

# AUSTRIA - CHINA 55 | 60

Experience, Engagement, Future



# CHINA INSIGHTS

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Experience, Engagement, Future

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# FRANZ RÖSSLER

Austrian Commercial Counselor | Beijing



# Snapshot China



# Austria

# China

**Area:**  
83,879 km<sup>2</sup>

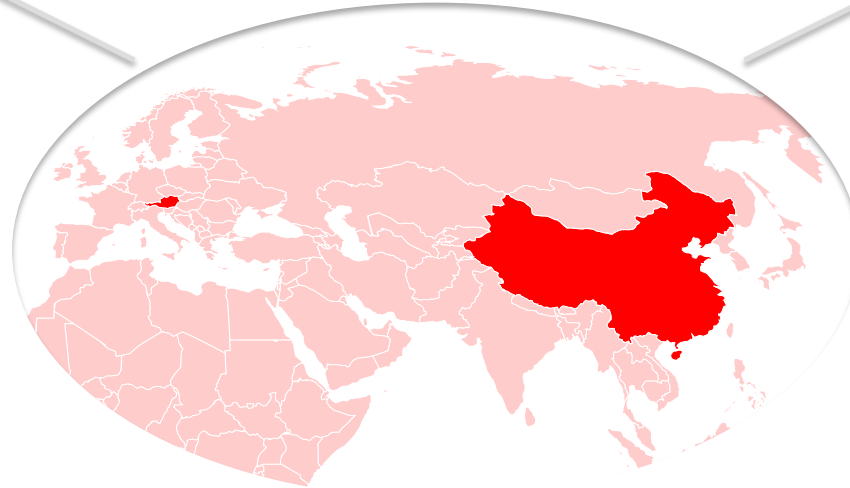
**Population:**  
9.1 million

**Population Density:**  
109 people/km<sup>2</sup>

**GDP (nominal):**  
541 billion USD

**GDP (per capita):**  
59,000 USD

**x4,6**



**x114**

**x155**

**x1,4**

**x33**

**Area:**  
9,596,961 km<sup>2</sup>

**Population:**  
1.41 billion

**Population Density:**  
147 people/km<sup>2</sup>

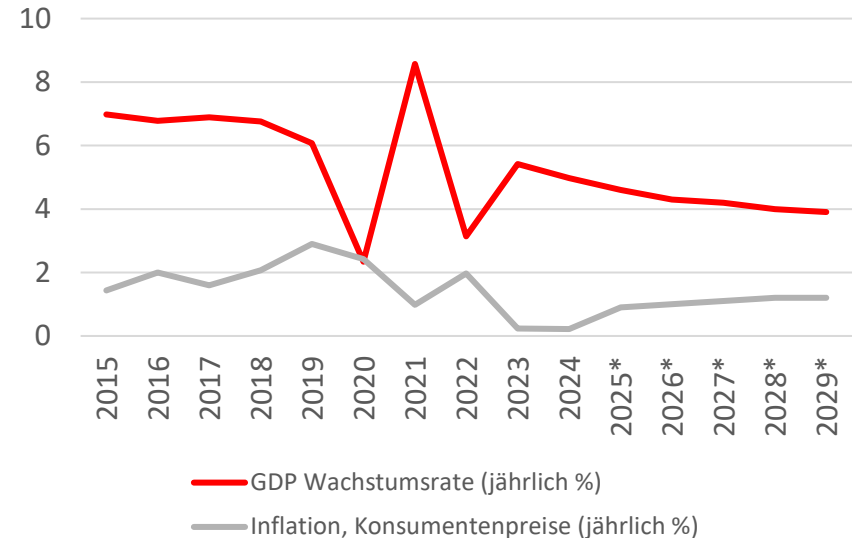
**GDP (nominal):**  
17,700 billion USD

**GDP (per capita):**  
12,700 USD

# Economic Situation - Highlights

- Post-Covid: Sluggish economic growth (property crisis, subdued private consumption and investment by private companies)
- Exports remain the main driver of growth/Drive to further boost production
- State-driven innovation policy (15th Five-Year Plan 2026-2030, the „made in China 2025“ initiative continues)
- Geopolitical tensions with the U.S. and Europe
- Target GDP growth of around 5 % in 2026

## China's growth and inflation



Source: Economist Intelligence - One-click Report: China, World Bank Group Data

\* Predicted Data

# The Chinese Economy in Figures

	2024	2025*	2026*
Change in real GDP (% year-on-year)	5.0	5.0	4.6
Gross domestic product, in billions of US dollars	18,744	19,542	20,750
GDP per capita, in USD	13,453	13,968	14,874
GDP per capita, PPP in USD	27,105	28,979	30,865
Inflation rate (%), CPI	0.2	-0.1	1.2
Unemployment rate (%) (aged 15-64)	4.6	4.6	5.1
Central government budget balance (%) of GDP	-4.8	-5.9	-5.7
Public debt (%) of GDP	25.6	28.8	30.7

# Austria - China

- **Friendly Strategic Partnership:**  
Supported by high-level political visits in Beijing and Shanghai, including:
  - Former Minister of Economy Kocher (Oct 2024)
  - State Secretary Finance Eibinger-Miedl (June 2025)
  - Foreign Minister Meisl-Reisinger (June 2026)
- **2026 Historical Milestones:**  
Celebrating 55 years of diplomatic relations and 60 years of official WKO presence in Beijing.
- **Strong Institutional Network:**  
Maintaining good relations with embassies, the Ministry of Commerce (MOFCOM), CCPIT & many good partners

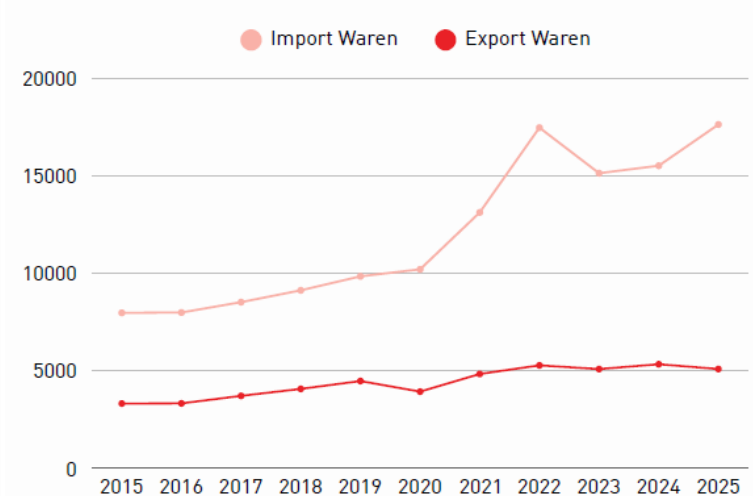


# Economic Relations with Austria

## China is for Austria...

- 3<sup>rd</sup> most important trading partner worldwide (after Germany and Italy), 2025: EUR 22.6 billion trade volume
- 10<sup>th</sup> most important export market  
2025: EUR 5.0 billion (-5.6%)
- 2<sup>nd</sup> most important import market/sourcing  
2025: EUR 17.6 billion (+13.8%)
- 650 Austrian companies have over 900 subsidiaries in China, approx. EUR 6.3 billion invested
- In 2025 approx. 500,000 Chinese arrivals in Austria (around 50% of 2018)

## Austrian Exports and Imports with China (in Million Euros)



Quelle: Economist Intelligence - *One-click Report: China*

\* Predicted Data

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## JENNIFER VEIGEL

Austrian Trade Commissioner | Hong Kong and Macau



# Snapshot Hong Kong SAR



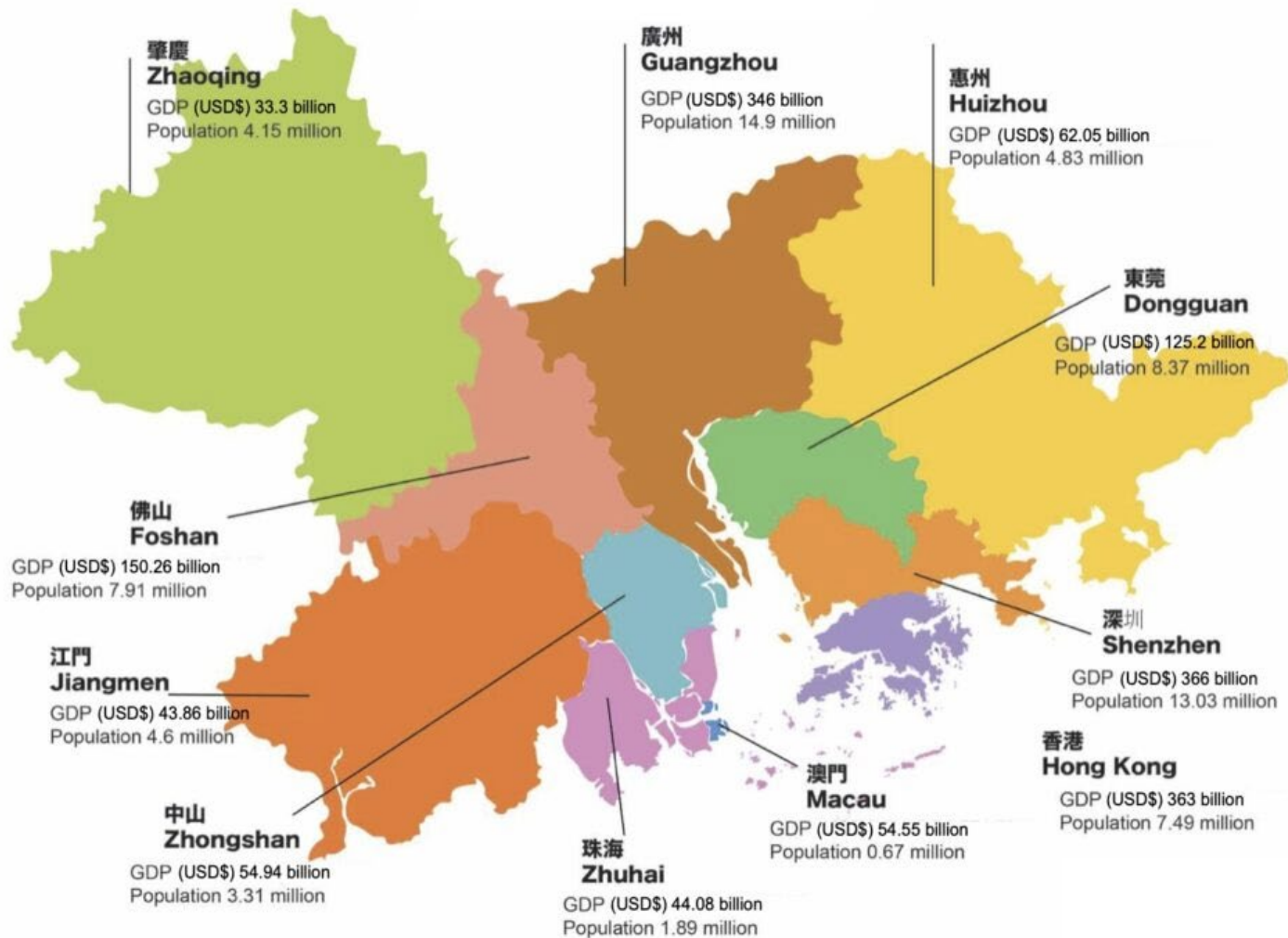


An aerial photograph of a city, likely Hong Kong, showing a dense urban landscape with numerous high-rise buildings. A large body of water, possibly a harbor, is visible in the middle ground, with several ships and boats. The sky is blue with scattered white clouds. In the top left corner, there is a small green speech bubble icon.

**#3** World Competitiveness Ranking

**#2** Arbitration location

**#1** Innovation Cluster: Greater Bay Area



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## BIRGIT MURR

Austrian Consul (Commercial Affairs) | Guangzhou






# Chinese Innovation System - Key to Success





# Technology Fields

- E-mobility, autonomous vehicles
  - Air mobility (Low Altitude Economy)
  - AI in mobility and medical technology
  - Robotics
  - Space technology
  - Quantum computing
  - Brain-computer interface (BCI)
  - Digitalisation
- Consumer life with super-apps (information, communication, ordering, payment, mobility):
    - WeChat 
    - Alipay 
    - Douyin (TikTok) 

# Upcoming Trends Scouting Mission (Zukunftsreise)

## Future Trends: Manufacturing, Logistics and Energy in South and South-West China

- **Dates:** 14 - 18 September 2026
- **Locations:** Guangzhou, Shenzhen, Chongqing & Chengdu
- **Target group:** Companies interested in industrial modernisation solutions, Austrian industry

For further information,  
scan the QR code



# Upcoming Trends Scouting Mission (Zukunftsreise)

## Trend scouting mission road logistics: transporting people and freight

(Original title in German: Zukunftsreise Straßenlogistik: Personen und Güter)

- **Dates:** 02 - 06 November 2026
- **Locations:** Guangzhou, Shenzhen, Xiamen, Zhuzhou, Changsha & Zhengzhou
- **Target group:** operators of bus companies, travel bus companies and local transport companies

For further information,  
scan the QR code



# Upcoming Trends Scouting Mission (Zukunftsreise)

## Trend scouting mission automotive and the low-altitude economy in South China & Zhuhai Airshow

(Original title in German: Automotive und Low Altitude Economy in Südchina, Zhuhai Airshow)

- **Dates:** 09 - 12 November 2026
- **Locations:** Guangzhou, Shenzhen, Zhongshan & Zhuhai
- **Target group:** industry experts in the automotive sector, alternative transport systems and the aviation sector

For further information,  
scan the QR code



# + Coming up ...

- **22 June:** 4<sup>th</sup> China International Supply Chain (Conference and Exhibition) (Beijing)
- **31 August:** Austrian Sustainable Fashion Hong Kong 2026 (Hong Kong)
- **7 September:** Trade Mission Greenbuilding Hong Kong & Participation at Rethink Trade fair (Hong Kong)
- **14 September:** Trends in Manufacturing, Logistics and Energy in Southern and South-Western China (China)
- **20 - 22 September:** AUSTRIA CONNECT China 2026 (Shanghai)
- **14 October:** 20 Years Marketplace Austria for Food & Beverages 2026 (Vienna)
- **15 October:** World Winter Sports Expo 2026 (Beijing)
- **11 November:** Cosmoprof Asia Hong Kong 2026 (Hong Kong)

China E-Newsletter: [peking@wko.at](mailto:peking@wko.at)

→ more at [wko.at/aussenwirtschaft/cn](https://wko.at/aussenwirtschaft/cn)

# Contacts

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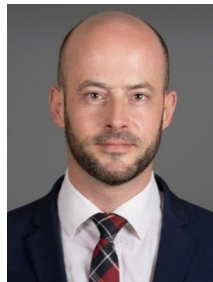
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