International City Vienna

Vienna is a city that is synonymous with a high quality of life. This is regularly confirmed by official rankings. Vienna has been at the top of prestigious city rankings compiled by the Economist Intelligence Unit[1] and the consulting firm Mercer[2] for many years. This explains why international organizations and leading global corporations feel so at home here. However, Vienna is not only a city of global importance as a location for corporate headquarters; it also stands out as a hub of knowledge and a meeting destination.

Vienna's Donau City, home to many well-known companies as well as numerous UN organizations, is considered the heart of the "Headquarters City". 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 20,000 jobs in Vienna[3]. 183 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 2025 show that 7,196 conferences and corporate events took place, with a total of 2,545 44 million guest nights, accounting for 13% of Vienna's total guest volume. In the Union of International Associations (UIA)[4] 2025 Congress Ranking, Vienna ranks first worldwide, ahead of Brussels. In the ranking of the ICCA (International Congress and Convention Association), Vienna can always be found towards the top of the list: in 2025, Vienna took 4th place in the ICCA analysis of worldwide (association) congresses.[5] In addition to excellent accessibility and outstanding services for event organizers, Vienna – a premier meeting destination – offers attractive venues such as the imperial Hofburg Vienna, the Austria Center Vienna, and the VIECON – Vienna Convention & 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 4.0%,[6] Vienna is one of the leading regions in the EU. Around 51,000 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 201,000 students, Vienna – together with Berlin – is the biggest university city in the German-speaking countries[7]. The mdw – University of Music and Performing Arts Vienna is one of the best music universities in the

[1] www.eiu.com/n/global-themes/report/global-liveability-index-2026/
[2] www.mercer.com/insights/total-rewards/talent-mobility-insights/quality-of-living-city-ranking/
[3] Source: www.bmeia.gv.at/themen/wien-als-sitz-internationaler-organisationen
[4] https://uia.org/
[5] www.iccaworld.org/
[6] Source: Wien in Zahlen, Forschung und Entwicklung 2024
[7] Source: Wien in Zahlen 2026 (Vienna in Figures 2026)

world[8]. Since fall 2019, the Central European University has been boosting the knowledge hub of Vienna with an additional campus. 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 stroll through one of Vienna's markets, such as the Naschmarkt, illustrates this as clearly as a glance at traditional Viennese cuisine. The dishes found there from every country that once belonged to the Austro-Hungarian Empire and offer a delicious testament to cultural diversity. 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 two million residents[10] 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 Austria[11].

[8] Source: www.topuniversities.com/university-subject-rankings/performing-arts
[9] Source: www.statistik.at/statistiken/bevoelkerung-und-soziales/bevoelkerung/migration-und-einbuergerung/migrationshintergrund
[10] Source: Wien in Zahlen 2025
[11] Source: www.wien.gv.at/statistik/bevoelkerung/bevoelkerungsstand/def-migration.html

Facts and Figures
“International Vienna”

- 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 20,000 employees – for over 40 years (Source: www.bmeia.gv.at/themen/wien-als-sitz-internationaler-organisationen)
- 183 international companies have their headquarters in Vienna, in addition to Austrian companies with a global presence (e.g. Wienerberger AG, OMV) (Source: https://www.ots.at/presseaussendung/OTS_20240126_OTS0025/412-internationale-headquarters-in-oesterreich-um-6-prozent-mehr-als-2022)
- In 2025, 224 international companies set up operations in Vienna (Source: Vienna as a Magnet for International Companies (Vienna Business Agency))
- Locations: Donau City, Business Park Vienna, Danube Canal, Siemens City, Viertel Zwei

- Vienna accounts for around 30% of Austria’s total research expenditure, and Vienna’s research ratio (meaning the expenditure on research and development) is 4.0 %, making the city one of the leading regions in the EU (source: Wien in Zahlen, Forschung und Entwicklung 2024)
- Around 51,000 people work in Vienna in the field of research (Source: Wien in Zahlen, Forschung und Entwicklung 2024)
- 24 universities (universities of education, universities of applied science, and private universities (Source: Vienna in Figures 2026)
- The mdw – University of Music and Performing Arts Vienna ranked joint fourth with the Guildhall School of Music and Drama in the QS University Ranking 2025 (Source: QS World University Rankings for Performing Arts 2025 | Top Universities
- With around 201,000 students, Vienna is the largest university city in the German-speaking world after Berlin (source: Vienna in Figures 2026).
- Vienna invests roughly €100 million in research and development every year (2021: 131 million)
  (Source: Wien in Zahlen, Forschung und Entwicklung 2024)
- Locations: Vienna University of Economics and Business campus, Neu Marx (Vienna BioCenter), University of Vienna campus, Siemens City

- 2025: Vienna took first place in the Union of International Associations (UIA) congress ranking and fourth place in the International Congress and Convention Association (ICCA) ranking
- 2025: 7,196 conferences and corporate events, with 2,545 million guest nights (13% of the total volume)
- Conference guest expenditure per capita/overnight stay: €560 (about twice as much as the average of other visitors to Vienna) (Source: www.wko.at/wien/news/meeting-hotspot--in-wien-tagt-die-welt
- Locations: Austria Center Vienna, VIECON – Vienna Convention & Congress Center, HOFBURG Vienna

- Around 911,152 people of foreign origin (either not born in Austria or with foreign citizenship) live in Vienna (Source: www.wien.gv.at/zusammenleben/bevoelkerung-daten-fakten-migration-integration)
- Roughly 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-einbuergerung/migrationshintergrund)