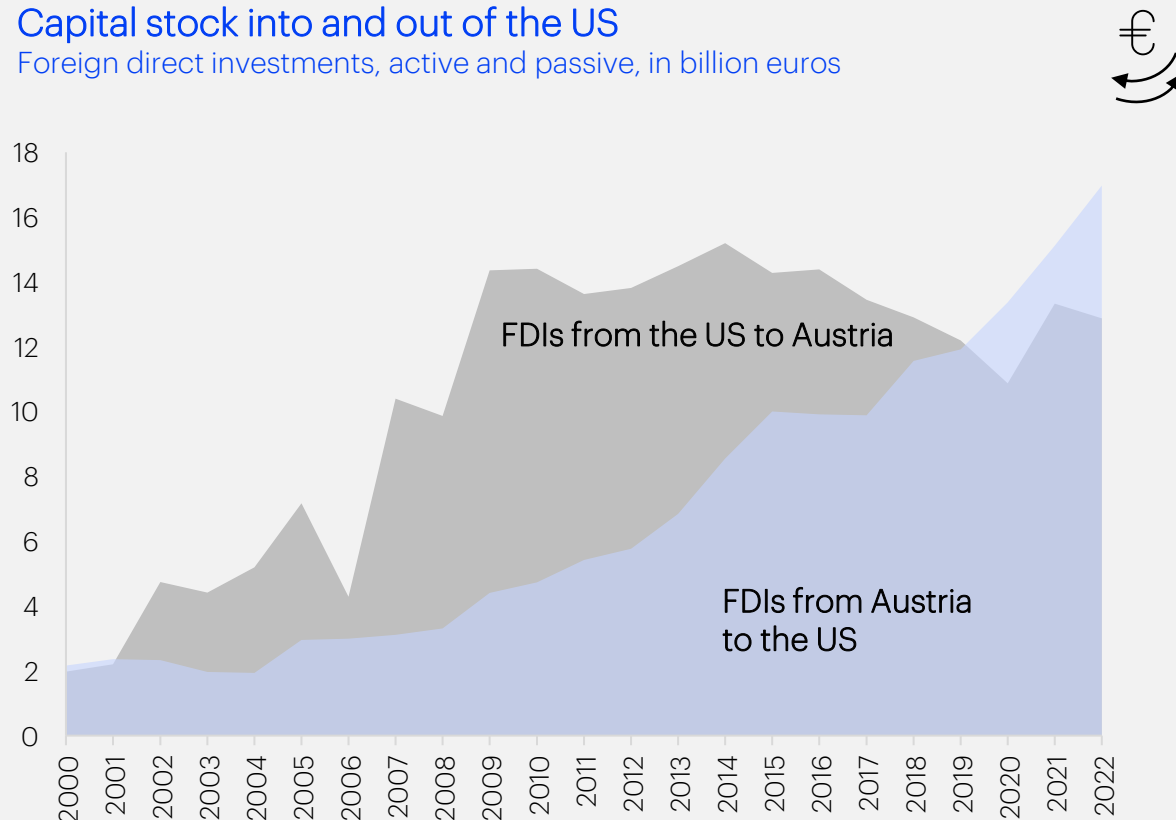


Source: OeNB, Accenture Research.

The trend continues – the US is an important investment market for Austrian companies

Capital stock into and out of the US

Foreign direct investments, active and passive, in billion euros



Source: OeNB, Accenture Research.

- The stock of Austrian investments in the US has been steadily increasing for years. While Austrian FDIs in the US stood at €4.7 billion in 2010, the value rose to just under €17.0 billion in 2022.
- The US has thus become not only an important sales market for Austrian companies, but also an increasingly important investment market. This is reflected, e.g., in the establishment of production facilities in the US.
- The US capital stock in Austria peaked at €15.2 billion in 2014 and has steadily declined since, implying that American investors have withdrawn capital from Austria (FDI stock 2020: €11.6 billion). In 2022, FDI stocks from the US amounted to €12.9 billion euros.

2 | Key technologies

Importance, application areas and potential of high technologies (for the environment)



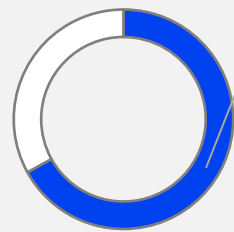
Key technologies remain central to the transatlantic trade between Austria and the US

Trade in high-tech goods

Share in % of total trade in goods with the US



77.5%
Share of imports

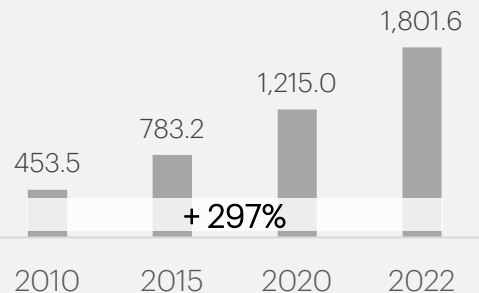


67.0%
Share of exports

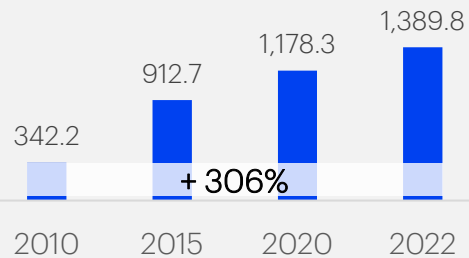


High-tech goods with the highest dynamic since 2010 (in million euros)

High-tech imports
Pharmaceutical products



High-tech exports
Automotive and automotive parts



Source: Statistik Austria, Accenture Research

- Trading key technologies with the US remains central to trade relations.
- In 2022, the proportion of high-tech imports from the US equals 77.5%, and the proportion of high-tech exports from Austria to the US equals 67.0%.
- Pharmaceutical products (+ 297% more imports) and car and car parts (+ 306% more exports) drive the strongest dynamic since 2010.

High-tech goods include:



Chemical products



Pharmaceutical products



Aeronautics and spacecraft



Optical devices



Machines & mechanical parts



Electronic devices



Weapons



Rail vehicles & tracks



Automotive & automotive parts

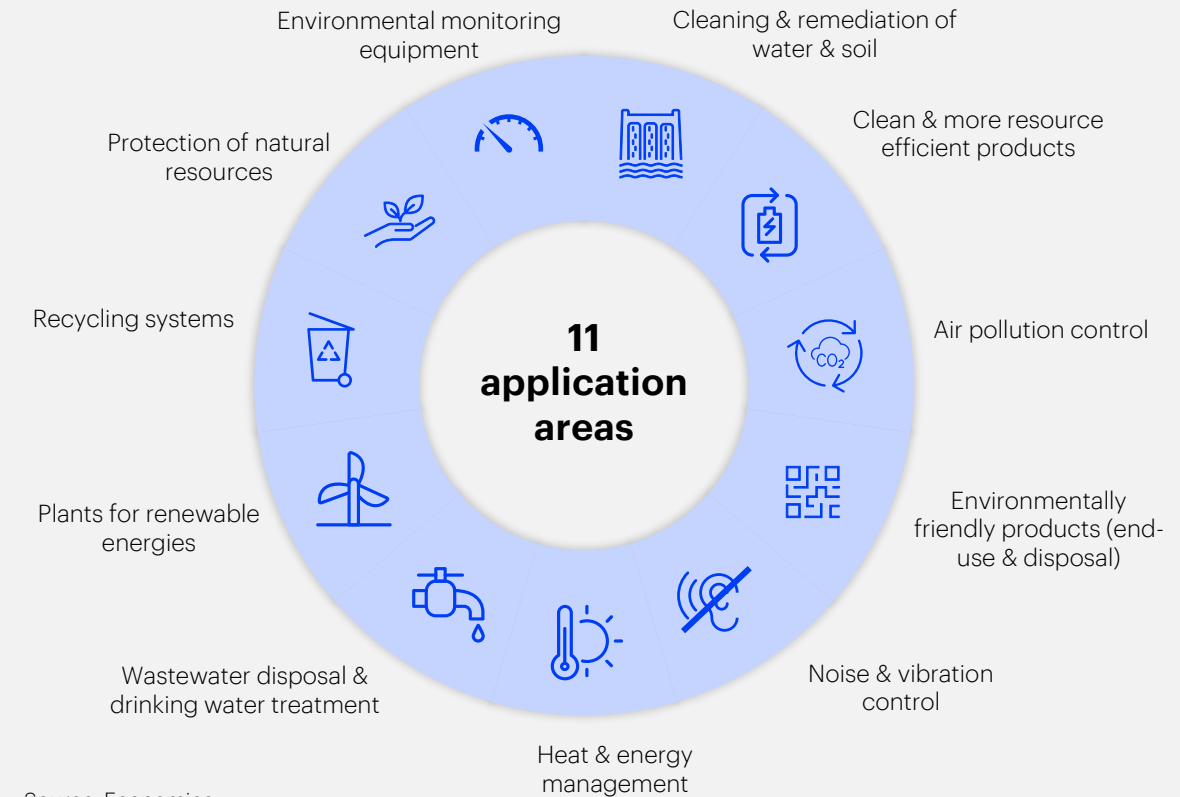
Environmental technologies provide innovative and sustainable solutions to reduce environmental damage

Definition of environmental technologies

- Environmental technologies are technologies that measure, prevent, limit, minimize or correct environmental damage.
- They include clean alternatives to conventional products, but also innovative technologies to reduce existing pollution.
- Global demand for international imports of environmental technologies increased on average by + 6.8% p.a. between 2017 and 2021.
- As a cross-cutting matter, numerous environmental technologies are an essential part of the previously mentioned high technologies.

Application areas of environmental technologies

Top 11 application areas

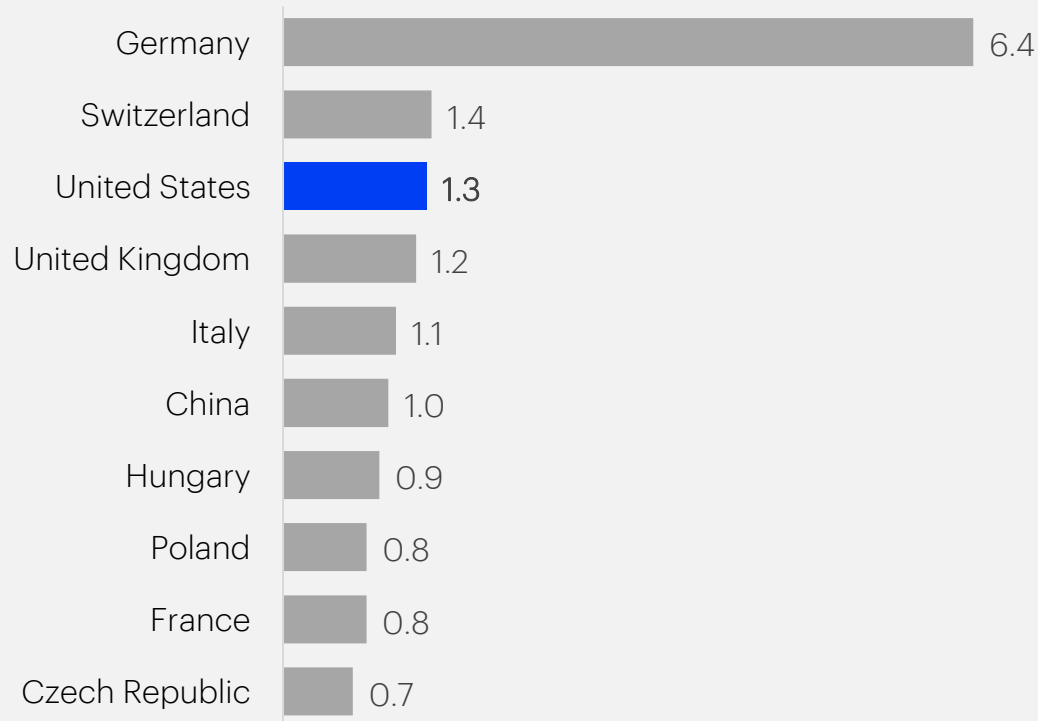


Source: Economica

The US is the third largest target market for environmental technologies "made in Austria"

The biggest target markets for Austria's environmental technologies

Exports from Austria in billion euros, 2021



Source: Economica, CEPII

- Following Germany and Switzerland, the US is the third largest export market for Austria's environmental technologies, and the most important target market outside Europe.
- The export volume of Austrian environmental technologies to the US amounted to €1.3 billion in 2021.
- With an average annual growth rate of + 7.3% from 2017 to 2021, exports to the US show solid, continuous growth.



„With technological innovations, 3M wants to contribute to tackling the major challenges of the 21st century – especially in the area of sustainability – and is aligning its product portfolio towards this objective. As a global company with strong US roots, we see transatlantic exchange as indispensable for economic success, innovation and prosperity on a daily basis. Relentless research, such as in the field of carbon capture, is essential in order to continuously ensure new or advanced solutions for human progress.“

Carmen Greider

Country Lead Austria, 3M Österreich GmbH

The US is the world's largest importer of environmental technologies – the share from Austria is rising

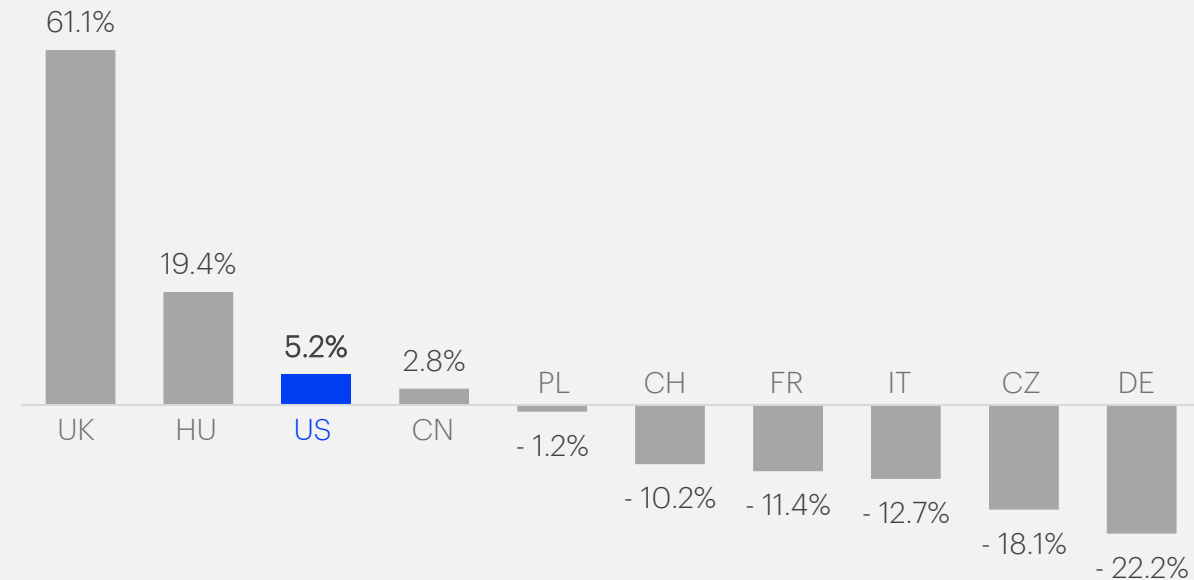
€200 billion

US imports of environmental technologies in 2021

- The US is the world's largest importer of environmental technologies, with €200 billion in imports in 2021.
- Average annual import growth in the US was + 5.9% between 2017 and 2021.
- During the period, Austria was able to increase its import share of environmental technologies in the US by 5.2%. Thereby, US imports from Austria showed the third-largest rate of change.
- The enormous potential of environmental technologies is evident: imports into the US can be increased even further in the future.

Changes in the import share of environmental technologies

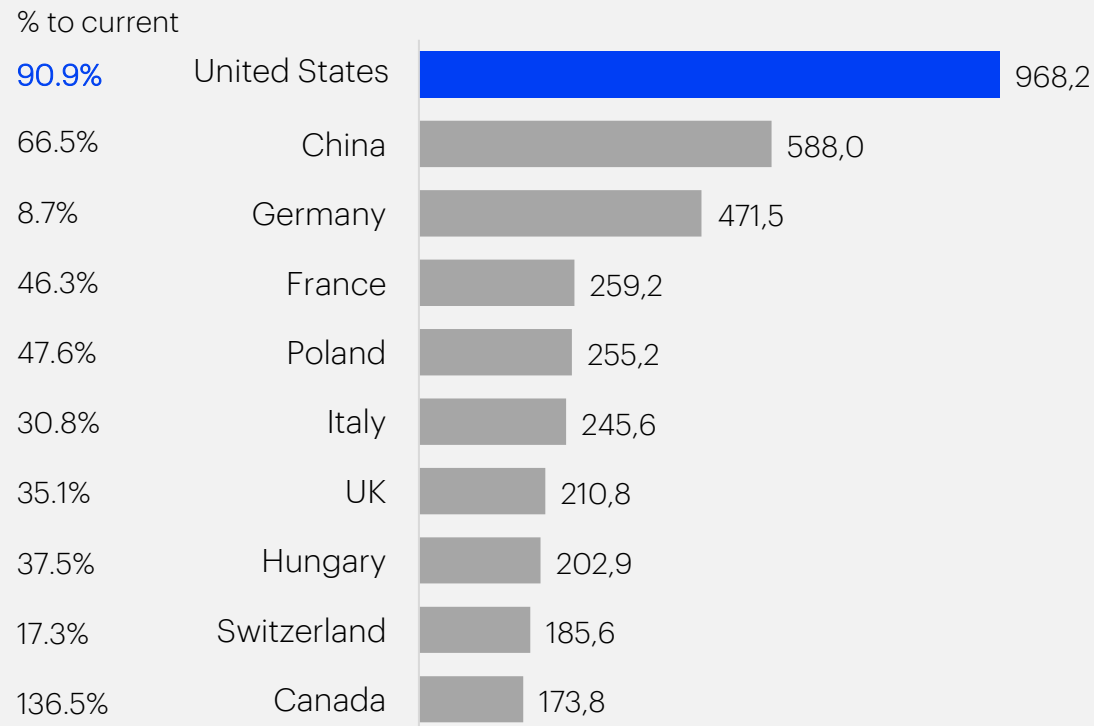
Share of imports from Austria by country, change in %, 2017-2021



Source: Economica, CEPII

Austria's untapped export potential for environmental technologies to the US amounts to USD 968 million

Untapped export potential for environmental technologies in million USD



Source: Economica

- By 2027, Austria is expected to have an untapped global export potential of around €7 billion in environmental technologies.
- Exports to the US account for the largest share of this untapped potential at USD 968 million, almost doubling existing exports (+90.9%).

Derivation of the untapped export potential

- The unused export potential is the difference between current exports and the potential for the next five years (2023-2027).
- The potential is estimated by the ITC* on the basis of supply, demand and trade barriers, taking into account factors such as global economic development, population trends, tariffs, price elasticities and geographical distances.

*International Trade Centre

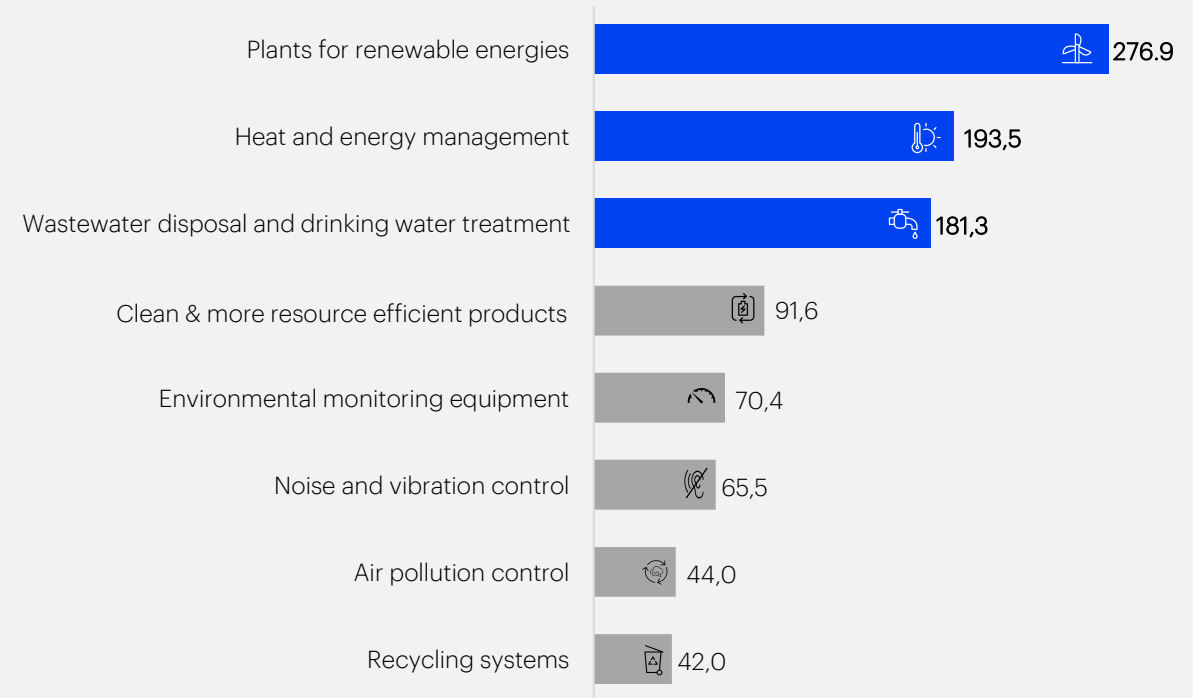


Renewable energy, heat and energy management and waste water disposal show the greatest potential

- The unexploited Austrian export potential for environmental technologies of USD 968.2 million (+ 90.9%) is reflected in various application areas.
- The three most important areas with potential are:
 1. Renewable energy plants (29%)
 2. Heat and energy management (20%)
 3. Wastewater disposal and drinking water treatment (19%)

Top 8 application areas for environmental technologies

Export potential of Austrian environmental technologies to the US, in million euros



Source: Economica

Total export potential: **USD 968 million**

3 | US companies in Austria

Importance & economic contribution of the top 50 US companies in Austria





"US companies are of crucial importance for Austria as a business location. Together with their supplier network, the top 50 US companies in Austria contribute a substantial share to the Austrian gross domestic product. It is particularly gratifying to see that there is strong cooperation on patents between US and Austrian companies. This shows trust and the long-term perspective that is being pursued together."

Nicole Schlautmann

Country Manager, Pfizer Corporation Austria GmbH

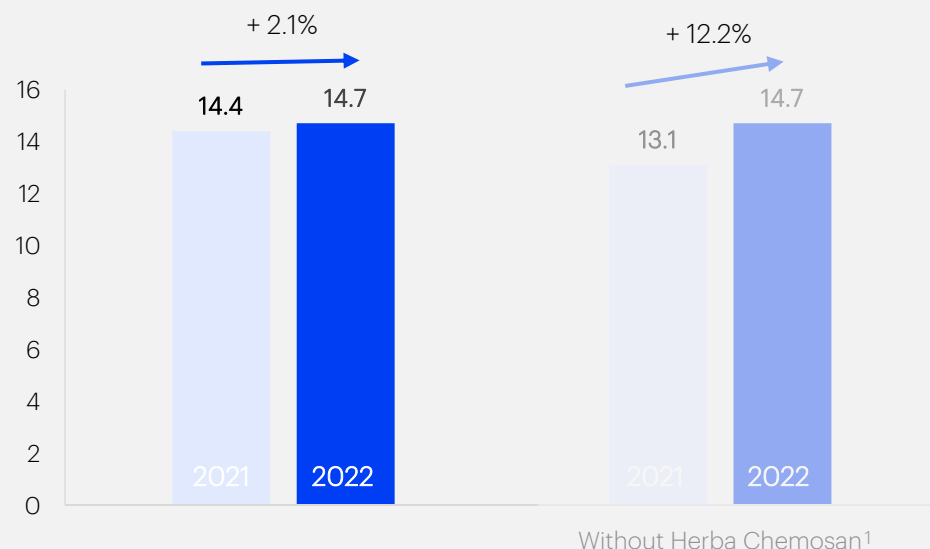
The top 50 US companies generated 1.6% of total revenue in Austria – almost €15 billion

Top 50 US companies in Austria

Revenue of the companies' headquarters in Austria, 2022

Revenue: €14.7 billion

Corresponds to 1.6% of total revenue in Austria



Source: Capital IQ, Statistik Austria, Accenture Research

- The top 50 US companies generated around €14.7 billion in revenue through its activities in Austria in 2022, representing approximately 1.6% of total revenue.
- Compared to last year's study using data from 2021, the contribution of the top 50 US companies to the Austrian economy is almost unchanged.
- If the Herba Chemosan handover is excluded, the top 50 US companies achieved more than 12% revenue growth.

The biggest US companies in Austria include:

- Philip Morris Austria
- INNIO Jenbacher
- Merial S.A.S (Sanofi)
- Kennametal
- Ingram Micro
- Ford Motors Company Austria
- Pfizer Corporation Austria
- Microsoft Austria
- IBM Austria
- IMS Nanofabrication
- Tesla Motors Austria
- General Electric Austria
- Mars Austria
- Dell



Note: Sales of the US subsidiary with registered office of the legal entity in Austria – export data of the parent company is not taken into account.

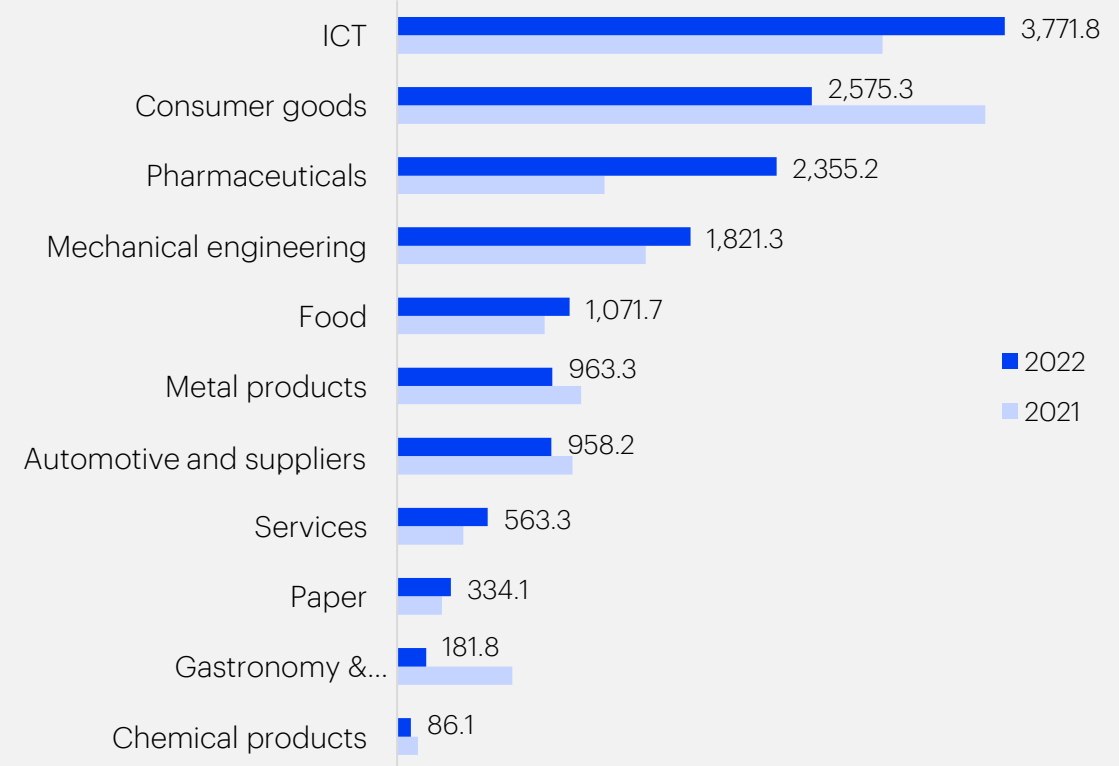
¹ Herba Chemosan transferred its shares to an Austrian private equity firm at the end of 2021.

US firms in the ICT, consumer goods and pharmaceutical sectors show great importance in Austria

- A look at the breakdown of revenue from the top 50 US companies in Austria by industry shows that the most important sectors include ICT, consumer goods, pharmaceuticals and mechanical engineering.
- US companies in the ICT sector alone generate a total of around €3.8 billion, followed by consumer goods with almost €2.6 billion in revenue.
- Compared to the data from 2021, it is clear that US companies in the ICT and pharmaceuticals industry have increased in importance. This can be explained by above-average growth rates, as well as by new entrants from companies in Austria.
- Revenue in the consumer goods, as well as gastronomy and hospitality sectors, declined compared to the previous year's evaluation.

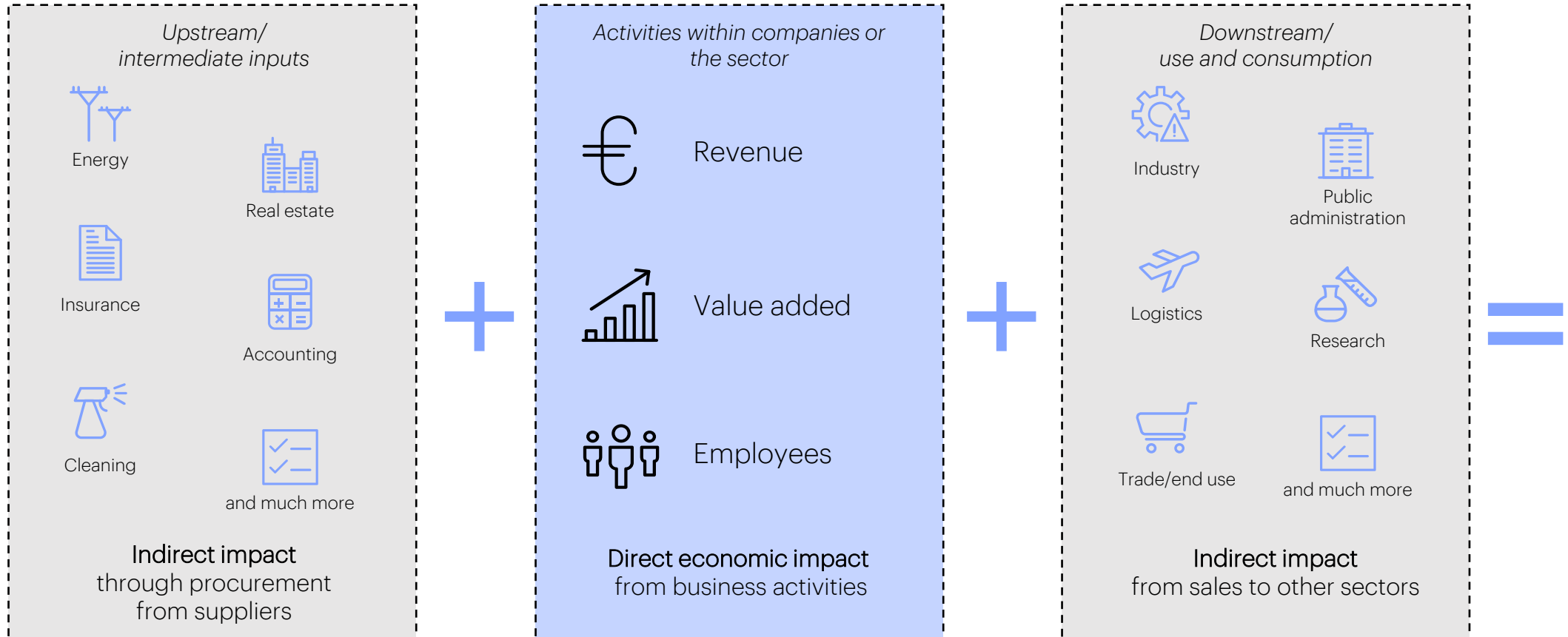
Industry breakdown of the top 50 US companies

Revenue of the top 50 in Austria by industry, in million euros, 2021-2022



Source: Accenture Research.

The economic contribution of companies or a sector has a direct and indirect impact



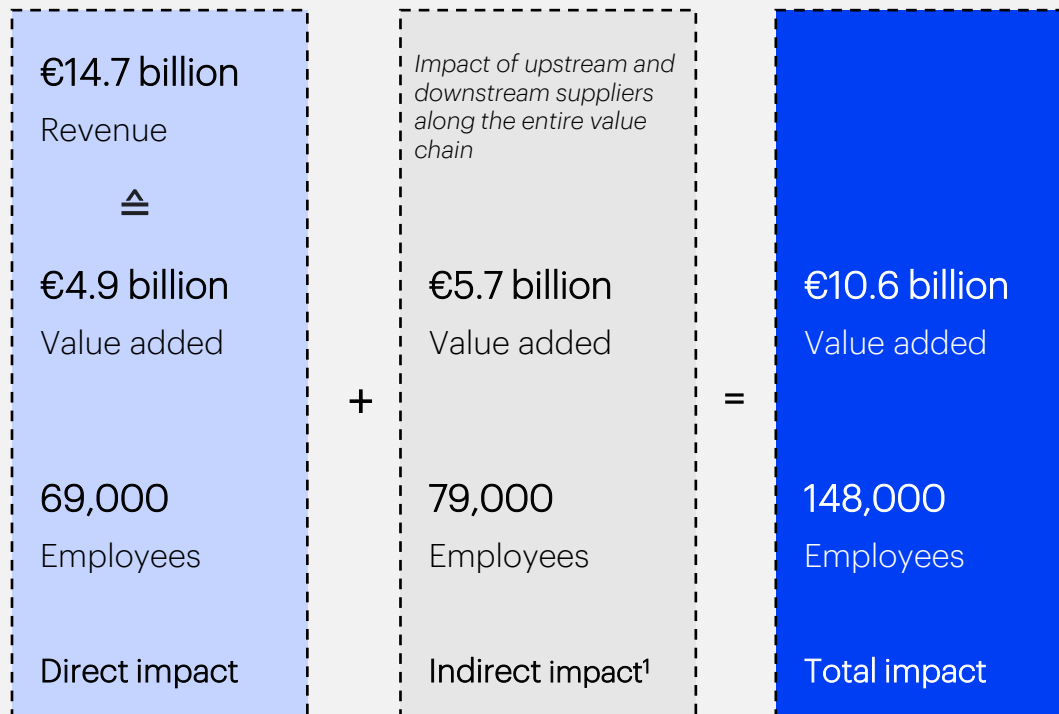
Σ Overall effect → Economic contribution:

- GDP
- Employment
- Taxes

148,000 jobs are attributable to the value-added network of the top 50 US companies in Austria

Economic contribution of the top 50 US companies

Total impact, 2021



Source: Accenture Research

2.7% of GDP

The total value-added contribution (direct and indirect impact) of the top 50 US companies in Austria amounts to €10.6 billion, which equals a gross domestic product of €11.8 billion.

148,000 employees

A total of 148,000 employees can be attributed to the top 50 US companies in Austria (69,000 directly and another 79,000 through suppliers). This represents 3.3% of all employees in Austria.

€5.1 billion in taxes and levies

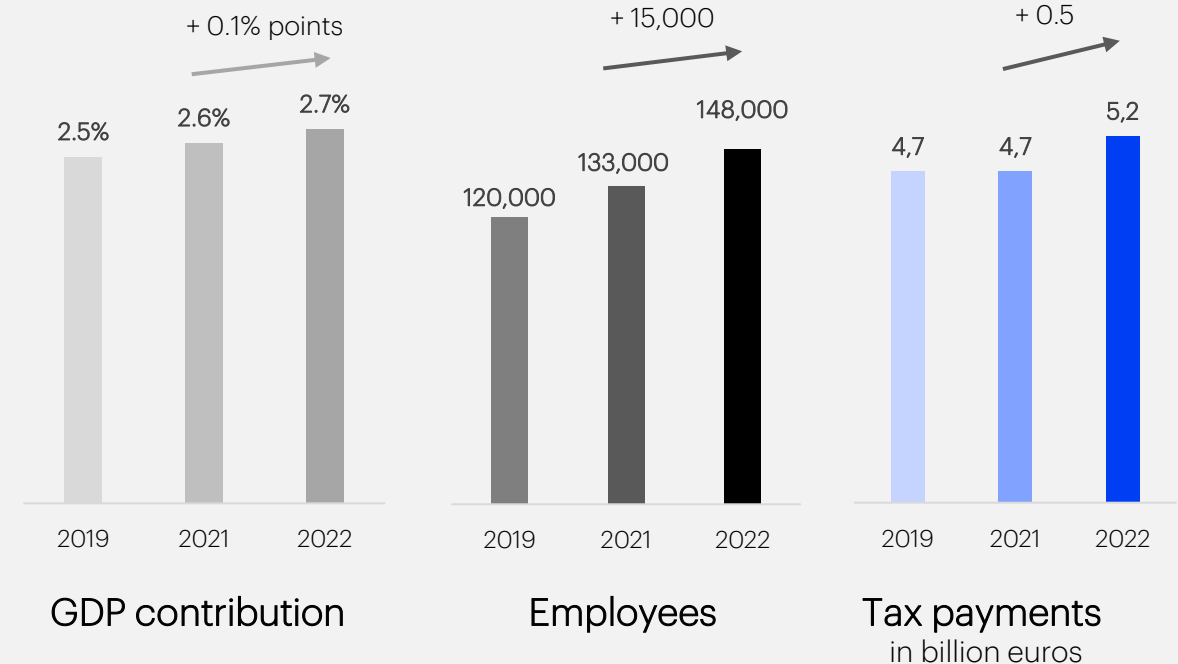
The top 50 US companies in Austria account for approximately €5.1 billion in taxes and levies. This is due to wage-related taxes and levies (directly and indirectly through suppliers) as well as other tax payments.

The economic contribution of US companies in Austria is increasing

- The economic contribution directly and indirectly generated by the top 50 US companies headquartered in Austria has increased compared to last year's study using data from 2019 and 2021.
- In 2019, e.g., the total contribution to GDP was 2.5%, rising to 2.7% in 2022.
- The overall contribution to employment has also increased. In 2019, 120,000 employees could be attributed to the value-added network of the top 50 US companies in Austria, compared to 148,000 in 2022. Between 2021 to 2022, this impact increased by 15,000 employees.
- The tax revenue attributable to the top 50 US companies amounts to approximately €4.7 billion in 2019. In 2022, the figure rose to around €5.2 billion.

Economic contribution of the top 50 US companies

Development of overall impact, 2019–2022

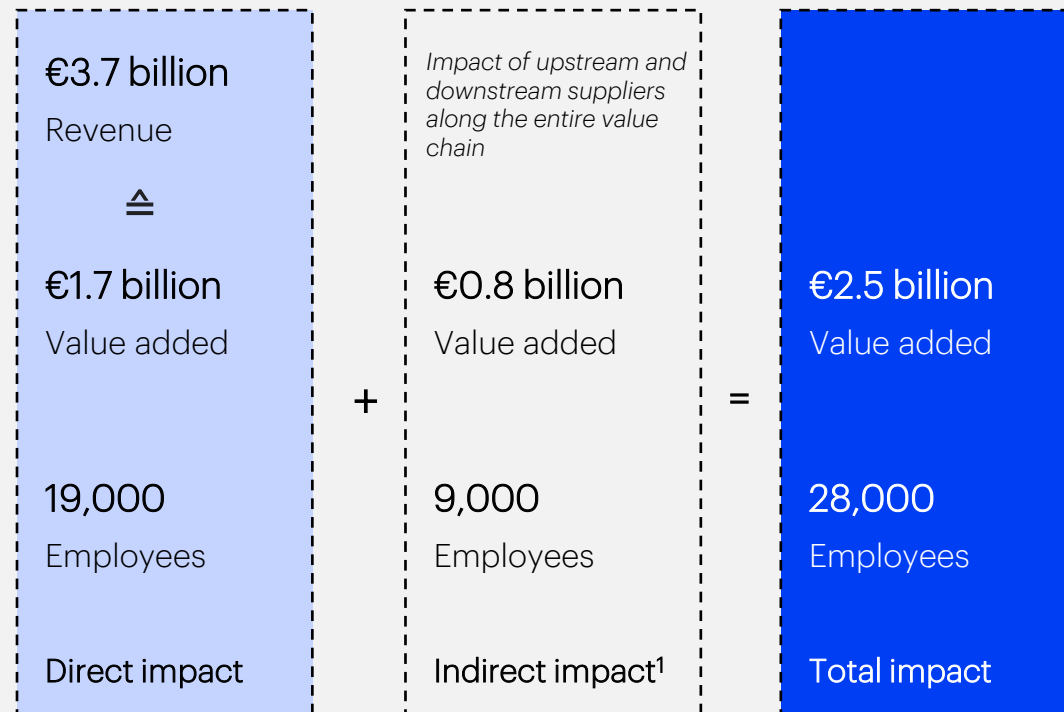


Source: Accenture Research.

€2 billion value added by IT companies from the US

Economic contribution of the ICT sector*

Overall impact, 2022



Source: Accenture Research

€2.5 billion contribution to value added

In 2022, the total value-added contribution (direct and indirect impact) of the top 50 US companies in Austria in the ICT sector amounted to approximately €2.5 billion.

28,000 employees

In total, the activities of the top 50 US companies in Austria in the ICT sector create jobs for 28,000 employees in the entire economy (directly and via suppliers).

24% contribution from ICT companies

ICT companies account for about 24% of the total economic impact of the top 50 US companies in Austria. The share of the ICT contribution has thus increased slightly since the last study.

¹ Methodology: The sector-specific value added multipliers from the input/output table of Statistics Austria were used (pro rata) to calculate the indirect value added impact.

* From the top 50 of the following companies: Ingram Micro GmbH, EMC Computer Systems Austria GmbH, IMS Nanofabrication GmbH, Tech Data Österreich GmbH, Arrow ECS Internet Security AG, Microsoft Österreich GmbH, IBM Österreich GmbH, Dell GMH, HP Austria GmbH, QlikTech GmbH, EBV-Elektronik GmbH.

For 95 years, Coca-Cola has been making a significant contribution to Austria's economy

The world's most famous soft drink, Coca-Cola, was invented in Atlanta, Georgia (USA), in 1886, and since then has been associated with the US like hardly any other brand. The Coca-Cola Company, one of the largest global beverage manufacturers specializing in soft drinks, also produces other well-known soft drinks such as Fanta, Sprite, Mezzo Mix, or Fuze Tea, in addition to the eponymous Coca-Cola. The company's Austrian bottler Coca-Cola HBC Austria is celebrating its 95th anniversary in Austria this year.

Fiscal year 2023 in Austria

The Coca-Cola Company & Coca-Cola HBC Austria

500 million liters beverages
produced in Austria

900 jobs
across 8 Austria locations

60,000 clients
from the gastronomy and retail
sectors in Austria

5,000 vending machines
for cold drinks, distributed across Austria

The Coca-Cola Company

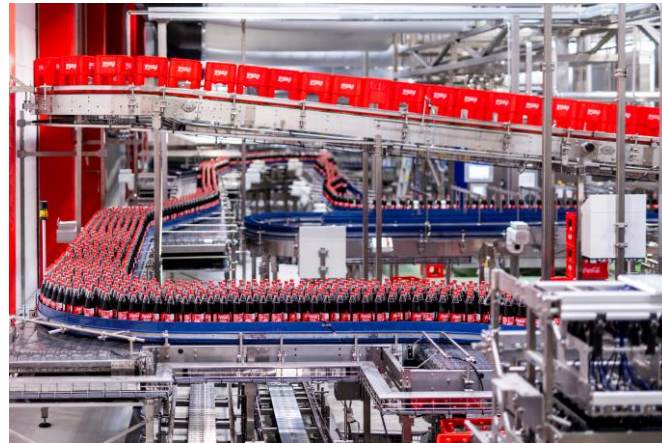
- The first bottling of Coca-Cola in Austria took place in 1929 in Bludenz, Vorarlberg. Today, Coca-Cola is present at eight locations across Austria.
- The production volume has increased from an original annual amount of 24,000 bottles to approximately 500 million liters of beverages in 2023. 90% of the order volume is attributed to Austria and its neighboring countries.
- In Edelstal, Burgenland, Coca-Cola has been producing for more than 10 years at one of the most modern production and logistics plants of the Coca-Cola HBC group globally. More than €150 million have already been invested in the location.
- For 95 years, The Coca-Cola Company, with its principle of "local production, local value creation," has made a valuable contribution to Austria's economy, as emphasized by the key figures for the fiscal year 2023 (see left).

Numerous social and sustainability initiatives by Coca-Cola in Austria



Coca-Cola Inclusion Run
Vienna City Marathon

Reusable glass bottling line
Coca-Cola HBC Austria



Social initiatives

- Initiator of Austria's largest social innovation prize, the "Get Active Social Business Award" (GASBA), with more than €3 million ROI in Austria in the last 15 years.
- Career orientation support for more than 17,400 young people through the #YouthEmpowered initiative
- Promotion of female talent by filling 60% of internal positions with women
- Support for Special Olympics Austria and organization of the Coca-Cola Inclusion Run as part of the Vienna City Marathon for the benefit of the association, as well as founding partner and sponsor of the World Winter Games.
- Support for the national team and promotion of grassroots sports as a partner of the Austrian Football Association (ÖFB) since 2004

Sustainability initiatives

- Reduction of water consumption by 45% since 2013
- Manufacture of the PET portfolio from 100% recycled PET*
- Implementation of circular processes, e.g., introduction of reusable packaging and advocacy for the deposit system for single-use bottles

4 | Austrian companies in the US

Significance and economic contribution of the top 50 Austrian companies in the US





„The US is and remains an important growth market for the Umdasch Group. In recent years, we have invested significantly in organic and inorganic growth. In this context, the acquisition in the field of modern scaffolding should also be highlighted. The innovative power and the intelligent global manufacturing network make a valuable contribution to the further development of our portfolio. Independent local developments are also fueling the strong globalization of the group.“

Wolfgang Litzlbauer

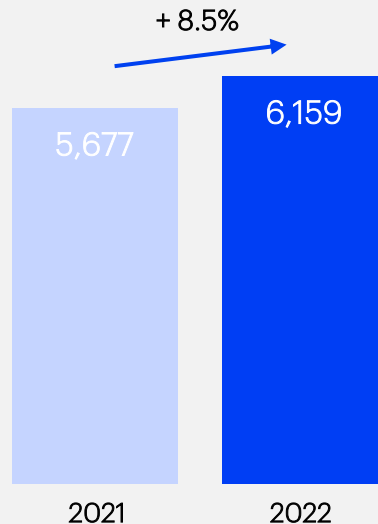
Chairman of the Board, Umdasch Group AG

Over €6 billion in revenue was generated by the top 50 Austrian companies with headquarters in the US

Top 50 Austrian companies in the US Revenue of company headquarters in the US, 2022

Revenue: €6.2 billion

Represents an increase of 8.5% compared to the previous year



Source: Capital IQ, Accenture Research

- In 2022, the top 50 Austrian companies generated total revenue of around €6.2 billion through their headquarters in the US.
- Compared to the data from 2021, the turnover of the top 50 Austrian companies at company locations in the US increased by 8.5%. This corresponds to just under €0,5 billion.

The biggest Austrian companies in the US include:

- ANDRITZ
- Wienerberger
- ALPLA Gruppe
- RHI Magnesita
- Plansee
- Rosenbauer
- SWARCO
- Kronospan
- Red Bull
- Tyrolit
- Voestalpine
- Palfinger

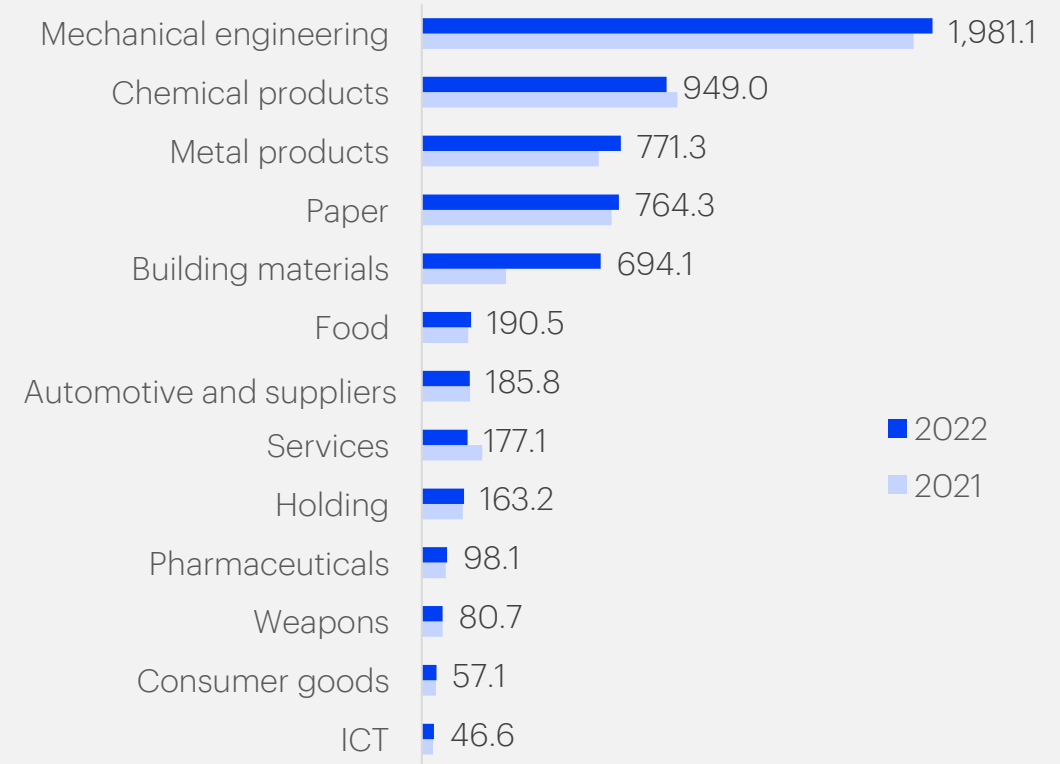


Note: Turnover of the Austrian subsidiary with the registered office of the legal entity in the USA – export data of the parent company is not taken into account.

Austrian companies in mechanical engineering and chemicals are strongly represented on the US market

- A look at the distribution of revenue of the top 50 Austrian companies in the US by industry shows that the most important sectors are mechanical engineering, chemical products, metal products, paper and building materials.
- In the field of mechanical engineering alone, Austrian companies generate revenue of almost €2 billion through US locations, followed by chemical products with almost €950 million.
- Compared to the data from 2021, revenue of Austrian companies in the US mainly increased in the construction materials (+112.7 %) and metal products (+12.5 %) sectors.
- Turnover in services (-24.4%) and chemicals (-4.3%) fell compared to 2021.

Industry breakdown of the top 50 Austrian companies
Revenue of the top 50 in the US by industry, in million euros, 2021-2022



Source: Capital IQ, Accenture Research

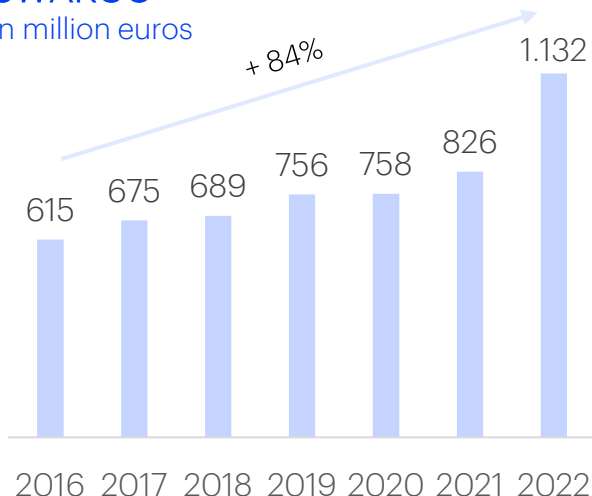


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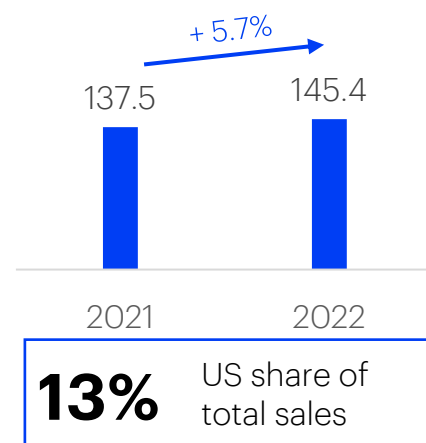
Companies of the Tyrolean Swarovski family are continuously expanding their US presence

Swarovski, founded in 1895 in Wattens (Tyrol), is internationally known for the production of cut crystal. Due to further company formations in the family, the Swarovski Group currently includes Swarovski Crystals, Swarovski Optik, SWARCO (road markings) and Tyrolite (abrasives). SWARCO and Tyrolit are represented in the top 50 Austrian companies in the US and are continuously expanding their locations in the US.

Global sales development
SWARCO
in million euros



Sales development of
SWARCO in the US
in million euros



SWARCO

- Founded in 1969, SWARCO specializes in the production and distribution of high-quality reflective glass beads, especially road marking materials.
- SWARCO has been present on the US market since 1974 and took over the Californian company McCain Inc. in 2016. The acquisition was the largest deal for SWARCO, which is steadily expanding internationally.
- In 2022, new glass bead factories were inaugurated in Austria and the US, and for the first time a turnover of more than €1 billion was achieved.

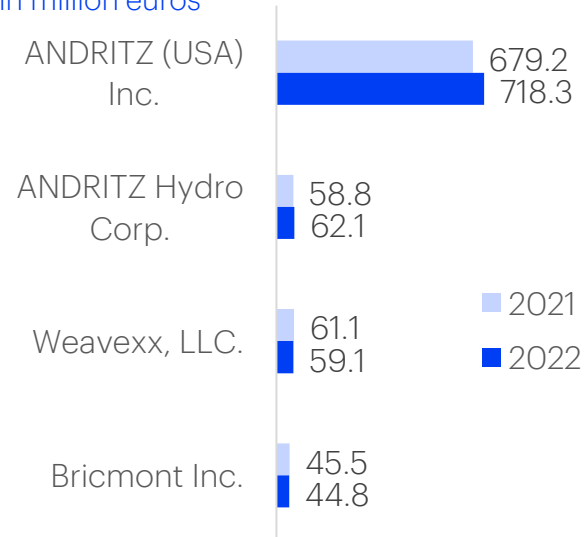
Tyrolit

- Founded in 1919 and headquartered in Tyrol, Tyrolit is a manufacturer of grinding and dressing tools and a system provider for the construction industry.
- In 2009, Tyrolit acquired the US manufacturer Radiac Abrasives, Inc., the second largest grinding tool manufacturer in North America.
- At the end of September 2023, the Tyrolit Group acquired all shares of Acme Holding Company in Michigan. This resulted in Tyrolit operating seven of its 31 global production sites in the US.

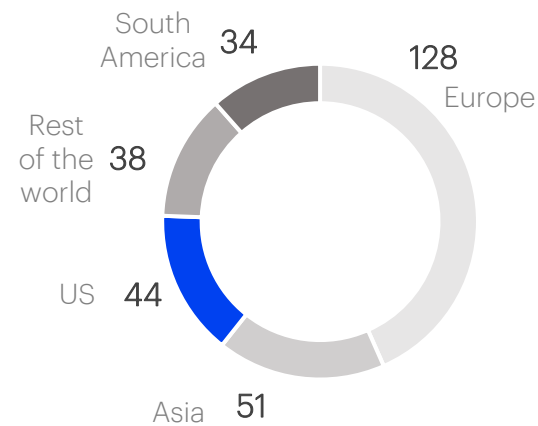
ANDRITZ leads the list of the most successful Austrian companies in the US

The ANDRITZ Group is one of the world's leading suppliers of plants, equipment and services, used for hydropower plants, and the paper and steel industry among others. The acquisition of the US mechanical engineering company Sprout-Bauer in 1990 marked the beginning of the successful expansion policy of the ANDRITZ Group. Since then, the Graz-based company has opened 44 US locations and employs almost 1,500 people in those.

Sales development in the US in million euros



Global Locations (295)



Location US

- ANDRITZ (USA) Inc., ANDRITZ Hydro Corp., Weavexx, LLC. and Bricmont Inc. Comprise the 4 companies in the group that list among the 50 Austrian companies with the highest turnover in the US. The most important company among them – ANDRITZ (USA) Inc. – generated revenue of more than €700 million in 2022.
- At the end of 2020, ANDRITZ was commissioned by the US Army Corps of Engineers' Nashville District to renew the turbines and generators of the Barkley hydropower plant on the Cumberland River in West Kentucky. The value of the order amounts to around €65 million. With this prestigious order, ANDRITZ has further strengthened its position as a leading supplier in the hydropower market in the US.



„With all its three divisions, Greiner has been represented in the US market for many years. We have had good experience there, are positive about the further economic development and have therefore planned to invest further. For Greiner Packaging, we are actively looking for opportunities for expansion through acquisitions or partnerships. In particular, we want to succeed in the US market in the area of sustainable packaging solutions. We also see market opportunities for Greiner Assistec and the medical product division Greiner Bio-One.“

Manfred Stanek

COO, Greiner AG

5 | Cooperation in Innovation

US-Austrian co-inventions as proxy for intensive cooperation on innovations



Patents are often an important part of companies' innovation process

The significance of patents in the innovation process



Ideas

- Ideation
- Brainstorming
- Workshops



R&D and concept

- Research
- Concept
- Feasibility
- Business Case



Prototype & MVP

- Prototype
- Tests
- Minimum Viable Product (MVP)



Pilot phase

- Pilot and testing phase
- Evaluation
- Feedback



Go-to-market

- Product maturity
- Launch
- Scaling



Check for existing patents



Protect innovation through own patent

Co-inventor activities are a proxy for joint or transnational innovation activities

Co-inventive work on patents

- Patents are often developed in collaboration with various companies and individuals, so-called co-inventors.
- Co-inventive work can also take place across countries if inventors from more than one country work together to develop an innovation and then have it patented.
- Patent offices help comply with foreign filing requirements and the global protection and enforcement of intellectual property rights.

The most important patent offices include:

European Patent Office (EPO): Examines European patent applications and enables inventions in up to 44 countries to be protected by a centralized and uniform procedure with only one application.

Patent Cooperation Treaty (PCT): An international treaty that allows applicants to apply for patent protection of their inventions in several countries at once, by filing an "international" patent application.

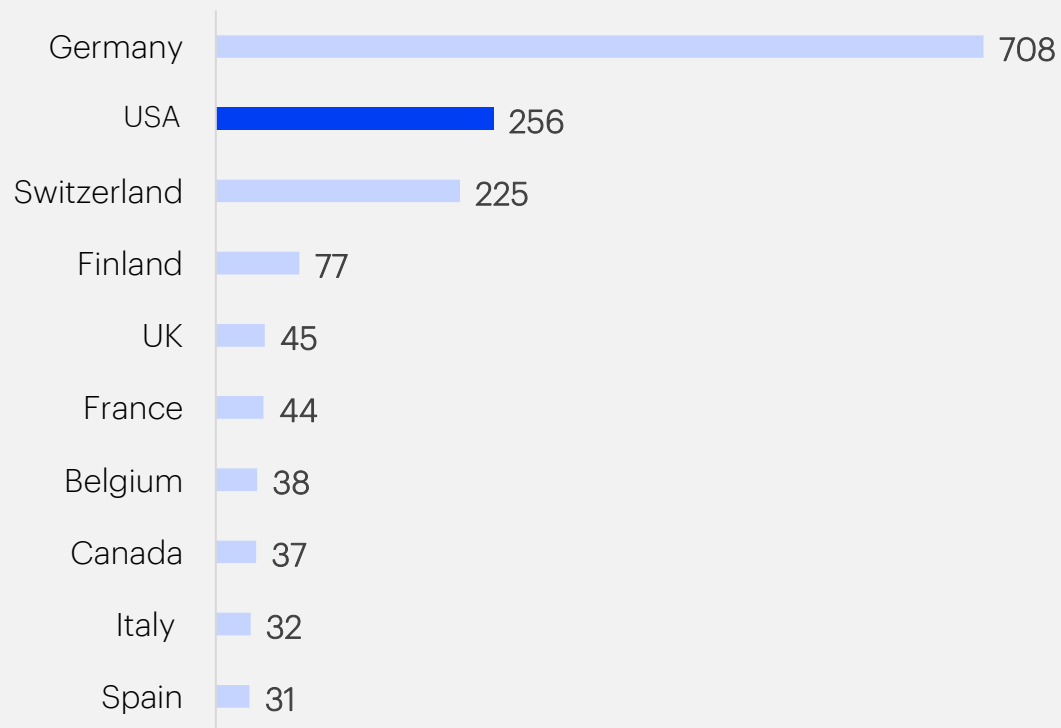
United States Patent and Trademark Office (USPTO): The government agency responsible for managing patents and trademarks in the United States.



Co-inventor activities can be interpreted as a proxy for cooperation in innovation activities.

Intensive cooperation on innovations – the US supplies the second largest number of foreign co-inventors

Austrian patents with foreign co-inventors Number 2021

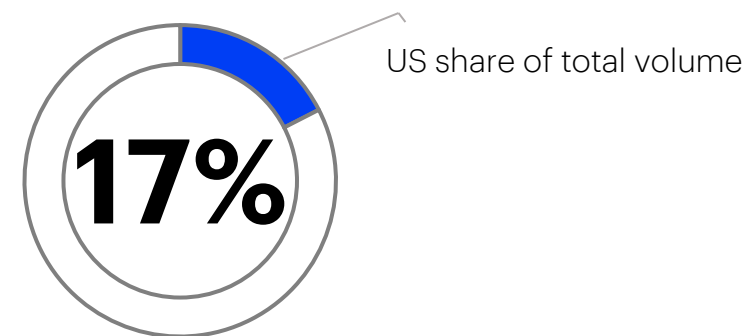


Source: OECD
Comment: Patent applications EPO, PCT & USPTO

256 Austrian patents with co-inventors from the US

Every year, Austria applies for a large number of patents in cooperation with co-inventors from abroad. Following Germany, the US, with 256 patents in 2021, holds the second place regarding foreign co-inventors for Austrian patents. Patent cooperations with the US account for almost 17.5% of the total cooperation volume.

US share of total cooperation volume In percentage





“Our company has experienced fruitful cooperation between the USA and Austria, as highlighted in our recent study. This partnership has helped us navigate the complex landscape of technology, licensing, and financing agreements for clients. We are committed to securing custom agreements together with our US partners, which is essential to our business. Our joint efforts address financing needs, investment opportunities, and overcoming technical problems and supply chain barriers. We recognize the importance of market dynamics, private sector inventiveness and economic potential driven by US and Austrian companies. We understand the mutual dependence of each sector’s success, emphasizing our collective engagement with US partners.”

Linda Villarreal-Paierl

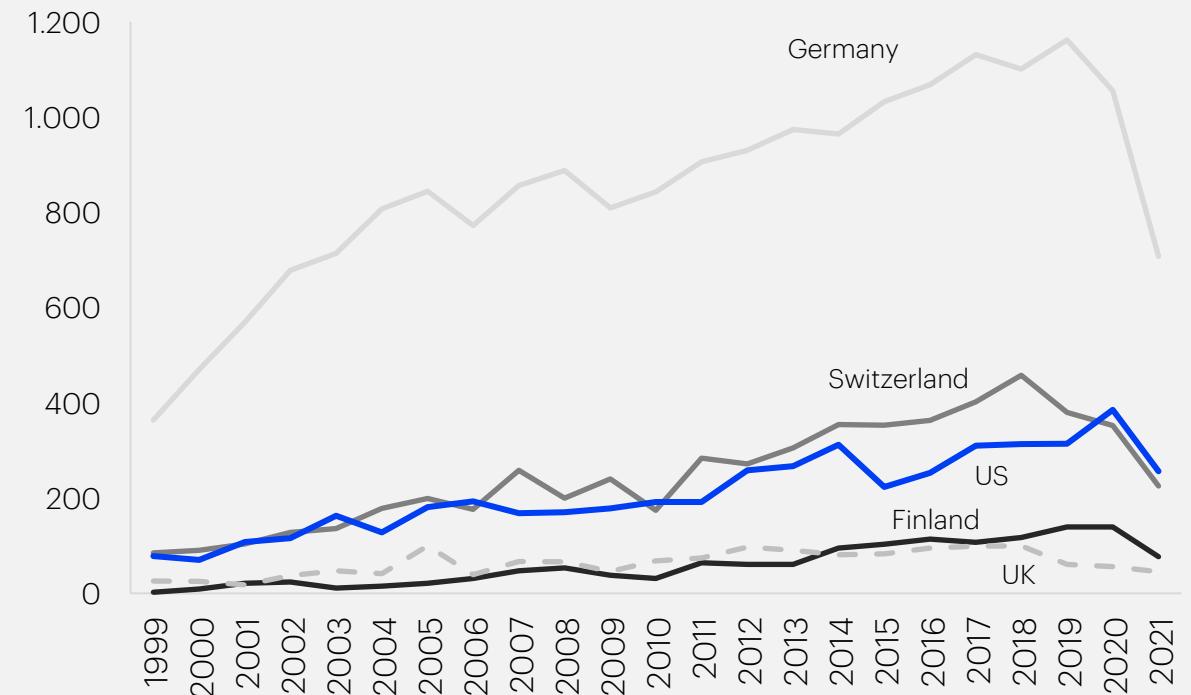
CEO, Paierl Consulting Beteiligungs-GmbH

Germany is Austria's strongest innovation partner – the US consistently ranks among the top 3 since 1999

- Since 1999, Germany has sustained its position as Austria's strongest cooperation partner in the joint application for patents.
- The number of patents filed with international cooperation partners continuously declined in 2021, resulting from the Covid-19 pandemic.
- The importance of the US as a co-invention partner for Austrian companies has steadily increased over the last two decades. In the early 2000s, the number of joint patent applications still stood at 70, compared to just under 200 at the beginning of the 2010s. In 2020, the number of co-patents reached its record to date, with 385 co-patents.
- Since the start of the OECD patent data collection in 1999, the US has consistently been among the top 3 of the most numerous co-invention partners and has replaced Switzerland in 2nd place since 2020.

Cooperation volume by country

Co-inventions (patent applications), absolute figures, 1999-2021



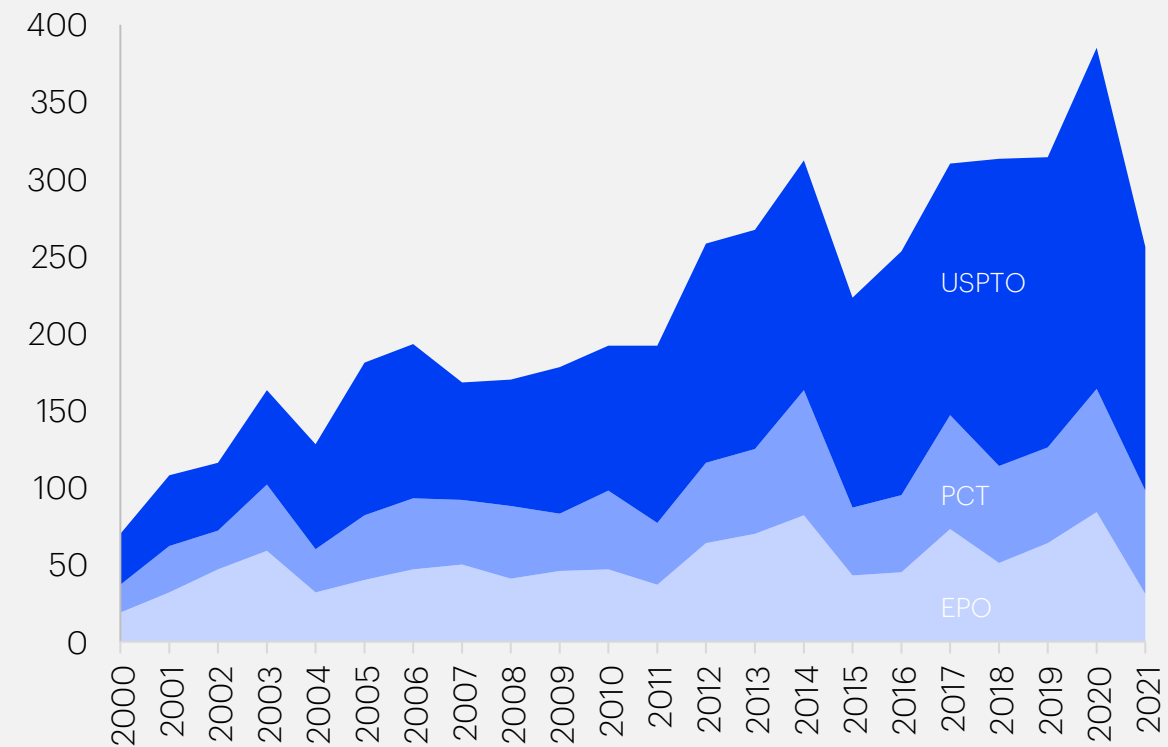
Source: OECD

Comment: Patent applications EPO, PCT & USPTO

3.5-fold increase in innovation activities between the US and Austria over the last 20 years

- Inventors from the US are a crucial cooperation partner for Austrian companies for joint patent applications.
- The largest proportion of co-inventor patent applications were made through the US Patent Office USPTO, followed by EPO applications and PCT applications.
- Since the early 2000s, the number of patent applications filed by Austria in cooperation with the US has increased sharply.
- In the last ten years, co-inventor applications have increased by more than 33%.
- Since 2000, co-inventor registrations have surged all the more, showing an increase by 266% – this corresponds to a more than 3.5-fold growth of joint innovation activities in just 20 years.

Development of co-inventor activity US and Austria
in absolute figures by patent office, 2000-2021



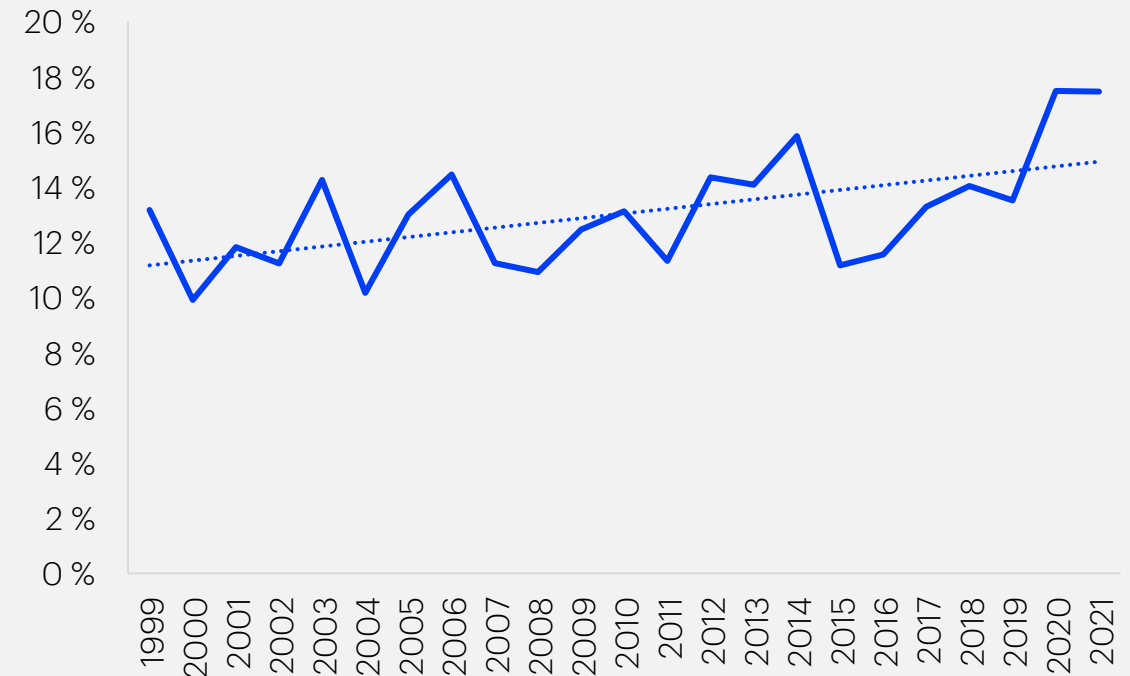
Source: OECD

Increasing importance of transatlantic innovation cooperation

+50% relative innovation cooperations with the US

- Not only the absolute numbers of patents that have been applied for as co-inventions between Austria and the US have increased steadily in recent decades.
- Austrian-American co-inventor activity, as a share of all co-invention activities, has also developed dynamically in the last two decades.
- In 2021, approximately 17.5% of patents filed by Austrian companies with foreign partners were attributed to American partners. Around 2000, the figure still stood between 10 and 13%
- This has also increased the relative importance of the US as a partner in the field of innovation.

Share of US-Austrian co-inventor activity
% of total co-inventions, 1999-2021

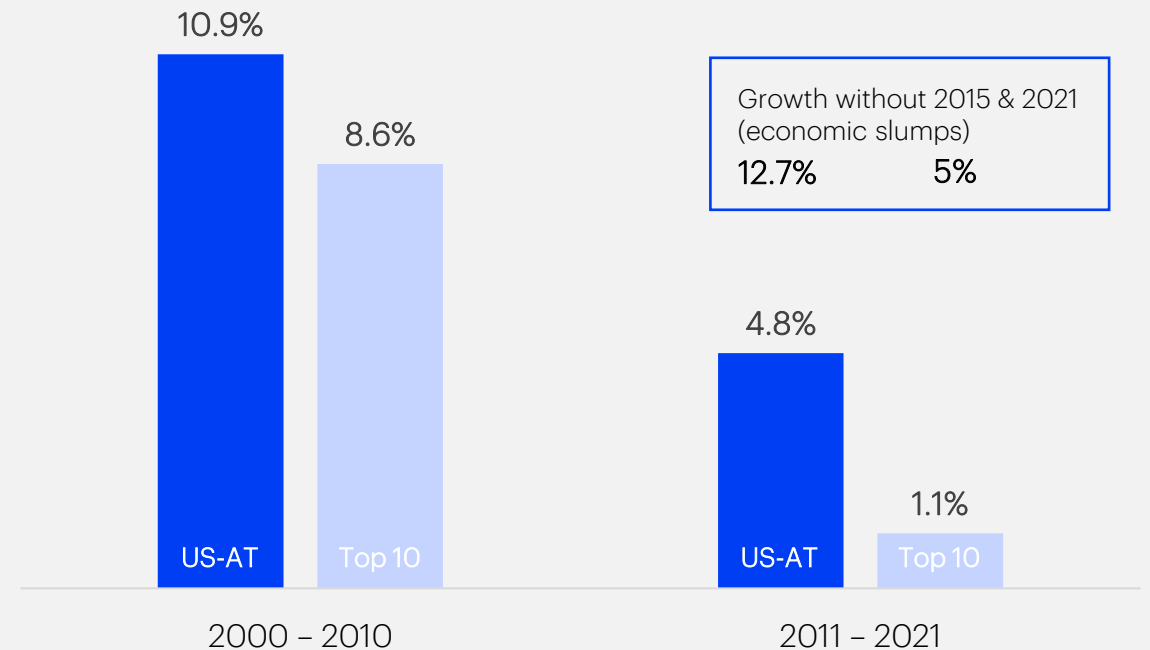


Source: OECD

Above-average growth in transatlantic co-inventions compared to the top 10 partners

- The 10-year comparisons show that the average annual growth in co-patents between Austria and the US is higher compared to the total number of co-patents with the 10 strongest cooperation countries.
- The data show an average growth in co-patent applications from the US and Austria of 10.9% p.a. between 2000 and 2010, and 4.8% p.a. between 2011 and 2021.
- In comparison, the top 10¹ co-inventors with Austria achieved a growth of 8.6% p.a. between 2000 and 2010, and 1.1% between 2011 and 2021.
- If the growth slumps in 2015 and 2021 are neglected due their economic impacts, the finding stays consistent and shows even stronger growth rates since 2011.
- This underlines the strong trade relations between Austria and the US.

Average annual growth of the number of patents
in %, 2000 – 2010 vs. 2011 – 2021

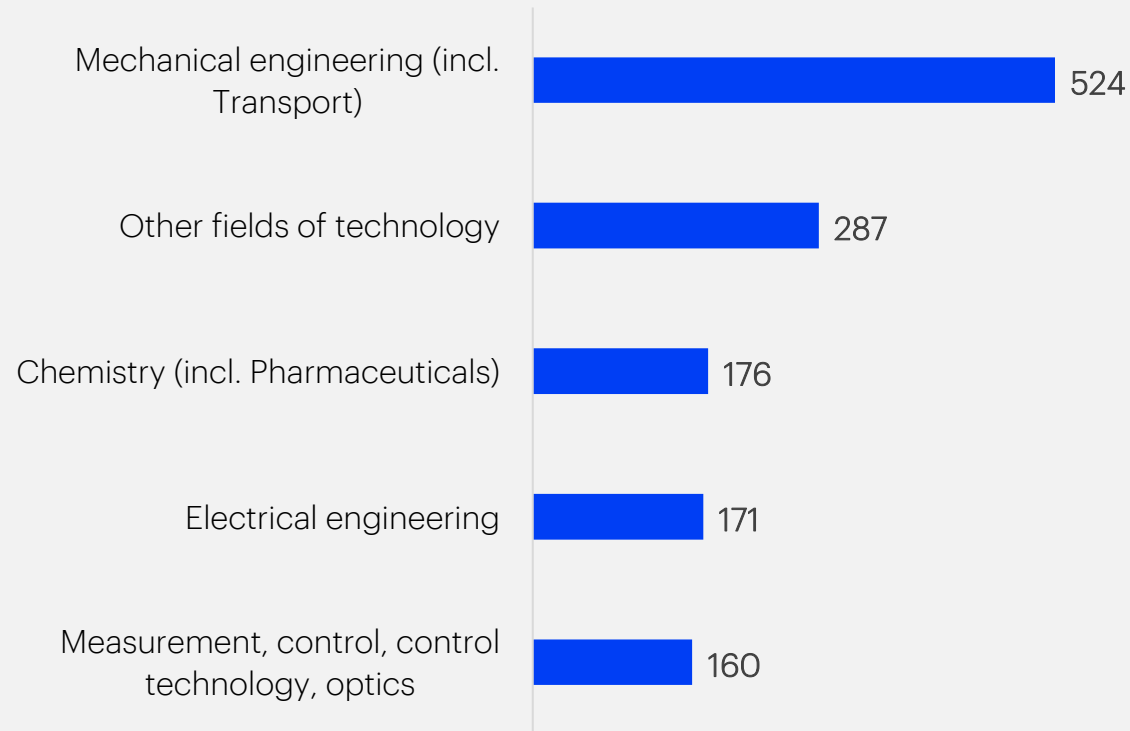


Source: OECD, Accenture Research
Comments: Patent applications EPO, PCT & USPTO

The top innovation areas coincide with the high-tech sectors active in the US market

Top innovation areas in Austria

Number of national patent applications by technology area, 2022



Source: Statista

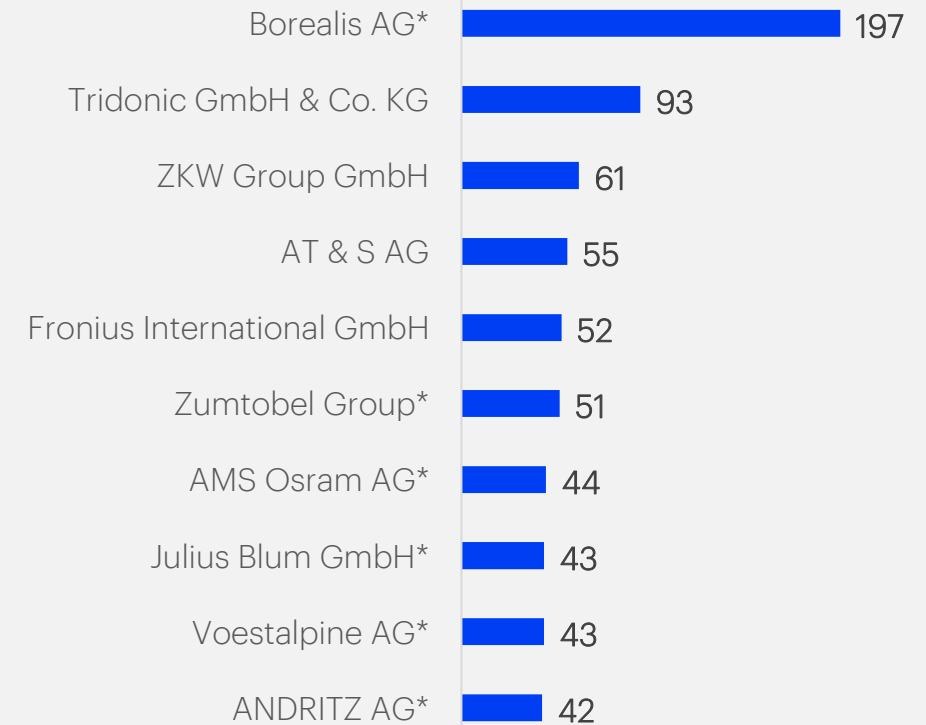
- The technology areas with the largest number of national patent applications in Austria in 2022 include:
 - Mechanical engineering
 - Chemical products
 - Chemistry and pharmaceuticals
- These are also the areas or industries in which the highest revenues were generated by Austrian companies in the US.
- This underlines Austria's important role in high-tech industries, both nationally and in cross-border innovation cooperation.

Innovation leaders in Austria are also strongly represented in the US market

- Among the Austrian companies with the highest number of patent applications in 2022, six of the highest-selling Austrian companies in the US can also be found:
 - Borealis AG
 - Zumtobel Group
 - AMS Osram AG
 - Julius Blum GmbH
 - Voestalpine AG
 - ANDRITZ AG
- This accentuates that Austrian innovation leaders can also demonstrate their competitive strength in foreign markets, in particular in the US.

Austrian companies with the most patent applications

EPO, 2021



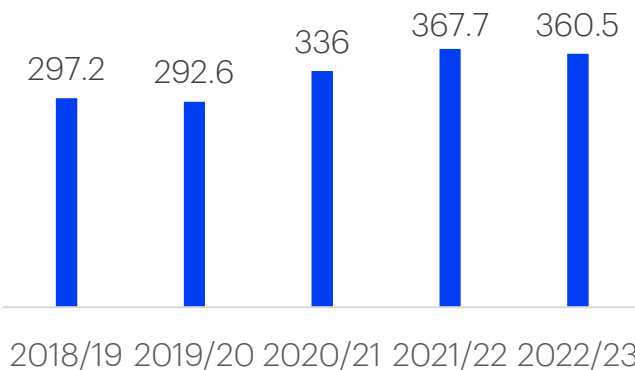
Source: European Patent Office

Comment: *Top 50 Austrian companies in the US

Vorarlberg patent pioneer Blum benefits from innovative strength and stable business in the US

The Vorarlberg-based family-owned company Julius Blum GmbH is one of the world market leaders in furniture fittings such as hinge and extension systems. Customers in more than 120 countries are supplied from the production sites in Austria, the US, Brazil, Poland and China, as well as 32 other subsidiaries and representative offices. 15% of the turnover is generated in the US, making the United States the largest single market for Blum GmbH. Settling at its US site in Lowesville, North Carolina in 1984, Blum has been investing in the training of apprentices at this location for over 25 years.

Sales development in the US in million USD



15% US share of total sales

456 Employees in the US

Award-winning patent frontrunner

Due to its innovative strength, international success, high quality standards and continuous new product developments, Julius Blum GmbH and its products have already received numerous awards, including:

2013

European Inventor Award of the European Patent Office

2014

Interior Innovation Award

2017

Global Player Award of the Austrian Economic Chamber

2019

German Innovation Award

Repeated winner

Red Dot Design Award, German Design Award, iF Design Award, Interzum Intelligent Material and Design

Authors



Isabel Eichinger

Researcher
Accenture Österreich
isabel.eichinger@accenture.com



Ann-Kristin Schnell

Junior Researcher
Accenture Österreich
ann-kristin.schnell@accenture.com



Christian Helmenstein

Chief Economist
Industriellenvereinigung
christian.helmenstein@iv.at



Michaela Zalesak

Researcher
Economica Institut für Wirtschaftsforschung
michaela.zalesak@economica.eu



Philipp Krabb

Research Lead
Accenture Österreich
philipp.krabb@accenture.com



Michael Zettel

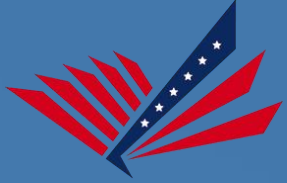
Country Managing Director
Accenture Österreich
michael.zettel@accenture.com



Jan Ortner

Junior Researcher
Accenture Österreich
jan.ortner@accenture.com

Contact



AmCham

American Chamber of Commerce in Austria
Porzellangasse 39/7
1090 Wien



Michael Zettel
President

michael.zettel@accenture.com



Susanne Reisinger-Anders
Executive Director

susanne.reisinger@amcham.at



Accenture

Accenture Österreich GmbH
Schottenring 16
1010 Wien



Peter Auer
Head of Marketing & Communications

peter.auer@accenture.com



AmCham



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