

International City Vienna

For the employees of international companies working abroad (expatriates), Vienna is the most livable city in the world. In 2023, the consultancy Mercer¹ and the Economist Intelligence Unit² voted Vienna as the most liveable city in the world. The international news and lifestyle magazine Monocle³ also named Vienna the city with the highest quality of life worldwide in its Monocle's Quality of Life Survey 2023. This explains why international organizations and leading global corporations feel so at home here. However, Vienna's global significance does not stop at being a HeadquarterCity: it also impresses as a KnowledgeCity, a CongressCity and a "DiverCity". And each of these roles is signaled visually by a striking landmark.

For example, Vienna's Donau City, which is home to major global corporations as well as many UN organizations, is considered the heart of the HeadquarterCity. The United Nations has defined Vienna as one of its four official seats and is represented here with numerous organizations. The IAEA (International Atomic Energy Agency) and OPEC (Petroleum Exporting Countries) also have their headquarters in the city. In total, international institutions secure almost 19,000 jobs in Vienna⁴. 180 multinational corporations take advantage of Vienna as an ideal location for servicing Central and Eastern Europe. Illustrious Austrian companies such as Wienerberger AG and OMV have also selected Vienna for the head offices of their groups.

The city's high quality of life and safety are reasons why international companies and organizations choose Vienna as a location to do business. The multinational flair contributes to Vienna being highly regarded around the world by congress organizers and participants alike. The conference statistics for 2022 show that 4,339 conventions and company events took place, with a total of 1.187 million overnight stays by visitors, equating to around 80% of the numbers seen in 2019. In the ranking of the ICCA (International Congress and Convention Association), Vienna can always be found towards the top of the list: in 2022, Vienna took 1st place in the ICCA analysis of worldwide (association) congresses.⁵ In addition to good accessibility and top services for event organizers, CongressCity Wien provides attractive event venues such as the Hofburg Vienna, the Austria Center Vienna and Messe Wien Exhibition & Congress Center.

Vienna's importance as a city of knowledge is another motive for many organizers to bring their conference to Vienna. With a research ratio of 3.65%,⁶ Vienna is one of the leading regions in the EU. Around 50,000 people are employed in research and development. The number of research companies in the city has more than doubled in the past 15 years. And with around 193,000 students, Vienna – together with Berlin – is the biggest university city in the German-speaking countries⁷. The mdw – University of Music and Performing Arts Vienna is one of the best music universities in the

¹ <https://www.mercer.com/insights/total-rewards/talent-mobility-insights/quality-of-living-city-ranking/>

² <https://www.eiu.com/n/campaigns/global-liveability-index-2023/>

³ <https://monocle.com/minute/2023/06/22/>

⁴ Source: www.bmeia.gv.at/themen/wien-als-sitz-internationaler-organisationen

⁵ www.iccaworld.org/

⁶ Source: Wien in Zahlen, Forschung und Entwicklung 2022

⁷ Source: Wien in Zahlen 2023

world⁸. In fall 2019, the new Central European University added another location to KnowledgeCity Vienna. The campus of the Vienna University of Economics and Business, the Neu Marx Research and Technology Center with the Vienna BioCenter, the campus of Vienna University and Siemens City also generate significant stimuli in the field of research.

The international character of the city is based on its cosmopolitanism, which in turn is rooted in the multicultural make-up of Vienna's population. A walk through one of Vienna's markets, such as the Naschmarkt, illustrates this as clearly as a look at traditional Viennese cuisine, which encompasses dishes originating from all the countries of the former Habsburg monarchy and offers delicious proof of the city's cultural diversity. DiverCity Vienna is currently a home and place of employment for people from all parts of the world, around one third of Viennese were born outside Austria and almost 50%⁹ of the 1.9 million residents¹⁰ have a "migrant background" – in other words, both parents were born abroad, with members of the First Generation having been born abroad and members of the Second Generation having been born in Austria¹¹.

⁸ Source: www.topuniversities.com/university-rankings/university-subject-rankings/2023/performing-arts

⁹ Source: www.statistik.at/statistiken/bevoelkerung-und-soziales/bevoelkerung/migration-und-einbuengerung/migrationshintergrund

¹⁰ Provisional data suggest that there were 2 million residents in Vienna in October 2023, Source: <https://wien1x1.at/zwei-millionen-metropole/>

¹¹ Source: www.wien.gv.at/statistik/bevoelkerung/bevoelkerungsstand/def-migration.html

Facts and Figures

“International Vienna”

HEADQUARTERCITY

- Vienna has been one of the four official seats of the United Nations and home to more than a dozen of UN organizations, IAEA and OPEC, OSZE (seat of the secretariat in Vienna since 1995) as well as numerous other international organizations – with almost 19,000 employees – for over 40 years (Source: www.bmeia.gv.at/themen/wien-als-sitz-internationaler-organisationen)
- 180 international companies have their headquarters in Vienna, including some global Austrian businesses (e.g. Wienerberger AG, OMG) (Source: Study: The Landscape of Corporate Headquarters in Austria: Corporate Headquarters in Vienna. Study Report 2022 (wu.ac.at))
- 237 international companies took up residence in Vienna in 2022 (Source: Wien in Zahlen 2023)
- Locations: Donau City, Business Park Vienna, Danube Canal, Siemens City, Viertel Zwei

KNOWLEDGECITY

- Around 30% of all research expenditure in Austria takes place in Vienna, research ratio (= expenditure on research and development) of Vienna: 3.65%, making the city one of the leading regions in the EU (Source: Wien in Zahlen, Forschung und Entwicklung 2022)
- Around 50,000 people work in Vienna in the field of research (Source: Wien in Zahlen, Forschung und Entwicklung 2022)
- 23 universities (universities of education, universities of applied science, and private universities (Source: www.wien.gv.at/bildung/hochschulen/))
- The mdw – University of Music and Performing Arts Vienna ranked fourth in the QS University Ranking 2023. (Source: www.topuniversities.com/university-rankings/university-subject-rankings/2023/performing-arts)
- With around 193,000 students, Vienna – together with Berlin – is the largest university city in the German-speaking countries (source: Wien in Zahlen 2023, www.wien.gv.at/statistik/publikationen/wien-in-zahlen.html)
- Vienna invests roughly €100 million in research and development every year (2020: €128 million) (Source: Wien in Zahlen, Forschung und Entwicklung 2022)

- Locations: Vienna University of Economics and Business campus, Neu Marx (Vienna BioCenter), University of Vienna campus, Siemens City

CONGRESSCITY

- 2022: In the ranking of the International Congress and Convention Association (ICCA), Vienna came in first place
- 2022: Vienna ranked 2nd in the Union of International Associations (UIA) Conference Ranking place
- 2022: 4,339 conferences and corporate events with 1.187 million overnight stays (9% of the total volume), value creation generated: €739 million; approx. 13,000 jobs created nationwide by the Viennese conference industry
- Conference guest expenditure per capita/overnight stay: €552 (about twice as much as the average of other visitors to Vienna)
- Locations: Austria Center Vienna, Messe Wien Exhibition & Congress Center, Hofburg Vienna

DIVERCITY

- Around 880,000 people of international origin (were either not born in Austria or have foreign citizenship) live in Vienna (Source: www.wien.gv.at/menschen/integration/daten-fakten/bevoelkerung-migration.html)
- Around 50% of Vienna's population have a migration background (i.e. both parents were born abroad, with members of the First Generation having been born abroad and persons of the Second Generation having been born in Austria (Statistik Austria/UNECE) (Source: www.statistik.at/statistiken/bevoelkerung-und-soziales/bevoelkerung/migration-und-einbuengerung/migrationshintergrund)