

Tirol The business location

Tirol is ...

76% of Tiroleans believe that their homeland is an attractive place to live and work.

Tiroleans live healthier and longer.

The average working week is 45 hours, while strikes are few and far between.

**happy
healthy
motivated**

The industrial export rate is 67 per cent.

**international
innovative, creative and research-oriented**

In the last ten years total employment has risen by 14 per cent.

pro job-creation

Its R&D ratio of 2.79 per cent places it third among the Austrian federal states.

a medal winner

One fifth of Austria's scientific publications originates in Tirol.

scientific

The world-renowned physicists of the quantum capital, Innsbruck, have alone produced

the world's first Bose-Einstein condensates from just three chemical elements – caesium, strontium and erbium.

a particle specialist

Corporate profits are taxed at an effective rate of 22 per cent.

There is a ten per cent tax allowance for R&D.

**attractive for
businesses**

Authorisation procedures take a minimum of time.

service-oriented

What makes a perfect location?

Political and social stability, economic prosperity and a network of top businesses? Highly qualified and motivated staff, leading international research centres, tailor-made support and a business-friendly tax system? Or perhaps unspoilt nature, an advanced healthcare system and top-quality drinking water?

There is no need to decide between these options in Tirol. Here you can have it all. Welcome to one of Central Europe's most dynamic regions.



Foreword

A warm welcome to Tirol. Top scientists and business people who have chosen Tirol say “Happily in Tirol”.

Tirol is one of the most popular and dynamic locations in the Alpine region: internationally connected, it is a top-quality business location that welcomes innovative thinking, while remaining a holiday paradise at the heart of the Alps.

Tirol has always had a history of self-confidence and strength, qualities that also make for a successful location. With its strength based on traditional values, it has the courage to try out the new and the will to achieve the exceptional. This produces a dynamic that is a real force in the competitive arena of international business and science. Those moving here to work are inspired each day anew by an Alpine quality of life that offers both stability and innovation, all against a backdrop of mountain peaks and cultural treasures.

I hope you enjoy reading what follows and I am delighted that you have decided to choose Tirol as a location.

Yours
Günther Platter
Governor of Tirol

Are you looking for stability and security for your business, with highly motivated staff, low taxes and excellent connections? You can find it all here.

As a location, Tirol can give you all this and much more. As a scientific and economic hub with a Europe-wide reputation, it offers business-friendly taxation, a service-oriented administration, an innovative technology landscape, stable and effective co-operation and a breathtakingly beautiful scenery. Tirol has plenty of opportunities for both excitement and relaxation, for people, for enterprises and for families. Top scientists and business people who have chosen Tirol today say: “Happily in Tirol”. Read why in the following pages.

I hope you very much enjoy discovering one of Europe’s most dynamic economic regions and I look forward to your arrival.

Yours
Patrizia Zoller-Frischauf
State Councillor for the Economy

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Strong teams, more power



★
According to the Global Competitiveness Index 2012 – 2013 (GCI), Austria is one of the „innovation-driven“ nations, occupying 16th place when competitiveness is compared. With it Austria again improved three ranks.

According to the World Competitiveness Yearbook (WCY), Austria is among the top 20 countries for „technological cooperation between companies“.



It is simple to adapt products and services in low-wage economies. The crucial competitive edge is provided by research and development, co-operation between enterprises, as well as through science parks and networks. In Tirol this is the function of competence centres and clusters.

A location can truly develop its power if there is efficient and effective co-operation between science and business. Ideally an enterprise will develop its research and development in co-operation with research establishments to achieve a higher level of technology. In Tirol this is the particular function of the so-called competence centres. These research and applied research transfer facilities are oriented towards both regional and international co-operation. Thus for example the competence centre alpS, where 64 enterprises work together with 36 academic partners both in Austria and abroad. They are jointly developing new protection mechanisms against natural hazards and optimising the supply and use of renewable energies.

Regional and international

While the regional support programme (K-Regio) solely supports Tirolean partners in regional competence centres, partners of various nationalities enjoy the support of the Austrian COMET programme in international competence centres, and both the Austrian government and the region of

Tirol support the centres financially. Of the eight international competence centres, alpS and Oncotyrol, the centre for personalised cancer medicine, as well as the research projects AAHM-R2P and Sports Textiles Tirol, have established themselves in Tirol. The remaining four centres all have locations, own interfaces or their own research groups respectively participating companies in Tirol.

Clusters

Tirol as a location also boasts active intra-business networks – clusters – consisting of specialised enterprises and research or educational facilities. Enterprises locating in Tirol or seeking partners for their innovations can rapidly be integrated into these clusters, which facilitate market launches in such sectors of the future as renewable energies, wood, information technologies, mechatronics, life sciences and wellness. The Standortagentur Tirol manages the clusters and introduces businesses to these co-operatively-minded networks.

Competence centres in Tirol

international

- **Oncotyrol:** Translational, personalised cancer medicine
- **alpS Centre for Climate Change Adaptation Technologies:** Adaptation to climate change, renewable energy technologies
- **ACIB:** Industrial biotechnology
- **MCL (Materials Center Leoben):** Materials technology, process technology
- **K1-MET (participation):** Metallurgy
- **AAHM-R2P – Alpine Airborne Hydromapping, Research to Practice:** survey of water bodies
- **Sports Textiles:** Materials technology
- **K-Licht (participation):** Energy efficient lighting

regional

- **K-Regio PowerBox²:** Renewable energy technologies
- **K-Regio Skitechnologie:** Tribology
- **K-Regio VAMEL:** Medical technology
- **K-Regio Diagnostic Pedal Cardio:** Medical technology
- **K-Regio enerChange:** Electromobility
- **K-Regio Innovative Wood Protection:** Materials technology
- **K-Regio MitoCom:** Medical technology
- **K-Regio KryoTipkatheter:** Medical technology

international
regional

Technology offensive

Between now and 2015 Tirol is further strengthening its position as a top technology location through its targeted **expansion of specialist higher technical education and university courses** in mechatronics, biotechnology and adaptation technologies.

With new chairs, for instance in production engineering or mechanical components and construction technologies, the civil engineering faculty at the University of Innsbruck has been developed into a technical faculty, with the possibility of obtaining degrees there to bachelor, master and doctorate levels in mechatronics.

The two most recently endowed professorships are financed by the region of Tirol, which will be investing a further 3 million euros in university-level mechatronics teaching in the next five years.

Support gives Tirol the edge

The region of Tirol can react rapidly and flexibly to the requirements of the economy and science, developing bespoke research support packages for businesses in Tirol. State and EU subsidies are also available to promote research, technology and innovation projects.



Whether you are an absolute beginner or a seasoned professional, whether it is a matter of a feasibility study, project preparation or development of new products, Tirol's support programmes make it easier for enterprises to get their research, technology and innovation projects off the ground. Special emphasis is placed on co-operation between enterprises and scientific establishments, linking regional expertise and allowing the effective use of synergies.

Tirol has Austria's most comprehensive range of support for technology and innovation.

Regional partnership

The main regional support programme for co-operative technology projects is "K-Regio". The aim is to ensure that co-operation between enterprises and research establishments leads to direct or indirect product or procedural innovations, in turn

reinforcing Tirol's hi-tech, free market advantages. Applicants for K-Regio assistance receive comprehensive advice from the Standortagentur Tirol, with implementation of projects in partnership via consortia.

Austrian and European Union support

The Austrian government too can offer support for larger, supra-regional projects. This includes the COMET programme in support of international competence centres. Financial assistance may also be provided for research and technological development under the European Union's research promotion programmes. Standortagentur Tirol can provide support and advice in making applications and in the establishment and realisation of supra-regional projects.

For more information see: www.tirol.gv.at/wirtschaft/wirtschaftsfoerderung

Overall support

Annual capital expenditure on research and development from the Austrian government, the region of Tirol, the European Union, international organisations and enterprises in all totals some 729 million euros, with the trend increasing, all ensuring that research in Tirol has the right foundations for a successful future.

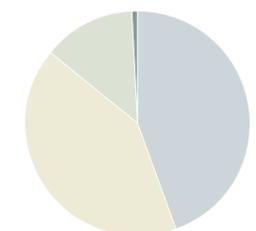
From 2002–2012 the region of Tirol alone has granted some 70 million euros in funds for technology transfer and co-operative research.

Financing research

Research and development expenditure in Tirol, which is 729 million euros in total during 2011, is financed by four sectors (see diagram).

The *public sector* (e.g. the Austrian government, the region of Tirol) leads with 44.5 per cent (corresponding to 324 million euros in 2011). The *business sector* follows with

financing 41.5 per cent of total expenditure (around 302,5 million euros). Further 13.4 per cent of research and development funds in Tirol, around 97.4 million euros, are financed from *sources abroad including international organisations and the European Union* while some 0.7 per cent (4.8 million euros) are mobilized by the *private not-for-profit sector*.



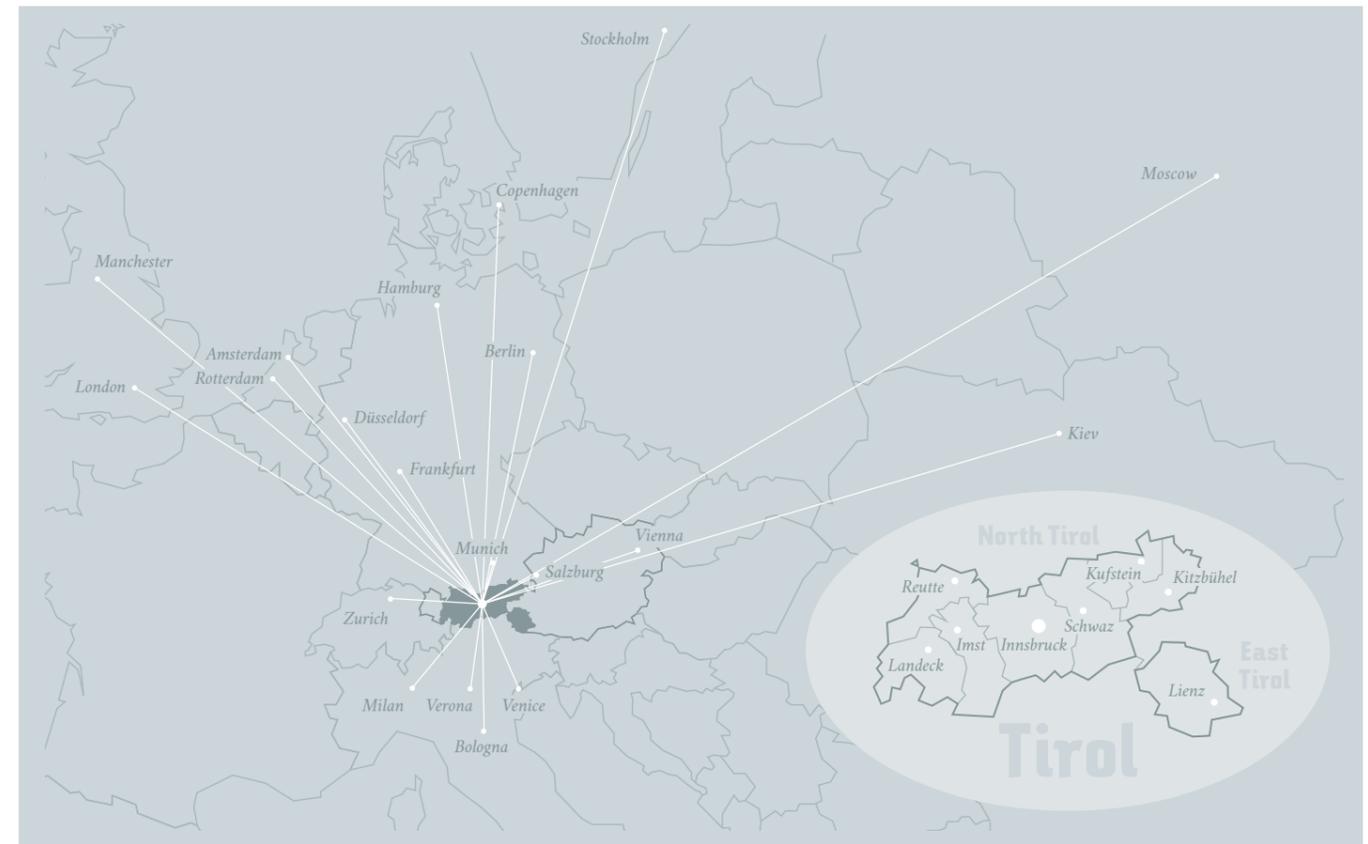
Public Sector	44.47 %
Business Sector	41.51 %
Foreign payments incl. settlements from international organisations and EU	13.36 %
Private not-for-profit sector	0.65 %



Power



So close, so far



Milan, Zurich, Amsterdam. Successful entrepreneurs work internationally and depend on excellent infrastructure. This means not just commercial and industrial areas, but also innovation and technology centres, as well as an efficient and effective transport network.

Successful working methods to produce competitive advantages require a location with comprehensively equipped offices and superbly connected manufacturing facilities. Tirol thus offers not just classic trading estates throughout the region, but also innovation centres with flexible, fully equipped offices including fast internet connections, seminar rooms and office support. The innovation centres also provide regional networking, functioning as local connection points for all important partners.

Simple and fast

Authorisation procedures are also completed in a straightforward manner, focused on one agency as a partner. An enterprise can be set up in a short period of time, with nothing further standing in the way of doing international business. This is because, thanks to its decades of experience in tourism, Tirol has a comprehensive transportation network connecting locations throughout the entire region with cities, stations and airports, simultaneously smoothing the logistics path to international markets.



Innovation and technology centres in Tirol

- Innovation centre in Reutte
- Lantech innovation centre in Landeck
- Life Science Center in Innsbruck
- Impulszentrum in Schwaz
- Regiotech in Hochfilzen
- East Tirol Business Park



Direct flights from Innsbruck include:

Vienna	50 mins.	Copenhagen	1 h 20
Frankfurt	50 mins.	London	1 h 45
Düsseldorf	1 h	Manchester	1 h 50
Berlin	1 h 10	Kiev	1 h 55
Hamburg	1 h 10	Stockholm	2 h 10
Rotterdam	1 h 15	Moscow	3 h
Amsterdam	1 h 20		

Status: September 2013

More information www.innsbruck-airport.com

Depending on the enterprise's location, Tirol also offers rapid, direct access to the airports at Zurich, Munich and Salzburg.



By train

Munich	< 2 h	Bologna	< 5 h
Verona	3 h	Frankfurt	5 h 30
Zurich	3 h 30	Milan	6 h
Venice	4 h		

More information www.oebb.at



By car

Tirol is connected to Austria's East-West axis via the A12 Inntal autobahn, and to the North-South axis via the A13 Brenner autobahn.

This is where I want to be.

More and more successful business people and scientists choose Tirol as a place to live and work. Read on to discover why this is, and just how they benefit in terms of added value.



DI Valentine Troi, 36: young businesswoman and founder of superTEX composites

“I got excellent assistance and support in starting my business and in research & development, which allowed me to develop a solid network of business partners.”

The compact nature of Tirol is very helpful as it means I can accomplish a lot of things in a short space of time. The good transport connections and central location also mean it is quick and easy to reach my business partners in Munich, Vienna, Stuttgart, Milan or Zurich. Tirol is also perfect for my second great passion, climbing. Between spring and autumn I often meet my partner after work to go climbing in the Ötztal Valley. That, for me, adds an incredible amount of value.”

The businesswoman

Originally from South Tirol, Valentine Troi developed a special fibre-reinforced plastics technology, a worldwide first, while working at the Institute for Experimental Architecture of the University of Innsbruck. After successfully registering a patent, she left the university and, in 2011, founded superTEX composites, for which she received a wide range of bespoke start-up assistance. As well as in architecture and design, the new material has applications in the space, aircraft and automotive industries.



Dr. Nikolas Stihl, 53: chairman of the advisory board of Stihl Holding AG & Co. Kg, and for many years managing director of its Tirolean subsidiary Viking

“I like the Tirolean mentality: people here have a strong work ethic yet they can also take the relaxed view.”

Tirol has a great quality of life and is very business-friendly, with a positive attitude to industry, which is vital when building up and developing a company. Business taxation is very attractive and, with a working week of 38.5 hours, one week’s less holiday entitlement and a high degree of employee flexibility, manufacturing costs in Austria are around 40 per cent less than in Germany.”

The businessman

A native of Ludwigsburg, Nikolas Stihl, grandson of the founder of the Stihl company, managed the Viking company of Tirol for 18 years following its purchase by the German company Stihl Holding AG in 1992. In the last 20 years the number of staff at Viking has grown from 67 in 1992 to approximately 300 today. After Nikolas Stihl made the largest single investment (13.7 million euros in 2011) in Viking’s history in Tirol, in order to meet the demands of a strongly growing market, he returned as advisory board chairman to the main firm of Stihl Holding AG in Waiblingen, Baden-Württemberg.

Great reasons to live in Tirol



Herbert Noichl, 47: joint managing director and co-owner of Freisinger Fensterbau



Dr. Christian Harisch, 47: managing director and co-investor in the Lanserhof Health Hotel

A strong economy

Tirol is a strong economic location for successful enterprises.

Does the name Tirol simply mean a holiday destination to you? Think again. The highest proportion of Tirol's gross added value is represented by material goods production, followed by services to business. Tirolean enterprises annually export goods to the value of over 11 billion euro, while their export growth rate is considerably higher than the Austrian average. Tirolean industry exports 67 per cent of its production, the third highest ratio of all Austrian federal states. Finally, world market leaders such as Swarovski, Egger Spanplattenwerke, Plansee, Sandoz, Tyrolit and Med-El are internationally well-known flagship companies from Tirol.

Robust growth

Tirolean economy has successfully overcome the international crisis. A significant rebound in 2010 and 2011 (+1.8 per cent resp. +2.3 per cent) was followed by an above-average economic growth of 1.2 percent in 2012. Industrial production rose by 4.5 per cent in 2012 and regional unemployment was, according to European Union figures, just 2.5 per cent in 2012.

Tax advantages

A major advantage of Tirol as a location is its attractive tax policies and service-oriented administration. Corporate profits are, according to international studies, taxed at an effective rate of just 22 per cent, while the possibility of group taxation is unique in all Europe. Authorisation procedures take between 60 and 90 days. The relocation of German and Italian companies in particular, for example Bionorica Research, Kathrein, Durst Phototechnik, Leitner Technologies, Loacker and Nordpan show the attractiveness of Tirol as an economic location.

★ “GmbH light” facilitates the formation of a limited liability company

As of 1 July 2013 the formation of a GmbH (limited liability company) in Austria and, therefore, also in Tyrol costs only 10,000 euros instead of 35,000 euros. Compulsory disclosure in Wiener Zeitung also does not apply anymore.

In order to form a GmbH (limited liability company) in Austria a share capital of 10,000 euros is needed. Before that a share capital of 35,000 euros was required. In real terms entrepreneurs now have to deposit only 5,000 euros instead of 17,500 euros. Within the EU the average minimum share capital is 8,000 euros. At the same time, also the minimum corporate income tax is decreased from 1,750 euros to 500 euros per year.

“I have worked in 40 different countries. For me and my family, Tirol is undoubtedly the best location. The mountains are a real tonic for me, while Munich is close by.

This is really important for my business, because on average I have to fly 100 to 150 times a year, so I can quickly reach my international business partners around the world. What I also appreciate about Tirol is the hard-working, flexible nature of our employees – I have often experienced the opposite elsewhere. We also have strong science links with the department for timber construction at the University of Innsbruck and the college for timber construction in Rosenheim. Our colleague Professor Wolfgang Feist is also an established expert in energy efficiency at the University of Innsbruck.”

The businessman

A native of Niederndorf, Austria, Herbert Noichl returned to Tirol after working for many years as a top manager in various international companies. In addition to his stakes in several enterprises, in 2009, together with Josef Freisinger, he took over the management of the Freisinger Fensterbau company, which began 80 years ago as a carpentry shop and general store. For the last 20 years it has been a pioneer in the area of energy-efficient window construction, employing 35 staff and exporting its technology worldwide.

“As a health centre for vital medicine, we work not just with our own six doctors but with over 30 other consultant partners in Innsbruck.

This is essential for lasting quality assurance and the innovative development of our product. Good technical colleges and universities mean we have a steady supply of well-trained staff. Tirol is of course a region blessed with political stability, a smoothly functioning social and healthcare system and an outstanding cultural and natural landscape. The locals' naturalness and willingness are particularly worthy of note. All this makes Tirol a very attractive business location.”

The businessman

Christian Harisch, from Kitzbühel, joined the operational side of the Lanserhof over 15 years ago as managing director, taking a share with other partners. The hotel has since been a four-times winner of the European Health and Spa Award. Another Lanserhof, on the Tegernsee Lake in Germany, and the City Medical Spa in Hamburg are currently under construction. The Lanserhof was built 30 years ago as a simple holiday hotel. Taking the F.-X. Mayr cure as a basis, the LANS Med Concept has been developed over the past decades, while the hotel now has over 120 staff and six doctors on its payroll.

★ *According to the World Competitiveness Yearbook 2013, Austria has, according to international standards, highly efficient SMEs (3rd).*

According to the Global Competitiveness Index 2013, Austria is above average in terms of “business sophistication” (6th), “innovation” (13th), “infrastructure” (13th) and “technological readiness” (17th).



Professor Francesca Ferlaino, 35: Professor at the Institute for Experimental Physics at the University of Innsbruck

“Experimental physics in Innsbruck is highly regarded internationally. You don’t just get to know top scientists here by reading their papers. They actually come here, give lectures and hold courses, so you can learn from and with the best in the world.”

I also get tremendous support here. The Rector encouraged me to apply for a full professorship, which was something special, because frequently in your career you are totally reliant on yourself. My team at the Institute are also right behind me. I work full time and have a 3-year old little boy. Flexible working times are therefore very important for me, and here that is no problem at all.”

The scientist

Francesca Ferlaino was born in Naples. On completion of her physics doctorate in Florence, she came to the Institute for Experimental Physics at the University of Innsbruck as a visiting lecturer. As a “Lise Meitner” scholar and supported by the Austrian Fund for Science, she organised a team of scientists, set up a laboratory and researched into ultracold quantum gases. She and her team were crucially involved in the world’s first Bose-Einstein condensate, a central achievement in the science of experimental physics.



Professor Lukas Huber, 52: director of the bio-centre, histology and molecular cell biology departments

“Tirol possesses power and innovation. Its power lies in the quality of its people as scientists, partners and location developers. They are reliable, ambitious and innovative.”

The region provides strong support for us in research. I have developed such an extensive infrastructure with opportunities for co-operation with researchers and practitioners here at the hospital that I have just rejected a lucrative offer to take up a post in Dublin. The nature of the location here would be hard to beat: I certainly would not give it up in a hurry. My family also feels very much at home here.”

The scientist

Lukas Huber, originally from Vienna, grew up in Tirol and, following his medical studies, spent 16 years as a researcher in Germany and Switzerland. Subsequently, while conducting applied research at the Institute for Molecular Pathology in Vienna, he discovered his passion for pure research in the area of medicines. Despite several offers from Heidelberg, Zurich and Munich, in 2002 he accepted the invitation to move to Tirol in order to further develop and expand the centre for biomedicine at the Medical University as well as the Oncotyrol cancer research centre.



University of Innsbruck, main building

A stable basis

Innovation comes from intelligence. Since the Leopold-Franzens University was founded in Innsbruck in 1669, it has been a place of work for leading scientists. Pure research forms a substantial part of their work.

The University of Innsbruck has long been associated with renowned scientists, for example Victor Franz Hess, awarded the 1936 Nobel Prize for Physics for the discovery of cosmic radiation, or Professor Peter Zoller, currently teaching at the Institute for Quantum Optics and Quantum Information, whose research awards include the Max Planck Medal and the Erwin Schroedinger Prize. One fifth of all scientific publications in Austria originate in Tirol. Most are derived from pure research, the basis of a successful business location.

Centres of pure research

The Leopold-Franzens University is the largest and most important research and educational facility in western Austria. The Medical University of Innsbruck also plays a

major role as an outstanding research partner. These institutions place special emphasis on areas of importance in the future, namely bioscience, information technology and quantum physics.

Theory and practice

Science in Tirol is not limited to theory: the research laboratories are next to the lecture rooms and the research equipment is located just a short distance from the patients. The interdisciplinary work between the various institutes and faculties and between theory and practice (see also p. 6) all mean that the discoveries and results are also of direct benefit to the people and the economy. This makes Tirol a dynamic science location where enterprises and scientific establishments can rapidly create added value and develop enormous growth potential.



Christian Doppler laboratories (CD laboratories)

The CD laboratories conduct pure research related to **application issues raised by companies**. They are installed for a period of seven years at universities or non-university research establishments.

In Tirol these CD laboratories are researching:

- CD laboratory for application-orientated optimisation of bonding agent composition and concrete production
- CD laboratory for inflammation biology in gastroenterological illnesses

The following CD laboratories located in Bochum (North Rine-Westphalia), Leoben (Styria) and Vienna have their business partners in Tirol:

- CD-Labor for printing inks based on polymer
- CD-Labor for mechanistic and physiological methods for more efficient bio processes
- CD laboratory for biotechnology of fungi

innovative

Universities/technical colleges

- Leading research in over 70 university institutes and 20 university clinics
- Leopold-Franzens University has some 26,000 students and 4,000 staff
- Medical University of Innsbruck has some 2,800 students and 1,800 staff
- UMIT, a private university for health sciences, medical IT and technology
- Management Centre Innsbruck
- Kufstein Technical College
- Technical College for Healthcare, Innsbruck

Special university research establishments

- CMBI, centre for molecular biosciences
- ADSI (Austrian Drug Screening Institute), cancer research centre
- Research Institute for Biomedical Aging Research (all University of Innsbruck)

Non-university research establishments

- Ludwig Boltzmann Institute for AIDS research
- IQOQI – Institute for Quantum Optics and Quantum Information, Austrian Academy of Sciences (ÖAW)
- Institute for Mountain Research: People and Environment, ÖAW
- Tirolean Cancer Research Institute

Tirol is Austria's no. 1 in the field of "investment in pure research".

With a figure for research of 2.79 per cent, Tirol is no. 3 in Austria, with the second highest per capita proportion of R&D expenditure among Austria's federal states.

It has a strong position in the areas of life sciences, biotechnology and bioinformatics



Know-how. Hannes Wohlfarter, a graduate of the Higher Technical Institute for Machine and Equipment Building, brings his knowledge into the workplace.

Highly skilled staff

The employment market in Tirol benefits from young, motivated and well-trained technical college graduates such as 21-year old Hannes Wohlfarter. He works at the Wörgl-based company Gruber Assist, optimising the performance of electric motors for mountain bikes.

Hannes Wohlfarter sits at his workplace at Gruber Assist in Wörgl, Austria. He uses tools to draw lines and circles on the white page on the screen. "I am developing a clutch between two axles. This morning I made a sketch by hand which I am now transferring onto the computer", he explains.

He obtained all the necessary technical and practical knowledge for his work at the Higher Technical Institute for Machine and Equipment Building in Jenbach. For over a year he has been helping Gruber Assist develop an electric motor for mountain bikes to be hidden in the saddle tube.

The room is bright and neat. On the wall hangs a metal device for the charging and discharging

of batteries. The cables run down to a shelf below on which the charger stands. Rolls of cable are stored in a bin under the shelf. "I need the cables for developing the test rig", says Hannes.

Together with company founder Karl Schweitzer, who attended the Higher Technical Institute for Electrical Engineering, he has developed a way of transferring the data via cables from the batteries to the computer. "We have saved a lot of money. This technology costs some 200 euros from the battery manufacturer. We made it for 20 euros", says his boss. The company also developed the test rig which would have cost several thousand euros on the market. Hannes Wohlfarter is now responsible for optimising the battery measurements.

Practical

Numerous entrepreneurs in Tirol benefit from motivated staff who, with their unfailing commitment, flexibility and high degree of know-how and resourcefulness, help businesses to grow and to maintain their competitive advantage.

There is a highly effective, **close co-operation** with students of the higher technical education institutes, who produce their final projects in the field of research and development at an actual company.

Higher technical education institutes (HTLs)

Tirol has a wide range of technical and industrial colleges in the area of higher education, the so-called Higher technical education institutes (HTLs). On completion of their final examinations, school leavers have both excellent technical and practical preparation before they enter the jobs market. Those wishing to go on to further training can attend technical colleges or universities to expand their knowledge.

HTLs in Tirol

- HTL for chemistry, Kramsach
- Glass technical school, Kramsach
- HTL for mechanical engineering, Fulpmes
- HTL for civil engineering, interior fittings and IT, Imst
- HTL for mechanical engineering and building engineering, Jenbach
- HTL for electronics, electrical engineering, machine and industrial engineering, Innsbruck
- HTL for building and design, Innsbruck
- College for mechanical engineering and automation engineering, Reutte
- Carving school, Elbigenalp
- HTL for optometry, Hall in Tirol
- HTL for mechatronics, Lienz in East Tirol



Two years ago he decided, together with two school friends, to complete his final project with the Gruber Assist company. "They showed an interest and also offered me a job", he says. He works 38.5 hours a week, but he gladly puts in extra hours in the run-up to trade fairs and other important events. "That's fine by me, because I like my work and I also know that the bike business is seasonal and I can of course adapt to that."

Hannes moves his mouse and finalises his technical drawing. In the course of the afternoon it will be finished and the order given to realise it in order to perform the optimised test series.





Mechatronics goes medical technology

UMIT, the private university in Hall in Tirol, offers an advanced course in **medical technology** for its master's degree in mechatronics, which has been met with considerable business approval, as more and more mechanical and electrical engineering firms in the German-speaking countries wish to gain a foothold in this growth market. Tirol is one of the largest medical technology locations in Austria.

high level



- *Productive Relationship: According to the World Competitiveness Yearbook (WCY) 2013 Austria is in the fourth place in regard of successful employer-employee relationships.*
- *Enterprises in Austria put a premium on staff training.*
- *The government of Austria and the region of Tirol support up to 20 per cent of the costs of measures to train and further develop staff.*
- *Employees in Tirol put in an average of 45 working hours a week – the most in Europe.*
- *According to the WCY 2013 Austria ranks fourth worldwide what employee motivation is concerned.*
- *The high level of staff motivation is partly attributable to the area's fantastic natural surroundings, innumerable opportunities for outdoor activities, high quality of life and low crime rate.*
- *At the turn of the half-year 2013 Tirol saw the highest occupation rate ever, up 1.5 per cent on the previous year.*



Rapid progress: she has rapidly worked her way up from chemistry laboratory assistant to senior laboratory technician. Today, as chair of the employee works council, she communicates team spirit and loyalty to young members of staff.

The power of learning

From apprentices to practically oriented university graduates, there are numerous **highly trained specialists** on the Tirolean jobs market, with the numbers continually rising. Specialists have at least completed an apprenticeship.

Tirol is expecting an increase of ten per cent by 2015. The highest number of specialists in absolute terms – 85,500 – will then be found in the district surrounding Innsbruck.

Dual system

The dual system allows apprentices and specialists to perform both *efficiently* and *effectively* in a business situation.

The combination of vocational school and work experience for apprentices, and of vocational academy and work experience for specialists, ensures that employees have all received excellent training and education. Technical abilities and skills are linked with the teaching of theoretical expertise and the broadening of general education into a **practicable, comprehensive know-how**.

Higher technical education institutes and universities

Once a young person has completed their studies at a high school or higher technical education institute, they can go on to a technical college or university. These are oriented towards the needs of business, also offering part-time practical courses of study. With the development of technical education courses such as mechatronics (including an advanced course in medical technology), process engineering, renewable energies technology and energy-efficient building, Tirol has positioned itself as a leading region for technology. By 2015, thanks to the region's proactive initiatives, up to another **6,000 new jobs** will be created.

From the bottom up

Barbara Nerad, 51, a native of the Unterland district of Tirol and chair of the employee works council at Sandoz in Kundl and Schafteuau, describes her stellar career: "In 1978 I began my apprenticeship as a chemistry laboratory assistant at what was then Biochemie Kundl and is now Sandoz GmbH," she explains. "Then as now, Sandoz apprentices benefited from the combination of vocational school, practical laboratory work and in-house training", she says, describing the 3-tier system. Soon after

completing her training, this ambitious young woman had become a chemical works supervisor and senior laboratory technician. In 2004 she then completed a specialist university course in environmental and process engineering. "Just as I learned then, even today I still apply the basic values of reliability, loyalty and team spirit and teach these to apprentices and young people in the company, together with a readiness to further develop intercultural skills, flexibility and self organisation."



A rich life

Leading a satisfying life also requires fulfilling, successful work as a vital element. But happiness can only come from a proper combination of stable social networks, health, unspoilt nature and a rich cultural life.

Tirol can offer valuable resources for body and soul to employers and employees alike, producing strength and motivation. Meeting our basic needs with ingredients of the highest quality is a sound basis for our further development. Thus for example even the tap water you drink in Tirol refreshes the body with the necessary nutrients. Fresh, locally grown and refined foodstuffs are not just to be found in supermarkets but also appear as delicacies on the menus of numerous Tirolean restaurants and hotels.

Exercise for body and spirit

Alongside food and drink, physical and mental exercise are necessary to lead a fulfilling life. Tirol's fresh mountain air will help unburden your mind while you are out walking, mountain biking or skiing. The impressive mountain panorama turns golf, riding or climbing into an unforgettable experience, while the cultural life of Tirol offers artistic fare for the spirit. High-quality musical events and dance, theatre and opera productions at the Tirol Theatre, the Summer of Dance, the Festive Weeks of Old Music, the Tirolean Popular Theatre, the Tirolean Festival in Erl, as well as vernissages, shows and cabaret all enrich life in the mountains.

Tirol has all you need to lead a rich life. You just need to use it.





“I can enjoy good health every day in both my work and my free time.”

Monika Mattesich: medical specialist, University Clinic, Innsbruck



“Innovations based on tradition are the key to my business success.”

Hermann Spiegl: managing director, Spiegl Tec Consulting

Success across the board

The careful husbanding of human and ecological resources, plus the desire to develop both in the best possible way, are vital for the lasting success of a location.

Unspoilt nature, motivated staff, the security of renewable energies, a healthy balance between the exploitation and protection of natural resources, social security, political stability, quality education and a comprehensive healthcare system. Tirol has plentiful resources in these areas: it is now taking further measures to secure them for a successful future, as a country's GDP is not the sole indicator of its prosperity.

Quality of life as an asset

The OECD has developed the Better Life Index to illustrate the true wealth of a particular nation. Life satisfaction, education, personal safety, work-life balance, community, health and the environment are just some of

the eleven quality of life indicators that the OECD includes in its evaluation.

A recent survey in Tirol showed that 76 per cent of all Tiroleans or those working here regard their surroundings as a very attractive location in which to live and work. This is an important part of Tirol's "Happily in Tirol" campaign. Testimonials can be found on www.zumgluecktirol.at indicating the location factors that support the success of enterprises or research. Quality of life is an asset when competing for the best minds.

Full of energy

Good quality of life in a resource-rich region provides the basis for outstanding

on a human scale environmentally friendly

performance, and that is exactly what Tirol can offer.

Tirol is just as active in treating its ecological resources responsibly while using them in the best possible way. As regards the "energy transition", the location is proactively entering the age of hydropower, solar, geothermal and biomass energies and is targeting energy autonomy by 2050. The prospects currently appear bright, not least due to the intensive efforts of the Tirol renewable energies cluster with its 80+ members drawn from the fields of business, science and education. The growth and development of economic sectors that contribute to this objective is also being supported and promoted.

The results so far are positive: Tirol already produces more electricity from renewable sources than it uses, while 35 per cent of its total energy requirements come from sustainable sources. It is consciously and purposefully taking steps to benefit people, the economy and nature.



Top-Five: In terms of life satisfaction Austria is ranked fifth within the OECD Better Life Index.

According to the WCY, Austria has a very good healthcare system (no. 7) and adequate energy supplies for the future (no. 6). Additionally the risk for political instability (no. 11) is very low.



Innsbruck Trade Fair



K3 Kitzkongress



Congress Centrum Alpbach



Congress Innsbruck

An outstanding workshop for ideas



Europahaus in Mayrhofen

Training, presenting, networking and more. Entrepreneurs and scientists all appreciate Tirol as a congress and conference location. Tirol differs from other locations in one crucial aspect: here in the mountains you can fully recuperate after a hard day's work. That makes a vital difference.

Perfection is the result of ceaseless practice and improvement. This is what characterises Tirol's conference and congress centres.

The "congress village" of Alpbach can build on a tradition that goes back to 1945, when it managed to bring the best thinkers together in the "Alpbach European Forum". They laid the foundation-stone for a peaceful and prosperous Europe and the annual "Alpbach talks" still today see top scientists and managers taking part in discussions with a central role in forming the future of Europe.

On the subject of the future, the Tirolean congress centres are state-of-the-art in terms of sustainability. Both the congress centre of Alpbach and the "Congress and Messe Innsbruck" offer "Green Meeting" certification for events.

The benefits of proximity

Tirol offers places for reflection, highly professional infrastructure and assistance, and a natural backdrop that is ideal for walking, skiing or simply relaxing. Accommodation, venues and leading scientific and business locations are all just a short distance apart. A trip to the Seegrube, the Innsbruck skyline, is just as easy as hiking in the Zillertal Valley or a day's skiing in Kitzbühel. Numerous events agencies offer plenty of variety for visitors to Tirol. A congress held here is enhanced by something intangible as regards lifestyle: a feeling of well-being.

A local partner

Since Tirol has a long tradition as a scientific location, congresses here can rely on

the finest scientific qualifications and excellent local co-operation partners. Medical congresses are as much a part of the annual repertoire as conferences for geologists, geographers, economists and business administrators on the effects of climate change and the future of the Alps.

The Convention Bureau Tirol offers comprehensive information to help in the organisation of congresses and conferences. From its pool of 60 associated facilities and businesses it can help select the best partners for an event, as well as the most suitable location. Possible conference and congress centres include the Congress and Messe Innsbruck, Congresspark Igls, K3 Kitzkongress, the Europahaus in Mayrhofen and the congress village of Alpbach. www.convention.tirol.at

The top 7 reasons for holding conferences and congresses in Tirol

- Professional offering based on many years of experience of congress and conference events
- Ultra-modern technology and infrastructure
- Proximity to unique nature with appropriate activity programmes
- Good connections (rail, road, airports at Innsbruck, Salzburg, Munich)
- Good cost-benefit ratio
- "Green Meeting" certification possible
- High political and economic security and stability



"Gross domestic product alone does not make people happy, nor are impressive mountains enough to satisfy their everyday needs." Harald Gohm, executive director of the Standortagentur Tirol, the regional business location agency



"Happily in Tirol"

Why competition and satisfaction need to interact and what the Standortagentur Tirol, the regional business location agency, can contribute. Executive director Dr. Harald Gohm explains.

What makes Tirol the perfect location?

Dr. Harald Gohm: In three words: "Happily in Tirol". It is no coincidence that the current campaign for the location bears this name or that it revolves around happiness. Once material prosperity has achieved a certain level, it has to be followed by immaterial prosperity. Gross domestic product alone does not make people happy, nor are impressive mountains enough to satisfy their everyday needs. There must be a blend of hard and soft factors. Tirol offers for example

leading international research and technology combined with satisfaction and happiness. Together these make Tirol the perfect location.

What additional contribution does the business location agency provide?

Gohm: We assist companies that want to stay or become competitive. We also assist enterprises that want to establish themselves in Tirol or are initially seeking partners here. We can advise and assist those wanting to expand their research and development

operations. In essence we offer help in achieving lasting growth. This is the only way to ensure the stable job creation that will be of greatest benefit to the location.

What is the particular work of the agency?

Gohm: We are service providers for the region of Tirol and we act as part of a wider network, which ensures that we are at the same time both flexible and strong. We also manage so-called clusters for co-operation between innovation-oriented enterprises and research

establishments specialising in the sectors of the future, such as renewable energies, mechatronics or life sciences. We have successfully integrated location marketing with the fields of research and education. According to one European benchmarking analysis, we are trailblazers in this regard. Small- and medium-sized enterprises looking to gain a technological edge and further their co-operative development in innovation-friendly surroundings will find that Tirol represents an excellent choice of location.

growth
network
business location

Welcome to Tirol

The Standortagentur Tirol, the business location agency, can open the doors to one of Europe's most dynamic economic regions.

We can provide you with comprehensive information on living and working in Tirol. We can show you the special opportunities available to your enterprise in the location, assist you throughout your investment decision-making or location processes and connect you rapidly and individually to the relevant networks. We will also help you in looking for suitable staff, submitting applications and completing requests for support, as well as with matters concerning the compatibility of your professional and your family life.

We will be happy to help you.

The Standortagentur Tirol is the official business location agency of the region of Tirol. We can open the doors to one of Europe's most beautiful economic locations, offering excellent prospects, in a straightforward, personalised way:

HAPPILY IN TIROL.

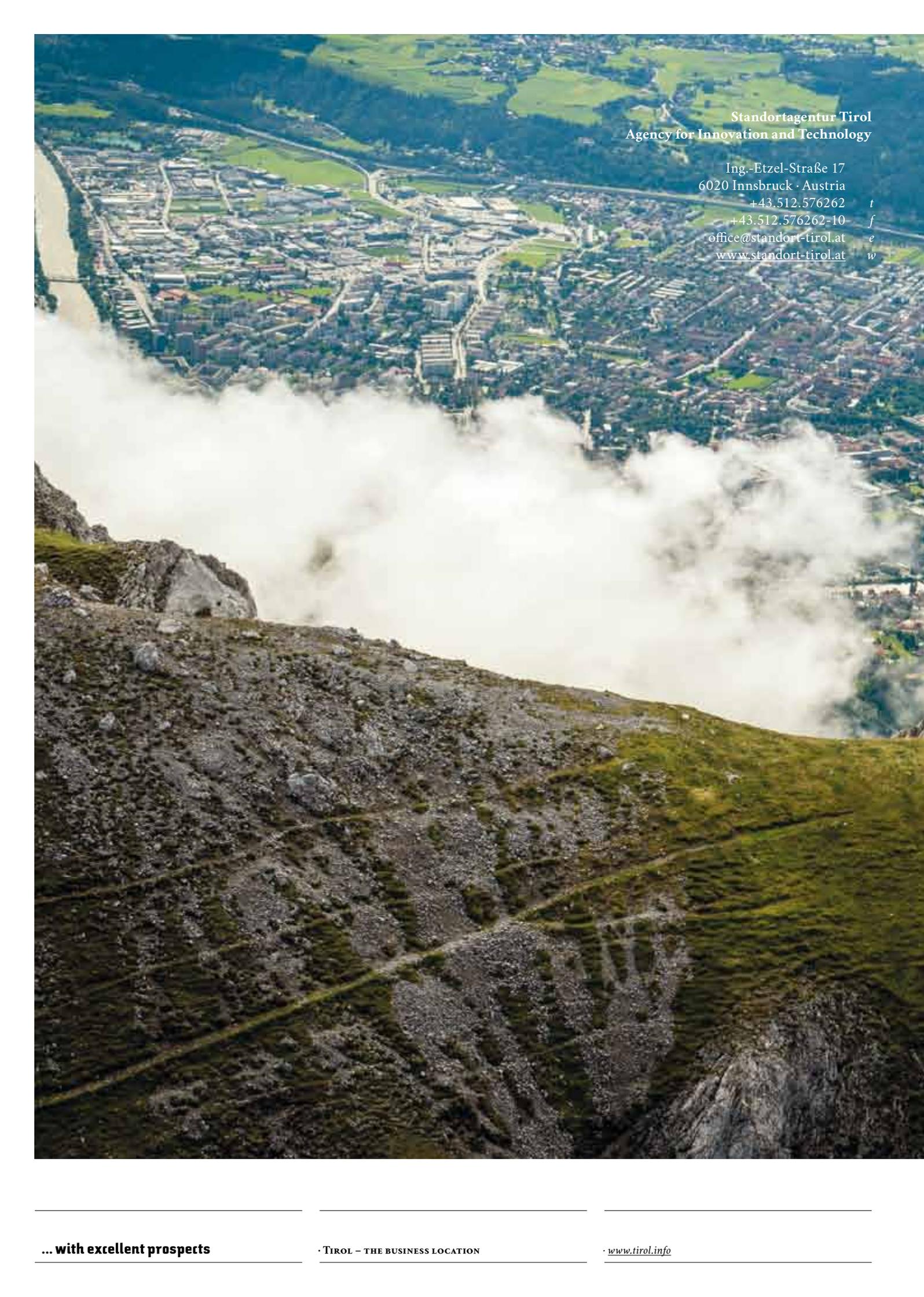
Decide for a location to live and work that offers ...

- ... political and social security*
- ... economic prosperity*
- ... a network of outstanding enterprises*
- ... highly qualified and motivated staff*
- ... leading international research achievements*
- ... bespoke support*
- ... a business-friendly tax system*
- ... unspoilt nature*
- ... a highly developed healthcare system*
- ... top-quality drinking water.*

prosperity
security

nature
healthcare system

excellence
support
network
quality



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