



# AMCHAM NEWSLETTER

AMERICAN CHAMBER OF  
COMMERCE IN AUSTRIA

NR 2/25



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## / DEAR MEMBERS AND PARTNERS OF AMCHAM AUSTRIA

I am happy to welcome you to this edition of the AmCham Newsletter.

As Executive Director, my mission is to foster the shared economic interests of Austria and the United States—and to ensure that our Chamber acts as a dynamic hub for transatlantic leadership, innovation, and growth. In today's rapidly evolving global economy, AmCham Austria stands as a vital platform for promoting transatlantic trade and investment.

With a clear and unwavering focus on economic priorities, we aim on building strategic bridges: between businesses and policymakers, between established players and emerging voices, and between opportunity and action. Whether supporting U.S. companies operating in Austria or guiding Austrian firms on their path into the American market, we serve as a reliable first point of contact—ready to offer insights, connections, and advocacy that make a tangible difference.

Looking ahead, we are also expanding our reach. By engaging new industries and target groups, we aim to broaden the scope of transatlantic dialogue and open new avenues for economic collaboration. Our goal is to ensure that trade and investment between our two countries continues to thrive—not only at the highest levels of business, but across every sector ready to grow.

### UPCOMING EVENTS

#### AmCham Talks

Friday, Sept. 5, 2025, 9.00 am

Accenture Future Camp

Börsegebäude, Schottenring 16, 1010 Vienna

#### AmCham Talks

Friday, Sept. 26, 2025, 9.00 am

Hilton Vienna Plaza

Schottenring 11, 1010 Vienna

For further information, please visit:

[AmCham App](#) or at [amcham.at](https://amcham.at)

We are currently navigating challenging and uncertain times. However, it is important to remember that transatlantic relations have been built over the course of decades and rest on a solid foundation of shared values and mutual interests. These ties are not only resilient, but they also offer a long-term perspective that continues to guide our cooperation and dialogue, even in the face of adversity.

Together, we have the ability—and the responsibility—to shape a resilient, competitive, and forward-looking transatlantic economy.

Thank you for being part of this community!

Warm regards,  
Karin Zeltner

Impressum

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A-1090 Wien, Porzellangasse 39/7, Tel: +43 (0) 1 319 57 51, [office@amcham.at](mailto:office@amcham.at), [www.amcham.at](https://www.amcham.at)

## INSIGHTS

### / AMCHAM & ACCENTURE STUDY: TRANSATLANTIC TRADE RELATIONS 2025

The new edition of our transatlantic trade study clearly shows that the US export market is growing: The USA continues to expand its position as **Austria's second largest trading partner**. As Austria's exports have declined in almost all countries the volume of exports to the USA has risen from 14.7 to 16.2 billion euros. The US share of all exports has risen from 7.4% (2023) to 8.5% (2024). Our trade is characterized by key technologies and shows growth not only in products but also in services. Additionally, the FDIs are continuously increasing. That emphasizes the long-term character of the relationship. Transatlantic trade relations are deeply rooted and cover many different areas. They are economic relations and not just trade relations.

In addition, US companies are an economic factor in Austria: the top 50 US companies in Austria are a real factor for our economy. They are responsible for **2.5% of GDP**, create and secure **148,000 jobs** and pay 5.1 billion euros in taxes and duties in Austria.

For the full study, please visit [www.amcham.at](http://www.amcham.at)



#### UPCOMING EVENTS

##### Black Tie Welcome Dinner

Autumn

TBD

##### Thanksgiving Event

Thursday, Nov. 20, 2025, tbd

TBD

##### AmCham Talks

Friday, Oct. 24 2025, 9.00 am

Hilton Vienna Plaza

Schottenring 11, 1010 Vienna

##### Amcham Talks

Friday, Nov. 28 2025, 9.00 am

Hilton Vienna Plaza

Schottenring 11, 1010 Vienna

## GENERAL ASSEMBLY

### / NEW MEMBERS TO OUR BOARD OF DIRECTORS

As a result of our 66th General Assembly, we are pleased to announce the appointment of **Thomas Spieler** (Amazon) to our Board of Directors.

**Andreas Ludwig** (Management Trust Holding AG), kindly takes over the chairmanship of our Board of Trustees and we warmly welcome **Peter Höfinger** (Vienna Insurance Group) as new member to our Board of Trustees.

They bring a wealth of experience, diverse perspectives, and a shared commitment to our mission. Their contributions will significantly strengthen our governance and strategic direction.

## AMCHAM IN THE NEWS



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### / BUILDING BRIDGES

#### AmCham Austria has a new Executive Director

Karin Zeltner has been the new Secretary General of the American Chamber of Commerce in Austria (AmCham) since April 2025. "... Transatlantic trade relations are crucial for our businesses and our economy. The complex political situation requires diplomatic finesse. With this in mind, I want to build bridges between people, markets, and opportunities," says Zeltner.

More at  
[medianet](#)

### / AMCHAM REACTS TO US-TARIFFS

„We need to reshape transatlantic trade relations“

The American Chamber of Commerce in Austria is advocating for de-escalation in the tariff dispute. Our companies must respond to the changed structures in order to continue cooperating successfully and profitably. In the long term, a free trade agreement is being pursued.

More at  
[Leadersnet](#)  
[Report](#)  
[trend](#)



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### / AMCHAM TALKS

#### With US-Insider and Campaign Strategist Julius van de Laar

Netflix series „The White House“ – Trump is the President of the United States, a salesman but most of all he is a producer of a Netflix show and takes us into the White House. He understands the theatre of politics and knows how people consume information nowadays. His strategy: attack, attack, attack.

At the AmCham Talk, Julius van de Laar gave us exciting insights into the American perspective on President Trump and his extraordinary communication strategy.

More at  
[Leadersnet](#)

## AMCHAM IN THE NEWS



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### / AMCHAM GENERAL ASSEMBLY / BUSINESS LUNCHEON

The USA and Austria have deeply rooted and long-term-oriented relations

"Partners and Friends", a "deep-rooted and long-term relationship" and growing mutual trade - mark AmCham's General Assembly with Minister of Economics **Wolfgang Hattmannsdorfer** and Commerzbank AG chiefeconomist Dr. **Jörg Krämer** and our President **Michael Zettel**.

More at  
[Leadersnet](#)  
[medianet](#)  
[New Business Report](#)

### / AMCHAM & ACCENTURE STUDY

The ideal scenario: a transatlantic free trade agreement

Goods worth over 16.2 billion euros were exported from Austria to the US in 2024 - the US consolidated its position as Austria's second most important trading partner with 8.5 % of all Austrian exports in goods. With 7.7 billion euros, the US is the fifth most important country of origin for goods imported to Austria (4.1 % of total imports).

An analysis of the tariffs levied between the US and Austria in 2023 shows that tariffs act as trade barriers between countries. While average tariff rates are higher on the EU side, tariff revenues are higher on the US-side. In product categories with higher tariffs, the share of exports to the other country is significantly lower on both sides.

More at  
[Kleine Zeitung](#)  
[Leadersnet](#)  
[New Business Report](#)  
[Salzburger Nachrichten](#)  
[DerStandard](#)



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## NEW MEMBERS

### CERHA HEMPEL

#### / CERHA HEMPEL RECHTSANWÄLTE

CERHA HEMPEL is one of the leading corporate law firms in Central and Eastern Europe with its headquarters in Vienna. With a team of over 200 lawyers, they guarantee their clients experience and expertise in all areas of corporate and commercial law, both in Austria and Central and Eastern Europe.

CERHA HEMPEL is proud to be able to look back on a very successful history. Over the past 25 years, CERHA HEMPEL has been involved in a large number of the most significant transactions in Austria. This is what really distinguishes them as one of the leading law firms in the fields of mergers and acquisitions, IPOs, takeovers, privatisations, financing, and real estate and

construction. They also enjoy an enviable reputation for the handling of large-scale commercial litigation and arbitration. The fact that they understand their clients' businesses has helped them achieve a high rate of success. It is no coincidence that they are the first port of call for a number of long-term clients whom they advise comprehensively on all of their day-to-day legal matters. They apply their litigation experience when drafting agreements and are often able to prevent disputes with their clients' counterparties before they arise. This expertise – combined with years of experience in Central and Eastern Europe and the Lex Mundi network – ensures that their clients receive high-quality and sound advice, across disciplines and across borders.

Homepage: [www.cerhahempel.com](http://www.cerhahempel.com)



#### / SAS INSTITUTE SOFTWARE

SAS is the global leader in data and AI. For nearly 50 years, SAS has provided trusted analytics, AI and data management software and leading industry-specific solutions to empower and inspire customers around the world to transform data into better, faster decisions. Through its market-leading SAS Viya data and AI platform and innovative packaged AI models, SAS helps customers address emerging new challenges and stay ahead of the competition.

SAS develops customized business solutions that support customer experience management, sales and marketing support, risk management, fraud detection, supply chain optimization and

many others. Industry solutions dedicated to major industries, including banking, insurance, public sector, health care, telecommunications and retail industry, are tailored to their specifics and provide comprehensive support for processes and operations.

70,000 companies and institutions in 140 countries benefit from SAS technology, business, and industry expertise. It has been present in the Austrian market since 1997. SAS gives you THE POWER TO KNOW®

Homepage: [www.sas.com](http://www.sas.com)

## NEW MEMBERS



### / VIENNA VIKINGS

The Vikings offer both women and men the opportunity to participate in competitive sports equally and integrate athletes into the club regardless of their skin color, origin, or religion. The Vikings see themselves as an amateur club that, through and with a semi-professional environment, competes in high-performance sports at a top European level.

The Vikings contribute to the development of football and cheerleading in Austria and Europe and aim to remain at the forefront of this development over the long term.

The Vikings build their success primarily on Austrian athletes, with a particular focus on their own youth development.

The Vikings make a positive contribution to the personal development of their young athletes and ensure that academic success is maintained alongside athletic ambition.

Moreover, they protect the health of their members. We place great value on healthy nutrition and an athletic lifestyle for our athletes and categorically reject any form of doping.

Homepage: [www.viennavikings.com](http://www.viennavikings.com)



**AmCham Austria wishes you a happy summer break!**