

V. Western Europe

A. Country Profile: Austria

MARKET OVERVIEW:

Description

Austria is a small market of 7.5 million inhabitants but is very sophisticated and financially healthy with reasonably strong local ownership and a strong nationalized industry sector. Due to the recent changes in East Europe the market is expected to expand. Annual increases in GNP are estimated with 4% for the next few years (1991-1995).

The most important factor in the current low level of Canadian exports is the lack of production and related service capabilities in Europe. In addition, Austrian companies prefer specialized machinery suitable for the mass production of specific items rather than machinery that can be adapted to a wide variety of requirements.

Future success for Canadian firms in this market will most likely come from licensing, joint-venture agreements or direct investment. Several Canadian firms have entered the market through these avenues.

Size of Market

This information is currently unavailable.

MAJOR BUYERS:

Major Local Buyers

This information is currently unavailable.

Major Types of Equipment

This information is currently unavailable.

Key Factors in Purchasing Decisions

This information is currently unavailable.

SOURCES OF SUPPLY:

Profiles of Local Manufacturers

Local companies produce filling machines and/or equipment for oil and gas, granulates, lemonades (rotary table) and bottle washing machines. They also make vacuum packaging and shrink wrapping as well as closing and dosing machines.

Current Foreign Sources

More than 50% of the equipment is imported from Germany and very little from Japan and USA.