


AUSTRIA

THE JEWEL OF EUROPE



Austria at a glance
Size: 83,855 square kilometres
Population: 8.4 million
Official language: German
Currency: Euro
GDP in 2012: €309,901 million
GDP per capita in 2012: €36,600

Even though Austria is not the largest country in Europe, most of us are familiar with the symphonies of Haydn, Mahler, Mozart and Schoenberg, the mountain scenery, catchy songs from the *Sound of Music* and the name of Sigmund Freud. Austria is a tranquil yet modern country with GDP per capita ranked 15th in the world according to the United Nations. Innsbruck, the internationally famous winter sport centre, has held Winter Olympics twice in 1964 and 1976. Its capital, Vienna, is one of the top destinations along the middle Europe travel route, due to its rich culture and efficient connections with other major European cities. Visitors can also enjoy the beautiful scenery of the Alps and snow and skiing in winter - at a relatively lower cost compared with Switzerland – at small towns like Schladming or Kitzbühel.



(Above) The Skyline of Vienna.
(Bottom Left and Right) Winter and summer alpine scenery.

History

In spite of its small size, Austria has a rich and noble history and used to have strong influence around the world. Once the centre of power in Europe during the time of Austro-Hungarian Empire from 1867 to 1918, this great empire included the entire territories of modern day Austria, Hungary, the Czech Republic, Slovakia, Slovenia, Croatia, Bosnia and parts of Serbia, Romania, Ukraine, Poland and Italy. This German-speaking country was also the centre of the World War I, which was triggered by the assassination of Austrian Prince Archduke Franz Ferdinand in 1914. Today, the nation is a parliamentary representative democracy, and has been a member of the United Nations since 1955.

Culture

Austria is renowned for its rich culture. The city of Vienna, a UNESCO world heritage site, is often described as an “open museum” itself, while the Vienna State Opera is a showcase of the finest opera, art and architecture.

Vienna is also the capital of classical music and a centre of musical innovation. Famous Austrian composers Mozart, Bruckner and Schubert all brought breakthroughs to music in their times and produced timeless pieces. Today, the Vienna State Opera and Vienna Boys’ Choir continue to bring the finest classical music experiences to the world. Under its elegant façade, present-day Vienna also has a surprisingly vibrant local rock, techno and pop music scene.

Austrians have also made great contributions to furthering the knowledge of mankind. The University of Vienna itself has produced 15 Nobel Laureates in the areas of chemistry,

economics, literature, physiology and medicine. Another famous Austrian you probably have heard of is Sigmund Freud, one of the most influential psychoanalysts in the world.

Austrian culture can also be experienced in a more down-to-earth way through sipping a cup of the Viennese specialty of an Austrian “cappuccino” called Melange, or a pint of Märzen-style lager. The Wiener Schnitzel, a dish comprising a thin breaded and deep-fried cutlet of veal, can also offer comfort to your stomach in a cold winter. And last but not least, the famous local deserts: a vast variety of Strudel, dumplings and tasty cakes.

Economy and Development

The Austrian economy is a highly globalised and resilient one. Other than developed industries like construction, machinery, vehicles and parts, lumber and wood processing, international tourism is a most important part of the national economy. Having a relatively efficient entrepreneurial framework, openness to global trade and investment is institutionalised and supported. Together with a strong tradition of reliable property rights protection, and the transparent and evenly applied legal system, the country’s economy is ranked the 25th in the 2013 Index of Economic Freedom.

Austria has been part of the European Union since 1995 and adopted the Euro in 1999, allowing it to build better ties with other European countries. Its capital Vienna also has an international dimension, as it is the seat of various international institutions including the International Atomic Energy Agency (IAEA), the Organisation of Petroleum Exporting Countries (OPEC), the United Nations Industrial Development Organisation and the United Nations Office on Drugs and Crime.

CREDIT: UNIDO



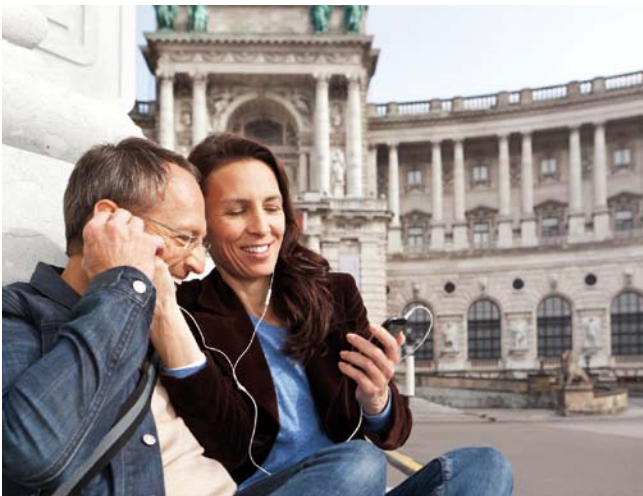
Rich in culture, Vienna is a capital of classical music with the Vienna Boys' Choir bringing the finest choral music to the world.

Hutchison in Austria

Austria may not be the largest and most eye-catching market in the world, but HWL recognises the country's potential and has taken proactive steps in expanding its telecom and retail businesses for over a decade.

3 Austria

Austria is a very mature telecommunication market with a mobile penetration of 150 per cent in 2012; which is 1.5 mobile phones for every Austrian citizen. It was amongst the first countries to launch a wide national UMTS/3G coverage.



The telecommunication sector is also highly competitive, allowing customers to enjoy one of the cheapest tariffs in Europe. Hutchison 3G Austria was launched in 2003 to challenge the established mobile market. In 2012, 3 Austria was the fourth-biggest mobile phone services provider with a market share of 10 per cent and 1.3 million customers. In January 2013, 3 acquired the Austrian operator Orange. Together both companies hold a market share of 22 per cent and have more than three million customers. At present, 3 has 94 per cent coverage for both UMTS/3G POP and HSPA+ services over the whole country.

Since entering the market in 2003, 3 has been expanding and taking the lead in introducing the latest telecommunications technology and services to the country. Data service in Österreich is presently experiencing a great boom due to the widespread popularity of smart phones and tablet devices. In response to this change in demand of telecommunication services, 3 has taken proactive steps in upgrading and expanding its data services. 80 per cent of 3 customers now enjoy data speeds of more than 7.2MBit per second, while about 30 per cent achieve a data rate of 21 MBit per second. In 2010, 3 already transported more data over its network than the other two biggest players combined. 3 also commits to delivering the latest technology. In November 2011, 3 had the commercial launch of LTE/4G network, and is endeavouring to introduce one of the best LTE networks




(Above) The Group's beauty chain, Marionnaud, now has more than 100 Austrian stores.
 (Bottom) The launch of 3 Austria is reshaping the Austrian telecommunications market.

in the world to Austria in the next two years. Currently 3 customers are using 4.5 Petabyte of mobile data per month.

Marionnaud

European beauty and personal care giant, Marionnaud, is HWL's retail arm in Austria. Marionnaud entered the market in 2002 and celebrated its 10th anniversary in 2012. The chain now has more than 100 stores in Austria and over one million members, which ranked No 1 in the country's perfumery business in 2012. Austrian customers value the personal advice on choice of products that Marionnaud's more than 600 beauty advisors provide.

Effective marketing is the key of its success in this central European country. For instance, being aware that the male beauty product market is growing, the retailer has implemented the new Marionnaud Men (pour homme) card last year with the aim of increasing number of male customers by 15 per cent. It has also carried out marketing collaborations both inside and outside the HWL group. Strategic marketing support to the brands consigning in the stores have also been provided via varied communication channels, including billboards and creative promotional campaigns. Successful marketing collaborations between Marionnaud and 3 to synergise business within the HWL group have also been launched. TV commercials from suppliers have been broadcasted through 3's network in 100 screens in Marionnaud stores, and both companies have launched co-branded newsletters to customers. These collaborations allow highly efficient use of the HWL Group's resources and generate synergised and impactful marketing. 

A Gigantic Step Forward - Acquisition of Orange by 3 Austria

To consolidate business in Austria, 3 recently took a major step that has impressed both the European and international telecommunication industry – to acquire Orange Austria. With the mobile data traffic experiencing tremendous growth, all prices are facing strong downward pressure, which has posed great challenges for Austrian mobile service providers. 3 is, however, well-placed to see these challenges as opportunities, and the EUR 1.3 billion acquisition of Orange allows 3 to have a stronger position by making the third-biggest mobile phone service company stronger still.

Launched in 1998, Orange Austria

had a slightly higher market share than 3. However, it was facing a decreasing market share and financial pressure from the necessity of investment. 3 seized this opportunity to combine the strengths of both operators. The acquisition was announced in February 2012 and approved by relevant European authorities in December 2012. 3 will gradually replace all Orange outlets.

The merger of 3 and Orange will be pro-competitive for both the group's business and customers. 3 will enjoy lower investment costs in placing additional frequencies and base stations and higher efficiencies brought by the cost synergies.

With a stronger market position and larger customer base, 3 can rollout LTE across Austria more quickly, thus providing the access to the fastest network to the customers. Additionally, more attractive offers, in terms of both price and services, can be offered to old and new customers. This recent 3 acquisition reinforces HWL's commitment to this Jewel of Europe, and to Europe itself. With its new company name Hutchison Drei Austria, 3 is ready to start a new era in Austria's telecommunication industry. 