



Business Destination Germany 2022

The specific views of investors from
Austria



Introduction

For our survey „Business Destination Germany 2022“ we interviewed a total of 360 representatives from the largest German subsidiaries (hereafter referred to as „Inbounds“) of international majority shareholders from the most important investor countries about their views on Germany as an investment destination. The interviews were undertaken by the research institute Kantar from June 14 to August 16, 2021 by telephone on behalf of KPMG Germany. The respondents represent the eight main investor countries: the United States, Japan, China, the UK, France, the Netherlands, Switzerland and Austria.

The following ten figures summarize key results of the **Austrian respondents** compared with respondents from all other investor countries:

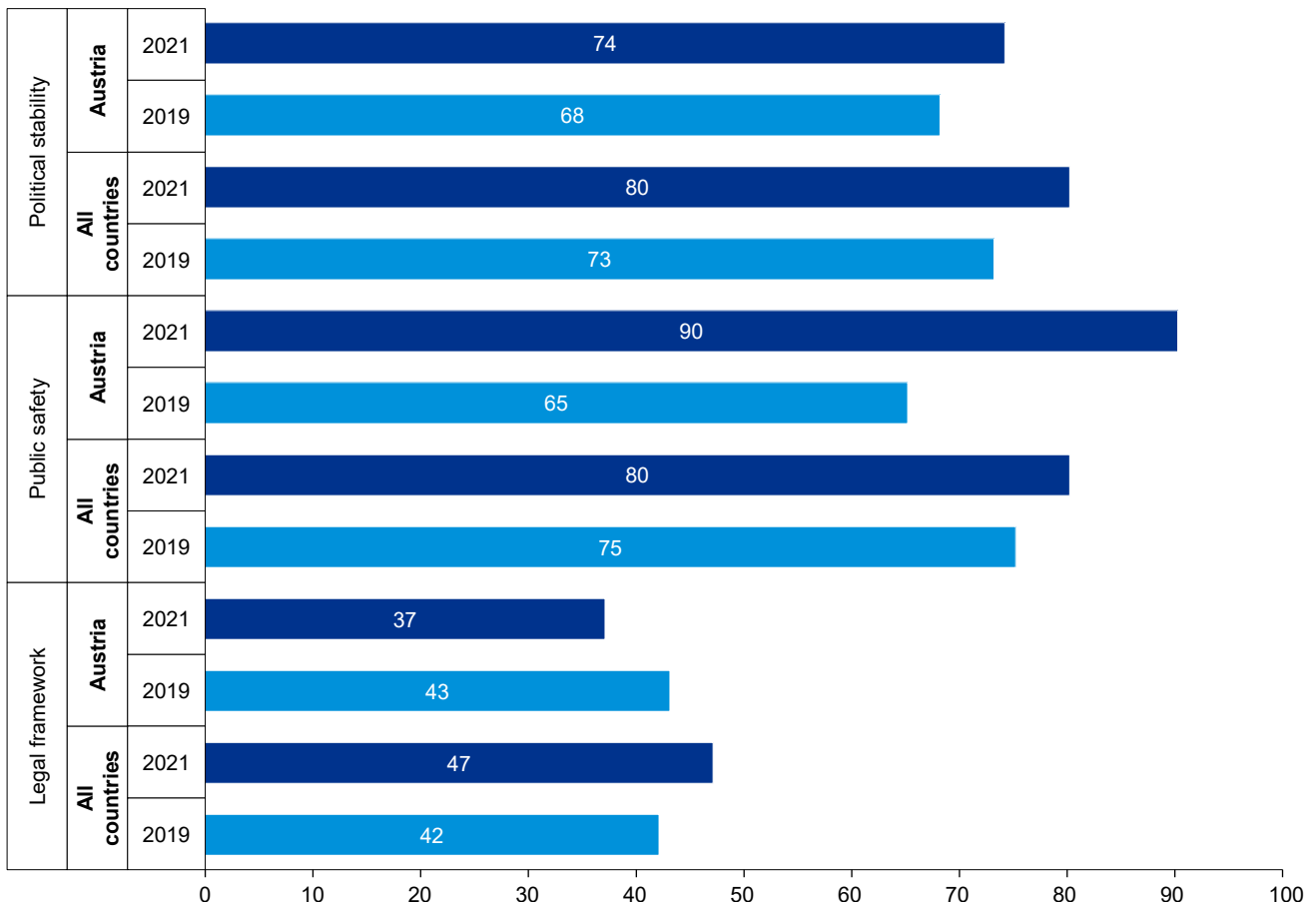
- Figures 1-6** focus on important **key location factors**
- Figures 7-8** show the **mood** of the **Austrian Inbounds** with regard to their current situation as well as their future plans
- Figures 9-10** show the **investment plans** of **Austrian Inbounds** in Germany and the **role** their subsidiaries in Germany play for their overall group

The entire survey “Business Destination Germany 2022” can be accessed via the following link:
[Business Destination Germany 2022](#)

If you have any questions or would like to discuss the results summarized below please get in contact with the KPMG contacts stated at the back of this document.

Key location factors

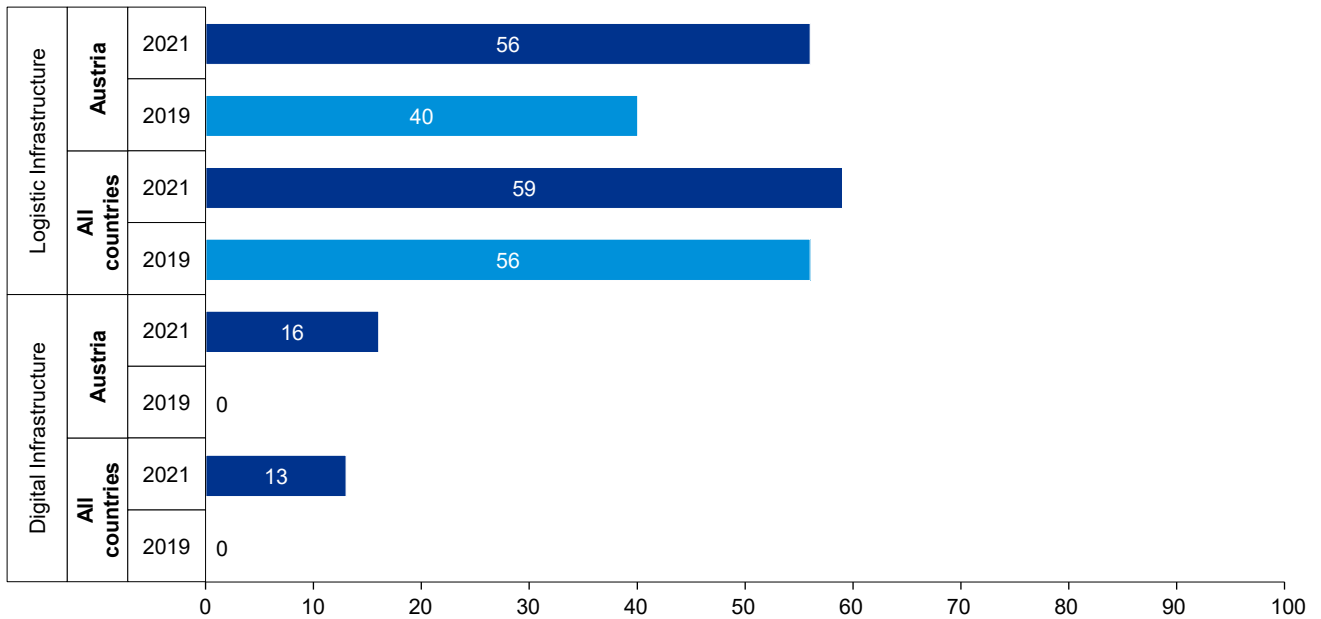
1 Assessment of fundamental location factors as per Austrian respondents compared with respondents from all countries ("Germany at least amongst Top 5 in EU", in percent)



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); Austria: n=30 (2021), n=35 (2019)

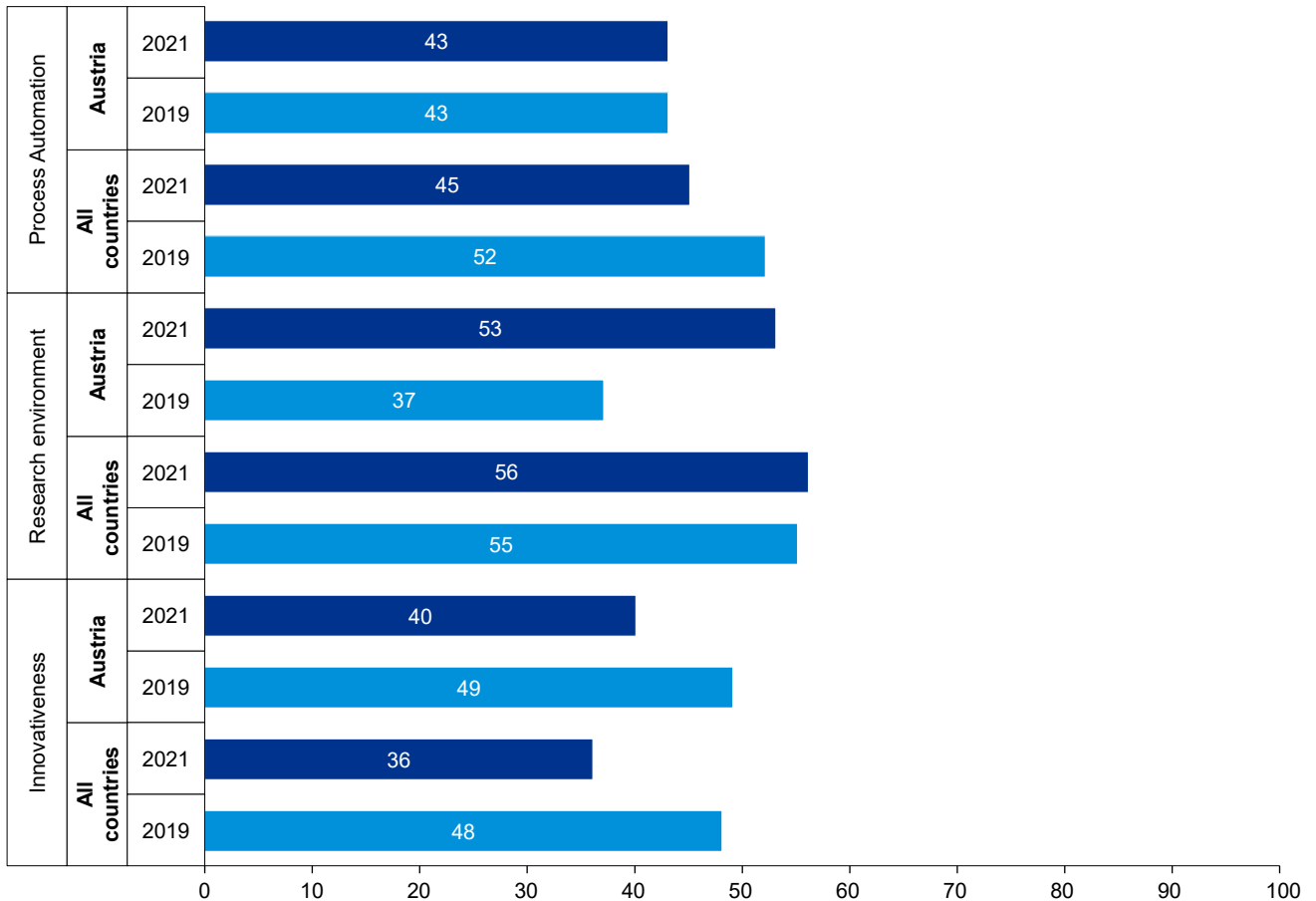
Key location factors (cont'd)

2 Assessment of German infrastructure as per Austrian respondents compared with respondents from all countries ("Germany at least amongst Top 5 in EU", in percent)



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); Austria: n=30 (2021), n=35 (2019)

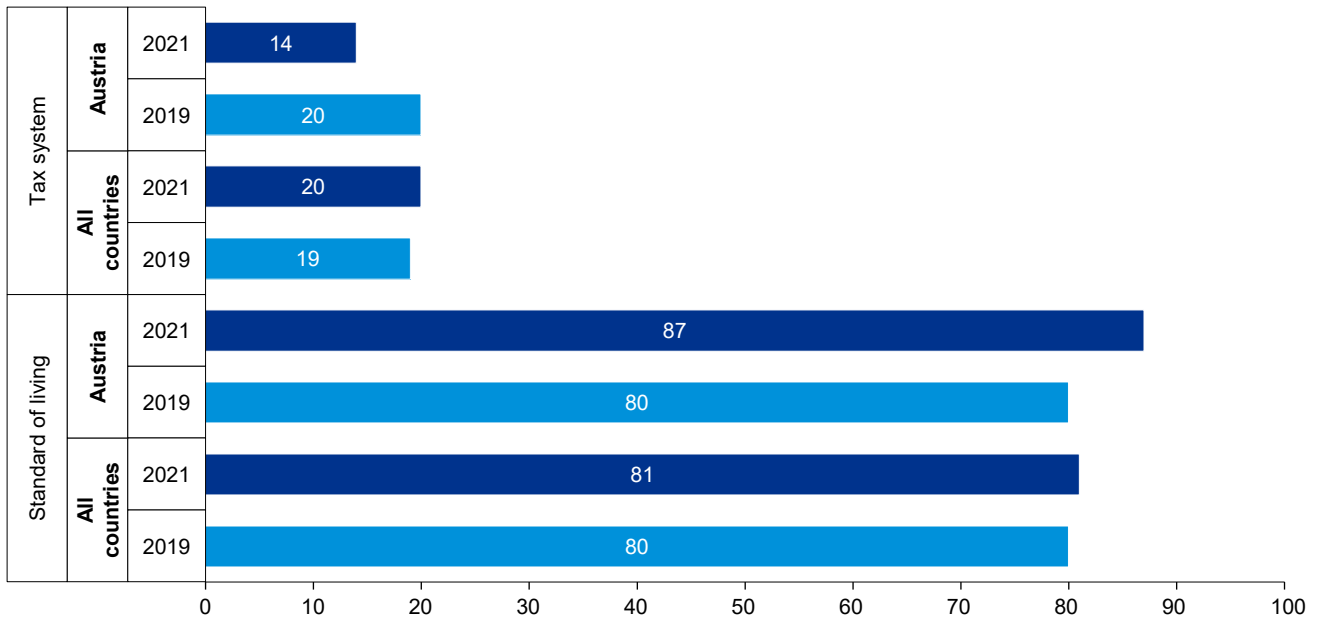
3 Assessment of location factors with regard to technology and innovation as per Austrian respondents compared with respondents from all countries ("Germany at least amongst Top 5 in EU", in percent)



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); Austria: n=30 (2021), n=35 (2019)

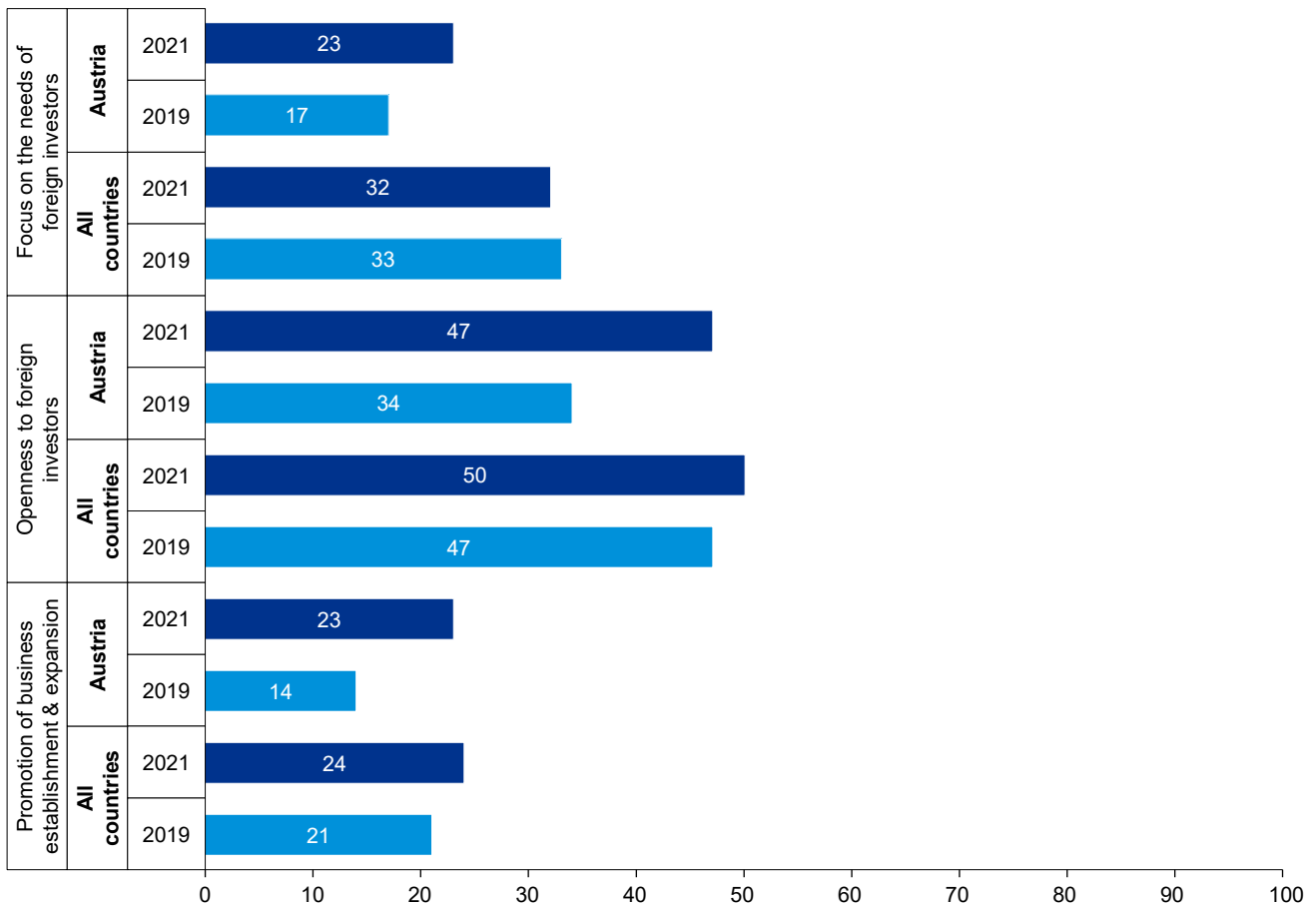
Key location factors (cont'd)

4 Assessment of tax system and standard of living as per Austrian respondents compared with respondents from all countries ("Germany at least amongst Top 5 in EU", in percent)



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); Austria: n=30 (2021), n=35 (2019)

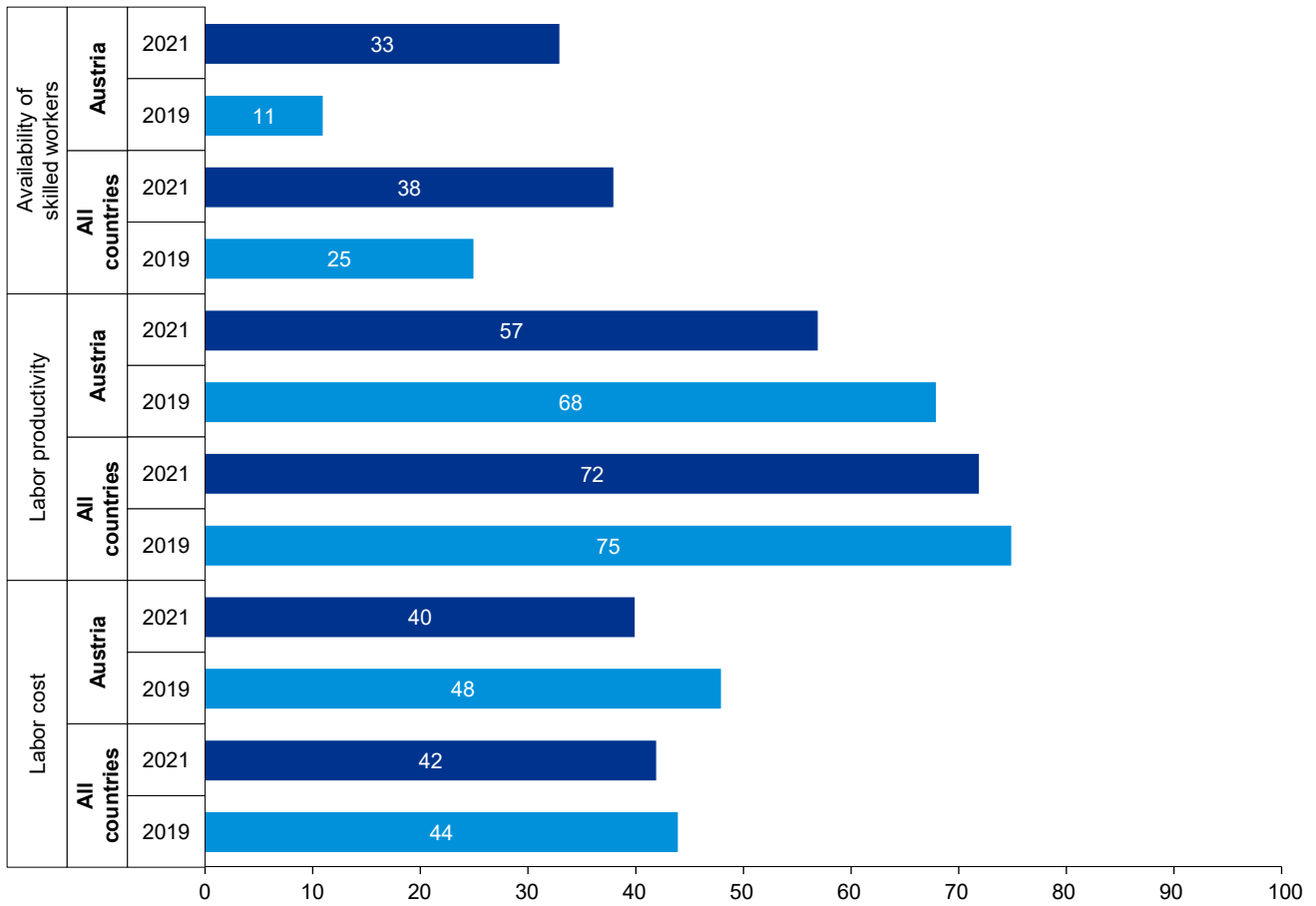
5 Assessment of factors with regard to investor-centricity as per Austrian respondents compared with respondents from all countries ("Germany at least amongst Top 5 in EU", in percent)



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); Austria: n=30 (2021), n=35 (2019)

Key location factors (cont'd)

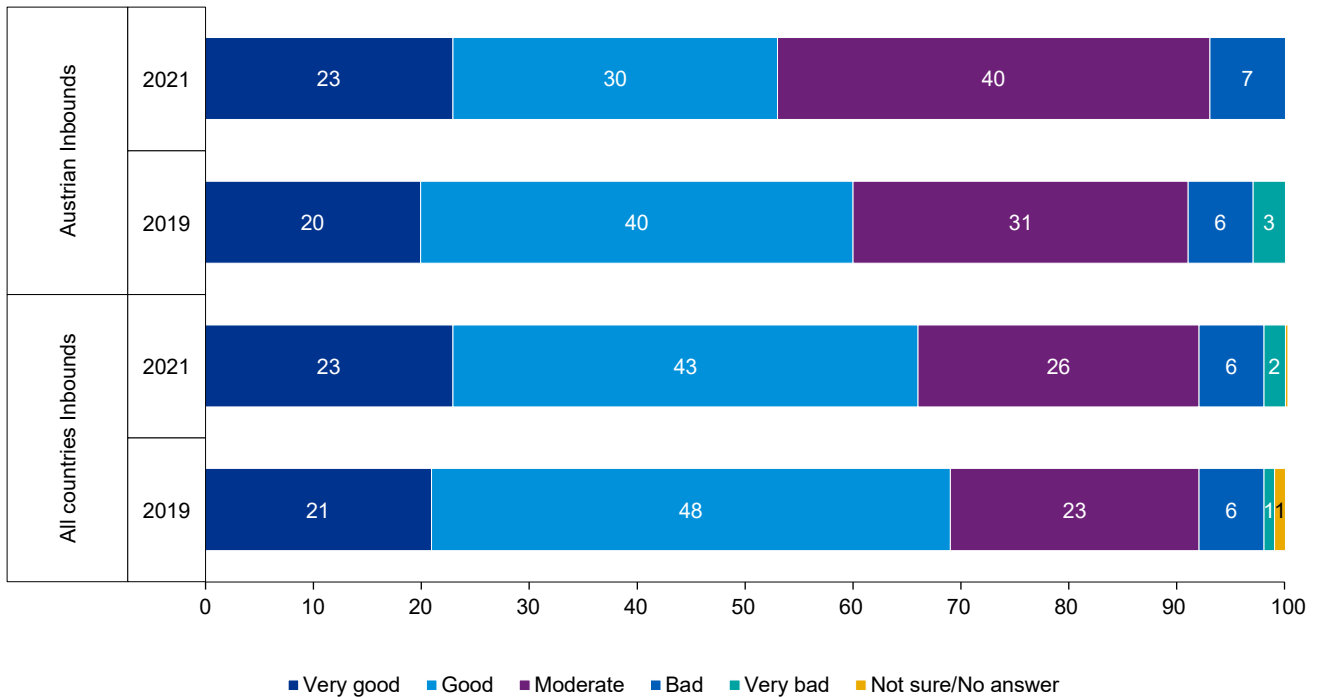
6 Assessment of characteristics of the German job market as per Austrian respondents compared with respondents from all countries ("Germany at least amongst Top 5 in EU", in percent)



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); Austria: n=30 (2021), n=35 (2019)

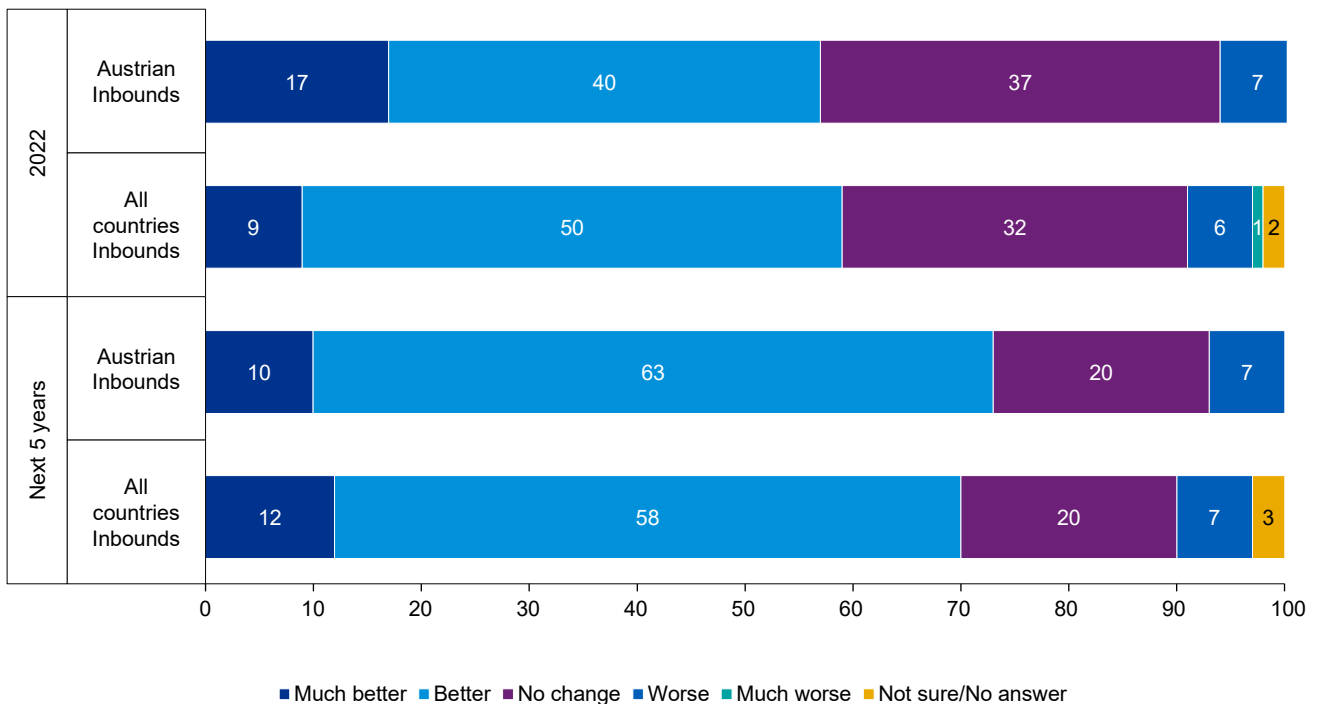
Status and Outlook for own business in Germany

7 Current economic situation of own company in Germany as per Austrian respondents compared with respondents from all investor countries (in percent)



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); Austria: n=30 (2021), n=35 (2019)

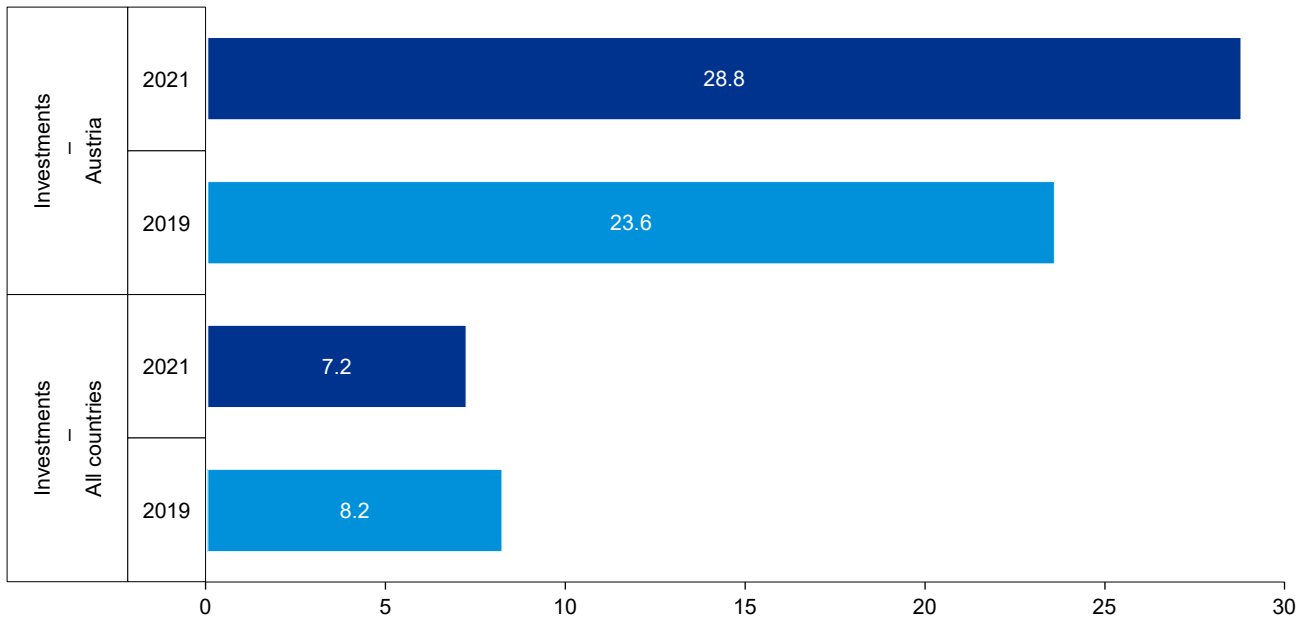
8 Assessment of economic prospects for 2022 / next 5 years in comparison to 2021 as per Austrian respondents compared with all investor countries (in percent)



KPMG in Germany 2021; All: n=360 (2021), n=340 (2019); Austria: n=30 (2021), n=35 (2019)

Investment plans

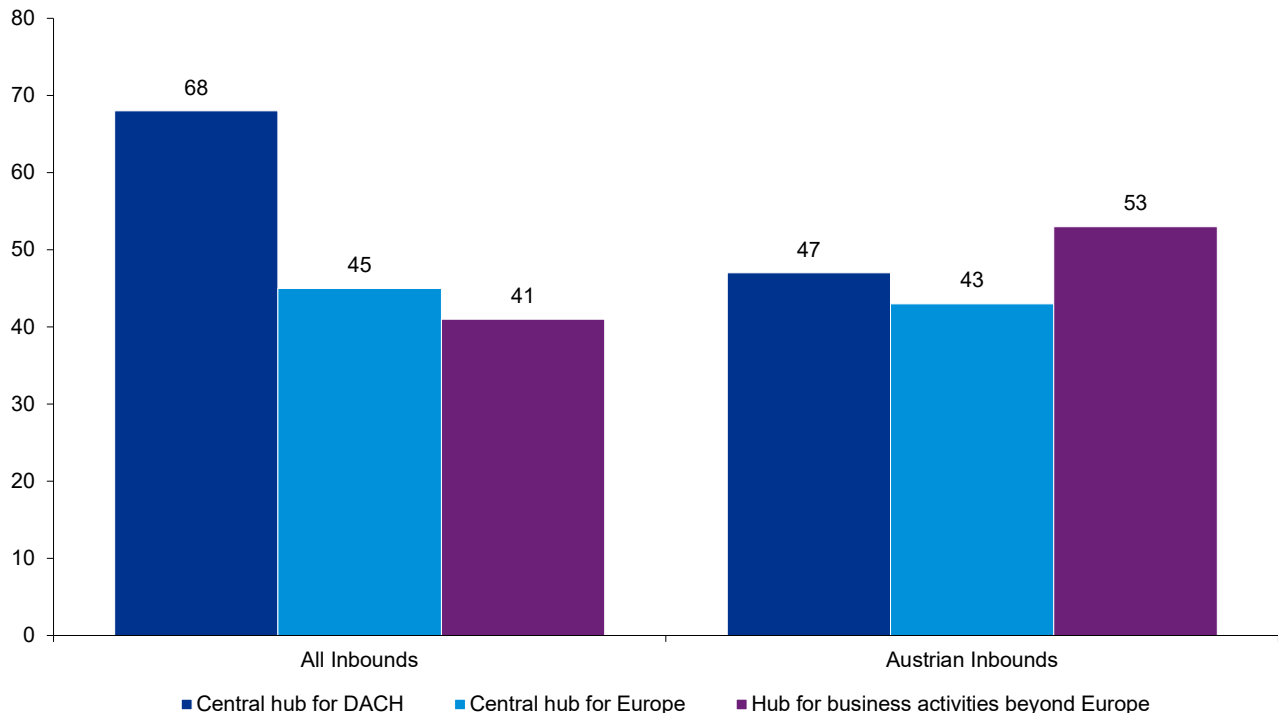
9 Average volume of (expansion) investments planned by Austrian Inbounds compared to all Inbounds in Germany annually over the next few years (in million Euros)



KPMG in Germany 2021; the n-values refer to the number of companies that provided information on planned investments; All: n=198 (2021), n=180 (2019); Austria: n=16 (2021), n=22 (2019)

Roles of German subsidiaries for overall group

10 Role of Inbounds in Germany for group, Austrian Inbounds in comparison to Inbounds from all major investor countries, in 2021 (in percent)



KPMG in Germany 2021; n=360 (All), n=30 (Austria)

Contacts

KPMG AG
Wirtschaftsprüfungsgesellschaft

Andreas Glunz

Managing Partner International Business
T +49 211 475-7127
aglunz@kpmg.com

Karl Spangler

Partner, Head of Country Practice Austria
T +49 941 58501-50
kspangler@kpmg.com

www.kpmg.de

www.kpmg.de/socialmedia



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2021 KPMG AG Wirtschaftsprüfungsgesellschaft, a corporation under German law and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.