

Press Release

390 international headquarters - Austria more popular than ever before as a business location

A new study from Headquarters in Austria (HIA) about international corporate headquarters in Austria confirms its position as one of Europe's leading headquarters locations.

Vienna, 19 May 2022 – Hosting major players such as Boehringer Ingelheim, Henkel, Takeda and BMW speaks for itself: Austria continues to be attractive as a business location for international corporate headquarters and has maintained its position as a business interface and ideal base of operations for subsidiaries in Eastern and Western European countries as well as the USA and Asia. At present, a total of 390 international companies have set up their regional and division headquarters in Austria, in particular 120 firms with a German parent company. These were the conclusions of the latest study conducted within the context of the "Headquarters in Austria" research project led by the Institute for International Business at the Vienna University of Economics and Business. Austria is also considered to be a valued strategic location by countries outside of the EU such as Switzerland and by non-European countries such as the USA. 35 companies from both Switzerland and the USA operate headquarters in Austria. France and Great Britain with 20 and 17 headquarters respectively are also strongly represented.

High value creation and follow-up investments by headquarters

"Headquarters generate high added value, attract follow-up investments, strengthen research and development and are important employers," states Martin Kocher, Federal Minister for Digital and Economic Affairs and Labour. "This represents a combination of advantages which considerably strengthen Austria as a business and work location."

The headquarters operate in a diverse range of sectors. A large proportion serve as production headquarters as well as wholesale and retail head offices. Numerous multinational companies also carry out research and development in Austria, including Boehringer Ingelheim, Takeda and Siemens.

On average, international headquarters in Austria have subsidiaries in 5.5 countries. 85% are SMEs and employ fewer than 500 people. By far the most popular location for corporate headquarters is the capital city of Vienna with a total of 180 headquarters, followed by the provincial capitals of Salzburg and Linz with fifteen headquarters each. "Austria continues to live up to its reputation as one of the leading European locations for headquarters of international companies. This not only applies to large multinational enterprises (MNE) but above all to numerous international SMEs", explains a pleased René Tritscher, Managing Director of Austrian Business Agency (ABA).

Austrian business location as a European hub

The German company Henkel CEE bears responsibility for managing business operations for 32 countries in Central and Eastern Europe as well as the Central Asia-Caucasus region from Austria.

The company's CEE headquarters are located in Vienna. Henkel has a leading market position in the region in the Laundry & Home Care, Adhesive Technologies and Beauty Care segments. However, Austria, and above all Vienna, are not only particularly in demand as a headquarters location to provide market access to Southeast and Eastern Europe - namely for subsidiaries in Hungary, Czech Republic, Slovakia, Romania and Italy. Austria is also considered to be the ideal headquarters location for companies targeting Western Europe, especially Germany. A total of 141 of the 390 headquarters in Austria have a subsidiary in neighbouring Germany. Thanks to the previously attained competencies, Austria has maintained its market leadership position for CEE headquarters and has been able to develop or expand other segments as well.

Boehringer Ingelheim as an example – continuous expansion in the business location of Austria

Vienna serves as the cancer research centre for the research-based pharmaceutical company Boehringer Ingelheim. As the Regional Center Vienna (RCV), it has management responsibility for 33 countries from Central and Eastern Europe and Central Asia to Switzerland and Israel. Following the opening in October 2021 of a state-of-the-art facility in Vienna to produce biopharmaceutical substances, the largest single investment in the company's history, Boehringer Ingelheim announced in the spring of this year that it would make another large-scale investment, this time in Lower Austria and at a cost of € 1.2 billion. 800 new jobs are planned to be created by 2026. "Boehringer Ingelheim has been present in Vienna since 1948 and has been continuously expanding since then", states Philipp von Lattorff, CEO Boehringer Ingelheim RCV in Austria. "With the new capacities we can supply millions of people across the globe with modern pharmaceutical products, thus also strengthening Europe as a pharmaceutical location," he adds.

[Download the study](#)

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About Austrian Business Agency (ABA)

As a subsidiary of the Federal Ministry for Digital and Economic Affairs, the Austrian business location consultancy Austrian Business Agency (ABA) strives to make Austria attractive to international companies, skilled workers and film producers. With its three business areas INVEST in AUSTRIA, WORK in AUSTRIA and FILM in AUSTRIA, ABA consults and supports international companies, skilled workers and film producers at no cost regarding all issues relating to the business, research and work location as well as to Austria as a film location. >> We simply make it easy.

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