

Vienna: The Sound of High-Tech

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Vienna is a city famous for its cultural heritage and classical music and in recent years has earned a reputation as one of Europe's top convention cities. But now the city's dynamic digital industry is booming.

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Its added value for Vienna is six times greater than that of the tourism industry. Vienna is the largest ICT hub for Central and Eastern Europe and is one of the region's main ICT-related research locations.

The combined gross revenue of approximately 5,000 companies in Vienna (8,000 in the Vienna region), from small enterprises to multinationals (from Apple to Xerox), amounted to €24.3 billion and the sector employs 70,000 people.

The city's core strengths include digital image processing and computer vision, embedded systems, e-government, quantum computing, speech processing, traffic telematics and a broad spectrum of creative industries. It also boasts Europe's most competitive mobile communications market - according to a spokesperson for Alcatel Lucent Austria, the Austrian subsidiary of the French ICT giant, "if you can make it in Vienna, you can make it anywhere."

Thanks to its location at the heart of Europe, Vienna is a very international city and functions as a hub for the Central and Eastern European countries. Most of the activities in the CEE Countries originate in Vienna, where the majority of the major industry players are found. Vienna excels in terms of quality of life; it also has extremely high standards of education and vocational training.

As a business, it is worth your while to enter into cooperation with it companies located in Vienna. And the benefits of founding or relocating a business in this attractive city are also worth considering. Here at Vienna IT Enterprises (www.vite.at), we would be happy to provide help and support with any matters related to doing business in Vienna.

Vienna is home to all the institutions of Austria's federal government. And Austria consistently scores among the top countries in European e-government rankings, an achievement which owes much to efforts made by the city of Vienna itself. For example, there are the numerous activities of the city's public funding bodies, the Vienna Business Agency (VBA) and its Center for Technology and Innovation (ZIT); its platforms for ICT and the creative industries, VITE and departure, respectively; and also the Vienna Science and Technology Fund (WWTF).

A current project „Centrope ICT Technology Transfer (CITT)" triggers challenges in the ICT sector and aims to improve technology transfer between the business and research communities in the Centrope region. The project was initiated by the VITE Platform of the Vienna Business Agency and is co-financed within the Seventh Framework programme.

By Bernhard Schmid, head of **Vienna IT Enterprises**