

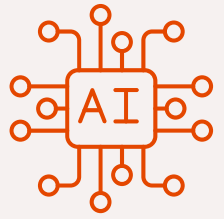
# Austria –

## where AI moves mountains

Austria is at the forefront of artificial intelligence (AI) research. One of the pioneers in natural language processing, Sepp Hochreiter, teaches and conducts research here. Key areas of AI research include knowledge-based systems, machine learning, robotics and autonomous driving. A growing number of AI companies have recently emerged in the life sciences, healthcare and medical technology sectors. With a strong industrial production base, it is no wonder that 55% of Austrian AI companies focus on industrial applications, followed by AI Tech Stack and enterprise functions. To support their growth, Austria offers attractive funding schemes in the form of direct and indirect R&D incentives. More than 50 universities and research institutes educate the talents needed to ensure success. These attractive conditions have convinced international companies to set up their AI centres of excellence in the heart of Europe.

3.35%	<b>R&amp;D to GDP ratio</b>
No. 3	<b>in the EU for its research ratio</b>
14%	<b>research premium</b>
No. 2	<b>in the EU for STEM graduates</b>
14.2%	<b>above EU average for labour productivity</b>

Source: Statistics Austria, 04/2025; IMD WCY, 2024; EU Commission, 08/2024



**>340**  
Companies & startups



**10%**  
AI startup growth rate  
(YoY)



**70%**  
of startups receive public  
funding



**>50**  
Universities & Research  
institutions



**>40**  
International players  
operating in Austria



**3**  
ELLIS Units



# The Ecosystem

In good company – The optimal environment for your success

## Use Cases

Austria is an industrialised nation. The growing need for industry-oriented AI solutions results in numerous use cases. Austria's public sector is one of the biggest beneficiaries of AI solutions and is also very active in funding AI.



The global Smart Centre Factory is located in Graz; close cooperation with TU Graz & Know-Center in Graz.



The world technology leader for refractories products and systems, uses AI to predict the service life of refractory products.



Vienna Geospace Hub drives carbon-neutral cities using AI, geospatial data and cross-sector collaboration.

## International Players

International companies have opened AI centres of excellence and European headquarters in Austria; international startups have also located here.



Starting with a smart photo filter app, the former Austrian startup Kaleido (now Canva Austria) evolved into a visual AI platform acquired by the globally operating design platform Canva.



Blackshark's AI-driven technology enabled the Microsoft Flight Simulator to display the world's entire surface in 3D. Microsoft invested €20 million in blackshark.ai.



Norway-based Crayon ranks among the leading European software providers and license consultants. The Austrian subsidiary is its Data & AI Center of Excellence.

## Startups and Scaleups



# Research and education

## AI in Austria

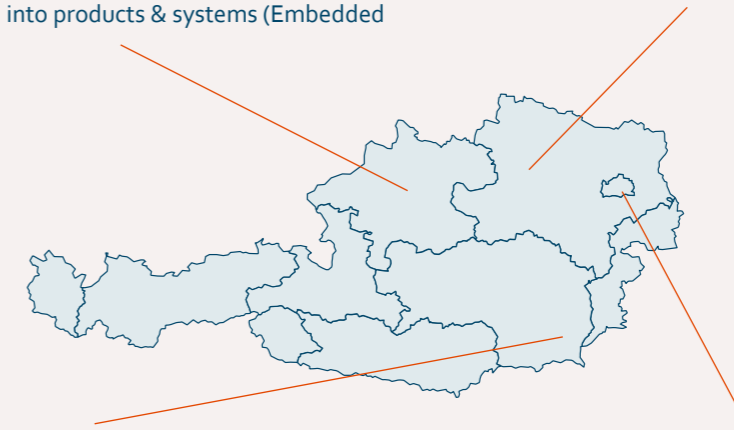
Austria has emerged as a frontrunner in the field of AI education. Thanks to its cutting edge educational system, renowned universities and research institutions as well as a thriving technology industry, Austria provides an ideal environment to fully harness the potential of AI. The close collaboration between academia and the business sector allows students to benefit from hands-on projects and interdisciplinary partnerships, enhancing Austria's position as a leading hub for AI education. With 3 ELLIS units, Austria boasts the highest density per capita of any EU country for European Laboratories of Learning and Intelligent Systems.

### Upper Austria

- > [JKU Linz AI Lab](#): Austria's leading AI research institute led by Prof. Hochreiter
- > [SCCH Hagenberg](#): the only COMET centre focusing on data and software science
- > [SAL](#): integrating AI into products & systems (Embedded AI)

### Lower Austria

- > [ISTA - Institute of Science and Technology Austria](#): publicly funded institute dedicated to conducting world-class research and graduate education in the natural and mathematical sciences



### Styria

- > [TU Graz](#): Areas of research include Knowledge Management, Natural Language Processing, Future-oriented Media Technology, Game Design and Development, Intelligent and Adaptive User Interfaces
- > [Know Center Graz](#): Research centre for Data-driven Business and Applied Artificial Intelligence; focus on production, sustainability and medicine
- > [SAL](#): focus on trustworthy AI

### Vienna

- > [MedUni Vienna](#): business areas such as Machine Learning, Decision Support, Natural Language Processing and Knowledge Based Systems
- > [TU Vienna](#): Center for Artificial Intelligence and Machine Learning
- > [AIT](#): trustworthy AI and AI in urban planning



Dynatrace's leading AI-powered observability platform helps companies understand their business like never before. Dynatrace empowers today's AI-enabled digital enterprises to understand their systems and data so they can analyze, automate, and innovate faster. The technological and creative heart of software development at Dynatrace beats in Austria: Linz is the company's global engineering headquarters with additional engineering locations all over Austria and Europe.



**"In Austria academia and business form a fantastic partnership."**

Bernd Greifeneder, Founder and CTO of Dynatrace

# How we can support you – at no cost to yourself!

## FIRST CONTACT

- > General information
- > Benchmarking with other countries
- > Sector-specific data
- > Legal & financial information



## Typical questions

- Why should I choose Austria?
- What R&D centers can I find in my sector?
- What do I need to set up a company here - and how long does it take?

## EVALUATION

- > Finding the right location
- > Cost details
- > Identifying suitable networks
- > Contacting service providers



- What's the optimal location for me in Austria?
- What is a "collective agreement"?
- How much will I spend on labour costs?
- What is meant by a "Gewerbeberechtigung"?

## REALISATION

- > Organisation of fact-finding missions
- > Identifying the right grants/funding programmes
- > Finding specific properties/locations
- > Explaining cultural differences



- Who can organize all the necessary appointments for me?
- How do I find employees here?
- Which funding programme is relevant for my project?

## EXPANSION

- > "Troubleshooter"
- > Establishing useful contacts
- > Support of local management in winning expansion project



- Our HQ is evaluating different locations – how can I pitch Austria?

Help! I need somebody ...  
[investinaustria.at](http://investinaustria.at)

