

International City Vienna

For the employees of international companies working abroad (expatriates), Vienna is the most livable city in the world. The Mercer Study, which surveys expatriates around the world and voted the city into first place in 2019 for the tenth year in a row. And in 2019, for the second time in a row, the renowned British news magazine "The Economist" chose Vienna as the world's most livable city. 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 functions 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 organizations employ over 6,000 people¹. More than 200 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. More than 4,600 congresses and corporate events, which generated a total of 1,925 million overnight stays in 2018 alone, speak as clearly as the ranking of the ICCA (International Congress and Convention Association). In 2018, Vienna came in second place after Paris. 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.

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 3.66%², Vienna is one of the leading regions in the EU. Around 46,000 people are employed in the area of research and development. The number of research companies in the city has grown by over 200%(!) since 2002. And with around 200,000 students, Vienna is the biggest university city in the German-speaking countries - with more students than Berlin or Munich³. The mdw – University of Music and Performing Arts Vienna is the best music university in the world⁴. Since autumn 2019, the new Central European University has enriched Knowledge City of Vienna with another location. The campus of the Vienna University of Economics and Business, the Neu Marx Research and Technology Center with the Vienna

¹ Source: www.bmeia.gv.at/europa-aussenpolitik/wien-als-sitz-internationaler-organisationen/

² Source : Wien in Zahlen, Forschung und Entwicklung 2018

³ Source : Wien in Zahlen, Forschung und Entwicklung 2018

⁴ Source: www.topuniversities.com/university-rankings/university-subject-rankings/2019/performing-arts

BioCenter, the campus of Vienna University and Siemens City also supply important impulses in the field of science.

The international character of the city is based on its openness to the world – which in turn finds its foothold in the multicultural composition of Vienna's population. A walk through one of Vienna's markets, such as Naschmarkt, illustrates this as clearly as a look at traditional Viennese cuisine, which encompasses dishes originating from all the countries of the former Danube 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 45%⁵ of the 1.9 million residents 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 Austria⁶.

⁵ Source:

www.statistik.at/web_de/statistiken/menschen_und_gesellschaft/bevoelkerung/bevoelkerungsstruktur/bevoelkerung_nach_migrationshintergrund/index.html

⁶ Source: www.wien.gv.at/statistik/bevoelkerung/bevoelkerungsstand/def-migration.html

Facts and Figures

"International Vienna"

HEADQUARTERCITY

- Vienna is 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 around 6,000 employees (Source: www.topuniversities.com/university-rankings/university-subject-rankings/2019/performing-arts)
- Over 200 international companies have headquarters in Vienna in addition to Austrian companies of global significance (e.g. Wienerberger AG, OMV) (Source: Wien in Zahlen, Wien in Europa 2019)
- 221 international companies settled in Vienna in 2018 (Source: Wien in Zahlen 2019)
- Roughly 25,000 expatriates work in Vienna (Source: <https://wirtschaftsagentur.at/international/invest-in-vienna/expat-in-wien/>)
- Locations: Donau City, Business Park Vienna, Danube Canal, Siemens City, Viertel 2

KNOWLEDGE CITY

- Around 30% of all research expenditure in Austria takes place in Vienna, research ratio (= expenditure on research and development) of Vienna: 3.6% - making the city one of the leading regions in the EU (Source: Wien in Zahlen, Forschung und Entwicklung 2018)
- Around 46,000 people work in Vienna in the field of research (Source: Wien in Zahlen, Forschung und Entwicklung 2018)
- 10 universities, 5 universities of applied science and 6 private universities (Source: www.wien.gv.at/bildung/hochschulen/hochschulen.html)
- Best music university in the world: The mdw – University of Music and Performing Arts Vienna takes first place in the QS University Ranking 2019 together with the Juilliard School
- Around 200,000 students, the largest university city in the German-speaking countries
- Vienna invests roughly €110 million in research and development every year (2016: €111 million) (Source: Wien in Zahlen, Forschung und Entwicklung 2018)
- Locations: Vienna University of Economics and Business campus, Neu Marx (Vienna BioCenter), University of Vienna campus, Siemens City

CONGRESSCITY

- 2018: After 8 consecutive years (2005-2012) in the top spot in the ranking of the International Congress and Convention Association (ICCA), Vienna came in second place in 2018 after Paris.
- 2018: more than 4,600 congresses and corporate events with over 1.9 million overnight stays (12% of the total volume), value creation generated: €1.198 billion; approx. 21,500 jobs created nationwide by the Viennese congress industry
- Congress guest expenditure per head / night's stay: €541 ("normal" visitors to Vienna: approx. €266)
- Locations: Austria Center Vienna, Messe Wien, Hofburg Vienna

DIVERCITY

- Around 770,000 people of international origin (were either not born in Austria or have foreign citizenship) live in Vienna, around 315,000 from EU or EFTA Member States (Source: www.wien.gv.at/menschen/integration/daten-fakten/bevoelkerung-migration.html)
- Around 45% 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.wien.gv.at/statistik/bevoelkerung/bevoelkerungsstand/def-migration.html)