



Agri-Food Past, Present & Future Report

Austria

May 2011



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Austria

Past, Present & Future Report May 2011

Executive Summary

- Austria has the 4th highest GDP per capita in the EU-27 at 30,000 Euros, and continues to be a strong and stable country with an ever expanding economy.
- English is widely spoken throughout Austria, making the country a desirable market for Canadian companies of all size structures.
- Imports into Austria are very diverse, creating many opportunities for Canadian exporters. Canada's main competition in this market comes from Austria's neighbouring EU countries.
- Canada's top five exports account for a full 58.7% of Canada's agricultural exports to Austria in 2010 and include fruits and edible nuts, eggs, maple sugar and maple syrup, dextrans and other modified starches, and bovine hides.
- Canada's Trade Commissioner Service has identified opportunities for exporters of fish and seafood, maple syrup, wild boar, beef, wild rice, jelly, juices, corn, frozen vegetables, processed fruit, spices, eggs and egg products, pulses, whisky and wine.
- Austria has a well-developed, modern consumer market with many sophisticated and diverse tastes.
- Due to changes in demographics and consumer preferences, there is a greater need for healthier and higher quality food. These preferences are becoming key drivers in the evolving Austrian food market.
- A continued demand for organic food exists, as consumers are moving towards healthier lifestyles.

Overview

Austria occupies a strategic position in the centre of Western Europe, bordering on Germany, the Czech Republic and Slovakia in the north, Hungary in the east, Italy and Slovenia in the south, and Switzerland in the west. Though it may seem relatively small with a population of only 8.2 million people, Austria boasts one of the most modern and successful economies in the European Union (EU). Since its accession to the EU in 1995, Austria's GDP has grown to 277.17 billion Euros in 2009, with the 4th highest GDP per capita in the EU-27 at 30,000 Euros. Austria continues to be a strong and stable country with an ever expanding economy.

As a benefactor of European unification, Austria is now focusing its attention upon EU expansion and the incorporation of its Central and Eastern European neighbours. The EU's eastward expansion and Austria's geographic location makes it an attractive hub for regional trade. Trade relations between Canada and Austria continue to be beneficial to both countries and look to be similarly successful in the future. The country's export-oriented manufacturing sector was a major economic driver in recent years. However, Austria's growth began to slow sharply when its major trading partners were hit by the global recession. The opening up of the economies of Central and Eastern Europe boosted Austrian business, but in 2009 most of that

region was more negatively affected by the recession than its Western European counterparts. However, a gradual export-led recovery is underway.

Over the last few years, the Austrian food sector has seen successful development based on the sustainable production of high-quality raw materials and products. At present, importers of Canadian food products in Austria primarily import fish and seafood, maple syrup, wild boar, beef, wild rice, jelly, juices, corn, frozen vegetables, processed fruit, spices, eggs and egg products, pulses, whisky and wine. Busier lifestyles coupled with a growing health and wellness trend will bring about further opportunities for Canadian exporters in the areas of: packaged-food, ready-meals, diet and organic products.

Canada - Austria Relations

Canada and Austria enjoy a positive bilateral relationship, which has been strengthened since Austria's accession to the EU, an organization with which Canada has benefited from a long economic and political partnership. In fact, outside of Europe, Canada is Austria's fifth largest export destination. Canada and Austria share similar goals, values and perspectives on international issues, which are demonstrated by cooperation in international organizations, such as: the United Nations, World Trade Organization (WTO), and Organization for Economic Cooperation and Development (OECD).

Governed primarily by WTO agreements, trade and investment between Austria and Canada continue to grow. Due to its strategic location, skilled workforce and access to EU markets, Austria has become an attractive market for Canadian investment. Currently, Canadian firms, and large investors doing business in Austria include Magna, and Bombardier. Austrian foreign direct investment (FDI) in Canada has more than doubled since 2005, from \$220 million to \$1.2 billion in 2009, moving up to rank as Canada's 18th largest investor. Canadian direct investment in Austria totalled \$428 million in 2009, ranking the country as Canada's 48th largest destination, and accounting for 0.1% of Canada's total direct investment abroad.

Austria is a member of the EU, and therefore adheres to EU bilateral trade agreements. For more information on Canada-EU relations and agreements, visit the following websites:

Department of Foreign Affairs and International Trade (DFAIT) CANADAEuropa
www.international.gc.ca/europe

English is widely spoken throughout Austria, making the country a desirable market for Canadian companies of all size-structures. Imports into Austria are very diverse, and include a wide range of products from aircrafts and machinery to maize and corn seed, creating many opportunities for Canadian exporters in a wide variety of products and services. Canadian exporters will continue to see greater opportunities in the areas of packaged food and ready-meals, diet and organic products and regional specialties as the current health and wellness trend continues and consumers lead increasingly busier lifestyles.

Canada-Austria Bilateral Trade (2010)	
Austria Total Trade	\$304.9 billion
Exports	\$149.8 billion
Imports	\$155.1 billion
Trade balance	(\$5.3 billion)
Canada-Austria Trade	\$1.5 billion
Exports	\$370.5 million
Imports	\$1.2 billion
Trade balance	(\$805.5 million)
Canada-Austria Ag Trade	\$19.8 million
Exports	\$4.6 million
Imports	\$15.2 million
Trade balance	(\$10.6 million)

- In 2009, Canada's exports to Austria totalled \$402 million, down from \$490 million in 2008; a result of the economic downturn. Exports declined slightly in 2010 to \$370.5 million.
- Previous to the recession, Canadian exports saw a steady increase from 2004-2006. There was a \$48 million decrease in 2007 but exports recovered quite well with a large increase of \$81 million in 2008.
- Canada's largest exports included aircrafts, turbo propellers, tools for pressing, stamping and punching, and maize and corn seed.

- From 2004-2008, Canada's imports from Austria saw a steady increase declining only in 2009 to \$1.2 billion, from \$1.5 billion in 2008. Imports held steady at \$1.2 billion in 2010.
- Imports primarily consisted of motor vehicle spark ignition cylinders, medium density fireboards, ion exchangers, casings and tubing for drilling oil, and hormones other than antibiotics.

Agricultural Trade

Austria's agriculture industry provides employment for 5.5% of the workforce and accounts for 1.5% of GDP. Austrian farms lack efficiencies and have struggled in recent years. This has prompted the government to look for new ways to help struggling farmers. As a result, there is a wide market and opportunity for Canadian companies to export their agricultural products to Austria, as there is a demand due to the supply shortage. With an export rate of approximately 60%, the agricultural and food industries are a key driver of exports in the Austrian market.

Canada's Top 5 Agricultural Exports to Austria (2010)	
Fruits & edible nuts	\$933,800
Eggs	\$772,800
Maple sugar & maple syrup	\$464,600
Dextrins & other modified starches	\$345,000
Bovine hides	\$216,200

- Canada's top five exports account for 58.7% of agricultural exports to Austria in 2010.
- After a dramatic decrease from 2008 to 2009 of \$21.7 million, exports decreased further in 2010 by \$5.6 million. This is a result of a decline in bulk exports which represents a large percentage of the total decline. This can be most likely attributed to the global recession.
- Fruits and edible nuts, eggs, bovine hides, and maple sugar have remained in Canada's top five exports to Austria consistently over the past five years. In 2010, dextrins and other modified starches replaced corn.

Canada's Top 5 Agricultural Imports from Austria (2010)	
Non-alcoholic beverages	\$4.7 million
Beer made from malt	\$2.5 million
Grape wines	\$0.9 million
Natural gums and resin	\$0.8 million
Chocolate	\$0.8 million

- Canada's top five imports from Austria represent 63.8% of total agricultural imports.
- From 2007-2008, total agri-food and seafood imports from Austria remained fairly constant around \$42 million, decreasing significantly in 2009 to \$21 million and in 2010 to \$15 million. This decline can most likely be attributed to the global

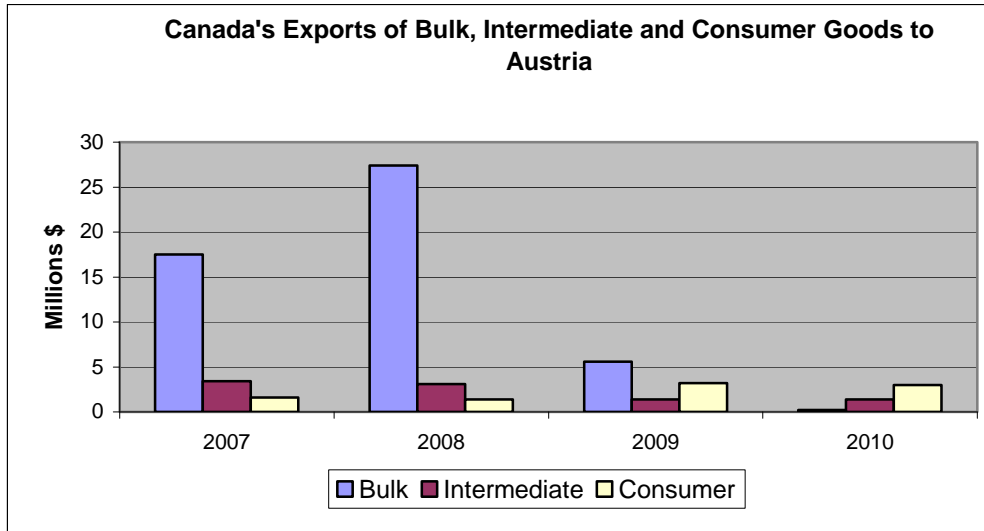
recession.

- In 2010, waters, including mineral, was replaced by natural gums and resin. Top imports have remained largely unchanged over the past three years.

Complete statistical summary available: www.ats-sea.agr.gc.ca/stats/da-do-eng.htm

Canada – Austria bulk, intermediate and consumer exports/imports:

- In 2010, Canada's bulk exports to Austria were \$0.2 million or 4.3% of all Canadian agri-food exports. The top five bulk exports were: maize; wheat and meslin; soya beans; cereals unmilled; and canary seed.
- Intermediate exports were valued at \$1.4 million or 30.4% of all Canadian agri-food exports. The top five intermediate exports were: dextrans; bovine hides; semen bovine; seeds of forage plants; and seeds for sowing.
- Consumer-oriented exports totalled \$3.0 million or 65.2% of all Canadian agri-food exports. The top five consumer exports were: fruits and nuts; eggs; maple sugar and maple syrup; natural honey; and bovine carcasses.
- In 2010, Canada's bulk imports from Austria were \$0.2 million representing 1.3% of all agri-food imports. The top five bulk imports were: coffee roasted; maize; oilseeds; wheat and meslin; and coffee not roasted.
- Intermediate imports were \$3.2 million, representing 21.1% of all Canadian agri-food imports. The top five intermediate imports were: natural gums and resins; animal feed preparations; yeasts; dextrans and other modified starches; and potato starches.
- Consumer-oriented imports were \$11.9 million, representing 78.3% of all Canadian agri-food imports. The top five consumer imports were: non-alcoholic beverages; beer made from malt; grape wines, chocolate; and processed cheese.



Economy

Austria enjoys a thriving market-economy based on long-standing commercial and cultural ties to its surrounding EU neighbours, particularly Germany. Its strategic geographical location at the intersection of Eastern and Western Europe, have made Austria a natural candidate for investment and continued economic success.

To successfully integrate with EU standards, Austria's former government pursued comprehensive economic reforms to streamline the government and create a competitive business environment. This has paid long-term dividends.

With the addition of Eastern European countries to the EU, Austrian trade has increased and its attractiveness as an investment location has grown. Austria is also focusing its increased FDI in Central and Eastern Europe. However, Austria must also meet with increasing competition from new EU members and Central European countries.

Austria's economy enjoys a fairly large service sector, employing approximately 67% of the labour force and accounting for 69.1% of GDP, while the industry sector employs approximately 27.5% of the labour force, accounting for 29.4% of GDP. Austria has a small agricultural sector that employs approximately 5.5% of the labour force yet makes up only 1.5% of GDP.

Austria's economy was challenged by the global economic crisis. With exports making up a significant portion of GDP, Austria's real GDP dropped by 4% in 2009 as the global demand for Austrian exports fell. To highlight the stability of this economy, the economic drop in 2009 represented the country's worst recession since the 1940's. However, with the global economy improving, and recovery in new EU member states, Austria's economy is also recovering, with GDP growth of 1.6% in 2010.

Gross Domestic Product (2010)	
GDP	US\$366.3 billion
GDP (PPP)	US\$330.5 billion
Real GDP growth	3.7% 2007
	2.2% 2008
	(3.9%) 2009
	1.6% 2010
GDP/capita	US\$43,723
GDP/capita (PPP)	US\$39,454

Current:

- Austria's exports were valued at \$149.8 billion in 2010, up slightly from 2009's total of \$149.8 billion.
- Primary export commodities include: machinery and equipment, motor vehicles and parts, paper & paperboard, metal goods, chemicals, iron & steel, textiles, and foodstuffs.
- Austria's total imports were valued at \$155.1 billion in 2010, representing an increase from 2009's figure of \$154.9 billion.
- Largest import commodities include: machinery and equipment, motor vehicles, chemicals, metal goods, oil and oil products, and foodstuffs.
- In 2010, Austria's GDP was ranked as the 36th highest in the world by the CIA World Fact Book.

Forecast:

- In 2009, inflation was 0.4% and increased to 1.5% in 2010 and is expected to increase to 1.7% at the end of 2011.
- After a negative real GDP growth figure of 3.9% in 2009, real GDP growth rose to 1.6% at the end of 2010 and is expected to remain at 1.6% in 2011.
- Goods and services exports were 49.4% of GDP in 2009 and jumped up to 55.9% in 2010 with a further increase expected in 2011 to 58.1%.

Consumer Market

The Austrian consumer base is drawn from a population of 8.2 million. While this is a relatively small consumer base, the market does enjoy the benefits of being very concentrated and compact. One quarter of the population is situated in the capital of Vienna, which is considered to be the most densely populated area in Austria, followed by Graz, Linz, and Innsbruck. As a result, these urban centres provide many export opportunities for Canadian companies. Austria has a well-developed, modern consumer market with many sophisticated and diverse tastes; the Austrian population eats a variety of foods that have been shaped by many international influences. Austrian cuisine is derived from the cuisine of the Austro-Hungarian Empire. In addition to regional traditions, Austrian cuisine has been influenced by Hungarian, Czech, Jewish, and Italian cuisines, from which both dishes and methods of food preparation have often been borrowed. This established but "open" market allows for easy introduction of new products from abroad.

The ageing population is one of Austria's most significant trends. In 2009, 1.6 million Austrians were pensioners or consumers aged 50 and over, approximately 19% of the population. This segment of the market possesses considerable purchasing power (approximately 70% of total disposable income). With this relatively high propensity to spend, this segment is an extremely powerful consumer group. Consumers in this group are willing to spend more money on high quality products; for example, consumers are prepared to pay a higher price for animal products from animals bred and kept in a natural environment. This consumer group was largely unaffected by the global recession and did not substantially reduce its spending, since the majority

had already saved large sums of money and were used to economic fluctuations. This consumer group also favours health and wellness products, such as organic food and food supplements.

The popularity of organic food has proliferated all consumer segments. The primary motivation for the purchase of organic products is health awareness. Of those consumers who purchase organic products, 13% prefer organic products because of the absence of artificial additives, 9% think that it tastes better, 9% wish to support organic farmers and the environment, and 4% prefer the higher quality and monitoring of the products. Interestingly, roughly 10% of the population abstain from buying organic products because they are too expensive or the consumers do not trust the organic label.

Fair trade retailers represented a small but increasingly growing category in 2009. Consumers are choosing grocery retailers on the basis of whether or not they stock fair trade products. Main fair trade product groups in terms of sales were bananas, chocolate, and coffee. Other important fair trade products are: fruit juice, cut flowers, cotton, pineapple, mangoes, avocados, organic vegetable oils, and dried fruit.

- With fewer children in the overall population, sales volume for various children's items is expected to decrease; however, sales are expected to grow over the forecast period as parents begin to spend more money on the fewer children they have.
- The increase in dual income households will drive sales in convenience food items such as frozen foods, since making home-made meals from fresh ingredients can take quite some time. Household products such as microwave ovens and freezers are expected to increase as well, since the busier lifestyles drive the need for convenience.
- Some Austrian consumers may opt for dining out as a means of convenience now that many families have a dual income household.
- Due to changes in demographics and consumer preferences, there is a greater need for healthier and higher-quality food. These preferences are becoming key drivers in the evolving Austrian food market.
- There is a strong demand for natural products in Austria as it is associated with good living. These consumers have increased health awareness and have developed new preferences for functional, low-fat and organic foods.
- Rising disposable incomes enable consumers to become choosier and thus lead them to pay premium prices for "safer" and more "eco-friendly" products.
- The Austrian consumer market is expected to see an increase in sales for healthy foods such as fish, yogurt, fruits and vegetables, while sales of less healthy foods like fats and oils will decline.
- Store-based grocery retailers continue to dominate the distribution landscape for Austrian food with supermarkets taking the lead. The two main supermarket chains are: SPAR and REWE, carrying brands such as Billa, Merkur, and Penny-Markt.

Opportunities

Export Development Canada (EDC) has cited excellent export opportunities for Canadian companies in a wide range of sectors, including food and beverages. In EDC's Trade Opportunities Matrix of the Top Ten Potential Sectors for Austria, the

agriculture, hunting, forestry and fishing sector is ranked fourth, with domestic market growth for this sector forecasted at 18.7% in 2010.

Canada's Trade Commissioner Service outlines opportunities for exporters of fish and seafood (salmon, lobster etc.), maple syrup, honey, wild boar, beef, wild rice, jelly, juices, corn, frozen vegetables, processed fruit, spices, eggs and egg products, pulses, whisky and wine.

Due to increased health awareness, the demand for organic foods continues to rise providing a lucrative market for Canadian exporters of these goods. Imports roughly account for 30% of organic foods consumed. Fruits and vegetables are the most popular organic imports.

Competitors

Canada's main competition in this market comes from Austria's neighbouring EU countries. As an EU member, Austria relies heavily on its European neighbours for much of its importing needs, making the country a more challenging market for Canadian firms and exporters to penetrate. The countries of the EU act as a single market, and trade within EU borders operates without tariffs applied to goods. EU internally-traded goods are therefore offered at a cheaper price to Austrian consumers.

Austria's strategic location as the crossroads between Eastern and Western Europe, coupled with limited arable land, has determined its long-established reliance upon foreign trade. Austria has formed strong trading ties with Germany, which represents 30.2% of their export market. Other major competitors include Italy at 7.4% and Switzerland at 5.0%. Nevertheless, Austria remains an excellent location for exporters looking to enter the EU or Central and Eastern European markets. With respect to Austria's imports, Germany still remains the most important partner, representing 40.3% of Austria's imports, while Italy represents 6.6% and Switzerland represents 5.9%. Primary organic food suppliers to Austria are: The Netherlands, France, Germany and Italy.

Free trade agreements also exist between the EU and the European Economic Area (EEA), which includes Norway, Iceland, Liechtenstein and Switzerland. Under these agreements, most industrial products and certain processed agricultural products are exempt from import duties if sold within this trading block.

The EU also grants preferential tariffs to roughly 100 developing countries, mainly Africa and the Middle East as well as roughly 40 overseas territories under the EU's Generalized System of Preferences (GSP). A system of providing certificates of origin has been established to ensure that the goods are not diverted through GSP countries to take advantage of lower tariff rates.

Access Issues

As a country of continual trade and investment interest for Canadian exporters and investors, Austria offers excellent potential for Canadian firms wanting to penetrate the EU and/or Central and Eastern European markets. To facilitate successful market entry, joint ventures and licensed production arrangements in Austria offer Canadian firms the advantages of free access to this EU market, reduction of transportation costs to European destinations, and high-quality production facilities.

As a member of the EU, OECD, and WTO, Austria implements international accords and policies from these bodies. The majority of Austria's requirements governing its imports correspond to EU regulations, while others are specific to the country. Austria adheres to EU tariffs which are based on the International Harmonized System of product classification. European food and drug legislation differs somewhat from that in Canada. It is advisable to strictly conform to these requirements, especially concerning permitted additives.

- Import regulations for the EU are fairly liberal and the Austrian economy remains open and transparent. However, there are sometimes special regulations for certain commodities such as agricultural products.
- An import licence is required for certain commodities, mostly agricultural products, including: rice; beef and veal; sugar; oils and fats; seeds; dairy products; wine; processed fruit and vegetables; and sheep, buffalo, and goat meat.
- There are also many commodities that must undergo compulsory standards testing by specialist government agencies, and such approval must be acquired before the commodities are imported. Due to public health concerns, many agricultural product imports must include a sanitary health certificate issued by an authority of the origin country. The Canadian Food and Inspection Agency, (CFIA) provides this documentation for Canadian exporters. Visit www.inspection.gc.ca for more information.
- As EU legislation attempts to streamline all country regulations to EU standards, certain products can only be sold in the EU if they bare the "CE" mark. If a product bares the "CE" mark, it has been assessed before being placed on the market and it meets EU safety, health and environmental protection requirements.
- There are many packaging and labelling requirements that must be followed. For example, labels should be in German and include the name of the product, ingredients, weight or quantity, expiry date and name of the manufacturer with contact details.
- Imports from non-EU countries are subject to customs, tariffs and the value added tax (VAT). The Austrian VAT currently sits at 20% and 10% for certain items, including agri-food products.
- It is highly recommended to take advantage of Canadian representation within Austria, and contact the Agriculture, Food and Beverages Trade Commissioner; visit www.tradecommissioner.gc.ca or refer to the contact information included at the end of this report.

For further information on market access to the EU, visit Agriculture and Agri-Food Canada's Agri-Food Regional Profile European Union 27 at:
www.ats-sea.agr.gc.ca/eur/4148-eng.htm

Canada-European Union - Trade and Investment Enhancement Agreement
www.international.gc.ca/trade-agreements-accords-commerciaux/agr-acc/eu-ue/index.aspx

Business Travel Tips

Retail chains do import directly, but only high-volume products. A local importer is essential to doing business in Austria for products in low-volume niche positions. Local partners provide vital insight into Austrian business practices, market characteristics and strategies, as well as legal and importation procedures.

English is widely spoken in Austrian business circles. Therefore, initial communications with potential business partners can usually be conducted in English. Nevertheless, German product literature, information, and communication will increase chances for success. Dress is conservative and arriving late for meetings is not excused easily. Austria applies all EU regulations, as a member of the European Union.

A Canadian passport is required for travel to Austria. The passport must be valid until your departure from the country. Tourist and business visas are not required for stays less than 90 days.

For more travel tips regarding Austria, please visit the Department of Foreign Affairs and International Trade Canada's Travel Report for Austria:

www.voyage.gc.ca/countries_pays/report_rapport-eng.asp?id=18000

For more business tips regarding Austria, please visit the Top 20 tips for doing business in Austria:

www.worldbusinessculture.com/Doing-Business-in-Austria.html

Agriculture Sector & Policies

The Austrian agricultural sector has many strengths; such as competitiveness and favourable geographic conditions. Austria serves as a western gateway to Central and Eastern European markets due to its advantageous location, political neutrality, and historical, cultural, and linguistic ties to the region. The cost of land is high and can be attributed to the agricultural sector operating in a densely populated and prosperous country.

The value of agricultural output is heavily concentrated in field crops, meat, and dairy products, with most of it coming from animal husbandry. Since large parts of Austria are mountainous, only the lowland areas of eastern Austria and some smaller flat portions of the west, and northern parts of the country are suitable for crop production.

Austria's main agricultural products include grains, potatoes, sugar beets, wine, fruit, dairy products, cattle, pigs, poultry and lumber. Traversed by the Alps, much of Austria's landscape is mountainous; therefore, only 40 sq. km of irrigated land exists. Arable land accounts for approximately 16.6% of total agricultural land, and permanent crops make up only 0.85% of this land.

With the highest percentage of organic farmland in the EU, organic farming in Austria has prospered due to public and political support. There are around 200,000 farms in Austria of which approximately 19,000 grow organic products, and this number has increased tenfold over the last twenty years. The government pursues policies and programs designed to support organic farming and increase organic consumption.

For example, due to the lucrative market segment that exists, most supermarket chains in Austria have their own organic label. Since Austrian sentiments remain firmly opposed to genetically modified organisms, government policies prohibit foodstuffs that may be a product of such practices.

The Common Agricultural Policy (CAP) is the cornerstone of the EU's economic integration, and it is a policy that guides the agri-food industry in Austria. It guarantees food supplies at stable and reasonable prices, as well as the modernization of agricultural structures and a fair standard of living for farmers. The EU has established a system of common prices, production and marketing aids, storage arrangements, mechanisms for import controls, export restitutions and specialization of production. This common approach to all European agricultural markets is based on the principles of market unity, joint financial responsibility and community preference.

Since the nineties, growth of agricultural production has slowed down and the number of farms is declining rapidly. This can be attributed to reforms of the CAP, as well as new developments in environmental policies. However, there are still many smaller farms which have continued to enlarge their operations and broaden the services that they offer.

Contact Information:

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Other URL: www.kanada.at

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Key Resources

Austria at a Glance – ATS – 2009

<http://www.ats-sea.agr.gc.ca/stats/5148-eng.htm>

Austria Country Fact File – Euromonitor - 2009

<http://www.portal.euromonitor.com/Portal/Magazines/GeographiesHeavy.aspx>

Austria Foreign Direct Investment Statistics – Department of Foreign Affairs - 2009

<http://www.international.gc.ca/economist-economiste/statistics-statistiques/investments-investissements.aspx?lang=en>

Austria – Import, export and Trade Information – Global Trade Atlas – 2009

<http://www.gtis.com/gta>

Austria Agri-Food Sector Profile - ATS – 2009

<http://ats.agr.gc.ca/info/eur-eng.htm#Austria>

Austria – World Fact Book – CIA - 2010

<https://www.cia.gov/library/publications/the-world-factbook/geos/au.html>

Austria Country Information - EDC - 2010

<http://www.edc.ca/countryinfo/countryinformation.aspx?sLang=e&target=Austria>

Austria Country Brief – Australian Department of Foreign Affairs - 2009

http://www.dfat.gov.au/geo/austria/austria_country_brief.html

Austria Travel report – Department of Foreign Affairs - 2010

http://www.voyage.gc.ca/countries_pays/report_rapport-eng.asp?id=18000

Austria Profile – Australian Government - 2010

<http://www.austrade.gov.au/Austria-profile/default.aspx>

Austria Agri-Food Sector Profile – Trade Commissioner Service – 2009

<http://www.tradecommissioner.gc.ca/eng/document.jsp?did=77962>

International Monetary Fund – Austria – 2009

<http://www.imf.org/external/np/sec/pn/2010/pn10126.htm>

World Business Culture – Austria - 2010

<http://www.worldbusinessculture.com/Doing-Business-in-Austria.html>

CE Marking – European Commission – 2010

http://ec.europa.eu/enterprise/policies/single-market-goods/cemarking/index_en.htm