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**7 SUCCESS STORIES FOR 7 YEARS OF PHASING OUT FUNDING IN BURGENLAND**

**GERHARD LOIBELBERGER**

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## 7 successful years

After 11 highly successful years of Objective 1 funding we have now had 7 years of Phasing Out funding, with as much success.

Once again, Burgenland has been able to score in crucial areas, and has further advanced the modernization of economy, services and tourism. In tourism, the number of overnight stays have increased by impressive 15.4 % in 10 years (2003-2013). And when it comes to purchase power per resident, Burgenland has by now outrun both Carinthia and Styria.

These 7 years have also seen a rapid advance in education and vocational training in our province. In fact, Burgenland does not only have excellent apprentices and trainees, but is among Austria's top provinces when it comes to the ratio of higher school certificates. Since 1971, the number of people with higher school certificates in Burgenland has more than tripled! And almost all of them enroll at a university between age 18-21. So in matters of education, Burgenland has become an Austrian model region and shooting star.

Our province's energy independence is another success story. Since the energy turnaround in 2013, Burgenland has become electricity self-sufficient. This is an important step toward energy self-sufficiency, a goal that we will keep pursuing unwaveringly.

How will things go on now after the Phasing Out fundings have expired? Tenacious negotiations with the EU and the federal government have yielded excellent results for Burgenland, so a new funding initiative will now be starting. It is called „Investment for Growth and Jobs“. This Transition Program will contribute to obtaining the funds needed for Burgenland to continue on its successful path until 2022.

Hans Niessl, Provincial Governor

# 20 years of EU

## HOW DID WE BENEFIT FROM THAT?

1989 was a year that fundamentally changed the world, Europe, and also Austria. The Iron Curtain, which had divided Europe for decades, had lifted, and Austria suddenly moved from the periphery to the center of Europe. An incredible spirit of optimism took hold in Europe, and Austria's economy particularly profited from the proximity to its neighbours in central and eastern Europe.

Owing to this spirit of optimism and the political reorganization of Europe, Austria applied for membership in the European Community – that was the EU's name then – in May 1989. After years of negotiation, the referendum of June 12 1994 resulted in a majority of almost two thirds of the Austrian population voting for the membership. On January 1 1995, Austria entered the European Union (the European Community had by then transformed itself into the European Union through the Maastricht Treaty signed in 1992!). With its entry Austria also committed itself to participate in the introduction of the common European currency, the Euro, which was to come in 1999.

### HAVE WE MADE THE RIGHT DECISION?

When you look at the numbers and facts about Austria's development in the last 20 years, the obvious answer is: Yes we have! According to the EU statistics agency Eurostat, Austria has become the second richest country in Europe (GNP per resident) after Luxemburg. At the same time, Austria has one of the lowest rates of unemployment in all of Europe.

### HOW DID THIS SUCCESS STORY COME ABOUT?

As a matter of fact, 70 % of our external trade is with other EU member states. EU membership has made this enormous transaction of products and services considerably easier for uncountable Austrian companies, and has also brought about a cut in costs.

Let's take another look at Austria's export economy. In the last 20 years, the export ratio of all wares and services (in relation to the GNP) has almost doubled: from 33.6 % in 1995 to 53.3 % in 2013. To sum this up, Austria's export economy has been and still is deriving more benefit from EU membership than other EU countries.

Another positive result of our entry into the EU is the fact that, since then, other EU countries have invested more in Austria. 6.5 billion Euro per year on average! Before Austria's EU membership it used to be only 1.3 billion per year.

#### **HOW DO THESE NUMBERS RELATE TO JOBS?**

The Austrian Institute of Economic Research (WIFO) has calculated that Austria's EU entry alone has created 50.000 new jobs. In relation to 1989 it would even be 93.000 jobs that would not have been created without Austria's EU membership. In total, the number of employed in Austria has risen by around 415.000 in the last two decades, to 3.48 million people. And: Austria still has the lowest rate of unemployment in all of Europe!

#### **WHAT ELSE HAVE THESE 20 YEARS OF EU MEMBERSHIP BROUGHT US?**

Well, first of all there is freedom of travel. To travel freely without border checks is something that most of us enjoy. Unrestricted travelling is possible in the EU's Schengen area, which includes most of the EU countries as well as the non-EU members Switzerland and Norway. The borders have also gone for Austrians who want to work in other EU countries. The freedom of movement for workers guarantees each employee working in another EU member state the right to take up residence there. Without a job you are allowed to reside in any EU state for up to three months.

The rules for employees of course also apply for students. In the Erasmus program, they can study where they want to. 5700 Austrian students used that chance in 2013 and studied at EU universities outside of Austria. The places of study which are most attractive and in demand are Spain, France, UK and Germany.

Do you still remember that before the EU entry some goods simply were not available in Austria? Because up to the EU entry, imports were regulated by the state. In order to protect Austrian producers from foreign competition, many goods were not allowed to be imported. Such import restrictions are of course unthinkable in the context of a European internal market, with its free movement of goods and a trans-European selection of commodities in super markets and other shopping options.

As for shopping: For online customers, travelers and airline passengers, the EU has brought about important improvements in the area of consumer protection. Warranty for defective products has been increased to two years, and air passengers get reimbursed in case of delays.

And then there is of course the Euro, another item the EU membership has brought along. Even though many still reminisce about the Schilling and even though there are some stubborn Euro opponents, one thing is clear: The common currency is an invaluable advantage for all exports as well as for trade inside the common European market. Plus: despite any fluctuations, the Euro is among the most stable currencies of the world.

Finally, let's move from the tangible to the intangible: Some dubious political machinations notwithstanding, the EU is a union of states built on common values. To these belong democracy and human rights, religious rights and freedom of expression. For upholding these rights the EU was awarded the Nobel Peace Prize in 2012. The Nobel committee stated in its announcement that the most important achievement of the EU was its contribution „to the advancement of peace and reconciliation, democracy and human rights“.

#### **HOW HAS BURGENLAND BENEFITED FROM 20 YEARS OF EU MEMBERSHIP?**

11 years of Objective 1 fundings plus 7 years of Phasing Out fundings! It began when, with Austria's EU entry, Burgenland became an Objective 1 funding area. The Objective 1 program is an instrument of EU regional policy, available exclusively to regions whose GNP per capita is lower than 75 % of the EU average. This was the case in Burgenland in 1995.

#### **UNBELIEVABLE!**

That Burgenland was among the least developed and poorest regions of the EU in 1995 is almost unbelievable today. The rapid progress and enormous economical growth of Burgenland is inseparably connected with the two funding periods of Objective 1 and Phasing Out. During the 11 years of the Objective 1 Phase alone, fundings with a total amount of 985 million Euro were allocated to companies for investments and trainings in Burgenland. An additional sum of 444 million Euro was added in the Phasing Out period. Combined, this is nearly 1,5 billion Euro. And this sum does not even include the agricultural fundings, around 660 million Euro, as well as fundings from other programs amounting to 130 million! This is what the EU entry has brought to Burgenland.

PHASING OUT AND THE

# ECONOMY

*"Burgenland has not only made successful use of the EU fundings, but really benefits from its pro-business attitude."*

Bank Austria chief economist Stefan Bruckbauer



ZOERKLER GEARS, JOIS | ENTRY AREA

# From pedestrian to airline pilot



## INTERVIEW WITH ING. THOMAS HERRELE

Graduated from Polytechnical School (HTL) in Eisenstadt (Aeronautics), then trained to become an airline pilot at AUA. Studied business administration, numerous additional training courses in aviation. Founder and CEO of the Aviation Academy Austria.

**F.:** *When were you grabbed by the fascination of flying?*

**TH.:** When I was in primary school – but there was no special occasion. As a child I was fascinated by model airplanes. I wanted to construct airplanes then. That's also why I entered aeronautics training at the HTL, which was when I began to want to become a pilot.

**F.:** *You founded the Aviation Academy Austria in 2004. Why here and not in, let's say, Schwechat, Hörsching or Zeltweg?*

**TH.:** International connectivity was a crucial point for us. Around the airport at Schwechat real estate was unavailable for purchase, and rental property directly at the airport was extremely expensive. That's why we expanded our search radius and came across the industrial area of Neusiedl/See. Here we have two airports in the immediate vicinity – Vienna and Bratislava – as well as a connection to the interstate. Another plus was the investment-friendly climate, through funding policy and assistance by the WIBAG.

**F.:** *How much money have you invested in the Academy's technical equipment so far?*

**TH.:** Including all contingencies, our total sum is around 12 million Euro.

**F.:** *How many flight simulators do you currently have?*

**TH.:** We have two simulators of our own and a third one on lease at the facility.

**F.:** *What is the average utilization of the flight simulators?*

**TH.:** We fly between 4.000 and 4.500 hours per year on our simulators. 24 hours a day, 7 days a week.

**F.:** *Are there any expansion plans in the works?*

**TH.:** We have planned the building with expandability in mind. In 2010 we already doubled the coverage. We have enough space left now for setting up two more simulators.

**F.:** *How many employees are working at the Aviation Academy Austria?*

**TH.:** A permanent staff of 20 and around 65 freelancers. The freelancers are flight trainers, lecturers and instructors.

**F.:** *You don't just offer individual training courses but also trainings for whole airlines. What are your business areas?*

**TH.:** We have three business areas: The first one is professional pilot training. This training is geared towards individuals, as in 'from pedestrian to airline pilot'. The second one is simulator training for specific types of airplanes. And finally, we offer access to our simulators to airlines for training purposes.



AVIATION ACADEMY AUSTRIA, NEUSIEDL  
PHASING OUT | EFRE | FUNDING: 25 %  
FUNDING INSTITUTION: BUSINESS SERVICE BURGENLAND



**F.:** From how many countries do flight students come to you?

**TH.:** From around 30 different countries, examples are Kazakhstan, Australia, Indonesia, Ethiopia and Surinam. We have customers from all continents here, with the exception of Antarctica ...

**F.:** In that context, what was the impact of Austria's entry into the EU 20 years ago?

**TH.:** Regulations have been unified inside the EU. That is an enormous advantage for us.

**F.:** In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?

**TH.:** Infrastructure has grown enormously. Supply-side variety and the diversity of enterprises are much greater now than before.

**F.:** How should things go on now after the end of the 'Phasing Out' phase?

**TH.:** What I wish for is that the momentum of the funding phases can be made use of so that our location here remains attractive or can even gain further in attractiveness.

**F.:** What do you generally think about Burgenland's economic development?

**TH.:** I believe that companies can prosper nicely in Burgenland. We have a fantastic tourism here, and good enterprises.

**F.:** What kind of Burgenland products have good chances in the EU markets, or worldwide?

**TH.:** Niche products, culinary products, and services that are in demand internationally, like our trainings. But also products with an ecological or environmental background ...

**F.:** In your opinion, what currently goes right and what goes wrong in the EU?

**TH.:** The ideas as such are mostly very good, for example the definition of common standards. The actual implementation is often horrendous.

My impression is that we in the EU are over-regulated, which leads to competitive disadvantages versus the US and Asia.

**F.:** How will Burgenland look like in 2045 – after 50 years of membership in the EU?

**TH.:** I believe that the borders to Hungary and Slovakia will become fluid. And that Burgenland can manage to uphold its high quality of life in spite of its close proximity to the metropolitan areas of Vienna or Bratislava.

**F.:** Three things you love about Burgenland?

**TH.:** The traditional rural character, the serenity of the people, the pannonian climate.



HYDRAULIC FACILITY



COCKPIT

# You need to be quick and flexible



## INTERVIEW WITH ING. BERNHARD WAGNER

Graduated from Polytechnical School (HTL) in the area of Engineering, Controller Akademie in Germany, and Hernstein Management Training. Alongside his studies, he worked in the family company. Managing Director of Zoerkler, together with his brother Alexander.

**F.:** *Zoerkler was founded in 1898. Does tradition still play a role in the company?*

**BW.:** Yes, of course. Two of my children already work here alongside their studies like I did, so this is the fourth generation now that is continuing the tradition of the family company.

**F.:** *In 1990 and again in 2008 you relocated the company. Why?*

**BW.:** At our former location in Vienna there was no more possibility to expand, and we didn't want two locations. We also don't have branch offices, just sales representatives.

**F.:** *Why did you decide on Jois?*

**BW.:** So I don't have as far to go for kite-surfing... (laughs)

Seriously: The business environment is excellent here. Our working atmosphere with the state's governor, the district commission and the mayor is very pleasant, efficient and straightforward. Also, proximity to Vienna is important for our permanent staff. When we relocated, all of our employees at that time went along with us to Jois.

**F.:** *Zoerkler produces gear and drive systems, cog wheels, bevel gear wheels and spur gears?*

**BW.:** ... and precision parts! For automotive, railway and aviation. But we don't just produce. We develop, produce and test, and our focus lies on innovation and design. We are not doing large scale production. We're a research & development company producing high quality items on a small and medium scale. Up to around 2000 units per year. Our production lines are among the most advanced and sophisticated worldwide, they're air-conditioned, high precision and low-noise.

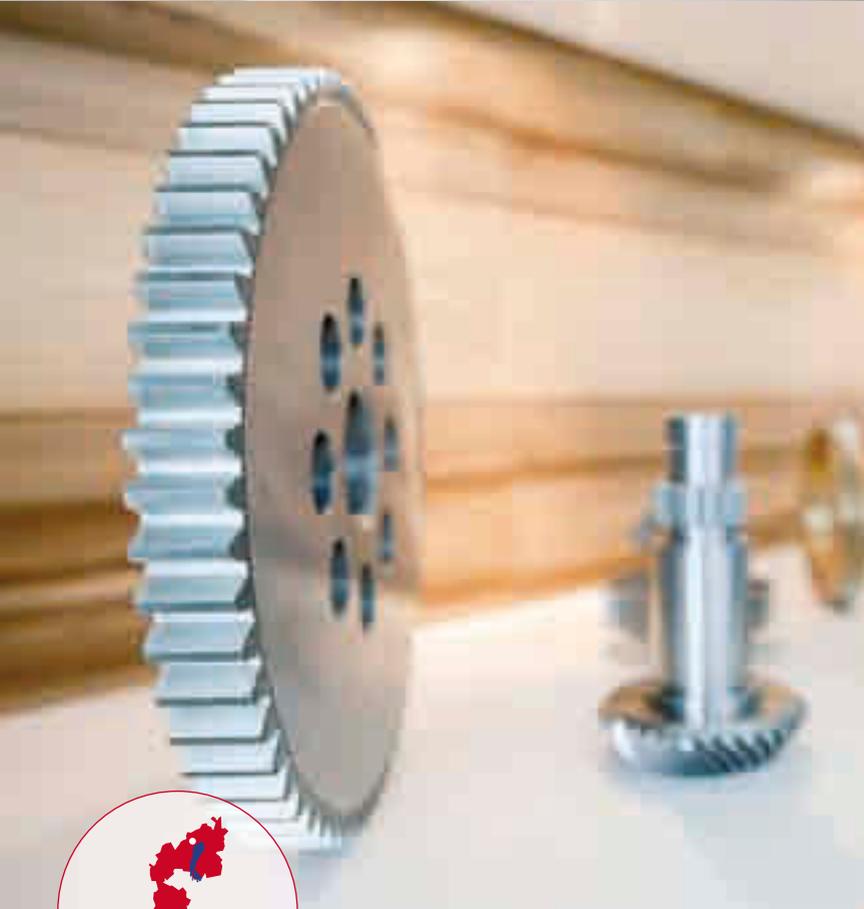
**F.:** *You do have a lot of customers in the field of aviation. As a midsize Burgenland company, how did you gain access to such an exclusive circle of customers?*

**BW.:** By personally going the extra mile, through the high quality of our products and through formidable technical expertise. We're also in a position to offer the whole portfolio: construction, calculation, production, test and documentation.

**F.:** *Your vision for the future?*

**BW.:** Intensified internationalization.

We want to establish the Zoerkler brand internationally, secure our location here and attract additional customers from aviation.



ZOERKLER GEARS, JOIS  
PHASING OUT | EFRE | FUNDING: 25 %  
FUNDING INSTITUTION: BUSINESS SERVICE BURGENLAND

**F.:** *How many employees does Zoerkler have in total? How many work in research & development?*

**BW.:** In 2009 we started with 32 employees here in Jois. In 2015, we're now at 100. Out of this total number, 20 work in research & development. 11 % of our employees are women, and 10 % trainees.

**F.:** *Into how many countries do you export? How high is the export ratio?*

**BW.:** My estimate is that the export ratio is around 96 %. Our customers are located in the EU, in Russia, India and China.

**F.:** *In that context, what was the impact of Austria's entry into the EU 20 years ago?*

**BW.:** For intra-community supply and cooperation this is of course an immense advantage.

**F.:** *In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?*

**BW.:** Rising employment numbers. As an example, thanks to the funding, Zoerkler was able to build up know-how and acquire a state of the art, high quality machine park. That way we gained international attention.

By the way, companies like us do a lot of PR for Burgenland. We bring our customers to Burgenland taverns and wineries. The high quality of Burgenland gastronomy and wines fits in well with our company's philosophy.

**F.:** *How should things go on now after the end of the 'Phasing Out' phase?*

**BW.:** It would be good for the country to consider some continuation of economic funding. An abrupt end to all funding would not be good. It would lead to a funding imbalance towards the east.

**F.:** *What do you generally think about Burgenland's economic development?*

**BW.:** Burgenland has developed splendidly, in all respects.

**F.:** *What kind of Burgenland products have good chances in the EU or in worldwide markets?*

**BW.:** High quality niche products fitted individually for customers. You need to be quick and flexible.

Incidentally, niche products is what Austria is known for in Europe and the world. As a niche player producing high quality.

**F.:** *In your opinion, what currently goes right and what goes wrong in the EU?*

**BW.:** What goes wrong is the EU's current stance toward Russia. Because the EU with its technical know-how and Russia with its resources could enter an excellent partnership in the face of giants like China or the USA.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**BW.:** It will have an internationally presentable portfolio, consisting of tourism, industry, trade and energy policy.

**F.:** *Three things you love about Burgenland?*

**BW.:** The people, the nature, the proximity to Vienna.

# Streamlining of administration would be the biggest help



## INTERVIEW WITH FRANZISKA LOIDL

Trained as retail saleswoman, management accountant and controller. Since 2004 financial manager of the two Parador factories in Güssing.

**F.:** *Do you love wood?*

**FL.:** Yes! Absolutely. It is a wonderful material that smells nice and you can feel the warmth it conveys.

**F.:** *Is it true that Güssing is the company's competence center for wood?*

**FL.:** Achieving this is something we've worked on hard for the last few years. The crucial point is continuous quality control and the careful handling of wood in storage and processing. Quality is decided in the seasoning of the wood: Instead of going for speed you have to be as gentle as possible. Drying oak wood for example takes four to six weeks. We draw the heat for our wood drying directly from the Güssing biomass power plant. The plant in return is supplied with the waste wood that arises in the course of our production. We've installed a high pressure pipeline for that purpose which blows the vast amount of wood chips directly into the power plant. Sustainability is an important concept here.

Our accumulated know-how is what has made us the corporation's competence center for wood. We definitely owe this to the people working here. The technology as such would of course be transferable.

**F.:** *When was the Güssing factory established?*

**FL.:** Plant 1 was established in 1998, starting production in 1999. In 2004 the production area of Plant 1 was expanded, and in 2007 Plant 2 was built, starting production in 2008.

**F.:** *Which of the Parador products are produced in Güssing?*

**FL.:** The 3-layered ready-made parquet with click joints that we produce with various wood surfaces: oak, beech, ash and maple. The surface seasoning is especially important: lacquered, oiled, brushed or stained, for example. This is where the know-how of our personnel comes in.

**F.:** *How big a role does Research & Development play at Parador?*

**FL.:** We are continuously doing research, but on a small scale. This concerns new joints, new surfaces etc.

**F.:** *How important are fundings?*

**FL.:** They are not the decisive factor, but they help. They help insofar as larger investments can be undertaken.

**F.:** *What is your vision for the future?*

**FL.:** We will keep providing the quality that our customers expect. With our two plants here in Güssing we are well prepared for the future.



PARADOR, GÜSSING  
ADDITIONALITY | EFRE | FUNDING: 23 %  
FUNDING INSTITUTION: ERP-FONDS







**F.:** *How many employees does Parador have in Burgenland?*

**FL.:** Around 140.

**F.:** *Into how many countries do you export? How high is the export ratio?*

**FL.:** Our export ratio is 50 %. We export to the major countries in Europe as well as to Canada, Saudi Arabia and the Gulf states.

**F.:** *In that context, what was the impact of Austria's entry into the EU 20 years ago? Would the two plants exist without EU membership?*

**FL.:** No, probably not. The founders would never have had the courage to install these large factories here.

**F.:** *In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?*

**FL.:** Burgenland has become more open for a future-oriented, industrial development. In tourism there's been a move towards professionalism as well.

**F.:** *How should things go on now after the end of the 'Phasing Out' phase?*

**FL.:** Streamlining of administration would be the biggest help. We need an administration reform.

**F.:** *What are the Burgenland products that have good chances in the EU or worldwide markets?*

**FL.:** Parquet made in Güssing. And: top quality foodstuff.

**F.:** *In your opinion, what currently goes right and what goes wrong in the EU?*

**FL.:** On important issues like foreign policy or refugees there's mostly silence. The regulation craze by contrast is getting out of hand.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**FL.:** Will we still be in the EU in 30 years? If we are, I wish for Burgenland to remain energy-self-sufficient and very competitively viable.

**F.:** *Three things you love about Burgenland?*

**FL.:** The climate, the people and their mentality, the quality of life.

PHASING OUT AND THE

# PEOPLE

*„In the era of globalization, 'social' means, first of all, whatever creates jobs.“*

Roman Herzog, former German President



MINISTER OF SOCIAL AFFAIRS RUDOLF HUNDSTORFER

# Children can only feel comfortable in a society where they are welcome



## INTERVIEW WITH LABG. INGRID SALAMON

Co-initiator of the project „Tagesmütter Burgenland“ (Daycare Mothers Burgenland).

Trained as office administrator, from 1987 to 1995 local councillor in her hometown of Mattersburg.

In 1995 she got a seat on the city council, in 1999 she was elected mayor.

In 2010 she was elected a member of the Provincial Parliament of Burgenland.

**F.:** *When was the project Tagesmütter Burgenland (Daycare Mothers Burgenland) started?*

**IS.:** In 1989. We started the project because we knew that women had a hard time returning to their careers after the birth of children. There were far too few child care centers and kindergartens then. That is why we started the project Tagesmütter Burgenland, together with Volkshilfe (a caritative NGO). From the beginning it was important for us that daycare mothers have social security, that is to say national insurance and public pension. This project was soon also supported by the provincial government and the AMS (Austria's national employment agency).

In 1989 our daycare mother initiative had a pioneer role for all of Austria!

**F.:** *Wherein lies the difference to kindergartens and daycare centers?*

**IS.:** The daycare mother looks after the children in her own home. The daycare mothers and their homes are selected and regularly supervised by the youth welfare office.

Duration and times of the child care can be arranged individually. That is just not feasible for a public kindergarten to offer.

**F.:** *The funding was for the training of daycare mothers. What do these trainings look like?*

**IS.:** The training is strictly regimented. It encompasses 240 hours of theory and 80 hours of practical experience. Only then can a mother work as a daycare mother.

**F.:** *How many daycare mothers are there in Burgenland right now?*

**IS.:** At the moment we have 45 daycare mothers looking after about 100 children.

**F.:** *What is the typical day of a daycare mother?*

**IS.:** Just like a normal day in any family. The daycare children are fully integrated into everyday life. The daycare mothers go shopping with them, they cook and eat together, they are an integral part of the family really.



DAYCARE MOTHERS, DRASSBURG  
ADDITIONALITY | ESF | FUNDING: 100 %  
FUNDING INSTITUTION: PUBLIC EMPLOYMENT SERVICE AUSTRIA (AMS)



**F.:** *How do you find daycare mothers?*

**IS.:** We do advertising. We promote it on our homepage as well, and we have an ongoing cooperation with the employment agency.

**F.:** *How do mothers find a daycare mother?*

**IS.:** They call us. We have our own office in Eisenstadt. A daycare mother looking after a child for one month costs 419,20 Euro. That price includes 40 hours of child care per week. By the way, we still have about 100 vacancies for daycare children left!

**F.:** *What kind of future fundings would you wish for your project?*

**IS.:** Since the price of 419,20 Euro is not really that low, we would wish that the child care support from the employment agency would be raised so that more mothers can afford a daycare mother. We would also like to increase the daycare mothers' income.

**F.:** *Is Burgenland a family-friendly country?*

**IS.:** Yes. By now there are many daycare centers, lots of kindergartens as well as the 45 daycare mothers here in our province.

**F.:** *How has Austria's entry into the EU 20 years ago impacted the Burgenland families as well as Burgenland society?*

**IS.:** When we started in 1989, there were very few child care places. Through various EU measures we have received funding and have been able to change this.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**IS.:** What I would wish for is that society becomes more friendly towards children. Children can only feel comfortable in a society where they are welcome.

Young families today make a conscious decision to have children. And that is good.

**F.:** *Three things you love about Burgenland?*

**IS.:** The regionality and the personal contact, the beautiful landscape and intact nature, the friendliness towards families.



# We achieve something special – exceptional results



## INTERVIEW WITH MAG. GEORG PEHM

Studied Economics at the University of Vienna. In 1994 chief editor of BF.

Then press aide for the Ministry of Labour and Social Affairs and head of various governmental offices in Burgenland.

Since 2001 on the board of the Association for the Establishment, Promotion and Upkeep of UASC Studies in Burgenland. In 2002 founding CEO of UASC Studies Burgenland.

From 2004 to 2010 various political offices, among others President of the Bundesrat.

Since 2012 CEO of UASC Burgenland, head of the supervisory board of Research Burgenland and member of the UASC Conference.

**F.:** *When was the University of Applied Sciences (UASC) Burgenland founded?*

**GP.:** In 1993. As one of the first in Austria. The UASC was at first located in Eisenstadt's city center. In 2002 the new building was erected next to the Technology Center. The UASC courses „International Economic Relations“ and „Building Technology“ were the first of their kind in Austria.

**F.:** *UASC Burgenland's motto is „Bringt Besonderes zusammen“ (A play of words meaning both „Achieving something special“ and „Bringing together Excellence“). What is being brought together here?*

**GP.:** Many things and a lot of exciting stuff. First we combine unusual content. For example, Business Administration and Wine Marketing, or Business Administration and Energy and Environmental issues. Second, we bring together special people: students and teachers. Third, we achieve something special, as in exceptional results.

**F.:** *UASC Burgenland has two campuses – one in Eisenstadt and one in Pinkafeld. What areas do they focus on?*

**GP.:** In Eisenstadt it is Economics, Information Management, Social Studies. In Pinkafeld the focus areas are Energy and Environmental Management, and Health. By now we're offering 22 courses in these 5 areas.

**F.:** *What sort of EU funding has UASC Burgenland received?*

**GP.:** A sizable amount, particularly for the construction of the complete infrastructure – the buildings in Eisenstadt and Pinkafeld, the equipment for the laboratories. These were constructed with funds provided by the EU, the state and the province. The fundings have been essential for our current size.

**F.:** *UASC Burgenland is situated in the middle of Europe. From how many countries do students and lecturers come to you?*

**GP.:** Our students come from 48 different countries at the moment, the teachers from about two dozen. You can actively learn 11 different languages at our UASC, but more than 20 are being spoken. This doesn't evoke the Tower of Babel, however, but diversity and internationality.



UASC BURGENLAND, EISENSTADT  
A) OBJECTIVE 1 | 2000-2006 | EFRE | FUNDING: 21 %  
B) PHASING OUT | EFRE | FUNDING: 100 %  
FUNDING INSTITUTION: OFFICE OF THE BURGENLAND PROVINCIAL GOVERNMENT

**F.:** How many people are employed at UASC Burgenland?

**GP.:** We have around 670 employees: 80 full-time teachers, 90 in management and research and around 500 lecturers.

**F.:** UASC Burgenland also has subsidiaries. Why is that and what is their purpose?

**GP.:** One such subsidiary is Research Burgenland. It is the

**F.:** What is your vision for the future?

**GP.:** That we keep on being an institution that advances, strengthens and augments the chances for the people living here in this region.

**F.:** What has changed in Burgenland since the EU entry 20 years ago?



research brain of the public sector. The second subsidiary is the Austrian Institute of Management, offering advanced training courses with MBA graduation. The third subsidiary is the Akademie Burgenland. Its task is the training and development of the whole public sector in Burgenland – which has around 9000 employees.

**F.:** UASC Burgenland is the first Austrian university to publish a Common Welfare Balance. What exactly is that?

**GP.:** In addition to our economic balance with an annual turnover of around 15 million Euro we asked ourselves the question: What do we contribute to society? We answer that question in a structured way: The Common Welfare Balance shows in which direction we have been developing and where we have been able to respond to society's needs. By the way, orientation towards the common good was already stated as an objective in UASC Burgenland's founding document ...

**F.:** In your opinion, what currently goes right and what goes wrong in Austria's education policy?

**GP.:** What do you mean, 'goes'?  
Nothing goes, that is the main problem, what we observe is a standstill. I would very much wish for a courageous and lasting development in the education sector.

**GP.:** A whole lot. Out of the shadow of the Iron Curtain, there was an enormous positive development of the whole region. Today, Burgenland is much more prosperous and has many more options for the future than it had before.

**F.:** In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?

**GP.:** Jobs, jobs, jobs. And a whole lot of education.

**F.:** How will Burgenland look like in 2045 – after 50 years of membership in the EU?

**GP.:** I hope that it will be an exciting region in an exciting Europe.

**F.:** Three things you love about Burgenland?

**GP.:** The variety and the quality of life. UASC Burgenland. The few but wonderful routes for motorbikes.

# The BUZ is one of the forerunners



## INTERVIEW WITH MINISTER OF SOCIAL AFFAIRS RUDOLF HUNDSTORFER

Born in 1951 in Vienna, trained as office manager.

From 1990 to 2007 member of the Vienna City Council and Provincial Parliament.

From 2007 to 2008 president of the Austrian Trade Union Federation.

2008 Minister of Social Affairs and Consumer Protection, since 2009 Minister of Labour, Social Affairs and Consumer Protection.

**F.:** *In December 2014, 94.000 jobs were counted in Burgenland – a record high for December. Will Viennese and Lower Austrians soon be commuting into Burgenland in droves?*

**RH.:** No, certainly not in droves.

Burgenland has managed to achieve a mix of fundings that is very conducive for jobs in industry, trade and tourism. In summer for instance, the number of jobs in Burgenland is always higher than 100.000. Another positive aspect is that there's less commuting out of Burgenland now than there used to be.

**F.:** *Is education in Austrian schools not good enough any more, so that there's need for institutions like the Burgenland Training Center (BUZ)?*

**RH.:** Not at all. After all, Burgenland is the province with the highest ratio of graduates leaving school with university entry certificates. However, there are many people here who are not sufficiently qualified or whose qualification is no longer in demand, who need training centers like the BUZ.

**F.:** *What can institutions like the BUZ achieve in the battle against unemployment?*

**RH.:** The BUZ is a high level educational institute, one of the forerunners in that area. It benefits the people it is meant for and of course the economy.

**F.:** *Among other things, the BUZ offers advanced vocational training. What do you think about „life-long learning“?*

**RH.:** The whole working world is changing. See, when I was young, there were no PCs and no cell phones. There are enormous technological developments going on. Life-long learning has by now become a necessary part of life. That's why we need institutions like the BUZ to keep abreast with the pulse of the time.

**F.:** *„We teach what the economy needs“ is what a BUZ teacher said. Shouldn't that be the general approach for the teaching of trainees, for school and any kind of education?*

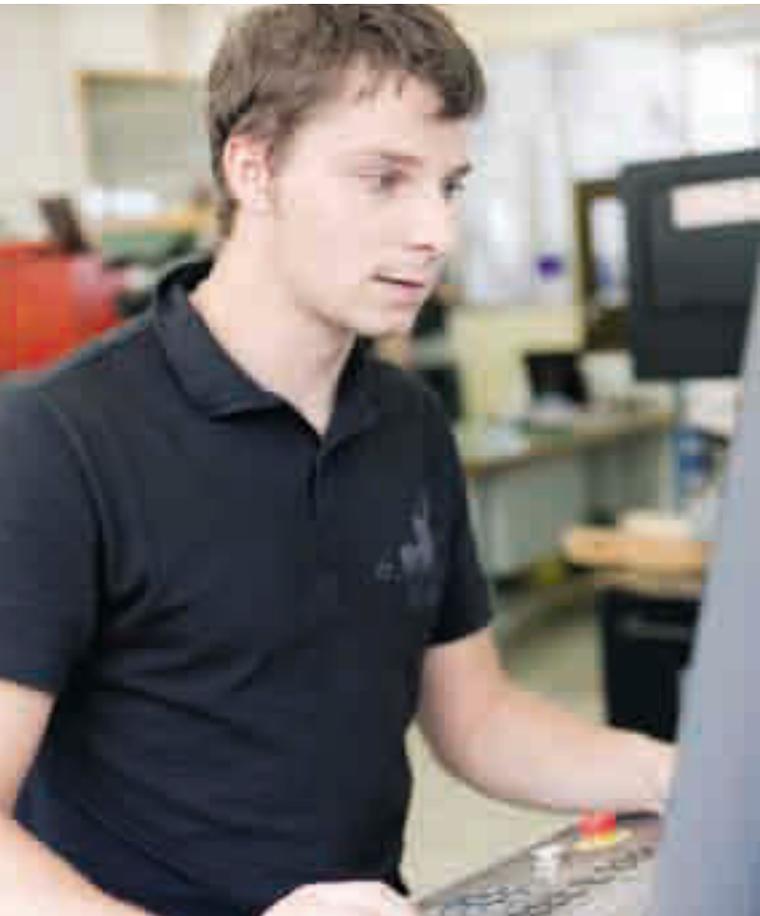
**RH.:** It is obvious that what the economy needs is necessary. On the other hand we have free access to education. Everybody can learn or study what he or she wants to.

It is a fact that when training apprentices we need to look at which kind of apprenticeships are still appropriate for our times. We have to constantly ask ourselves: How does the economy develop, how does the job market develop? That is a constant dialogue.



APPRENTICE ON WORKBENCH - BUZ TRAINING WORKSHOP CENTER/NORTH AT NEUTAL  
PHASING OUT | ESF | FUNDING: 100 %  
FUNDING INSTITUTION: OFFICE OF THE BURGENLAND PROVINCIAL GOVERNMENT





**F.:** *How do you see the future of education and the job market?*

**RH.:** The trend is towards every young person having an education until 18, beyond minimum compulsory schooling. Burgenland is well on its way in that respect: It has a lot of high school graduates and trained apprentices.

Today, those with only minimum schooling run a four times higher risk to become unemployed than those with a higher education.

**F.:** *At the BUZ, 3.8 million Euro went into apprentice training in metal/electro and communication technology. Shouldn't such market-oriented training options get even stronger promotion?*

**RH.:** Generally, yes. And there are some further programs going on through the ESF. As for the content, that should be decided on-site.

**F.:** *What can fundings generally do for the job market?*

**RH.:** They can decrease deficits and promote equality of chances. Both factors minimize the risk for someone to be sidelined from the job market.

**F.:** *In your opinion, what has EU regional funding (Objective 1 and Phasing Out) specifically achieved in Burgenland?*

**RH.:** Everything. Burgenland has proven that even as a small country you can tap a lot of the potential of fundings. With regard to generating funding volume, Burgenland was at the top of Europe among the Objective 1 areas.

As for the ESF – a European structural fund – Burgenland fully scooped its share. And on top of that it has used those funds well.

**F.:** *20 years ago Austria joined the EU. Were these 20 good years for Austrian employees?*

**RH.:** Absolutely! We have profited a lot economically. There was additional economic growth and, according to the Wifo, around 13.000 additional jobs were created throughout Austria per year.

**F.:** *In your opinion, what currently goes right and what goes wrong in the EU?*

**RH.:** We urgently need more investments. They have to be stimulated. Therefore the investment program of the European Commission needs massive support. The numbers of youth unemployment in Europe are worryingly high. This is an issue where all member states have to do a lot more. The question of a Social Europe and fighting poverty are essential issues as well.

**F.:** *How about global trade – key word TTIP?*

**RH.:** Trade treaties as such are nothing negative.

It is important, however, that our high European standards, so hard-won, must be kept. In addition, the investment protections clauses, as currently envisioned, are untenable.

**F.:** *What do you generally think about Burgenland's economic development?*

**RH.:** As regards economic growth and purchasing power, Burgenland has achieved an impressive performance. Future economic activity should build on that.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**RH.:** If I know the Burgenland people, they will keep on trying to achieve the maximum for themselves in spite of how small their country is.

**F.:** *Three things you love about Burgenland?*

**RH.:** The food and the red wine. All the recreation on offer. The economical savvy.



PHASING OUT AND

# POLITICS

*„In politics as in mathematics,  
whatever's not quite right, is wrong.“*

Edward Kennedy, former U.S. Senator



EU-CELEBRATION AT GESCHRIEBENSTEIN

# We have to learn to distinguish between standard of living and quality of life



## INTERVIEW WITH PROF. DR. WOLFGANG KROMP

Studied physics and mathematics at University of Vienna, promoted in 1970.

Research stay at the Max Planck Institute Stuttgart.

From 1982 to 1991 scientific work in the USA.

Habilitation in 1984.

Founder of the Institute of Safety and Risk Sciences in 1992.

**F.:** *You work at the Institute of Safety and Risk Sciences at the University of Natural Resources and Life Sciences Vienna (BOKU). What specifically do you work on?*

**WK.:** As a specialist in materials science I deal with the risk of nuclear power plants, respectively the failure of materials inside nuclear power plants. In my youth I was a proponent of nuclear power, by the way. Among other reasons it was my knowledge about materials that made me become a detractor.

**F.:** *One focus area of research of your Institute is biomass. What do you think about the development in Burgenland in that respect?*

**WK.:** If you believe nuclear energy and fossil fuels to be untenable, you need to move towards alternatives. One such alternative is biomass. In that area I've been promoting bio gas generation from green waste and the energetically usable remains of grain farming – not from corn, though!

**F.:** *You've also intensively dealt with wind energy. How many wind turbines can Burgenland bear, respectively how many does it need?*

**WK.:** Burgenland is extremely lucky, because the Parndorf Plate is like a nozzle where the wind must blow through. To build wind turbines there makes eminent sense energetically. For everyone who has understood that the issue of energy generation is a question of human survival, wind energy is one of the best options.

**F.:** *You held a keynote speech about this topic on the Energy Transition Day on September 13, 2013. What was that about?*

**WK.:** There were pioneers in Burgenland, who, with the support of governor Niessl, established wind parks against all sorts of opposition. And they did that so unerringly that the province is now electricity self-sufficient.

**F.:** *Can the dream of an energy self-sufficient Burgenland be realized to a 100 %?*

**WK.:** It has become fully self-sufficient electricity-wise by now – that is a lot but not yet everything. In general we all have to become energy self-sufficient. That is not a dream but a must. We need to learn to conserve resources and not to exploit in advance the resources that belong to our descendants.



CELEBRATION ON ENERGY TRANSITION DAY, GOLS  
PHASING OUT | EFRE | FUNDING: 100 %  
FUNDING INSTITUTION: REGIONAL MANAGEMENT BURGENLAND





ENERGY TRANSITION DAY IN GOLS

**F.:** *Is Burgenland a paragon for Austria, for Europe, when it comes to its energy policy?*

**WK.:** What is commendable is that Burgenland banks on good alternatives like wind and solar power. What is missing is biomass and biogas. That would be a big chance for a country with so much agrarian economy.

Where there's a lot of catching-up to do is public transportation. That has to be massively expanded!

**F.:** *Photovoltaics, biomass, wind energy – where lies the biggest future potential?*



PROF. KROMP GIVING HIS KEYNOTE SPEECH

**WK.:** The generation of biogas with modern, ecologically sensible technology would be a promising project in Burgenland because of its large agrarian areas.

**F.:** *What is your global vision for the future?*

**WK.:** Generally, we have to tackle energy conservation. Every one of us must massively cut down on energy consumption. This requires a change in the attitude of our civilization and our values. We need to learn to distinguish between standard of living and quality of life.

**F.:** *Dr. Fesharaki, CEO of Herz in Pinkafeld, states that to generate heat from oil and gas is a crime against our children and grandchildren. What is your opinion on that?*

**WK.:** For coal, fossil oil and natural gas, I'll subscribe to that a 100 %!

**F.:** *What has changed in Burgenland since the EU entry 20 years ago?*

**WK.:** I do believe that Burgenland has benefited from that.

**F.:** *In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?*

**WK.:** It's a shame that the wrong incentives have often been used, those that favor the larger units. In future, what should be aimed at is the fostering of small and medium companies in agriculture and industry. These companies should be the backbone of our economy and culture.

**F.:** *In your opinion, what is currently going right and going wrong in the EU?*

**WK.:** The big scandal is that nuclear energy is sold to us as environmentally friendly, in other words as CO<sub>2</sub>-neutral. It is also deplorable that some environmental standards are being brought down to the lowest common denominator. What's positive is that the borders are vanishing. And of course regional support.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**WK.:** I hope that those who have the wellbeing of our descendants near to their hearts will by then have prevailed. In the economy, in thinking, in our whole culture.

I hope that civic society will prevail with its concern for the common good.

**F.:** *Three things you love about Burgenland?*

**WK.:** The uniqueness of the landscape, the people's culture, the open-mindedness for alternatives.

# Burgenland is showing outstanding commitment here

## INTERVIEW WITH FOREIGN MINISTER SEBASTIAN KURZ

Started to study Law in Vienna in 2004, became Provincial Chairman of the Young ÖVP in Vienna in 2007, a year later its Federal Chairman.

Member of the Vienna City Council and Provincial Parliament.

In 2011 Undersecretary for Integration.

In December 2013 Federal Minister for European and International Affairs.

Since March 2014 Federal Minister for Europe, Integration and International Affairs.



**F.:** *When and why did the idea crop up to establish European Local Councillors?*

**SK.:** This initiative has existed since the start of 2010. Many decisions taken on the European level have consequences that reach deep into the towns, and the mayors are the first contact persons when it comes to concerns and requests about Europe. That's why the Foreign Ministry and the representatives of the European Commission in Austria brought into being the initiative „Europe starts in the town“.

**F.:** *The province of Burgenland supported this initiative and the respective qualification measures. Wouldn't that be helpful in other provinces as well?*

**SK.:** The initiative is being supported in all provinces, by the Association of Municipalities and the Association of Cities, as well as by the provincial governments. Burgenland is showing outstanding commitment here! In early 2012 the project „EU Local Councillors is what Burgenland needs“ was initiated by Burgenland Regional Management in cooperation with the Foreign Ministry, and was financed by the European Regional Development Fund and the Province of Burgenland.

**F.:** *How does the Foreign Ministry support the EU Local Councillors?*

**SK.:** The Foreign Ministry is the point of contact for the European Local Councillors and also acts as a service provider. The „Service package“ consists of a hotline in the Foreign

Ministry, regular newsletters on current EU topics, information trips to Brussels, training courses, yearly network meetings, as well as an interactive Internet platform for the sharing of ideas, thoughts and information. In addition, the Foreign Ministry assists the initiative's members in organizing EU events in their communes.

**F.:** *How many EU Local Councillors are there in Austria? And in Burgenland?*

**SK.:** In all of Austria there are currently around 700 European Local Councillors, around 150 of these are in Burgenland. Unlike in the other provinces, the Burgenland members don't need to be elected local councillors.

**F.:** *Are these councillors an effective measure to gain broad approval in the population?*

**SK.:** Since its entry in 1995, Austria has benefited a lot from its EU membership. But because of the complexity of Europe it is sometimes difficult to communicate these advantages. Our European Local Councillors receive the factual knowledge necessary to be able to answer questions during discussions in their hometowns and to make plain the value of the Austrian EU membership. As a result they succeed in getting common misconceptions and prejudices about the EU out of the way. At the same time, real problems should openly be discussed. Thereby they achieve an important contribution, for which I am thankful.



TRIBUTE TO EU LOCAL COUNCILLORS - CULTURE CENTER, EISENSTADT  
PHASING OUT | EFRE | FUNDING: 100 %  
FUNDING INSTITUTION: REGIONAL MANAGEMENT BURGENLAND





**F.:** *What has changed in Austria since it entered the EU 20 years ago?*

**SK.:** It is not just the Austrian economy that has benefited considerably from taking part in the growing inner-European market. Many advantages and easings of restrictions have emerged for Austrian citizens that we can't imagine to be without any more: be it to travel in a Europe without borders or to study in other EU countries in an exchange program, be it the advantages of a common currency or the right to settle in any member country. When it comes to membership in the union, the self-image has changed decisively as well. Whereas in 1996, only 11 % felt as EU citizens, today we are already at 77 %. The EU membership has also had a crucial influence on Austria's international and European policies for the last 20 years, and has enabled us to champion Austrian interests in Brussels.

**F.:** *Can you understand the criticism towards the current TTIP negotiations?*

**SK.:** To improve trade relations through the dismantling of trade barriers is an opportunity for the economy. At the same time it is crucial that this does not lead to a deterioration of European standards. I do understand the population's worries, which is why I am clearly in favor of full transparency for the conduct of negotiations and why I support a public debate on TTIP.

**F.:** *Can and should European Local Councilors take part in this discussion? And if they do, with which arguments?*

**SK.:** Of course they can and should participate in the discussion. Our effort for transparent negotiations aims at exactly that, to enable a broad democratic discussion about TTIP. I would like them to relate a realistic picture of the EU institutions in their hometowns, and for that an open discussion is imperative.

**F.:** *What kind of products from Burgenland have market potential in the EU and worldwide?*

**SK.:** In earlier decades the Burgenland export ratio was significantly lower than that of the other provinces. In the last ten years after Austria's entry into the EU the export quota of the Burgenland economy has increased tenfold to 1.9 billion Euro; in 2013 alone Burgenland was able to improve its export ratio by 8.9 %, which is the highest percentile increase of all provinces.

**F.:** *Three things you love about Burgenland?*

**SK.:** What spontaneously comes to mind are the culinary variety, the beautiful landscape of the Seewinkel, but also wind surfing on Lake Neusiedl.

# The safest of Austria's provinces

INTERVIEW WITH BURGENLAND CHIEF OF POLICE  
MAG. HANS PETER DOSKOZIL

Born in 1970. Started working as a policeman in Vienna as a 19 year old. During his police service he studied Law, graduated as Mag. jur. in 2000.

Executive training course at the Ministry of the Interior in 2007/2008. Since September 2012 Chief of Police in Burgenland.



**F.:** *At the Security Summit 2012 that took place during the EU Regional Governance Project „Security in Burgenland“ you stated that the total amount of criminal activity had decreased by 30 % since 2002. How does that statistic look like today?*

**HD.:** In general the trend is still that there's a decrease: from 2013 to 2014 by between 5 to 10 %.

**F.:** *At the time, Governor Niessl defined two problem areas: organized illegal migration and crime against property. Has there been some success in these areas by now?*

**HD.:** Organized illegal migration depends on international developments. In 2013 our numbers were very low: around 1000 persons apprehended in the whole year. This year, due to the escalation in Syria, we have four and a half times that number. We have no influence on that development, of course. We can only try to keep the strain on the population as low as possible.

As for crime on property, there was an increase in the first half of 2014. Because of that we analyzed the situation and have taken specific measures. Since September 2014 we now have a marked decline.

**F.:** *In that context, what do you think about the EU enlargement of 2004?*

**HD.:** Before 2004, Burgenland was situated at an external border of the EU and there was a much higher number of

people apprehended who had been brought here illegally than today. Around 600 per week! As for the total amount of criminal activity, we had about 10.000 incidents of crime per year then. This number hasn't changed that much.

**F.:** *In the autumn of 2014, 40 refugees were accommodated in the gym of the Federal Office Building in Eisenstadt. What was the reason behind that idea?*

**HD.:** The facts of the matter were that the numbers of refugees had massively increased and that some provinces had not been meeting their quota of basic refugee accommodation. The gym has become our buffer for whenever too many refugees arrive that we no longer have place for in the CCE. We established the CCE for the initial accommodation.

By the way, Burgenland is fulfilling its quota of basic refugee accommodation by 100 %.

**F.:** *In an interview with newspaper Der Kurier you stated that it just wasn't true that every asylum seeker was a criminal. Do the people in Burgenland have to be afraid of asylum seekers?*

**HD.:** There is certainly no reason for them to be afraid of asylum seekers. You can see that very well now with the Syrians: There are many doctors among them, for example. But also common folk from all walks of life, who are simply glad to be safe here with us. And as far as I know the asylum seekers accommodated in the Burgenland towns cause no problems at all.



SICHER IST SICHER, NEUTAL  
 PHASING OUT | EFRE | FUNDING: 100 %  
 FUNDING INSTITUTION: REGIONAL MANAGEMENT BURGENLAND

**F.:** In 2011 and 2012 the association „Neighbourhood Help Security“ was supported with funds from the EU. Has this association promoted more security in Burgenland?

**HD.:** The association has contributed to a raising of awareness, organizing a lot of events. If you take a comprehensive view towards security and safety, then the area of disaster prevention has seen a lot of activity as well.

**F.:** How close is police cooperation with this association?

**HD.:** We contribute to the events.

**F.:** According to the association's chairman, the most important security measure is: Stay alert! Is that correct?

**HD.:** Of course! You cannot bank on the police alone being responsible for security. We depend on information from the population. My plea for all Burgenland people is: Better call the police one time too many than one time too few!

**F.:** Which are the areas where you would wish to see more fundings in the future?

**HD.:** I'd wish that the funding for the installation of security systems would remain. It would also be desirable that regional projects like the „Neighbourhood Help Security“ would continue to receive support.

**F.:** What is your vision for the future?

**HD.:** To answer that is difficult, because as a federal agency we're partially directed from outside. Our main target however is to go on keeping crime against property in check and to lower it in the future.

**F.:** Is Burgenland a land of top security?

**HD.:** It is the safest of Austria's provinces if you look at the number of policemen and policewomen in relation to the total population.

**F.:** How many policewomen and policemen are there in Burgenland?

**HD.:** We have around 1720 officers, 1500 of whom are policewomen and policemen.

**F.:** What has been the impact of Austria's entry into the EU 20 years ago?

**HD.:** Here in Burgenland we have managed to catch up, massively so. And in the police we now profit from that as well. With EU fundings, Burgenland police is planning to establish 2 operation training centers.

**F.:** In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?

**HD.:** Through the plurality of funded projects the EU has become manifest and tangible for many people in Burgenland.

**F.:** How will Burgenland look like in 2045 – after 50 years of membership in the EU?

**HD.:** I hope that the positive development will continue. We have covered a lot of ground in catching up. In many areas we are now the flagship province. For example in the ratio of people qualified for university access, unemployment numbers and purchasing power.

**F.:** Three things you love about Burgenland?

**HD.:** The people, the mentality and the quality of life.



PHASING OUT AND THE

# ENVIRONMENT

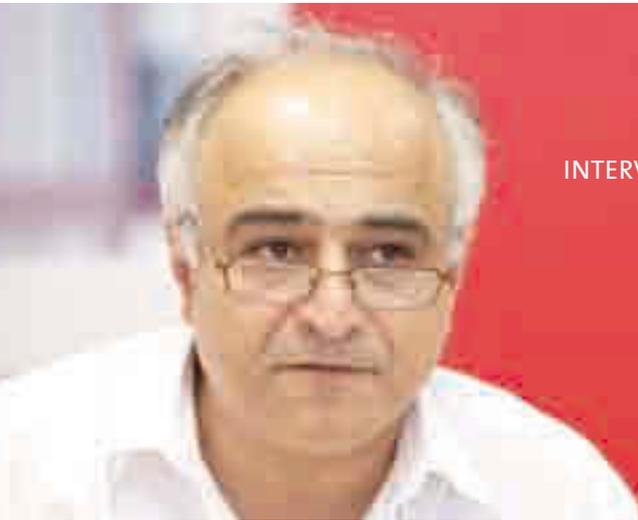
*„We're the first region in Europe to cover 100 percent of our electricity requirement with renewable energy.“*

Governor Hans Niessl



PANORAMA VIEW OF LEITHA MOUNTAINS

# Supreme technology at best value



## INTERVIEW WITH DI DR MORTEZA FESHARAKI

Studied machine engineering in Leoben and Graz. After his studies he became research assistant at TU Graz. After his doctorate and numerous scientific publications he moved to FH Pinkafeld and became professor.

In 2003 he became director of development at Herz. He planned and built the Pinkafeld production site, where he is CEO.

**F.:** *Herz was founded in 1896. Does tradition play an important role at Herz?*

**MF.:** Herz was founded over a hundred years ago in Vienna, as a foundry and producer of heating systems and valves. Since 1950 the company has focused on building and heating technology. Herz follows a unified concept: From energy generation to energy supply. We deal with heating and cooling, with water, insulating and thermal insulation.

**F.:** *When was the Pinkafeld production site established?*

**MF.:** After a construction period of only one year the site was finished and furnished at the end of 2009. The official opening with 600 visitors took place in April 2010.

**F.:** *Why Pinkafeld?*

**MF.:** We had been looking at several different locations. In the end the decisive factor was the advantageous location directly at the Südbahn as well as the infrastructure for supply and disposal. The town wrapped us in silk, figuratively speaking, all the building permits were issued very quickly. The town has really, really supported us. Another argument for the Pinkafeld location was the proximity to the polytechnic and the University of Applied Sciences. To sum up: The fundings were important but not the decisive factor.

**F.:** *Since when has Herz been involved with biomass facilities?*

**MF.:** Since 1979. Since 2003 biomass and heat pumps have become the future-oriented investment project in our company. We annually invest several million Euro in research and development.

**F.:** *Generally speaking, what is the product portfolio of Herz?*

**MF.:** Heat generation is located in Pinkafeld, the valves are produced in Vienna, the fittings in Rohrbach and Kaumberg.

**F.:** *Your vision for the future?*

**MF.:** The energy giants, the paper industry and our large international competition on the windfall timber market will never get us down. Because we're innovative and we're quick. And the consumers want that. We'll keep growing in spite of the economic crisis and the sometime lack of support by politics.

**F.:** *How many employees does Herz have?*

**MF.:** In Pinkafeld there are 230 employees, and an additional 50 at the neighbouring facility in Kemetten. Worldwide the Herz group has 1.700 employees in over 80 countries.



HERZ COMPETENCE CENTER, PINKAFELD  
PHASING OUT | EFRE | FUNDING: 30 %  
FUNDING INSTITUTION: BUSINESS SERVICE BURGENLAND



**F.:** *Into how many countries do you export? How high is the export ratio?*

**MF.:** Our biomass facilities and heat pumps are exported into more than 25 countries, and our export ratio lies over 75 %.

**F.:** *In that context, what was the impact of Austria's entry into the EU 20 years ago?*

**MF.:** Without the entry into the EU and the Eastern Enlargement Herz would at some point have ceased to exist.

**F.:** *How do you see the major Eastern Enlargement of 2004?*

**MF.:** 20 years ago we had a turnover of 20 to 25 millions, now we're at 250 millions.

**F.:** *In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?*

**MF.:** We have received a funding of 2.3 millions. The most important funding in Burgenland however was not the money as such but the funding of the educational institutions that exist here.

**F.:** *How should things go on now after the end of the 'Phasing Out' phase?*

**MF.:** Unequal treatment for SMEs and large companies is a problem. Here in Burgenland of course we're a large company, but internationally we're tiny. We have competitors with tens of thousands of employees.

**F.:** *What do you generally think about Burgenland's economic development?*

**RH.:** Burgenland has developed superbly. Our biggest advantage: We're a small province, so administrative procedures are easier. Congratulations to the governor, he's done quite a good job there. I'm very optimistic about the general development.

**F.:** *What kind of Burgenland products have market potential in the EU and worldwide?*

**MF.:** Our biomass facilities and heat pumps, naturally. That is supreme technology at best value. I see great prospects for our products worldwide, because the future belongs to all alternative forms of energy generation. What cannot and should not

be down the road is heat still generated through burning gas and oil in the future. That would be a crime against our children and grandchildren.

There is of course also a lot of market potential in our valves, the mechanical handling of which is done in our Kemetten factory.

**F.:** *In your opinion, what currently goes right and what goes wrong in the EU?*

**MF.:** You can always argue about the vast amount of bureaucracy. The genuine problem, however, is that the European states don't really want to unify. Because Europe won't become a union, it is going to be very hard to compete with the USA, Russia, China and India.

**F.:** *How about global trade – keyword TTIP?*

**MF.:** We Europeans need to be very careful when it comes to technical standards and corporate finance. In Europe, technical standards are much more up to date and effective than in the US. Just one example: The quality of sheet metal is much higher here. When it comes to finance, the match is between companies with limited liability and companies on the stock market. In the US, companies are being funded through the stock

market, in Europe via banks. US investors therefore have considerably more financial clout.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**MF.:** The mental borders with neighbours like Hungarians, Slovenians, as well as Lower Austrians will vanish. We will surely grow economically, but will have not enough people.

**F.:** *Three things you love about Burgenland?*

**MF.:** The wine, the people, the climate.



# Wherever a lot of brainpower is involved, we'll have success

## INTERVIEW WITH MAG. MICHAEL GERBAVSITS

Studied business administration at the WU Vienna.  
From 2003 to 2008 Chairman of Burgenland Holding AG.  
Federal Director for Burgenland of Bank Austria in 2008.  
Executive Spokesman of BEWAG in 2011.  
Executive Spokesman of Energie Burgenland in 2012.  
2014 Chairman of the Board of WiBAG.



**F.:** *When and why was Energie Burgenland founded?*

**MG.:** Up until the late 1950s northern Burgenland was supplied by the Lower Austrian electricity provider, and southern Burgenland by the Styrian one. In 1958 the BEWAG was founded, which took over Burgenland's electricity supply in 1959. In 1970 the BEGAS was founded to supply gas. Since July 1 2012 we've been operating as a single corporation. This was necessary to increase our competitiveness and in order to generate synergies.

**F.:** *What are the business areas of Energie Burgenland?*

**MG.:** We operate in four business areas: Production, which encompasses wind energy and biomass, power supply with electricity and gas, sales, and services.

**F.:** *Thanks to wind energy, Burgenland is self-sufficient electricity-wise. How much electricity is currently being produced and consumed in Burgenland?*

**MG.:** In 2014 we produced 120 % of our electricity demand in Burgenland itself. More than 90 % of this stems from wind energy.

**F.:** *Recently the 400th wind turbine was installed. Will you keep on expanding wind energy?*

**MG.:** The second expansion phase is nearing its end. In 2015 there will still be several installations in order to optimize and consolidate existing wind farms. There won't be a third expansion phase. From 2018 on a phase of „Repowering“ will be started, replacing older installations with more recent and efficient ones.

**F.:** *How many wind turbines does Energie Burgenland operate directly?*

**MG.:** 211. A bit more than half of all existing installations.

**F.:** *Yet you also employ six combined heat and power plants and three caloric power plants, as well as teleheating?*

**MG.:** These are biomass power plants that generate both power and heat. The biomass heat plants generate heat for our teleheating networks. In both cases we exclusively use forest waste wood.



ENERGIE BURGENLAND, EISENSTADT  
PHASING OUT | EFRE | FUNDING: 30 %  
FUNDING INSTITUTION: KPC - KOMMUNALKREDIT PUBLIC CONSULTING

**F.:** *What do you think of other alternative means of energy generation, like heat pumps and photovoltaics?*

**MG.:** I think that heat pumps are among the most advanced heating systems. They have a very good energy footprint, because they only require one quarter of the operating energy. Three quarters of the energy generated comes from the sun. Heat pumps are currently the most successful form of heating for single-family houses.

As Burgenland is the Austrian province with the most hours of sunshine, we have of course also installed photovoltaic systems. We are currently planning to implement a new 350 kWp installation in Eisenstadt.

**F.:** *Which of your company's projects have received funding these last years?*

**MG.:** Electricity from wind power. We have increased its generation from 3 % in 2000 to 120 % in 2014. Without the funded feed-in tariff this would not have been possible.

**F.:** *What is your vision for the future?*

**MG.:** The energy industry is in the midst of a massive restructuring. What used to be energy producers will have to evolve into energy service providers with a strong element of consulting.

**F.:** *Talking about the future: You're training apprentices on a regular basis?*

**MG.:** A total of more than 40 at the moment. As a corporation owned by the people of Burgenland, we fulfill a social responsibility, and offer a career start to young people.

**F.:** *How many employees does Energie Burgenland have?*

**MG.:** Around 850 at the moment.

**F.:** *What was the impact of Austria's entry into the EU 20 years ago?*

**MG.:** It has generated absolutely essential impulses for the economical development of Austria and Burgenland. We depend on being successful exporters. That was made possible by the EU membership.

**F.:** *In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?*

**MG.:** It has led to a dynamic transition of the region. Before, Burgenland had been the poorhouse of Austria, hindered in its economical development by the Iron Curtain.



The EU and the opening of the borders have created a vibrant economical region.

**F.:** *What kind of Burgenland products have market potential in the EU and worldwide?*

**MG.:** Wherever a lot of brainpower is involved, we'll have success. With top quality products in all areas.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**MG.:** Burgenland will be a cosmopolitan region in the heart of Europe. We will grasp our economic chances on the world markets and continue to be a paragon for the production of renewable energy. And: Burgenland will continue to be a land unbelievably worth living in.

**F.:** *Three things you love about Burgenland?*

**MG.:** The land, the people, the wind.

# We need to overcome the throwaway society



## INTERVIEW WITH DI CHRISTIAN STRASSER

Studied machine engineering at TU Vienna.

Started his career in the Ottakringer/Vöslauer group, where he became technical director in 1996.

In 2006 he founded the „PET to PET Recycling Österreich GmbH“ on behalf of Coca Cola, Vöslauer, Radlberger, Rauch and Spitz. Has been its CEO since then.

**F.:** *How did you get to be the CEO of a PET recycling company?*

**CS.:** In 1993 the regulation on packaging became law, placing the bottling industry in Austria under the obligation to dispose of any containers they bring into circulation. As a result, the companies that used PET bottles founded an association whose aim was to efficiently collect and process PET containers, and eventually to establish bottle to bottle recycling. This initiative was inspired by the notion that PET one-way bottles are by no means inferior to glass bottles. Five members of this association ultimately decided to jointly invest in a bottle-to-bottle recycling plant. After the framework had been worked out I was asked whether I would like to implement it. That way I became the founder of this company.

**F.:** *For how long have you personally been involved with the topics of synthetics and recycling?*

**CS.:** Since 2002. PET to PET was founded in early 2006, the plot of land was acquired in May 2006, and construction started in August. In February 2007 the first section of the plant was put into service, and the second section in August 2007.

**F.:** *What is your company's philosophy?*

**CS.:** We strive to produce a high-quality PET recyclate that is 100 % food-safe. We want to keep the PET material at the same level in the production chain for as long as possible.

**F.:** *How important were fundings for your company?*

**CS.:** The funding was an important factor. But not the only one. At the time we compared several locations. The deciding factor for Müllendorf was its central and convenient location in terms of traffic with a connection to the interstate and the railway right at the door. You can also find staff more easily on the Burgenland job market.

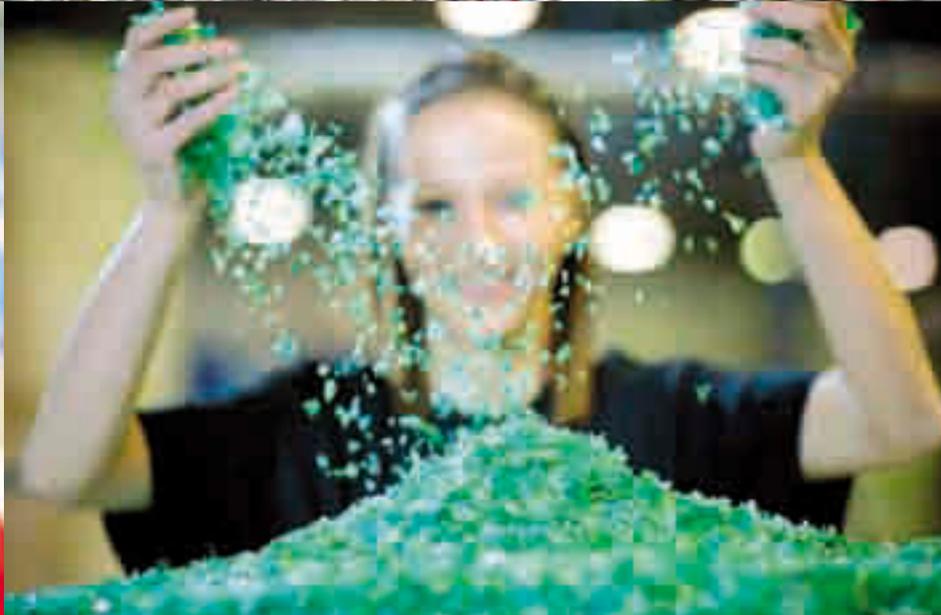
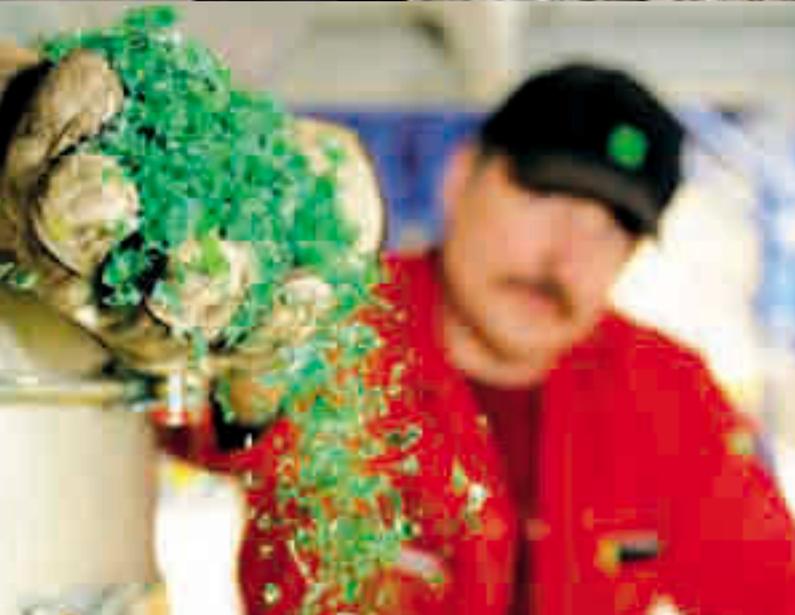
**F.:** *How many PET bottles are being recycled in Müllendorf per year?*

**CS.:** 20.000 tons per year out of the 40.000 tons brought into circulation in Austria.



PET TO PET, MÜLLENDORF  
PHASING OUT | EFRE | FUNDING: 23 %  
FUNDING INSTITUTION: BUSINESS SERVICE BURGENLAND





PET-BOTTLES | SYNTHETIC FLAKES

**F.:** *How many employees does your company have?*

**CS.:** We started out with 34 and have a staff of 50 employees now.

**F.:** *Your vision for the future?*

**CS.:** I am firmly convinced that we need to intensify the development of new recycling procedures for valuable substances. We need to overcome the throwaway society.

**F.:** *Will the landfills of yesterday and today be used for salvaging resources in the future?*

**CS.:** Right now this is not yet feasible economically. As long as limited resources are very cheap compared to human labor, recycling will have a hard time .

We know that our raw materials are limited. But because of the high cost of human labor it is impossible to recycle valuable substances economically on a permanent basis. We in the recycling industry have to compete with the extractive industry.

**F.:** *In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?*

**CS.:** The fundings have helped to upgrade Burgenland industrially. They have enabled many companies to settle here. The whole region was strengthened and has profited enormously.



**F.:** *How should things go on now after the end of the 'Phasing Out' phase?*

**CS.:** I believe that a certain stabilization is still needed. Here and there additional assistance will be necessary.

**F.:** *What do you generally think about Burgenland's economic development?*

**CS.:** I see it as very positive. The initial performance achieved here is exceptional. The ground work has been done, and economical development will continue. Burgenland keeps being a very attractive location for businesses.

**F.:** *What kind of Burgenland products have market potential in the EU and world-wide?*

**CS.:** I wouldn't narrow this down in any way. The culture of industry has become so multi-faceted. A lot of the products manufactured here are in demand internationally.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**CS.:** I envision a lovable country worth living in, interspersed with vibrant zones of industry that do not in any way reduce the quality of life and environment.

**F.:** *Three things you love about Burgenland?*

**CS.:** A high quality of life, day-to-day kindness and a sound infrastructure.

PHASING OUT AND

# TOURISM

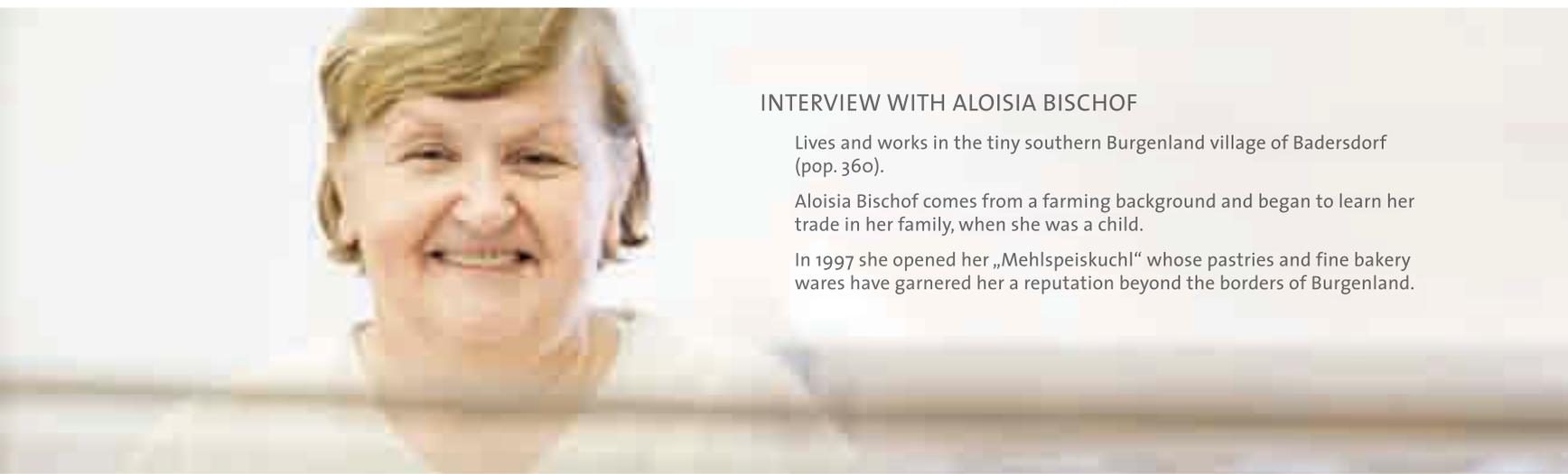
*„When you start to look like your passport photo,  
it's time to take a holiday.“*

Ephraim Kishon



JETTY AT YACHT HARBOR, NEUSIEDL AM SEE

# Time is like a wheel



## INTERVIEW WITH ALOISIA BISCHOF

Lives and works in the tiny southern Burgenland village of Badersdorf (pop. 360).

Aloisia Bischof comes from a farming background and began to learn her trade in her family, when she was a child.

In 1997 she opened her „Mehlspeiskuchl“ whose pastries and fine bakery wares have garnered her a reputation beyond the borders of Burgenland.

**F.:** *When did you open up your „Mehlspeiskuchl & Kaffeestubn“ (pastry kitchen & coffee parlor)?*

**AB.:** That was in 1997. The Kaffeestubn followed in 2000, and I enlarged it in 2007.

**F.:** *What inspired you?*

**AB.:** It started when I was a child. Baking pastries has always been a big part of my life. When I was young I used to bake for my mother and my aunt, every Sunday. And for the weddings, too. The Mehlspeiskuchl has evolved out of my private life, baking pastries for weddings. That's where my first customers came from. Then in 1997 I took the exam for the patisserie license. What I aim to do is keep the Burgenland pastry tradition alive.

**F.:** *What is the secret of Burgenland pastry and cookies?*

**AB.:** Burgenland used to be a poor border region. The women went to work in the great houses. And then, for the festive days and for the weddings, they treated themselves to something delicious as well. This is the tradition I would like to uphold. My pastries and baked goods have no artificial colors, aromas, additives or preservatives in them. I bake my pastries the way it has been done for generations.

**F.:** *Have you been offering delivery right from the start as well?*

**AB.:** No, only since this year. Many people travel over a hundred kilometers to buy my pastries, that's why.

**F.:** *For which project have you received a funding?*

**AB.:** Right at the start, for building the bakery. Without funding that would have been much more difficult.

**F.:** *What is your vision for the future?*

**AB.:** I would like to establish a museum here in Burgenland about wedding feasts, wedding pastry and wedding customs.

**F.:** *How many employees does your company have?*

**AB.:** 15 on average, before Christmas it's 25. Generally, it's really hard to keep all this up. I'm one who is considerate of others, and I like to give. When you give something, you're more fulfilled inside. Not in your pouch, but in the heart. That I can provide jobs for my people is a matter of the heart for me.



ALOISIA BISCHOF, BADERSDORF  
OBJECTIVE 1 | 1995 - 1999 | FUNDING: 35 %  
FUNDING INSTITUTION: OFFICE OF THE BURGENLAND PROVINCIAL GOVERNMENT



**F.:** *Where do your customers come from?*

**AB.:** From Vienna, Lower Austria and Styria. Sometimes whole busses of senior citizens on an excursion come to me and buy something. But people from around here as well, because I still make pastry and baked goods for baptisms, confirmations, weddings and birthday parties.

**F.:** *How do you see the major Eastern Enlargement of 2004?*

**AB.:** Hungarian customers are rare, I guess their incomes are too low. Only the ones who want very high quality come here.

**F.:** *In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?*

**F.:** *What do you generally think about Burgenland's economic development?*

**AB.:** Time is like a wheel. We've been up for years. Even though I'm an optimist, I believe that the wheel's going down now. I say that even though I've got no time for watching TV. In the evenings, after the bakery, I'm just too tired to watch the news. I work from 6 in the morning to 10 at night. Sometimes I even start at 4 in the morning.

**F.:** *What kind of Burgenland products – apart from your pastries – have market potential in the EU?*

**AB.:** Organic foodstuff. Everything that is natural.



**AB.:** There's not many small enterprises left. But many others have become bigger. Those who fight have become successful.

**F.:** *How should things go on now after the end of the 'Phasing Out' phase?*

**AB.:** What I fear is that only the large ones remain and the small ones perishes. I don't want the large to become oversized.

I have a fine business now, but I don't really need more. To keep this going is difficult enough. It's a company with a lot of employees and I have to handle finance, bookkeeping and the purchases.

**F.:** *How should Burgenland's economy be strengthened in the future?*

**AB.:** In southern Burgenland tourism should be supported, and the history of the land should be used in tourism.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**AB.:** I worry about the EU becoming too large, and then falling apart.

**F.:** *Three things you love about Burgenland?*

**AB.:** The hospitality, the hardworking people, the beautiful, natural landscape.

# We're no longer afraid of the future

## INTERVIEW WITH MAG. RUDOLF LUIPERSBECK

Born in Gerersdorf in southern Burgenland, he studied business administration in Vienna.

After his studies he worked for the regional government in Eisenstadt. In 1976 he became procurator of the Kurbad Bad Tatzmannsdorf AG, and from 1979 to 2014 he was the spa corporation's sole director.

**F.:** *When was Kurbad Tatzmannsdorf AG founded?*

**RL.:** In 1918. Before that, the spa belonged to the Counts of Batthyány, who had invested their assets in war bonds. When the war was lost, they had to sell Bad Tatzmannsdorf. The buyers were Jewish merchants from Szombathely and Pinkafeld. They founded the Bad Tatzmannsdorf AG. In 1938 the corporation was Aryanized. After World War II, from 1951 to 1953, the province of Burgenland bought up all shares of the corporation.

Since 1976 the corporation is run by the province of Burgenland. Since 1979 I am its sole director. Since then I have consistently been trying to provide jobs for the people here. At present, we have 200.000 overnight stays, 650.000 therapies and 400.000 hotel meals per year in Bad Tatzmannsdorf. In total there are 560.000 overnight stays in Bad Tatzmannsdorf per year.

**F.:** *How many people are employed by Kurbad AG?*

**RL.:** We provide jobs for 400 people. All in all, Bad Tatzmannsdorf has 2000 jobs – in a town of only 1740 inhabitants!

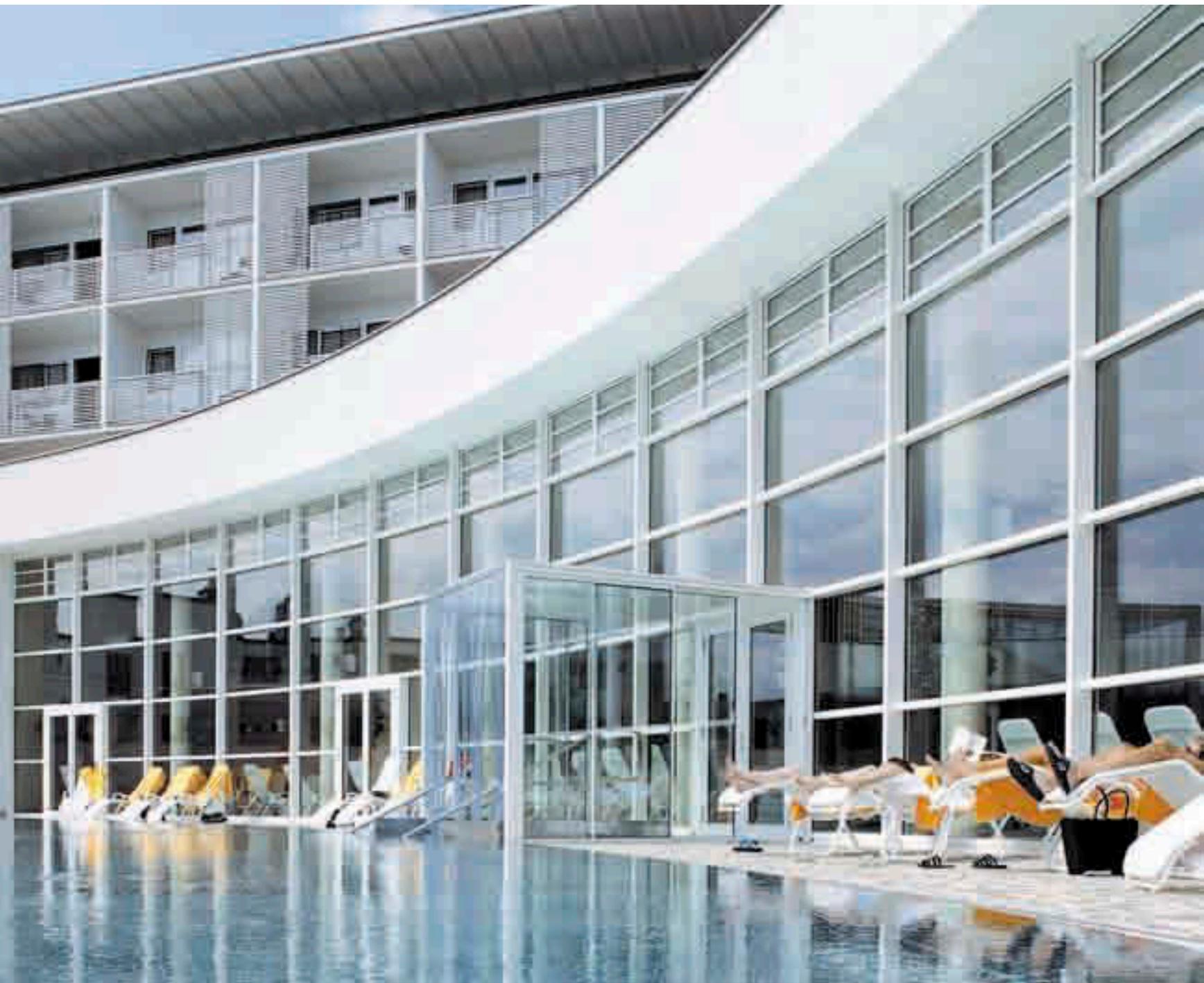
**F.:** *Hiring trainees is an ongoing routine?*

**RL.:** Yes. We've been training young employees for decades. At the moment there are 32. We're proud of our trainees, many of which go out into the world and are successful there. In Vienna, London and New York.

**F.:** *The Kurbad AG runs seven hotels. What categories do they belong to?*

**RL.:** Four of the hotels cater for medical treatment only. The three others have specialized in prevention and wellness: there are various offerings, from the jogging and walking arena to lifestyle counseling.

Actually, we in Bad Tatzmannsdorf have always been the bellwethers in the region when it comes to health and wellness tourism.



KURBAD TATZMANNSDORF AG, BAD TATZMANNSDORF  
 PHASING OUT | EFRE | FUNDING: 25 %  
 FUNDING INSTITUTION: BUSINESS SERVICE BURGENLAND

**F.:** *Wellness or health? What is the priority of your offerings?*

**RL.:** Where we originally come from is medical therapies. Today we offer a triad of therapy, spa and sport. Wellness and health is what we offer in all these areas.

**F.:** *Which of your company's projects have received a funding these last years?*

**RL.:** In 2000 we established an EU competence cluster here in Bad Tatzmannsdorf. This health competence cluster encompasses four areas: training, research, networking and infrastructure. In the area of training we established the UASC course on „Health Management and Health Promotion“ as well as a Health Academy. In research, we've been collaborating with the Ludwig Boltzmann Institute as well as with the universities of Hannover and Bielefeld.

In infrastructure, we've completed a construction volume of around 80 million Euro, 14 millions of which came from fundings. If we hadn't had these, the construction would have been delayed for years. To sum up: One can say that we have put the EU fundings to good use.

**F.:** *What is your vision for the future?*

**RL.:** Burgenland ought to become the health and feelgood country. Health and wellness are the topics of the future.

**F.:** *Where do your guests and patients come from?*

**RL.:** 51 % come from the Vienna area, 10 % are international guests. Around 40 % come to us from the other Austrian provinces.

**F.:** *Don't you fear that by now there is an oversupply of wellness hotels in eastern Austria?*

**RL.:** There is actually a cutthroat competition going on. Only the best will assert themselves. In this competition the fundings have helped us very much.

**F.:** *What has been the impact of Austria's EU entry 20 years ago?*

**RL.:** Many good things: Freedom of travel, securing the peace in Europe, free trade, European cooperation in order to succeed on the world markets, and of course the support of economically disadvantaged regions.

**F.:** *In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?*

**RL.:** Our spending power has increased, and we're no longer afraid of the future. The men and women in Burgenland have become much more confident.

**F.:** *What do you generally think about Burgenland's economic development?*

**RL.:** In many areas we've started to stand on our own feet. We're a partner to be taken seriously. Not just for the other provinces but beyond Austrian borders. Burgenland has become an interesting hub in Europe. Technologically we see eye to eye with the other provinces.

**F.:** *What kind of Burgenland products have market potential in the EU and worldwide?*

**RL.:** Our wine, our fine food – from moor oxen to geese –, our flagship companies in the energy sector, and our health and wellness know-how.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**RL.:** Burgenland will be a superb service provider that also makes the best possible use of the treasures provided by nature.

**F.:** *Three things you love about Burgenland?*

**RL.:** The people, the scenery and the small size of the country.



# The Lago 26 is a bit like an SUV for water

## INTERVIEW WITH HANS SPITZAUER

He's one of the most successful sailing sportsmen of Austria: World champion, repeated European champion, 25 times national champion and five times olympic participant.

Since 2010 founder and owner of the „Championships“ company. For the development of his boat Lago 26 he was awarded the Burgenland Prize for Innovation in 2014.



**F.:** *You talk with a Viennese accent and went to school in Vienna. What brought you to Lake Neusiedl?*

**HS.:** My parents first had a lake cabin in Rust, and later a house in Neusiedl. From childhood on, the lake has fascinated me, and later this was where I started sailing. Today I reside and live in Neusiedl am See, and I am of course a member of the Neusiedl Yachting Club.

**F.:** *When did you start with boat construction?*

**HS.:** From the age of 18 I was a sailing pro. In the almost 30 years since then, as a sailing pro, I've kept improving my boats technologically and have tried to find more sophisticated solutions. The question of „What makes a boat get faster and better?“ was one that has hooked me from the first.

**F.:** *How did you get the idea for building the Lago 26?*

**HS.:** My roots lie at the beach of Lake Neusiedl and not on the beach of an ocean. That's why I wanted to develop a boat that is perfect for going over shallow waters. The regatta boats,

the so-called Jollenkreuzer (a dinghy with cabin), aren't really well suited for day to day sailing. Being from Neusiedl, I've asked myself, how would a boat look like which is versatile and can also sail in shallow waters? A boat with room for more than 3 people, like on the regatta boats.

The Lago 26 is a boat that you can sail with, say, five of your business friends, where there's room for the whole family, and you can still use it for regattas. The Lago 26 is a bit like an SUV for water.

By the way, I also organize management trainings on a Lago 26 at Lake Neusiedl. The boat is perfectly suited for that as well.

**F.:** *What is the philosophy of your company, „Championships“?*

**HS.:** It is simple: Where on the boating market are interesting niches for new boats to be developed? The Lago 26 fills such a niche.



CHAMPIONSHIPS YACHTING, NEUSIEDL  
PHASING OUT | EFRE | FUNDING: 60 %  
FUNDING INSTITUTION: BUSINESS SERVICE BURGENLAND





**F.:** *How important were fundings for your company?*

**HS.:** Very important. We've been funded through the „Good Idea Burgenland – Innovation campaign of the WIBAG“. In total, these fundings have covered 60 % of the development costs of the Lago 26. The approval for the funding sum was a crucial point in our company's history, because with that we could build our first two boats in a wharf at Jois on Lake Neusiedl.

**F.:** *How many boats have you been able to sell so far?*

**HS.:** Eight boats at a price of 50.000 to 80.000 Euro each. Ten more contracts are pending.

**F.:** *Into how many countries do you export?*

**HS.:** At the moment, predominantly to Germany. But our future target markets include Switzerland, Hungary, Czechia, Slovakia, and at some point, I guess, also the USA.

At international trade fairs I like to invite prospective customers to a sailing turn on Lake Neusiedl, so they can get to know the Lago 26. I've had a lot of visitors here from all over Europe. In that context I would like to set up a collaboration with Burgenland tourism.

**F.:** *In that context, what do you think about the impact of Austria's entry into the EU 20 years ago?*

**HS.:** Being a part of the EU has its pros and cons. But for businesses the benefits outweigh the disadvantages. That is also the economical strength of the USA, you know: a united continent with 1 currency and 1 language. A giant boon for every businessman.

Apart from that I don't much care for nationalism. When I am asked whether I feel as a Burgenlander or an Austrian, I always say: I'm a European. Because one thing is certain: For Lake Neusiedl alone I could never have developed the Lago 26. The small market here would never suffice to pay for the development costs, let alone yield a profit.

**F.:** *In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?*

**HS.:** Many businesses, most of all the wine growers, have used the fundings in an optimal way. Generally, the villages have prospered, because countless jobs have been created all over Burgenland.

**F.:** *How should things go on now after the end of the 'Phasing Out' phase?*

**HS.:** The attractiveness of the country and its locations has to be improved. Burgenland has enormous potential to be tapped, predominantly in connection with Pannonia – to which I count Vienna, Bratislava, Győr, Sopron, Budapest, and also Graz.

**F.:** *What do you generally think about Burgenland's economic development?*

**HS.:** Burgenland is situated along travel routes. The people driving through here ought to be invited to stop for a bite to eat and to stay awhile. And as far as tourism around Lake Neusiedl goes, the interplay between water, wine and culture should be focused on more strongly. That would be optimal.

**F.:** *What kind of Burgenland products have market potential in the EU and worldwide?*

**HS.:** Wine, mostly. But also products that are combine knowledge and know-how.

**F.:** *What do you think about the global trade – keyword TTIP?*

**HS.:** Americans are more consumers than producers. So the USA are an interesting market for us Europeans. However – and that also goes for the Lago 26: One needs to carefully assess issues of warranty and liability before entering that market.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**HS.:** There will have to be a more modern road network, as well as a radical modernization of public transport. Current public transport networks leave much to be desired.

In general, our country will be far more prosperous, due to current immigration and the satisfactory economical development.

**F.:** *Three things you love about Burgenland?*

**HS.:** The sun. The warm pannonian climate. The wonderful wind.

PHASING OUT AND

# RESEARCH

*„Man has to keep believing that what he cannot grasp is in his reach:  
he would not reach out otherwise.“*

Johann Wolfgang von Goethe



SOLAR SYSTEM SMARTFLOWER POP – THE WORLD'S FIRST ALL-IN-ONE SOLAR SYSTEM

# We used to be in the middle of nowhere once in Austria and Burgenland, but now we're close to where things happen

## INTERVIEW WITH DI DR. STEFAN TASCH

Graduated from TU Graz.

Research at Case Western Reserve University, Cleveland, as well as at UCSB in Santa Barbara, California.

In 1997 dissertation and co-founder of LUMITECH, one of the world's leading companies in LED-technology. Now its CEO.



**F.:** *Lumitech was founded in Jennersdorf in 1997. Why here?*

**ST.:** When I co-founded LUMITECH in 1997 as a spin-off of TU Graz together with Univ. Prof. Dr. Günther Leising, the matter of the company's location was decided rather quickly, for economic as well as private reasons. First, several highly qualified members of the founding staff came like me from the Jennersdorf region. Second, the attractive funding quota of Burgenland, then an Objective 1 EU region, made for ideal conditions.

**F.:** *What is it about light that especially fascinates you?*

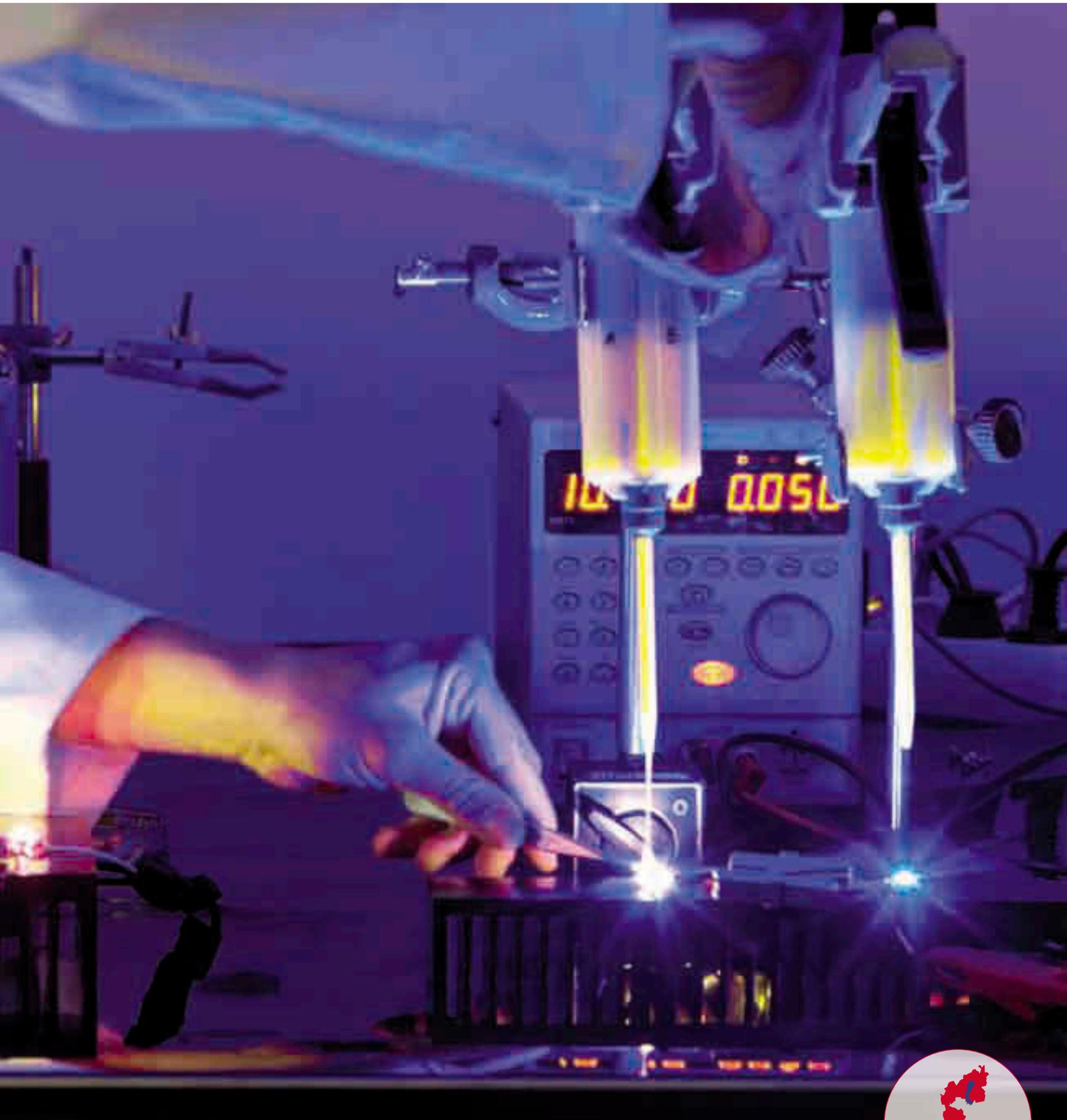
**ST.:** Light is a fascinating medium that is our daily companion and has an enormous influence on human wellbeing and biorhythm. In the dark months of autumn and winter the effect of light is very noticeable indeed. The transformation of natural daylight qualities into artificial light, more specifically, into innovative, sustainable LED technologies, is one of the biggest challenges of our times. And exactly this combination of biological effects and technology is what I find so exciting. LUMITECH has been one of the pioneers in the development of highly efficient white LEDs, and already developed the first warm white LED in 2000.

**F.:** *Research & development is Lumitech's foundation. How much money have you spent on research since 1997?*

**ST.:** We owe our long-term business success and our market position as technology leader of the LED sector to our purposeful and strategically oriented work in research & development. Our development process is strongly geared toward application, for example when we consider the question of how entire light systems should ideally be used. Or when we test new application profiles for our technologies in field studies and lab experiments. That is where we invest around 10 % of our yearly turnover.

**F.:** *For PI-LED you were awarded the Grand Austrian State Prize for Innovation in 2007. What does PI-LED stand for?*

**ST.:** PI-LED is a combination of LED color points and a control system that makes it possible to exactly replicate sun light progression in its spectral quality. The letters PI stand for Phosphor Innovation. We're proud to have been the first Burgenland company to be awarded the State Prize. Not only does it signify an appraisal of our achievements so far, but it was and is a motivation for the future as well. Beyond that, it also gives our customers additional confidence in the new technology. Many are surprised and impressed that a rather small company like LUMITECH managed to win a State Prize.



LUMITECH, JENNERSDORF  
ADDITIONALITY | EFRE | FUNDING: 45 %  
FUNDING INSTITUTION: FFG - AUSTRIAN RESEARCH PROMOTION AGENCY



**F.:** *How many employees does Lumitech have?*

**ST.:** At the moment LUMITECH has around 50 employees, 12 of which work in research & development. Incidentally, the „battle for brilliant minds“ has turned in our favor in the last few years. The main reason for that was surely the greater prominence of LUMITECH due to the State Prize for Innovation, but also the establishment of the Jennersdorf location as international competence center for LED technology.



**F.:** *Into how many countries do you export? How high is the export ratio?*

**ST.:** Even though our home market in Austria is very important for us, the export ratio of LUMITECH is over 80 %. We're active in all the European countries, but the markets that are of particular interest to us right now are Germany, Poland, Scandinavia and Spain. We have also already made first inroads into the USA and Australia.

**F.:** *In that context, what was the impact of Austria's entry into the EU 20 years ago?*

**ST.:** Working with customers and business partners in other countries has become simpler und less complicated. And of course many new interesting markets in the east and southeast are now in easy reach. We used to be in the middle of nowhere once in Austria and Burgenland, but now we're close to where things happen.

**F.:** *How should things go on now after the end of the 'Phasing Out' phase?*

**ST.:** We shouldn't rest on our laurels but consistently keep fostering Burgenland as a technology and research location. For example by defining research priorities and creating the conditions necessary for their implementation. An important key

word there would be infrastructure, as in road networks and railways. Especially here in Jennersdorf.

**F.:** *What kind of Burgenland products have market potential in the EU and worldwide?*

**ST.:** Our PI-LED-technology, of course. Also tourist attractions, Burgenland wines, products from the construction and from the energy sector.



**F.:** *In your opinion, what currently goes right and what goes wrong?*

**ST.:** Burgenland is very committed to allowing enterprises a good start. Yet we should make more of the chances offered by our proximity to the neighbours in Hungary and Slovenia, for example through cooperation with the universities near the border, Sopron and Szombathely. Besides, the province could be more focused when it comes to investment in „innovations from Burgenland“. Also desirable would be a funding for the changeover to energy-efficient and sustainable LED lightning inside buildings, similar to what already exists for street lightning. The provincial government could take on a paragon role here by switching to LED lightning in schools, culture centers and public buildings.

I hope that, technology-wise, the positive development at our location will prove to be enduring and that the economic framework conditions keep on improving. Perhaps not everything will advance as dynamically and euphorically as it did in the beginning, but I still believe that in the long term Burgenland has the chance to play an important and lasting role in the Austrian – and perhaps even European – business world. With unique know-how in niche areas, such as optoelectronics or photovoltaics.

**F.:** *Three things you love about Burgenland?*

**ST.:** The people, the climate, and the hospitality.

# A whole lot of larger and smaller companies have received funding

## INTERVIEW WITH ING. JOHANN GLOCKNITZER

Graduated from HTL Eisenstadt in machine engineering. Worked for 8 years in a company producing seals, semi-finished products and machines.

In 1995 he founded a trading company for seals, in 1997 he founded Seal Maker and became its CEO.

**F.:** *Seal Maker was founded in 1997, as were several other successful Burgenland companies. Was that a sort of founding period in Burgenland?*

**JG.:** Seems that way. After the EU entry, delivery orders into many former export markets like Germany suddenly became an option. At the same time the fundings started. The spirit of optimism was palpable.

**F.:** *Why the head quarter in Pöttelsdorf?*

**JG.:** By 2003 our former location in Eisenstadt had become too small. That's why we had the idea to build a company building of our own. Pöttelsdorf made a us a very good offer on an empty plot of land, so we put up our building there. In May 2004 we started construction, in January 2005 we began production here.

**F.:** *Seal Maker builds machines, develops its own software and produces semi-finished products. What did you start out with?*

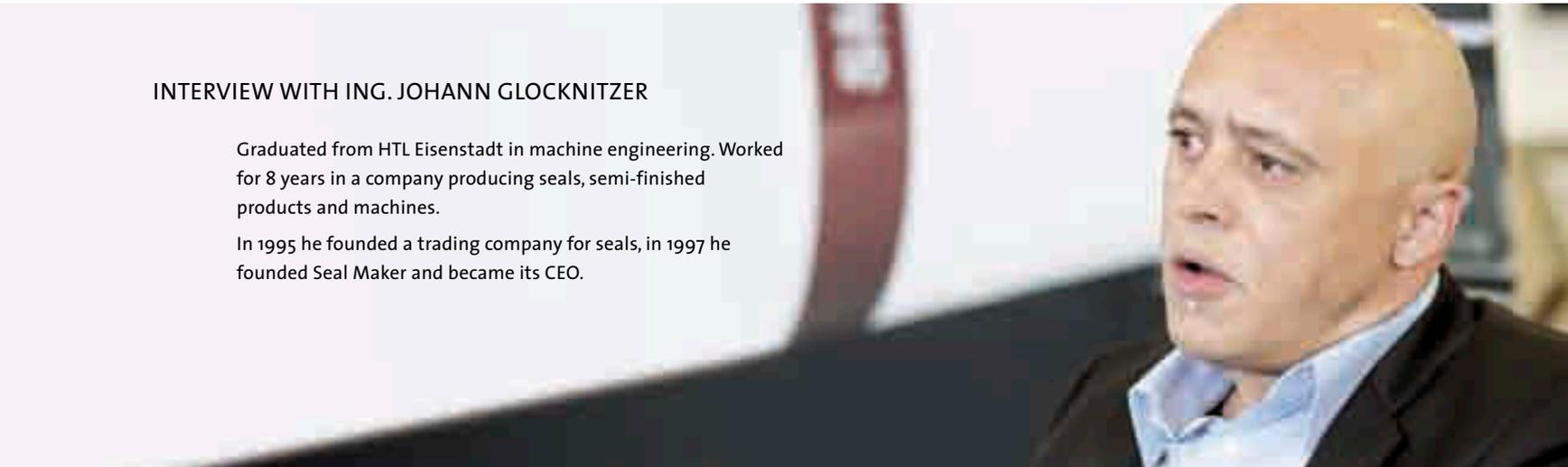
**JG.:** All three. Well, originally we bought the machines, and just refitted and adapted them to our needs. All of this only works as a complete system.

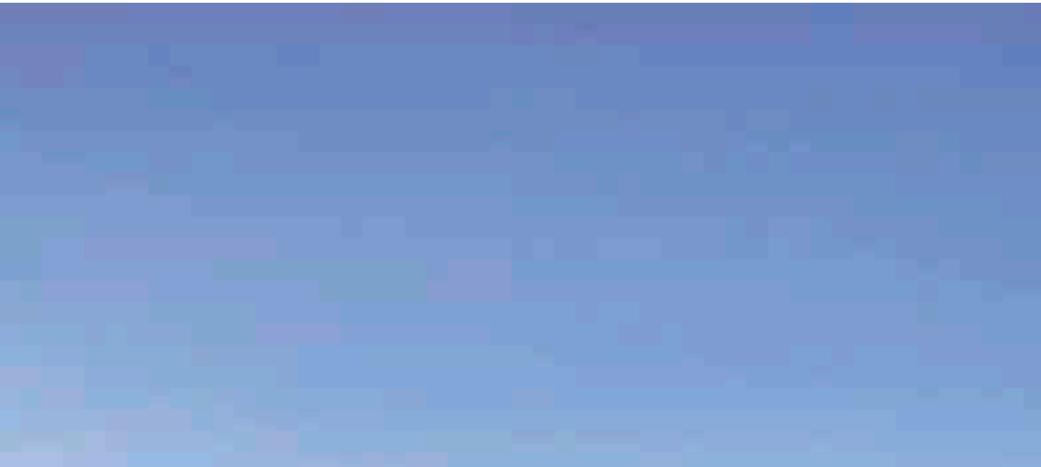
**F.:** *What fascinates you about seals?*

**JG.:** The seal is a machine part that mostly seems unobtrusive but is able to withstand immense forces. Without this element no crane, no bulldozer, no steel work nor mine nor power plant would work.

**F.:** *What is your vision for the future?*

**JG.:** We have grown from an average competitor on the market to the technology leader. We want to stay there and advance our position. What we aim for is to bring the lathe cut seal production closer to the classic seal production. The production process has been shortened in duration by 30 % in the last few years. Yet our systems still have to become faster and more efficient. In future, every manufacturer will need to be able to produce faster and more cost efficient.





SEALMAKER, PÖTTELSDORF  
PHASING OUT | EFRE | FUNDING: 40 %  
FUNDING INSTITUTION: BUSINESS SERVICE BURGENLAND



**F.:** How many employees does Seal Maker have?

**JG.:** In total about 130. 15 of our staff work in research & development.

**F.:** Is it true that Seal Maker has an export ratio of 95 %?

**JG.:** It could even be a bit higher ...

**F.:** In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?

**JG.:** It has generated a founding boom. In addition, the EU fundings have taken away our fear of foreign countries. Already existing companies have been able to modernize, massively.

**F.:** How should things go on now after the end of the 'Phasing Out' phase?

**JG.:** At the moment, fundings are very focused – on photovoltaics for example. Everything tends toward innovation. Which isn't bad, but that doesn't go far enough! What I'm getting at: the education system. We want to foster innovation, but don't have the employees suited for that. We need to produce, not just invent!

**F.:** What do you generally think about Burgenland's economic development?

**JG.:** It's going nicely, in general. Burgenland has done its job well, and the fundings have been put to good use. A whole lot of larger and smaller companies have received fundings.

**F.:** What are the Burgenland products that have market potential in the EU and worldwide?

**JG.:** Primarily products in niche markets. Where you need expertise in several technological areas in order to produce them.

**F.:** In your opinion, what goes right currently, and what goes wrong?

**JG.:** What goes wrong is that there are regions in Europe right now that receive such a high amount of fundings that this could lead to unequal competition and endanger jobs in other EU countries. What is good is that two problematic issues, the education system and the system of taxation, are being discussed now. We can only hope that this discussion will also lead to a fruitful activity sometime soon.

**F.:** How about global trade, as in TTIP?

**JG.:** That is a heated issue. It encompasses so many things and has been communicated in an extremely unprofessional way by the responsible parties in the EU.

Seal Maker won't profit much from TTIP, because tariffs in the USA are reasonably low.

I hope that our high standards in Austria and Europe can be upheld without being watered down, and that at the same time unnecessary regulations will be dropped in Europe.

**F.:** How will Burgenland look like in 2045 – after 50 years of membership in the EU?

**JG.:** I hope it will keep up its current quality of life. Neither develop into a nature reserve nor into a continuous industrial area.

**F.:** Three things you love about Burgenland?

**JG.:** The people here, the modest traffic, the proximity to the airport.

I see it,  
I want it,  
I get it



#### INTERVIEW WITH ALEXANDER SWATEK

After graduating from the HTL for electrical engineering in Pinkafeld and a bachelor study in marketing at Northwood University in the USA, Alexander Swetek has been in business in the technology sector for more than 10 years.

**F.:** *What do you personally find fascinating about solar energy?*

**AS.:** In the most general terms, I believe that if you undertake anything as a businessman, you ought to be aware of the global issues.

Solar energy is certainly the form of renewable energy that is easiest to handle. The idea behind Smartflower is to break through the issue of micro (as in household) versus macro (wind turbine, hydroelectric facility etc). We wanted to create a system for small households where consumers can say: I see it, I want it, I get it.

**F.:** *When was Smartflower founded?*

**AS.:** The company was founded in 2010 by Alexander Swetek, Peter Matisovits and Dr. Christoph Schöndorfer.

**F.:** *What inspired the unconventional, flower-like design of Smartflower?*

**AS.:** Our aspiration is to establish the first all-in-one solar system for households on the market. We followed the rule of

„form follows function“ which has led to the flowerlike design of the Smartflower solar systems.

By now Smartflower has become known as the most beautiful solar system in the world.

**F.:** *Smartflower offers two different products – POP and SF32. What are the differences?*

**AS.:** The Smartflower POP is our standard product, folded up it looks like a pylon. The Smartflower SF32's additional value is that it can be stored in a base that is three meters long and one meter high.

**F.:** *Is it true that Smartflower solar systems are also being used in crisis areas?*

**AS.:** There is a project going on in collaboration with Red Cross, the Knights of St. John and the Ministry for Defense for a highly mobile Smartflower. It is meant for disaster operations as well as for the initial supply of electricity in crisis areas.



SMARTFLOWER, GÜSSING  
ADDITIONALITY | EFRE | FUNDING: 45 %  
FUNDING INSTITUTION: FFG - AUSTRIAN RESEARCH PROMOTION AGENCY



**F.:** *What is your vision for the future?*

**AS.:** Our vision is simple: We want to establish Smartflower as the first All-in-One and Plug & Play solar system on the world market. We thereby create the easiest access to renewable energy for private consumers. Plug & Play is at this time not possible with any other solar system.

**F.:** *Why was Güssing chosen as the company's location?*

**AS.:** Because Güssing is the town of renewable energy, due to the availability of specific know-how, and because the fundings helped a lot when founding the company.

**F.:** *How many employees does Smartflower have?*

**AS.:** A core staff of around 15. 30 additional employees work at our production partner in Pinkafeld. By the way, we have an EVA at Smartflower that is 80 % Austrian.

**F.:** *How high is your export ratio?*

**AS.:** It lies at around 90 %. We export into 10 EU states, among others into Italy, France, Belgium, Holland and Luxembourg.

**F.:** *In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?*

**AS.:** All these fundings have transformed Burgenland from a province whose economy was laughed at into one to be taken seriously, and which needs to shy away from no comparison, especially in the areas of tourism, industry and technology.



**F.:** *How should things go on now after the end of the 'Phasing Out' phase?*

**AS.:** We should keep relying on the areas of innovation and technology.

**F.:** *What do you generally think about Burgenland's economic development?*

**AS.:** It's good. Too bad that economical development is always dependent on global factors as well.

**F.:** *What kind of Burgenland products have market potential in the EU and worldwide?*

**AS.:** Technology products, premium services, and top quality products, like Burgenland wines, for example.

**F.:** *What goes right and what goes wrong in global trade – keyword TTIP?*

**AS.:** Through the years I've become a globalization doubter ...

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**AS.:** Not much different than today, I hope.

**F.:** *Three things you love about Burgenland?*

**AS.:** The people, the wine, the landscape.



PHASING OUT AND

# CULTURE

*„My language is understood all over the world!“*

Joseph Haydn



CONCERT HALL, LISZT CENTER - RAIDING

# The EU really did right by lending Burgenland a hand

## INTERVIEW WITH ROBERT SCHNEIDER

Graduated from the School of Ceramics in Stoob. Has been working as freelance ceramicist and oven manufacturer since 1971.

Founded an artists' collective in Grosshöflein in 1972.

Founded the Cselley Mill Action Center in 1975, together with painter Sepp Laubner. CEO since 1976.



**F.:** *In 1515 the Cselley Mill was first mentioned in a document. Is there going to be a 500 year celebration?*

**RS.:** We published a book about the Cselley Mill's 500 years two years ago. What we are going to celebrate is in 2016: our 40 year anniversary in the Cselley Mill. God willing, of course.

**F.:** *At the moment you have a construction site in the Cselley Mill. Is that a conversion or a renovation?*

**RS.:** It is a renovation, and one of the roofs is being redone. This concerns the last mill building that hasn't been renovated so far. The mill was completely unusable when we took over in 1975, by the way.

**F.:** *What gave you the idea to turn the old Cselley Mill into an Action Center in the mid-Seventies?*

**RS.:** Laubner and me were 25 years old then. At that age you're not yet the mature artist, you're still ready to start up something new. Renovating the old mill and making it come alive was our contribution to cultural life in Burgenland.

We have created workshops and studios for visual and performing artists here. The establishment of a Beisl (Austrian Pub) was of course a necessity as well, because we had to cater for the people, you know. We called it the provisioning place.

**F.:** *Then minister of education and later Chancellor Dr. Fred Sinowatz opened the Cselley Mill in 1976 with the words „I don't know what I am inaugurating here, but I'm inaugurating it.“ Is it clearer now, 40 years later, what the Cselley Mill is?*

**RS.:** That would be the ruin of the whole enterprise, if it were clear what it is.

**F.:** *I know that you can rent rooms in the Cselley Mill for seminars, company bashes etc. Do Burgenland companies make use of this offer?*

**RS.:** There are companies and also some sections of the provincial government that make use of this offer. Seminars are usually organized by companies that don't want sterile seminar rooms but prefer the surroundings of the mill.



CSELLEY MILL, OSLIP  
PHASING OUT | EFRE | FUNDING: 100 %  
FUNDING INSTITUTION: OFFICE OF THE BURGENLAND PROVINCIAL GOVERNMENT





INNER YARD OF THE CSELLEY MILL

**F.:** *How many employees work here?*

**RS.:** Eight are fully employed. Some additional freelancers come to us when we have events.

**F.:** *Where do your visitors come from?*

**RS.:** The Vienna area, Lower Austria and Burgenland. When we started, we were the only alternative venue all around. Some people even came from Tyrol and Vorarlberg.

**F.:** *What impact did the EU entry have?*

**RS.:** We started the eu-art-network at that time. We invited artists from all of the EU regions that had also received Objective 1 fundings. From Italy and England, later also from Hungary, Latvia, Estonia and Slovakia. The symposiums always took place in the Cselley Mill, with one exception. 14 times all in all.

**F.:** *What kind of fundings did the Cselley Mill receive?*

**RS.:** We got fundings for the eu-art-network and for several modifications of the buildings.

**F.:** *In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?*

**RS.:** Many things came as a surprise, and people couldn't relate to it. But the EU really did right by lending Burgenland a hand.



What I say is, this was neither good nor bad. We wouldn't have been able to do a lot of things we did, but could have used some of it for different things. We made the most out of the little bit we got.

**F.:** *What do you think about Burgenland's economic development in general?*

**RS.:** Because of the fundings people are on a high at the moment. The question is, how will it go on when the fundings are gone?

**F.:** *What kind of Burgenland products have market prospects in the EU?*

**RS.:** The way it looks, Chris Haring's Dance Company is a product that is asked for internationally. I also believe that in music, things are happening as well. Some of it is still under the radar. „Ja, Panik“ is already a musical export product. There's also lots happening on the literary scene. One example I can think of is the author and playwright Peter Wagner. And Wolfgang Murnberger, among the Austrian filmmakers.

**F.:** *What is your vision for the future?*

**RS.:** Well, I see it like this: There should be a new base for this. So the young don't have the same difficulties that we had back then. It would be good if the Mill was taken over by someone who looks at all this from a new, young perspective.

**F.:** *How should Burgenland's culture be fostered in the future?*

**RS.:** They shouldn't plan it all out beforehand. The culture budget ought to have a box of money on the side that is only reached into when interesting new projects crop up.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**RS.:** What I'd wish for is that in the Burgenland then there'll still be some Burgenland left in the Burgenland.



**F.:** *Three things you love about Burgenland?*

**RS.:** The people who support what we started up 40 years ago. Our culinary products and the wine. The people who produce these delicacies.

# Liszt and Haydn



## INTERVIEW WITH JOHANNES KUTROWATZ

Studied the piano, together with his brother Eduard, at Joseph Haydn Conservatory in Eisenstadt and at the University of Music and Performing Arts in Vienna.

Additional training as conductor. Among others: First prize for Piano Duet in Stresa in 1986. Founded the Klangfrühling at Burg Schlaining in 2001.

Since 2007 Artistic Director of the Yamanakako Summer Sound Festival in Japan. Since 2009 Intendant of the International Liszt Festival Raiding, together with his brother Eduard.

**F.:** Liszt or Haydn? Who do you feel closer to?

**JK.:** Both. It is an unbelievable gift that two such giants were born in the Pannonian area and lived and worked here.

**F.:** You were a student at the Joseph Haydn Conservatory and are now Intendant of the Liszt Festival. Did you dream about something like that back then?

**JK.:** No. The training of musicians was still in its early stages then, but the teachers were personalities, they were great.

**F.:** In 2006, the Liszt Center in Raiding was opened, and the first festival took place. What kind of feeling was that?

**JK.:** I wasn't involved in the process leading up to it, and at the time of its opening I was on a tour in Japan. But it's fantastic that this came about. This decision to build a Liszt Center had a European dimension. For if we hadn't carried it through in Burgenland, the Hungarians, with the help of EU fundings, would most likely have done it in Hungary a bit later.

**F.:** As Intendant you're likely to make comparisons. What do you think about the opera productions in St. Margarethen and the Operettas in Mörbisch, where classical music is orchestrated as a mass spectacle?

**JK.:** Observing the international music scene, what I have definitely realized is that you should not succumb to the temptation of expanding stage and festival structures too quickly. Musical mass events have their own rules and demands and can not really be compared to opera and orchestral productions.

**F.:** How is the Liszt Festival being financed?

**JK.:** The festival itself and the infrastructure are run by the province, and are being subsidized. The concerts, however, are fully financed through the selling of tickets. That's what Intendants are for, to see to it that this works out all right ...

**F.:** What kind of funding has there been for the Liszt Festival and the Liszt Center?

**JK.:** The construction of the Liszt Center was funded by the EU. The building infrastructure and some of the personnel infrastructure are a part of the Burgenland culture centers.

**F.:** Do you have mostly international visitors or local ones?

**JK.:** We have a very loyal core audience from Burgenland and eastern Austria. We also have a lot of guests from southern Germany, Switzerland, and some from overseas.



LISZT CENTER, RAIDING  
ZIEL 1 | 2000-2006 | EFRE | FUNDING: 60 %  
FUNDING INSTITUTION: OFFICE OF THE BURGENLAND PROVINCIAL GOVERNMENT





EDUARD &amp; JOHANNES KUTROWATZ

**F.:** *Raiding is very close to the Hungarian border. Do you also have Hungarian guests or any from eastern neighbour countries?*

**JK.:** Yes, but not a whole lot. Those who do come enjoy it greatly.

**F.:** *How many employees does the festival have?*

**JK.:** Including us two Intendants, we're seven. A lean team.

**F.:** *In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?*

**JK.:** In sum the record is clearly a positive one. As a Burgenlander I keep seeing boosts of development induced by the fundings.

**F.:** *How do you see the cultural development of Burgenland generally?*

**JK.:** In general, very positive. What is often missing is a pooling of interests, however – both on the side of the creative people and in cultural management.

**F.:** *What is your vision for the future?*

**JK.:** My brother and I managed to establish the most eminent and largest Liszt Festival worldwide. In the future I want to further enhance the festival's attraction in the European context. Our greatest wish is to unite the European and global Lisztians, by achieving a closer cooperation with the festivals in Budapest, Bayreuth, Utrecht and Weimar.



POLINA LESCHENKO | CONCERT 25. 1. 2013

**F.:** *How should Burgenland's culture be fostered in the future?*

**JK.:** I am utterly convinced that the best kind of support – besides basic subsidies – is an efficient administration of the cultural scene. Therefore: administration reform, administration reform, administration reform ...

**F.:** *A personal question: As a musician who grew up in the Viennese musical tradition, didn't your heart bleed when Bösendorfer was sold to Yamaha?*

**JK.:** At the time of the sale there was a giant question mark before my eyes. My perception today however is that Bösendorfer is now finally able to make long-term investments in research and development.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**JK.:** I envision Burgenland in a much stronger Europe than it is now. What I mean by that is European confidence, Austrian confidence and Burgenland confidence.

**F.:** *Three things you love about Burgenland?*

**JK.:** The people and their mentality. Liszt and Haydn. The landscape and the wines.

# We defy the trivialization of art



## INTERVIEW WITH PETER WAGNER & ALFRED MASAL

**Peter Wagner.** Freelance writer since he was 19. Radio plays for ORF. Co-founder of the Jugendhaus in 1980. First plays in the 1980s were produced in the OHO, among others. Various artistic management functions in the OHO since 1989.

**Alfred Masal.** Trained as stage and light technician. Light designer. Worked at Theater in der Josefstadt in the 1980s. Since 1992 at OHO. Since 2004 Executive director of the OHO.

**F.:** *OHO – Open House Oberwart. What exactly is that?*

**PW.:** Our original intention was a heterogenous one: We wanted to be open both for socially active NGOs as well as for events in the socio-cultural sphere. What led to the OHO's exceptional status was the fact that with and through southern Burgenland artists a philosophy of Burgenland self-expression has developed. This happens through in-house productions in a wide range of artistic areas: theater, exhibitions, music and dance. Another focus area is the support of young artists.

**F.:** *When and why was the OHO founded?*

**PW.:** In 1988 Horst Horvath, working as an advisor for the national job agency back then, renovated the house here with long-time unemployed. Before that, it had been the Youth Center Oberwart, laid to rest by then. The newly founded Open House Oberwart was opened in 1989.

**F.:** *So the OHO was founded as a Youth Center. Is it still a house for the young or more one for the established old ones?*

**PW.:** A section of our program is geared toward the younger audience. Plus there's our focus area of 'Young Art'. Apart from that, what we offer is as open as the name implies.

Besides, it's important for the young to be exposed to a high standard of art.

**F.:** *When it comes to theater the OHO relies on in-house productions. How did that come about?*

**PW.:** As early as spring 1990, soon after OHO's foundation, we had our first production. It was called „Grenzgänger“ (Border crosser) and was a reaction to the lifting of the Iron Curtain.

**F.:** *How can these in-house productions be financed?*

**PW.:** Through separate grant applications and the high personal commitment of all those involved. We have incredibly motivated employees and also a highly dedicated executive board.



OHO, OBERWART  
 PHASING OUT | EFRE | FUNDING: 100 %  
 FUNDING INSTITUTION: OFFICE OF THE BURGENLAND PROVINCIAL GOVERNMENT

**F.:** *The OHO Gallery backs artistic experiments. Is that being appreciated by the audience, by the general population?*

**PW.:** We're well aware that we're cultivating a niche. That we have something on offer that the rest of the Burgenland cultural scene does not offer. Of course we strive for a mix of established and unknown artists.

**F.:** *The OHO has Dance Days, Film Days, a Book Week etc. Is there anything the OHO does not have?*

**PW.:** Well, we do aim for variety – and inside that variety most of all for quality. The OHO is not a house for dilettantes. We defy the trivialization of art.

**F.:** *How many employees do you have?*

**PW.:** We have six permanent employees, one of whom is an apprentice in event engineering.

**F.:** *Where do your visitors come from?*

**PW.:** If we only really knew that ourselves ... What we do know a bit more about is the fact that depending on the actual event we attract a very different audience.

**F.:** *Has the EU eastern enlargement changed anything in respect to the OHO?*

**PW.:** Already with the fall of the Berlin Wall in 1989 there was a massive change. For us creative people there was a whole new situation when Burgenland suddenly moved from the furthest periphery into the middle of the continent. From 1989 on we've always turned our imagination towards the southern and eastern side of our border, with an eye on practical collaboration. Sometimes with success. There was an EU project in the field of dance that was initiated from Slovenia. We were the Austrian partner. Now there's a sequel being planned.

**F.:** *Which fundings has the OHO received?*

**PW.:** The OHO is being supported on the national and local level. Depending on the project also by various funds. The EU funded the first rebuilding in 1997 and later the safety adaptations as well as the thermal and noise insulation in 2013/14.

**F.:** *In your opinion, how has EU regional funding (Objective 1 and Phasing Out) specifically impacted Burgenland?*

**PW.:** For our house it gave us the chance to professionalize our artistic-technical capabilities.

In general, you can see that the ethnic groups, for example, have benefited enormously from the fundings.

There has also been a pronounced improvement of the infrastructure.

**F.:** *What do you think about the cultural development of Burgenland in general?*

**PW.:** As a rule, the cultural perspective in Burgenland is petty-bourgeois. It likes to adorn itself with grand names and a magnificent facade. Cultural work has become very market-oriented in general. That is dangerous, because the mainstream exhausts itself in repetitions. Innovations fall by the wayside.

In addition, no line is drawn between culture and tourism. Cultural efficacy is measured primarily in the number of overnight stays.

**F.:** *What is that about, the „present-infused lust for the shifty-eyed perspective in OHO“?*

**PW.:** Art has the privilege and mandate of acting beyond political correctness. If provocation – the shifty-eyed perspective! – is missing, then art is a toothless construct. Because the shifty-eyed perspective is always a bit painful. That pain is essential for life, though!

**F.:** *What is your vision for the future?*

**PW.:** What we wish for is that we can keep up our standard of quality here. In that context we're happy to have won the Bank Austria Art Award 2014. Such an award is an obligation for us!

Other visions and wishes would be: to have a fixed annual production budget. And that young creatives keep flocking to us.

**F.:** *Three things you love about Burgenland?*

**PW.:** The verge that goes from east to west and from high to flat. The multiethnicity, the multiculturalism, the multireligious. That I can keep my house unlocked for a day without a second thought.

**AM.:** That multiculturalism is not just a put-on here. The conviviality of people and their readiness to talk. The beauty of the landscape and the light.

# After 75 Years finally off and rolling!

When Burgenland came to Austria in 1921, not just Burgenland but all the small Austrian rest that had remained of Austria-Hungary after World War I was stricken by poverty. Burgenland had all of 32 enterprises with more than 20 employees in 1922. Apart from Neufeld/Leitha, Zillingtal, Pinkafeld, Hirm and Siegendorf there was no industry to speak of. After the world economic crisis in 1929, the number of industrial enterprises shrank down to a meager 25. And in the building industry, where many Burgenland men were traditionally employed, the number of employees also decreased from 4.140 (1929) to 2.152 (1933).

With the national socialist takeover in 1938 Burgenland ceased to exist. Northern Burgenland was added to the Reich District Niederdonau, Southern Burgenland to Styria. In 1941, one of the last industrial plants of former Burgenland, the sugar factory in Hirm, was closed down. Its facilities were sold off to Germany, which is why it could not be opened again after National Socialism's collapse in 1945. In 1944, the 'South-east wall' was constructed as a defense against the steadily advancing Red Army. In March and April 1945, Burgenland became a battle field: 5.000 homes were

damaged, 4.000 partly and 1.200 completely destroyed. Many villages and farms lay in ruins, power lines and roads were devastated, a quarter of all bridges did not exist any more.

On October 1 1945, Burgenland was reconstituted. As part of the Russian Occupation Zone it only received a tiny portion of the Marshall Plan funds that helped the other Austrian provinces to recover economically after the devastations of the war. Until 1954, Burgenland had only received 0.33 % of the Austrian-wide Marshall Plan funds! After the signing of the Austrian Independence Treaty in 1955 which ended the Russian occupation, there were intensive efforts to attract industry. With industry loans from the ERP fund, 73 industrial enterprises could be established in Burgenland between 1956 and 1963. Numbers of employment in the industry sector soared to 8.934. Most of these, however, were low wage jobs mostly taken up by women. It became less common for men to work in agriculture, who commuted to neighbouring provinces instead, where most found work in the building sector. The 1981 census for instance showed that 63.039 Burgenland residents worked in a different province.

The industrial boom abruptly stopped with the economic crisis of the early 1980s. Until the fall of the Iron Curtain in 1989, there was no advance in economical development to speak of in Burgenland. Then, however, everything went quickly: With the opening of the eastern European markets, many Burgenland enterprises successfully expanded eastward. And there was never any dispute during the EU membership negotiations about Burgenland becoming an Objective 1 funding area.

From 1996 on, Burgenland could finally get the ball rolling, with the approval of Objective 1 subsidies to the sum of 985 million Euro! In total, during the two Objective 1 periods (until 2006), almost 2.7 billion Euro were invested in 32.806 infrastructural and qualification projects by private investors, EU, federal and provincial government, creating around 10.000 jobs.

This positive development continued from 2007 to 2013 during the Phasing Out period. All in all, a total sum of 900 million Euro was invested in 6.466 projects – procured by businessmen and businesswomen, EU, federal and provincial government. Every eighth job in Burgenland was created directly or indirectly through a project funded by the EU.

We can round this off with mentioning a little miracle: During the Phasing Out period, Burgenland has managed to become energy self-sufficient. Thanks to a massive funding of wind power, biomass and solar energy, energy turnaround was achieved in 2013. On top of that, Burgenland became an exporter of electricity for the first time in 2014. It generated 120 % of its electricity requirement!



## PHASING OUT AND REGIONAL MANAGEMENT BURGENLAND (RMB)

### INTERVIEW WITH MAG. HARALD HORVATH

Went to Police School in Vienna after his high school certificate. Police officer in Vienna. Studied International Business Relations at University of Applied Sciences Eisenstadt. Internship at Porsche Croatia.

Employed at the Regional Medical Insurance (GKK) Burgenland and at the Governor's Office. Executive position at the Department of Investment Management and Internal Revision at Burgenland's Provincial Government.

CEO of Regional Management Burgenland.



„Ever since RMB was created,  
we've been gathering an  
impressive amount of expertise  
and know-how about Europe.“

**F.:** *Just about two years ago you took over as CEO of RMB. What has happened in that year?*

**HH.:** The most intensive work was to plan the new program that is going to be in effect until 2022, the so called Transition Program. The main challenge was to align Burgenland's needs with the EU specifications. Another challenge was the fact that the Transition Program had to be accorded with the other provinces. That wasn't so easy, because Burgenland's excellent negotiation results at the EU level had provoked some envy in a few of the other provinces.

**F.:** *How many employees does RMB have?*

**HH.:** All in all, we currently have 36 employees, including our outsourced units. Around 25 work directly for RMB.

**F.:** *RMB has quite a number of tasks. From EU administration authority to the Burgenland Employment Pact and the coordination of the Burgenland nature parks. How do you manage all that with a relatively small team?*

**HH.:** We manage thanks to competent colleagues with years of experience. Ever since RMB was created, we've been gathering an impressive amount of expertise and know-how about Europe.

**F.:** *What would you define as the core tasks of RMB?*

**HH.:** As administration authority, RMB is in charge of any planning, coordination and organisation of EU programs in Burgenland. We're also the EU info point for the people in Burgenland and have been providing information on EU funding and the EU in general for years. In addition, we act as project promoters ourselves in some EU programs – one example is the training program for the EU Local Councillors.

**F.:** *So would you say that RMB is the link connecting Burgenland and the EU?*

**HH.:** Absolutely! Because we work on behalf of Burgenland and prepare all the information and procedures that Burgenland's needs for its collaboration with the EU.



**F.:** *Your future vision for RMB?*

**HH.:** In whatever form of organization, we are and will remain in future Burgenland's service and service providing agency for everything that concerns the EU, and for issues of national funding, for example the nature parks and national preserves.

**F.:** *In your opinion, what was the impact of EU funding (Objective 1 and Phasing Out)?*

**HH.:** To me, the EU fundings are also a peace project. They compensate economic and social imbalances between countries and regions. That way, the EU promotes security in Europe and safeguards us all from armed conflict.

**F.:** *How do you see Burgenland's economic development in general?*

**HH.:** The astounding development that has been achieved so far must not be interrupted. Previous accomplishments have to be secured long-term through the Transition Program. Burgenland must not suffer any competitive disadvantages compared to other regions.

**F.:** *Which products from Burgenland have market potential in the EU and worldwide?*

**HH.:** With Burgenland products and services it is not about quantity. Quality is the dominating factor here. And that will prevail in the future as well. This becomes obvious in Burgenland's export quota for example, which has been rising strongly in the last years. In 2013, Burgenland has increased its export ratio by 8.9 % to 1.94 billion Euro, which is the highest percental increase of all provinces.

**F.:** *How will Burgenland look like in 2045 – after 50 years of membership in the EU?*

**HH.:** The former dividing lines created by the Iron Curtain will only remain in the memories of the older generation and in the history books. And Burgenland will in every sense have closed the gap to the other Austrian provinces.

**F.:** *Three things you love about Burgenland?*

**HH.:** The high quality of life. The hospitality. The proverbial Burgenland diligence.

## The tasks of RMB

### Controlling

Umbrella brand Burgenland

Village renewal

Information about Europe

Phasing Out

- EU Administration Authority
- Funding Agency

### Local Community Networks

Interreg

- EU Administration Authority
- Funding Agency
- Project Management

Creative Industries Burgenland

Mobility Center Burgenland

Monitoring



**Growing with  
Europe**

PROJECT PART-FINANCED BY THE FEDERAL STATE OF AUSTRIA, THE PROVINCE BURGENLAND, THE EUROPEAN SOCIAL FUND AND THE REGIONAL DEVELOPMENT FUND.