

AUSTRIA IST ÜBERALL.

The Belt and Road Initiative: Risks and Opportunities

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AGENDA

1

WORLDWIDE
BUSINESS SUPPORT

SIGNIFICANCE OF
AUSTRIA'S FOREIGN
TRADE

2

3

AUSTRIA IN CHINA

BELT AND ROAD
INITIATIVE

4

5

„AUSTRIA IST
ÜERALL“



1.

AUSSENWIRTSCHAFT AUSTRIA/ADVANTAGE AUSTRIA

WORLDWIDE BUSINESS SUPPORT

THE WORLDWIDE NETWORK OF ADVANTAGE AUSTRIA

- Austria's Official Trade Promotion Organization (TPO)
- Embedded in the Austrian Federal Economic Chamber
- Over 100 offices in 70 countries
- 800 employees and 80 nationalities
- Over 1,200 ADVANTAGE AUSTRIA events
- 1,000 ADVANTAGE AUSTRIA publications
- 70 years of experience
- Global business support

7 ADVANTAGE AUSTRIA offices in China

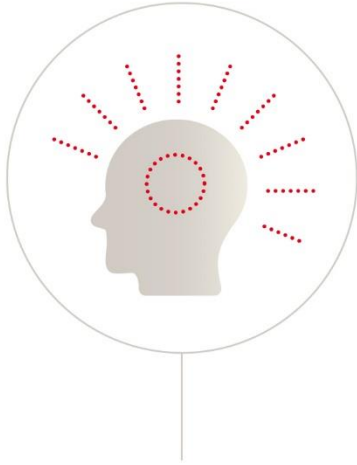
- Beijing
- Shanghai
- Hongkong
- Guangzhou
- Chengdu
- Shenyang
- Xi'an

AUSSENWIRTSCHAFT AUSTRIA VS. ADVANTAGE AUSTRIA



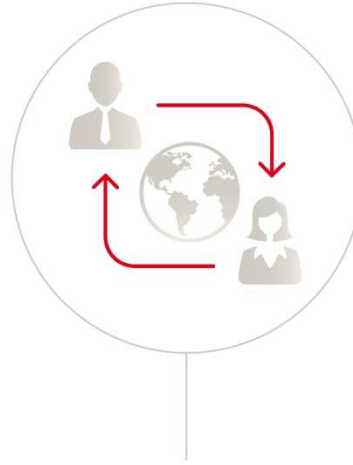
AUSSENWIRTSCHAFT AUSTRIA

OUR SERVICES



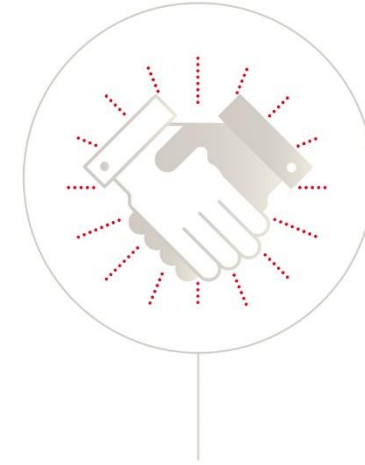
Knowledge

International market
expertise - better than
Google ...



Platforms

Showcase the
competence of Austrian
companies abroad and
at home (fairs, events,
web)



Partners

Trusted partners
for internationalization
(Sector Experts, Distribution
Partners, Service Providers)

A photograph of the Shanghai skyline, featuring the Oriental Pearl Tower and other skyscrapers along the Huangpu River. The sky is blue with scattered white clouds. A large, semi-transparent grey rectangle is overlaid on the right side of the image, containing the number '2.'.

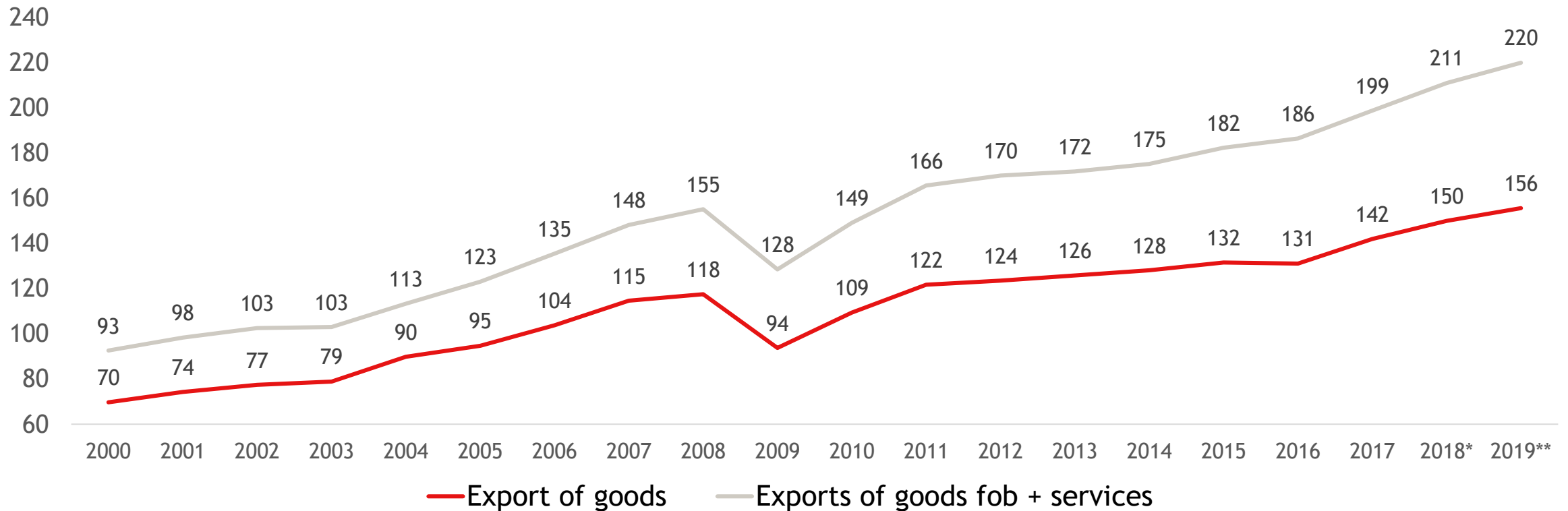
2.

SIGNIFICANCE OF AUSTRIA'S FOREIGN TRADE

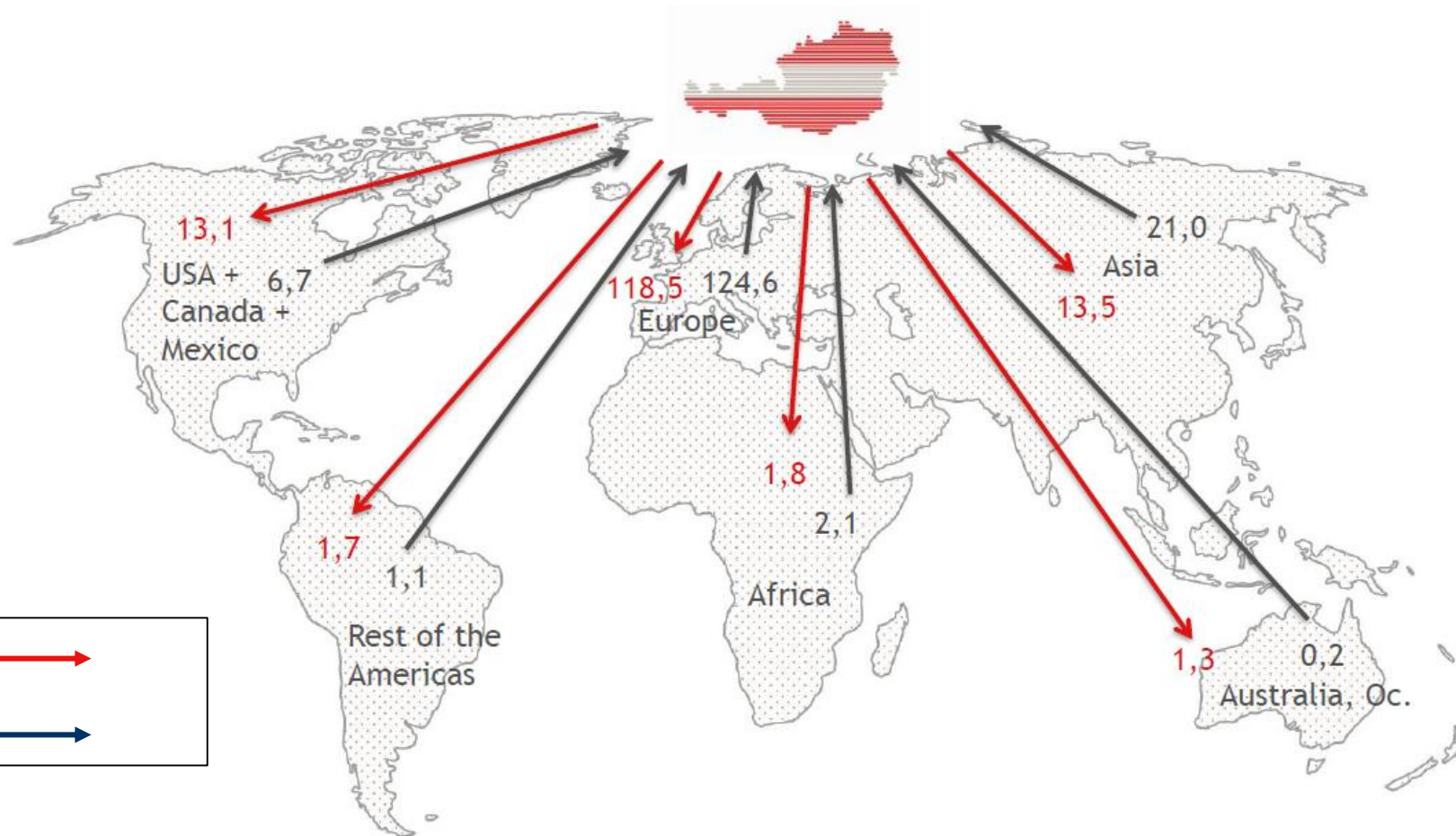
**MORE THAN 50% OF
AUSTRIA'S GDP ARE
GENERATED THROUGH
EXPORTS**

AUSTRIA'S EXPORT SUCCESS STORY

Austria's exports of products and services in bn. EUR

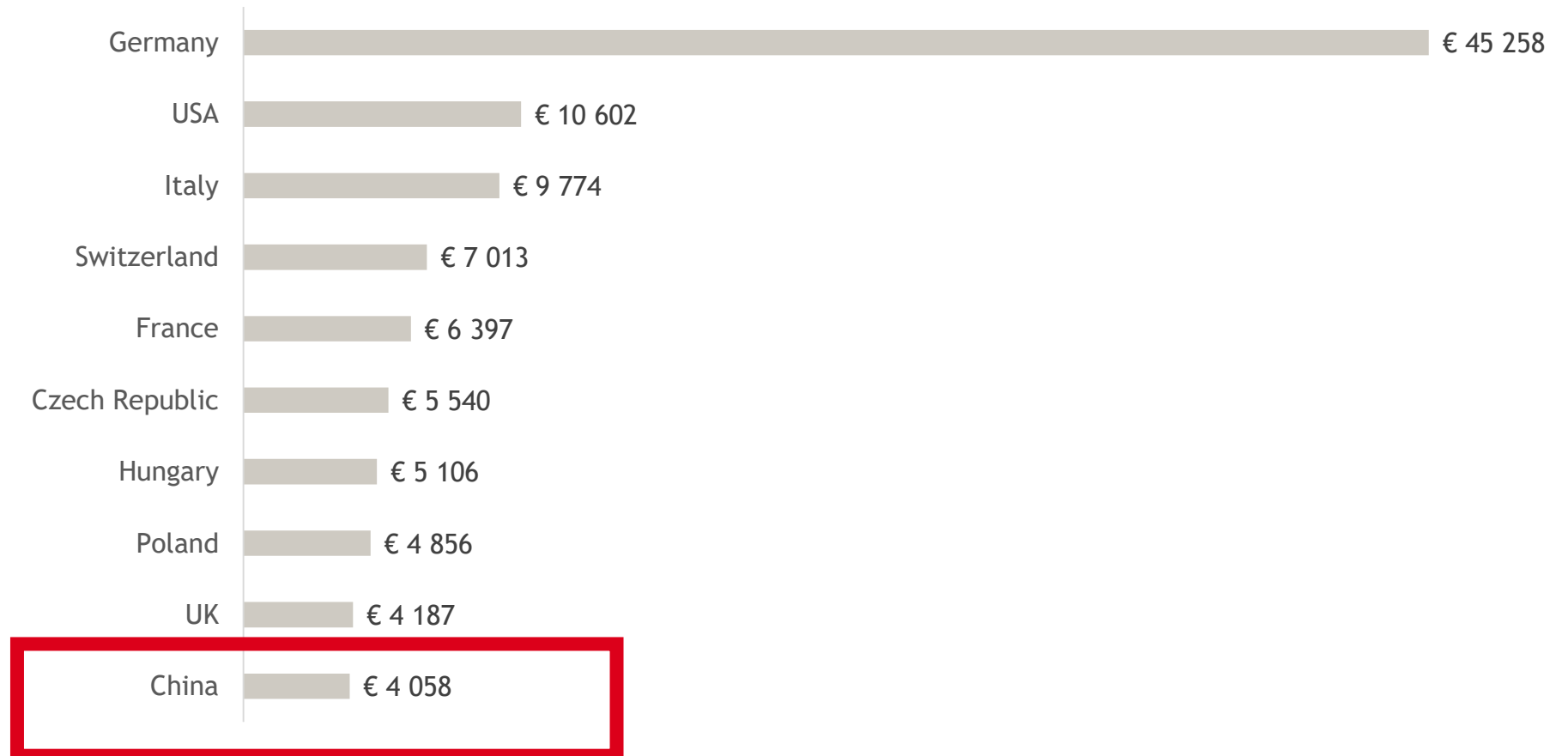


AUSTRIA'S TRADE BY REGIONS (2018) IN BILLION EURO



Austrian Exports →
Austrian Imports →

AUSTRIA'S TOP 10 EXPORT PARTNERS





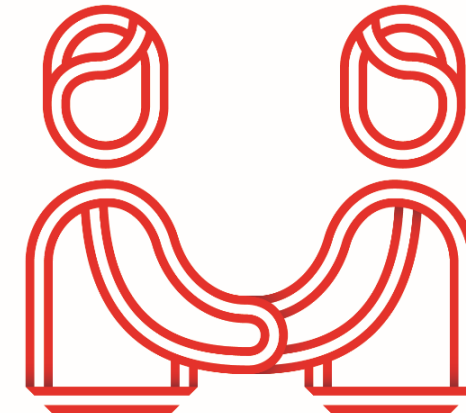
3.

AUSTRIAN PRESENCE IN CHINA

AUSTRIA IN CHINA

CHINA AT A GLANCE

- Capital: Beijing
- Currency: Renminbi Yuan (CNY)
- Official Language: Standard Chinese, various others
- Population in tsd.: 1,395,380 (2018)
- Area in km²: 9,562,910
- Gross Domestic Product (GDP), bn. USD: 13,407,4 (2018)
- Exchange Rate, annual average, CNY / EUR: 7,81 (2018)
- Export Rate of goods and services (% of GDP): 19.8 (2017)
- Import Rate of goods and services (% of GDP): 18.0 (2017)
- Unemployment Rate (% of working population): 4.7 (2018)



SINO-AUSTRIA RELATIONS



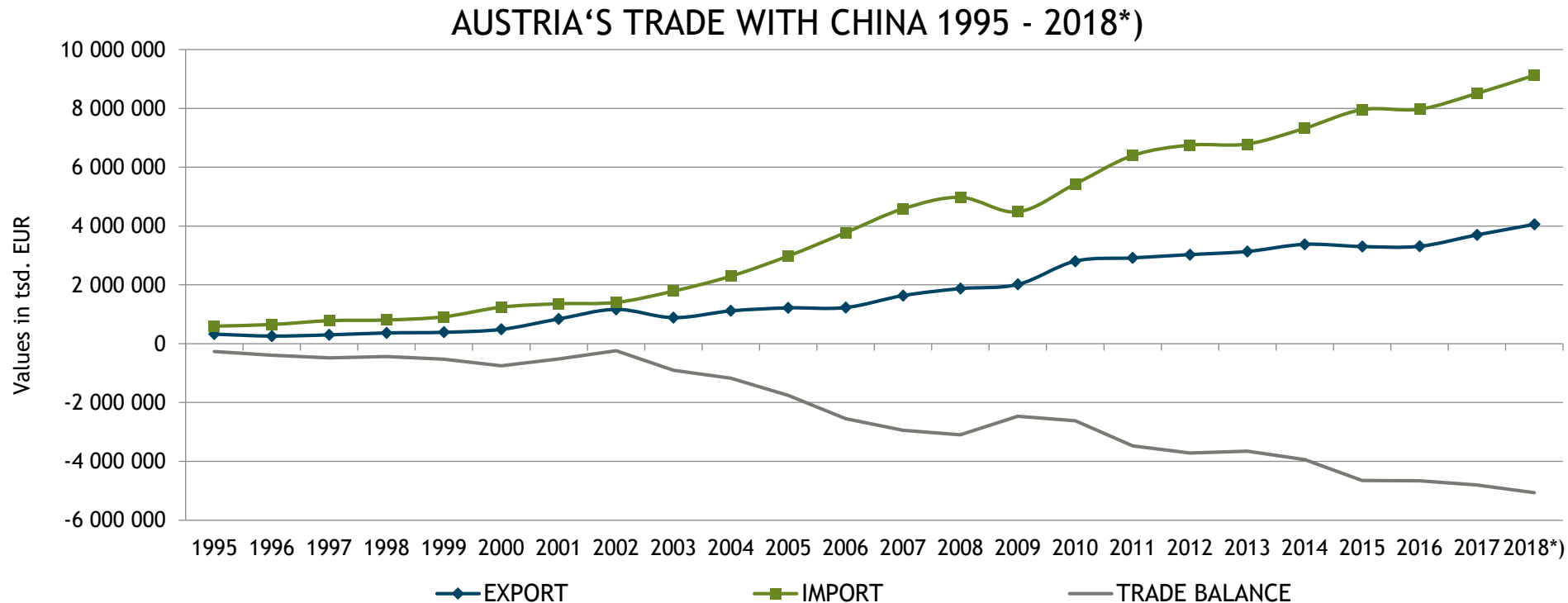
- Diplomatic relations since 1971
- Currently 25 partnerships agreements between Austria and China:
- Important Visits: Chancellor Kurz and Governor Mikl-Leitner (April 2019), State Visit by President Van der Bellen (April 2018), Governor Niessl (June 2018), Second President of the Austrian National Council Bures (June 2018), and many more..
- China is a strategic market for Austria: 14 bn EUR trade volume (2018)
 - Ranking of Austrian Export Markets: 10th place (2018)
 - Ranking of Austrian Import Markets: 3rd place (2018)
- Austrian Direct Investment (incl. HK) in China, 2017: 3.83 bn EUR
- Direct Investment from China (incl. HK) in Austria, 2017: 3.02 bn EUR

ECONOMIC RELATIONS AUSTRIA-CHINA

Austrian Exports of goods 2018: 4.06 bn. EUR

Austrian Imports of goods 2018: 9.12 bn EUR

Austrian Trade Balance 2018: -5.06 bn EUR





4.

THE NEW SILKROAD

China's Belt and Road Initiative

The Belt and Road Initiative - THE NEW SILKROAD (2)

- Belt and Road Initiative
- 17+1 Initiative
- RCEP Free Trade Agreement
- Bilateral Free Trade Agreements
- Chinese FDI
- Asian Infrastructure Investment Bank (AIIB)
- Silk Road Fund (SRF)
- New Development Bank (NDB)
- Monetary Policy (RMB, USD)
- ...



Not all is perfect...

- Transparency (i.e. Lack of Project Pipelines)
- Reciprocity (i.e. Market Access in CN)
- Local Country Benefits
- Subsidies to Chinese SOE (Level Playing Field)
- Barriers to the Participation of Foreign Companies
- Sustainability/International Standards
- Debt Distress and Trade Deficits
- ...

.. but there are **Business Opportunities (1)**

- Infrastructure: Air/Sea/Land Transport, Energy, Logistics
- Trade & E-Commerce
- IT, Telecom & Software
- Sustainable Technologies: Smart City, Renewable Energy, Environmental Technology and Protection
- Manufacturing
- Agro and Forest Technology
- Financial Services
- Tourism

Business Opportunitites (2)

- New Markets
- New Partnerships - Third-Country Cooperation
- Technology and R&D Partnerships
- Supplying Chinese companies
- Project Consultancy& Engineering Partnership
- Financial Partnership
- Think tanks und Know-how Exchange
- Austria as a location for Chinese FDI
- ...



5.

„AUSTRIA IST ÜBERALL“

AUSTRIA IS EVERYWHERE

„AUSTRIA IST ÜBERALL“

FOLLOW US!



TWITTER
@wko_aw



FACEBOOK
AUSSENWIRTSCHAFT AUSTRIA



YOUTUBE
AUSSENWIRTSCHAFT AUSTRIA

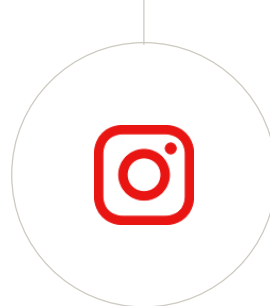


TRAINEEBLOG
EXPORT YOUR CAREER

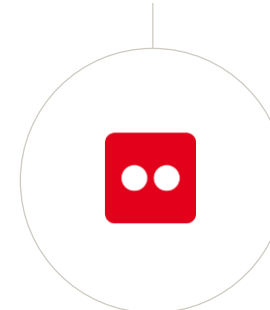
LINKEDIN
AUSSENWIRTSCHAFT AUSTRIA



INSTAGRAM
aussenwirtschaft_austria.at



FLICKR
AUSSENWIRTSCHAFT AUSTRIA



BLOG
AUSTRIA IST ÜBERALL



INTERNSHIP OPPORTUNITIES

- GOOGLE: “wko praktikum”
- <https://www.wko.at/service/aussenwirtschaft/volontaersboerse.html>

The screenshot shows the WKO Austria website. The header includes the WKO logo, a dropdown menu for 'Österreich', and links for 'Kontakt' and 'Mein WKO'. Below the header, there are navigation links for 'Meine Branche', 'Themen', 'Veranstaltungen', and 'Die Wirtschaftskammer'. A search bar is also present. The main content area is titled 'Themen > Außenwirtschaft > Volontärsbörse der Aussenwirtschaft Austria'. The main heading is 'Volontäreinsatz an einem AußenwirtschaftsCenter der WKÖ'. Below this, it says 'Studierende können wertvolle Erfahrungen sammeln'. The date 'Stand: 18.07.2019' is shown. The text describes the opportunity for students to gain experience through a voluntary placement at an Austria Trade Fair Center. It mentions that the WKÖ offers Austrian students during their business or law studies the chance to gain experience through a voluntary placement at an Austria Trade Fair Center. The application deadline is 15.5.-15.9. (or for the EU Representation Chamber Austria from 15.5.-31.8.) for a placement in the following year. The application should be sent to the Chamber of Commerce of the Federal State, in which they are matriculated, or to the EU Representation Chamber Austria to Herr Pfaffinger, WKÖ. A note states: 'Achtung: In Wien, Niederösterreich und Tirol direkt den Link, der unter „Volontärsinformation“ angegeben ist, nutzen und nicht das Bewerbungsformular!'. There is a section for 'Restplätze' (Remaining places) stating that after the application deadline, there may still be open places for which the application form can be downloaded from November 2019. It instructs to send applications exclusively by email to aussenwirtschaft.volontae@wko.at. The places will be given on a 'First Come - First Served' basis. On the right side, there is a 'Downloads' section with three links: '1. Volontärsinformation', '2. Restplätze 2019', and '3. Bewerbung Restplätze Volontariat 2019', each with a PDF icon.



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