Your Personal Invitation To Austria.

Every Journey Is An Experience.

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Home of great composers and world-renowned events.

With unique landscapes, historical cities, interesting architecture, culture and art, Austria embodies the heart of Europe.

For a long time it has been home to great composers and artists. From Mozart to Strauss and Klimt to Schiele, they all made an impression on the rich tapestry that is Austria's cultural heritage.

Austria attracts tourists from all over the world. No matter if they want to visit Austria's historic cities, attend renowned events and festivals or experience outdoor sports like climbing, kayaking or skiing, they all strive for an authentic experience. Austria offers all of it.

A place for creative people and innovative ideas.

From the 19th century onwards, Austria has been a place for creative inventors and important innovations. Some of them, such as Joseph Ressel's ship's propeller, have endured through the centuries.

Today the country is home to industry-leading companies around the globe and innovative brands among them global household names, such as Red Bull* or Swarovski**. These are just examples, but look closer and you will discover Austria’s inventive talents through all branches, from IT, semiconductor manufacturing and automotive industries to innovative services and prosthetics. This is a country rich in engineering prowess.

Your personal invitation to Austria.

The Austrian Leadership Programs invite decision makers from countries around the world to Austria.

Spend one week with fellow leaders from all continents and connect with leading representatives from business and public life in Austria.

You are going to meet the leading representatives of Austria’s foremost companies and the wider business community as well as from Austrian politics and public life.

Get to know the country at the heart of Europe that serves as the major business gateway to Central and Eastern Europe. Profit from Austria’s tightly woven networks in Europe’s most dynamic regions.

* Swarovski: Austria's second most valuable brand (Eurobrand Austria 2015)
** Red Bull: Austria's most valuable brand (Eurobrand Austria 2015)