

Press release
October 1, 2021

First indications show Vienna's companies brimming with initiative

Get a grant now!

What was unthinkable a year ago is now clear for all to see. Vienna's companies are making the city's economy more dynamic. The Vienna Business Agency's grants are in demand and triggering further investments. Since the start of the new wave of grants in 2021, 1,160 companies have received grants totalling 31.4 million euros; this funding has in turn triggered investments totalling 110 million euros. This means that our grants are flowing back into Vienna's economy. It shows that even in a pandemic, Vienna's companies are prepared to invest in making their business fit for the future. Due to COVID, the funding pot for Viennese companies was increased to 70 million euros.

Apply for a sole trader grant now!

The interim figures for the sole trader grant, which has been running since April, are positive: 170 sole traders have used this special grant to reposition their business following the lockdown. Grants of up to 7,000 euros are available. Peter Hanke, City Councillor for Economic Affairs, commented: "I hope that as many sole traders as possible that have been hit by the crisis will make use of this funding. We have set aside 10 million euros to support them."

Case study:

With the help of a sole trader grant, following the lockdown Sabrina Abrahams was able to add a touch of pizzazz to her shop, wunderladen, which is located behind the Karlskirche. As well as selling products by local designers, she now serves KARL, a Viennese-style frozen yoghurt, with various toppings including punch cake, vanilla croissant, and Sachertorte. Afternoon tea is served in winter. "The sole trader grant helped me take my shop to the next level. Without it, KARL frozen yoghurt would not have existed in this form, and the grant helped me a lot with marketing too. My next step will be to take a close look at the Vienna Business Agency's free workshops", said Sabrina.

Reviving business premises

There is a surprising level of demand for funding for renovating vacant business premises. In the six-and-a-half months since the grant started, 63 vacant business premises have been given a new lease of life. Grants of up to €25,000 are available for fresh ideas.

The wave of digitisation caused by COVID has not subsided either – more than 60 companies have already launched new projects to increase sales. And a further 55 companies have presented highly complex, innovative projects in the production and social sectors.

"Not only is the demand for grants enormous, the quality of the projects being submitted is very high", said Managing Director of the Vienna Business Agency, Gerhard Hirczi.

Apply now at: wirtschaftsagentur.at

Press contacts

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