

Cultural Dimensions

Time - Punctual, linear, single task in western & central Austria, less so in Vienna
Manner – Rational with personal details
Relationships –takes time to know others, use of charm, avoidance of conflict, masters of compromise

Difficult Subjects

Racism Turks
Politicians Extremism
Block on foreign workers
WWII, Adolf Hitler
EU accession countries

Greetings

Formal “Gruss Gott”
Title Herr, Ingenieur, Professor
Clothes Smart looking, conservative
Small Talk Weather, travel, sport
Gifts Not normally in business
Food Coffee and Biscuits

Food and Drink

Clear Soup
Vienna Schnitzel
Duck and Dumplings
Pork in Sauce
Pancakes
Beer
Schnapps
Coffee and Cake
Sacher Torte

Values

Somewhat formal and distant
Private in Public
Chivalrous, charming
Family
Old Friendships
Modesty
Hypersensitive to criticism
Cautious, self-deprecatory humour
Sentimental, romantic
Extremely hospitable, sympathetic
Love nature, clean, organic food
Catholic, pessimistic
Old Empire nostalgia, traditional



AUSTRIA

Geographical Points

Capital City	Vienna
Rivers	Danube, Salzach
Mountains	Grossglockner, Alps
Lakes	Mondsee, Fuschl, Abersee
Regions	Tirol, Salzburg, Vienna
Crops	Wheat, Barley
Industries	Tourism, Automotive,
Must see	Vienna, Salzburg

History

1156 Duchy of Austria	1999 Join Euro
1576 Rudolf II Hapsburgs	2002 Full Euro
1683 Siege of Vienna (Ottoman)	
1918 End of Empire	
1938 Germany annexed Austria	
1945 Russians occupy Vienna	
1955 Russians leave	
1995 Join EU	

People

Population	8 million
Life Expectancy	76 years for men
Religions	Catholic 74% Protestant 5%, Muslim 4%
Regime	Democratic republic (with state influence)
Minorities	Slovenians, Turks, Germans
Famous People	Mozart, Strauss, Schubert, Brahms, Klimt, Swarovski, Schiele, Schwarzenegger, Laude, Muster, Maier, Klammer
Sports played	Football, Tennis, Ice Hockey, Basket Ball, Kayaking, Athletics, Motor Racing

Politics

President:	Heinz FISCHER	2004
Prime Minister:	Alfred GUSENBAUER	2007
Foreign Minister:	Ursula PLASSNIK	
UK Ambassador:	Gabriele Matzner - Holzer	
Upper house Senate		81 Seats
Lower House Chamber Deputies		200 Seats
Next Election	2011	

Economy

GDP per head	\$32,900	GDP \$293 Billion
Work Force	3.5 million	Debt 65% of GDP
Unemployment	5.1%	
Interest Rates	4.5%	
Inflation	2.3%	
Growth	1.9% per year	
Currency	Euro	
Exchange Rate	0.80 to \$	