property market vienna







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A NEW COMPANY IS FOUNDED IN VIENNA EVERY 55 MINUTES. In other words, the Viennese turn their new, creative and innovative ideas into reality more than 9,000 times a year. This means that Vienna has been Austria's startup capital for over a quarter of a century. On the international scale, the popularity of Business Location Vienna remains strong: With 221 international corporate relocations in 2018 alone and over 220 international headquarters Vienna brings together more global economic power than all of Austria's other provinces combined.

THE CAPITAL CITY OF QUALITY OF LIVING. As well as performing so well against its international competition, Vienna also continues to offer the Viennese an ex-

cellent quality of life. This is one of the key cornerstones of the high productivity and creativity of our city. Vienna has now occupied first place in the ranking of the quality of living in cities worldwide carried out by the consultancy company Mercer for ten years in a row. Vienna scores particularly highly in all such rankings with its excellent infrastructure, high social security, political stability and low crime rate. These are a result of the successful strategy of our city.

A SUCCESSFUL CITY IS THERE FOR EVERYONE. I am fully convinced: Only a dynamic city, in which everyone can get involved, realise their dreams and give something back, can be a successful city. In politics, through work or via private or not-for-profit initiatives: With every contribution they make, the Viennese do a little bit more to shape the future of their city. And the more the future of Vienna is based on shared commitment, the more stable and inclusive this future will be.

Peter Hanke Executive City Councillor of Finance, Business, Digital Innovation and International Affairs

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The Development of a Metropolis

Vienna is growing and, with it, the desire for new living space, modern offices and the appropriate infrastructure.

EVERY YEAR, THOUSANDS of people decide to make Vienna the centre of their lives. This is no surprise because the metropolis on the Danube offers an excellent quality of living, top educational facilities and great job opportunities. But it is also pushing up demand for high-quality living space and modern workplaces.

Growing upwards

Vienna has a range of strategies for meeting this demand. Firstly, there is still huge potential for densification. The rooftops of hundreds of apartment buildings are waiting to be developed. And wealthy clients are waiting for the opportunity to invest. After all, even the City of Vienna is transforming the rooftops of its municipal housing blocks into affordable living space.

The next trend – which has become a necessity – is residential and office towers. Given that the price of land is rising continuously buildings have to grow upwards. The next few years, for example, will see the building of the three-part TrIIIple by the project part-

ners SORAVIA and ARE Development on the Danube Canal. SORAVIA's Austro Tower will also be completed right next door by 2021. Also on the water – directly on the Danube – the S+B Group is developing Donaucity, a new urban district with six high-rise projects.

On the edge of the city

There are also good opportunities to develop new urban quarters in Vienna's outer districts. The largest current urban development zone is in the north: Seestadt Aspern in Vienna's 22nd district. The area of around 240 hectares that was formerly home to Aspern Airfield is being progressively transformed into a new urban district with 10,500 apartments for 20,000 people and 20,000 workplaces. The first "Seestädter" have already moved in. However, a lot of water



will have flowed down the Danube and many more exciting and innovative projects will have been built in Seestadt by the time the new district is completed in 2028. The construction of the next phase, the "Am Seebogen" quarter, will begin in 2019.

Not far away the new "Berresgasse" urban district is also being realised. According to the City of Vienna the project is the result of the largest developer competition ever organised by Wohnfonds Wien. Construction begins in 2019 and around 3,000 subsidised apartments near to the Hirschstetten bathing pond should be home to 7,000 people by 2022.



To the south

Developers are also finding a lot of space in the south of the city: in Favoriten, Liesing and Meidling.

Former industrial premises are becoming living areas. For example, Coca-Cola's earlier production plant on Triester Straße in Favoriten is being transformed into Biotope City Wienerberg, which should be ready in early 2022. Seven developers – Arwag, Buwog, Gesiba, Mischek, ÖSW, Wien-Süd and Wohnungseigentum GmbH – are realising around 950 apartments. The USP: the central idea of the extensive, vertical planting of the façades, which will be reflected in a range of landscaping variations on urban gardening throughout the quarter. As well as being attractive to look at, green façades guarantee the agreeable microclimate that is extremely important in a large city like Vienna.

In Liesing, a new urban district with over 1,350 apartments will be completed by 2020. Carrée Atzgersdorf is part of Vienna's housing offensive in which a number of developers including Sozialbau, ÖSW and Wien-Süd are building largely subsidised rental apartments. The quarter will be characterised by a range of leisure and communal facilities for all generations and residents will have extensive opportunities to participate in the design process.

The Rosenhügel in Meidling will be home to Vienna's first residential district in a wild garden. Around 2,300 people will share the approximately eleven-hectare site with nature. Participation in the design process from the very start is central to the development concept that will combine



semi-detached homes and multi-storey apartment buildings. By the end of 2023 around 1,100 privately-financed and partially subsidised residential units will be built in the wild garden by both developers and private housing associations.

New life for railway land

Vienna has the great fortune to be able to develop a lot of new living space as well as workplaces, shopping areas and parks, etc. on former railway land. A new urban district made up of the Sonnwendviertel and Quartier Belvedere Central (QBC) and containing at least 5,000 apartments, 20,000 workplaces, schools, kindergartens, hotels, shops and restaurants will be completed around the Central Station, which was opened in 2014 on the area of the former South Station, by 2020. The residents of and visitors to these new districts will be able to combine living and working. Their meeting places will include the seven-hectare Helmut-Zilk-Park or the stylish "Aurora" Skybar in the Hotel Andaz Vienna, which was opened this year and enjoys breathtaking views across Vienna.

Several projects in the North Station urban development zone in Vienna's 2nd district are also already occupied. Around 10,000 apartments, 20,000 workplaces and a range of infrastructural facilities will be realised on the former 85-hectare railway site by 2025. For example, Signa Holding's Austria Campus is already complete. Around half of the office space (200,000 square metres) is used by Bank

Austria as its headquarters. 2020 should mark the start of the construction of another new urban district on the nearby 44-hectare site of the Northwest Station. There are plans to build apartments for around 15,000 people and offices with 4,700 workplaces. About ten hectares should be transformed into public green space including an elongated park that will cross the entire site. The former railway line should be transformed into a cycleway as part of the basic principle of keeping the urban development zone free of through traffic.

Vanessa Haidvogl



The City with the Highest Quality of Living Worldwide Back on top of the "Stockerl": Mercer ha

Back on top of the "Stockerl": Mercer has once again named Vienna as the city with the highest quality of living worldwide

THERE CAN'T BE a single Viennese who isn't proud in some way of their city's fixed position on top of the podium – "am Stockerl", as they say in the metropolis on the Danube. In 2019, for the tenth year in a row, the global ranking of the consultants Mercer awarded Vienna the title of "city with the highest quality of living worldwide". And once again the city owes this leading position ahead of Zurich and Vancouver to its impressive infrastructure and well-developed public transport network, excellent water supply and health provision and great range of cultural and educational opportunities. Other top Vienna assets include the low crime rate, the excellent range of high-quality living space and the rich variety of leisure activities.

Quality of life requires "hard work"

It's no surprise that Vienna's Mayor is delighted with this top ranking. And his message is: Carry on! The highest quality of living in the world doesn't come automatically but demands

Also a city land-mark: the Spittelau Incineration Plant.

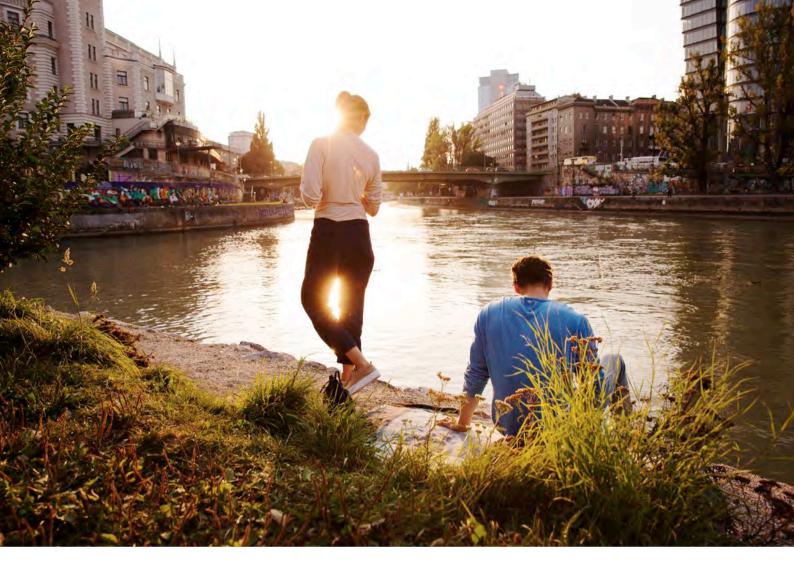
a lot of hard work", says Michael Ludwig. There is no question of the city resting on its laurels "and we will continue to work to ensure that everyone in Vienna – regardless of their income or origins – can benefit from the high quality of living in the city". Apropos origins: The Mercer ranking is largely based on data from independent institutes and authorities. And it also involves a survey of expats – workers who spend several years working abroad.

A Viennese motto: Safety first!

In addition to the "Quality of Living Survey" Mercer published a special evaluation on the subject of "personal security". This involved data about parameters such as "criminality" and "personal freedom" in the 450 analysed cities. And Vienna also convinced the experts in this field and occupied an excellent sixth place in the ranking of the world's safest cities, which is topped by Luxembourg and Helsinki. And the British business magazine "The Economist" even handed Vienna the crown in this area: In 2019 it was the first ever European city to take first place in the annual survey of the "Economist Intelligence Unit Global Survey", which compares 140 global cities on the basis of such factors as "political stability" and "social security".

Excellent infrastructure

The fact that you're never far from public transport, that electricity is always available at the click of a switch and apartments are warm in winter, and even that respectful help is available to the bereaved is, of course, a blessing for Vienna's citizens. The main responsibility for this lies with Wiener Stadtwerke, the infrastructure company that has provided the basis for Vienna's high quality of living for exactly 70 years. In the next five years alone the Stadtwerke plan to pump over four billion euros into the city's infrastructure. Its focuses: the expansion of public transport and investment in renewable energy. The record number of users of public transport in Vienna results from the fact that the price of the annual ticket was reduced to 365 euros in 2012. The metropolis on the Danube also does a great job



of removing and recycling waste. Central to this strategy is a sophisticated system of waste disposal and separation as well as, naturally, the hard work of Department 48 – Waste Management, Street Cleaning and Vehicle Fleet (MA 48). The key responsibilities of MA 48 are to maintain Vienna's waste management system and keep the city clean and the roads safe in winter. While such materials as glass and metal are recycled and organic garden waste is composted the rest of the city's waste is burnt in its incineration plants. These turn Vienna's waste into clean energies such as electricity and district heating and cooling.

Education: The new "campus plus" model

A growing city must also remain dynamic in the education sector. Around 112,000 pupils currently visit the city's approximately 380 public schools. Given that far more space will be required in future in the area of social infrastructure in order to be able to offer all children and young people a successful education, a school building programme is currently being implemented at a total of 14 educational campus locations. All the campuses due for completion before 2023 are being built in line with the "campus plus" concept, which is based on the Vienna campus model and envisages an even greater integration of kindergarten, school and leisure activities. Vienna's position as a leading European centre for research and innovation is also being strengthened.

An intense dialogue between the city and its universities on such subjects as social policy, digitalisation and sustainability should lead to solutions and progress on both sides.

Drinking water direct from the mains

And then there is Vienna's mountain spring water, which is premium drinking water that can be enjoyed straight from the mains. It flows naturally downwards from the Styrian and Lower Austrian Alps to Vienna in around 24 hours without the help of pumps. The entire federal capital is supplied with this spring water. There can surely be no other major city in the world whose drinking water is the subject of so many positive reports.

And the Viennese also love Vienna

In the light of all these advantages it is hardly surprising that the Viennese themselves also love their city. This is underlined by the wide-ranging study carried out by the City and University of Vienna together with the Institute for Empirical Social Research (IFES) on the subject of "Life and the quality of living in Vienna 2018." According to the survey nine out of ten Viennese are "happy" or "very happy" living here. "The quality of living study for Vienna shows that the Viennese love living in their city" says Michael Ludwig. "And that the city is succeeding in guaranteeing a high quality of living for all its citizens", he added.

Focus on Flexibility

Sigrid Oblak, **Managing Director of Wien Holding**, on the first "Gemeindebau neu" and further residential and school projects.



The real estate sector is the area of business of Wien Holding with the strongest turnover. What is your résumé?

With around 75 companies and four areas of business Wien Holding reported a record turnover of around 552 million euros in 2018, which represents the best result since it was founded in 1974. Real estate continues to generate the largest share of overall turnover – around 50% – in the entire group. In 2018 this contribution reached around 270 million euros. But turnover also increased or remained steady in our other areas of business – culture, logistics and media.

Vienna needs new living space. To what extent can the companies of the Wien Holding Group support the creation and development of affordable apartments?

Two particularly innovative and dynamic residential developers – ARWAG and GESIBA –belong to Wien Holding. Together, these two companies build around 1,500 new apartments every year. In autumn 2019 the first tenants will be able to move into the first "Gemeindebau neu" ('New Municipal Housing') in Fontanastraße. This has been realised by GESIBA together with its subsidiary WIGEBA on the site of the former AUA Headquarters. The complex will initially contain 120 new municipal apartments, which were planned with a focus on flexibility – from smart apartments via buildings with avant-garde themes to communal multigenerational living.

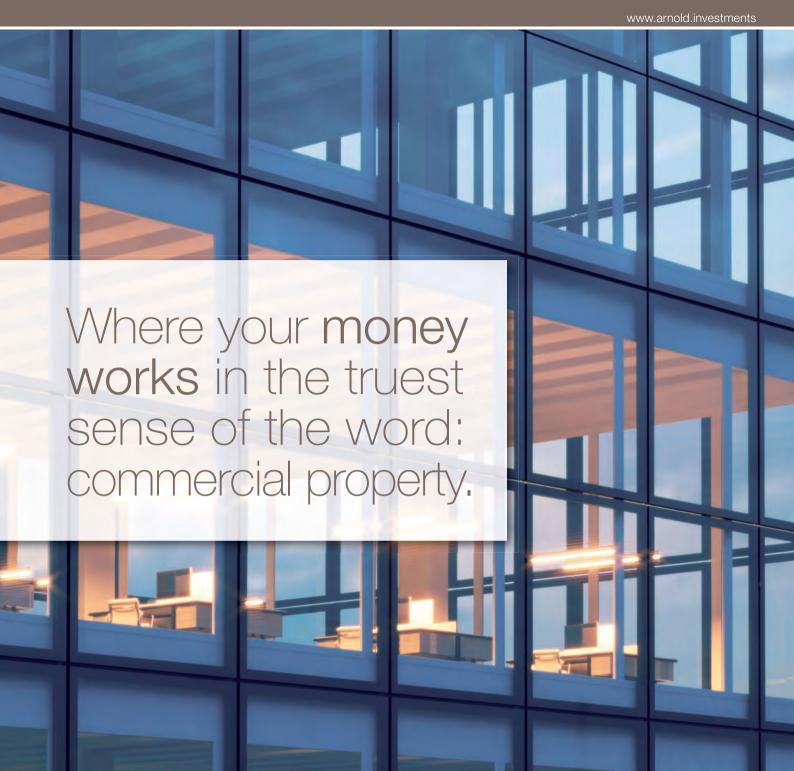
Which real estate projects are you investing in?

In 2018 we invested around 120 million euros in the real estate sector. And a large proportion of our investments are also earmarked for this sector this year. We currently have 15 large real estate projects either on the drawing board, under development or under construction. One of our largest projects is Neu Leopoldau. Here we are creating an exciting new urban district on the 13.5-hectare site of the former gasworks that will include 1,400 new apartments – 1,000 of which will be subsidised – social infrastructure, commercial areas and large amounts of open space around the listed buildings.

Will the school building and expansion initiative continue?

Our company WIP Wiener Infrastruktur Projekt GmbH is building, expanding and refurbishing kindergartens and schools on behalf of the City of Vienna. In 2018 we successfully completed six projects. In addition to a total of 16 new group rooms in the kindergartens in Pötzleinsdorf and on Friesenplatz in Favoriten a total of 47 new classrooms were added to four schools. We are currently executing nine further projects including, for example, Grundäckergasse 14 in Favoriten, where we are building an all-day primary school with 13 classes and an all-day new middle school with twelve classes. And countless other projects are already at the planning phase.

10



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Magnet for International Companies

A record number of 221 international companies moved to Vienna in 2018.

THE VIENNA BUSINESS Agency can draw some very positive conclusions: In 2018, a total of 221 international companies moved to Vienna, around 30 more than in the previous year. These international relocations brought investment of over 231.68 million euros to the city as well as 1,753 new jobs. And this was the eighth year in a row in which Vienna was able to report an increase in the number of international companies with subsidiaries in the city.

In recent years, Vienna has been able to take advantage of the positive economic situation. However, experts have recently warned about a levelling out in economic growth. In response to this Vienna is investing in digitalisation and in the quality of the workforce through services offered by the Vienna Employment Promotion Fund (waff) – and also wants to attract even more international companies to the city.

Services for expats

"We promote the city on the international market in a highly targeted way," says Executive City Councillor of Finance Peter Hanke. The city has already been able to take advantage of Brexit due to the increasing number of British companies moving to Vienna. This demonstrates Vienna's success in the race to establish itself as a top location in the face of

strong international competition, says Hanke: "We score points with our security and efficient infrastructure." The Business Agency's "Expat Center" is another globally unique service that supports the employees of international companies moving to Vienna. 1,500 "expats" use the service every year.

Attractive to startups

Another argument that Vienna uses actively to attract international companies is the fact that "Vienna is affordable. This is an especially important factor for startups," emphasises Hanke. Vienna occupies fourth place in the "Global Talent Competitiveness Index" (GTCI), far ahead of such startup metropolises as Berlin or San Francisco. The Business Agency offers "Vienna Startup Packages" to actively attract ambitious companies. According to the Agency 680 startups from 89 countries have applied for the package, which is comparable with a "starter pack" and allows startups to test Vienna as a location, make initial contacts and prepare for a launch in the city.

Location Advocate

An important new player who will represent Business Location Vienna was presented in summer by the Mayor Michael Ludwig and President of the Vienna Economic Chamber Walter Ruck: Vienna's Location Advocate Alexander Biach. Unlike his eight colleagues in the provinces with whom he shares the statutory right to speak on infrastructure projects that require an Environmental Impact Assessment, he can also accompany large projects where no EIA is required.

"Vital infrastructure projects, which have previously been delayed by lengthy processes, can be implemented more quickly in future," says Ruck. If Vienna is to maintain its position as a "leading player" in the international competition between locations it requires a state-of-the-art infrastructure in terms of excellent road connections, the airport, railways and data networks.

Urban development and rail transport in combination

Numerous projects from the ÖBB have already demonstrated how urban development can function close to railway stations.

THE WHEEL OF development and global integration is turning faster and faster. It is not certain whether long-established companies will be able to survive for much longer in Europe. Many of these are already transferring production to parts of the world where labour is cheaper. But there are also counter currents. And the search is on for the providers of innovative ideas, for startup companies who use creative and unconventional methods to create something new.

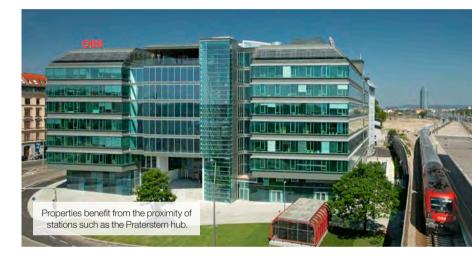
And what has all this to do with urban development by the ÖBB? The idea here is to use these innovative ideas and develop property around railway stations in such a way that it also brings economic benefits to the rail transport network and ensures that the advantages of a trackside location play a pivotal role in people's decisions to work, live and play here.

In keeping with this approach the ÖBB has rezoned many small and large former railway properties in both Vienna and the provinces during the past 15 years. Vienna's South/East Goods Station and North Station have become dynamic, high-quality, central urban districts used by thousands of people. Rather than railway tracks and storage sheds these are now home to apartment blocks, offices, hotels, retailers, service providers and parks. And the nearby station buildings have been equipped with shopping centres.

Mix of uses

"The fact that we are on the right path is shown by the enormous demand from the real estate sector", says Johannes Karner, Managing Director of ÖBB Immobilienmanagement GmbH. "We commercialise properties with a focus on quality rather than quantity." A balanced mix of uses is particularly important because, at the end of the day, the ÖBB wants to take part in deciding who moves in close to their stations. In general, the aim of the ÖBB is to generate long-term returns on its real estate investments. One result of this is that the focus on such strategies as the granting of building rights will intensify in the future.

An example of this is the urban development zone Laxenburger Straße/Landgutgasse in Vienna. Between now and 2025 the 90,000-square-metre site right next to the Cen-



tral Station transport hub will become home to apartment buildings, offices and an educational campus.

The ÖBB is taking a similar approach in the regions. In the planned "Quartier A" in the Lower Austrian district centre of Amstetten high value plots measuring a total of around 82,000 square metres are being created close to the station. These will be transformed into the ÖBB's new location, which will focus on alternative forms of living for people in a range of situations, space for startups and the creative industries and health sector facilities.

Rapid mobility

Both of these projects will benefit from the proximity of the "station transport hub". Great emphasis is placed upon rapid transit to the nearest centres by train and the integration with other public transport providers such as buses or car sharing operators.

In the case of the final large inner-city area in Vienna, the 440,000-square-metre Northwest Station, a series of legal processes still have to be completed that are preconditions for the rezoning. Between now and 2035 this will be transformed into a new urban district for around 15,000 people – car-free, environmentally-friendly and highly responsible: to people and to the environment. The ÖBB is on the right track!



Strategy together with the Mayor of Vienna, Michael Ludwig. It's also imperative for the city to enable everybody to profit from digitalisation. With this in mind, the "Digitale Amt" (Digital Government Agency), has been enhanced with the "Sag's Wien" (Tell Vienna) app for citizen's concerns and also with the "WienBot" digital assistant. Currently in the test-phase, the "mein.wien.gv.at" neighbourhood app provides another option which facilitates swift and convenient access to official channels, and also delivers neighbourhood news.

The envisaged goals set in the context of "climate change" are also ambitious: "Transport sector CO2 emissions per person are to be halved by 2030, and by 100 percent by 2050," say Hebein and Ludwig. To achieve this, the City of Vienna is pressing ahead with the further development of public transport systems and other environmentally friendly forms of mobility. Fossil energy is to become a thing of the past and renewable sources are to provide for 70 percent of urban energy consumption by 2050. To this end, proven projects such as solar power plants, in which citizens can financially participate, and the use of hydropower are to

An Update for Vienna's Smart City Strategy

The city's set itself ambitious goals for 2050 and prioritised important issues such as "climate change", "digitalisation" and "participation".

OF COURSE, THE metropolis of the future has to be smart. This has long since been common knowledge to the City of Vienna and thus it already took an epochal step back in of June 2014: In response to global challenges, it launched its "Smart City Strategy" and redefined its policy for the coming decades. The goal: To continue to ensure a high quality of life for the approximate 1.9mn Viennese in the future as well as to link technology to sustainability. In June of 2019, the progressive strategy was updated and adapted to accommodate current challenges, such as climate change and digitalisation.

Digitalised, sustainable, smart

Now, "Participation" will also be defined as a target area. "The Viennese should be able to have a greater say in how public funding is used via citizen budgets", says Vienna's Deputy Mayor, Birgit Hebein, who presented the Update

be further developed. As regards city planning, all aspects, including mobile innovation, resource-efficient construction and the use of renewable energy, are to be inextricably linked. A good example thereof is the "Smarter Together" project: Since 2016, a Simmering neighbour-

hood has been running a successful test gallop for electromobility solutions, the application of renewable energy and sustainable residential property renovation. Even smart traffic lights, which recognise approaching pedestrians, are soon to be tested.

Vienna Wants to Remain a Pioneer

It's Vienna's aim to continuously develop and evaluate its "Smart City Strategy": "The strategy is a long term investment, which demands rapid changes and also needs to be continually monitored and adapted at comparatively short intervals", intones Ludwig. The "Smart City Index", from Roland Berger Business Consultants which analyses 153 cities worldwide, shows that the project is going well. Furthermore, it identifies Vienna as a pioneer of "Smart" and, for the second time in a row, ranks Vienna as the No. 1 "most intelligent city" in the world.



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Everything on Track as far as Traffic is Concerned

When it comes to traffic infrastructure, Vienna proves how smart it can be, year after year.

A HIGH STANDARD of living and a dynamic economy always require a well functioning traffic infrastructure to go with it. In other words: Continuous progress needs mobility, that of people and that of goods. In this regard, its currently available horsepower always keeps Vienna's wheels efficiently on the ground. For decades, the policy in the federal capital has clearly been towards expansion and conversion.

Ground-breaking Megaproject

The new Vienna central station for example, which came online in 2014 together with its Bahnhof City, was by far the most important mobility infrastructure project of the recent past. "The station has developed itself into a new mobility hub in the centre of Europe. Almost every imaginable form of public transport meets here, from regional to long-distance trains, from underground metro lines to fast trains, as well as inner-city and cross-country bus lines" explains Juliane Pamme, ÖBB Press Officer. What's particularly special about it is the development of a new city district spanning 59 hectares which will accommodate around 13,000 people and is scheduled for completion in 2020.

As there will be over two million people living in Vienna within the next decade, the City of Vienna is successively expanding its public transport systems. The implementation of the U2:U5 junction will close a critical gap in the inner-city subway network which, with the extension of the U2 and the implemen-

tation of the U5 line, will also bring a completely new subway line with it. "Several hundred thousand passengers will profit from the U2:U5 junction, either due to the new connection or from reduced congestion on the parallel routes", promises Thomas Madreiter, Director of Planning for the City of Vienna.

Bus Terminal and Airport Investments

In addition, Vienna will finally also get its central long-distance bus terminal which, in the future, will bundle the ca. 200,000 annual arrivals and departures in one place and replace all the previous stations. The city plans to build the new terminal, with its 36 bus stops, in the Vienna's 2. district between the Ferry Dusika Stadium and the Stadioncenter shopping centre. Apropos terminals: Vienna Airport is also currently investing around €500mn in the modernization of its terminal land-scape, specifically in Terminal 2 and the East Pier, as well as in the construction of a new Southerly extension which will serve as a connection to Terminal 3. Thus, in general, Vienna's "Airport City" growth course is as strong as ever.

Full Speed Ahead

Also due to expand at an equally impressive pace is the Vienna Harbour which will evolve into an enormously important economic hub within the city. "We're making further investments into the on-site infrastructure and are consequently optimizing our processes in operative business with the inclusion of digital systems and automation," says Kurt Gollowitzer, Managing Director of Wien Holding. Around 1,200 cargo ships are handled each year in the three freight harbours of Freudenau, Albern and the Lobau Oil which make up the Hafen Wien Gruppe which is under the ownership of Wien Holding.



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Growing Tourism must be Organised

Norbert Kettner, **CEO of the Vienna Tourist Board**, on tourism as an economic factor, promising markets and marketing activities.



How important is tourism to Business Location Vienna?

Thinking in terms of GDP we register value creation of four billion euros per annum. This represents 4.2 per cent of Vienna's GDP. And we can also point to around 90,000 jobs in the tourism and leisure industry. In addition to this there are areas in which we are world leaders such as the meetings industry, where we are currently second only to Paris as an international congress venue. Vienna's congresses are also responsible for another billion euros of value creation across Austria. Every eighth overnight stay is made by a conference visitor.

The aim of the Vienna Tourist Board is to reach 18 million overnight stays by 2020 and to help the hotel sector to generate turnover of one billion euros. Can this be achieved? It will be achieved with great precision. In the first six months

of 2019 Vienna recorded 7.9 million overnight stays – an increase of 9.9 per cent over the comparable period of the previous year. And net turnover – so far we have the figures to May – rose by 23 per cent. Our objective is that turnover and value creation should rise faster than the number of overnight stays.

What marketing activities are planned for 2019/2020? In which markets?

The Vienna Tourist Board has a marketing budget of around ten million euros for the second half of 2019 and this is being spent in 19 markets around the globe. Much of our advertising focuses on the commemorative year "Vienna 2020. Capital of Music", which will mark the 250th anniversary of the birth of Ludwig van Beethoven. Our major growth markets include Asia and the USA but Southern Europe is also booming, partly due to the intense competition amongst low cost carriers. And the Arab Region also enjoys better links with Vienna via Dubai – thanks to new direct connections with such cities as Riyadh and Sharjah.

How do you and the airport work together to attract new carriers to Vienna?

We carry out "air service development" work together, which means that we jointly approach airlines to push for new direct flight connections. It would be ideal, for example, to attract new flights from Hong Kong or São Paulo.

What are the objectives of the Vienna Tourist Board beyond 2020?

In autumn we will present our very first Visitor Economy Strategy, the objective of which is to develop the destination further up to 2025. This includes such issues as increasing value creation or decentralisation as a means of encouraging visitors to visit the various districts of the city. But we should also strengthen our dialogue with mobility providers, retailers, the meetings industry and urban planners.

Visitors appreciate Vienna's quality of living. Are a high quality of living and rising tourism numbers compatible?

Of course, but growing tourism has to be organised. We are a destination marketing and management organisation, which means that it is our role to work with the City of Vienna and all other involved players to organise tourism in such a way that we don't get on the nerves of the people of Vienna.

Vanessa Haidvogl





WE CREATE LIVING SPACES

DIE WOHNKOMPANIE focuses on quality, the micro-location and a good story.

DIE WOHNKOMPANIE has been operating successfully as a developer and builder in the residential sector since 2015.

Its clear focus is Vienna. Such a relentlessly growing city offers
DIE WOHNKOMPANIE a huge opportunity to realise privately-financed living space. Alongside enormous experience and extensive knowledge of the local conditions this also demands sensitivity and the corresponding strength – also in financial terms. The first housing project in Vienna was completed back in 2017. Approximately 1,000 apartments are currently being developed of which around 350 are being under construction right now.

Storytelling

Roland Pichler, Managing Partner of DIE WOHNKOMPANIE, explains why every project needs a story: "We create living spaces and have an enormous responsibility to our clients. The purchase of an apartment is something emotional, particularly for an owner-occupier. Not only the micro-location but the technical quality and sustainability must also fit. And, in addition to this, the cost effectiveness must also be consistent

for our clients. This means that the hard facts and the price must meet their requirements, while the purchase must generate a positive feeling."

On the sunny side

DIE WOHNKOMPANIE is realising projects from the heart of Vienna via Favoriten to Donaustadt. Just like the one in Oberlaa. The area around the Laaer Berg is famous for many reasons: from the delicacies of the Kurkonditorei Oberlaa to the wine taverns, from the leisure area of the Liesingbach to the Therme Wien spa, from the motorway access (S1, A23, A4) to the new U1 underground link with Central Vienna. The privately-financed housing project Südhang Oberlaa is a new addition to this list of highlights: By the end of 2019, 331 attractive residential units with a range of sizes and layouts will have been completed on the 14,574-squaremetre site next to the Therme Wien spa. There is hardly a housing project that can possibly offer a more attractive wellness area on its doorstep.

Surrounded by greenery

Can urban lifestyle and village atmosphere fit together? In Floridsdorf, these are being combined to create a very special mixture. The privatelyfinanced **LEO am Park** housing project, which will offer an excellent quality of life to singles, young families and senior citizens, is being built in the heart of the district. The compact development is winning praise for such clever details as a shared rooftop terrace and underfloor heating, which make everyday life that little bit more pleasant. Another advantage is the delightful location on Friessneggpark, a small green oasis where one can recharge the batteries or simply relax. The 113 privately-financed condominiums will be completed by 2021.

Our latest project is also emerging on the other side of the Danube: In **Pfalzgasse 29–31** in Donaustadt DIE WOHNKOMPANIE will start construction work on around 150 condominiums by 2020.



DWK Die Wohnkompanie GmbH Hohenstaufengasse 6 / 4. OG 1010 Vienna

Map of Development Projects in Vienna

Recently completed, currently under construction, or soon to be developed: Projects in Vienna (selection)



Haus am Schottentor 1010, Schottengasse 6-8 www.pema.at

N°10 1010, Renngasse 10 w.ipi.at

4 KAYSER
1010, Franz Josefskai 51
www.kayser.at

Singerstrasse12
1010, Singerstasse 9
www.winegg.at

Generalsanierung
Parlament
1017, Dr.-Karl-Renner-Ring 3
www.vasko-partner.at

T LeopoldQuartier
1020, Obere Donaustraße
23-27 und 29
www.leopoldquartier.at

Austria Campus
1020, Walcherstraße 1
www.austria-campus.at

9 Marina Tower 1020, Handelskai 346 www.marinatower.at

Nordbahnhof 1020, Nordbahnstraße www.immo.oebb.at

Grünblick + Weitblick 1020, Meiereistraße 1-2 www.value-one.com

PRATER GLACIS
1020, Perspektivstraße 4-10
www.ig-immobilien.com

Hafen Wien
1023, Seitenhafenstraße 15
www.wienerhafen.com

Kelsenstraße
1030, Kelsenstraße 5-7
www.ubm-development.com

Triiiple
1030, Donaukanal
www.triiiple.at

Laendyard
1030, Erdberger Lände 26
www.laendyard.com

Biologiezentrum
Universität Wien
1030, Campus-ViennaBiocenter 4
www.vasko-partner.at

18 MQM 1030, Neu Marx www.mediaquartier.at

19 ORBI Tower
1030, Thomas-Klestil-Platz 13
www.orbi-tower.at

Wien Holding Arena 1030, Karl-Farkas-Gasse 1 www.wienholding.at

The MARKS
1030, Leopold-Böhm-Straße 5
www.oesw.at

Austro Tower
1030, Schnirchgasse 17
www.soravia.at

Bel&Main
1030, Arsenalstraße 2
www.bel-and-main.at

Siebenbrunnengasse
1050, Siebenbrunnengasse 21
www.ubm-development.com

Althan Park
1090, Nordbergstraße 15
www.althanpark.at

QBC 1100, Wiedner Gürtel www.gbc.at

Philip's Haus
1100, Clemens-HolzmeisterStraße 1
www.6b47.com

28 Laxenburger Straße /
Landgutgasse
1100, Laxenburger Straße /
Landgutgasse
www.immo.oebb.at

Open Up!
1100, Bloch Bauer Promenade 4

room4rent HOCH 33 1100, Laaer-Berg-Straße 47A www.oesw.at

www.6b47.com

Hotel am Wienerberg
1100, Wienerbergstraße
www.immofinanz.com

Südhang Oberlaa 1100, Susi-Nicoletti-Weg 2 www.wohnkompanie.at Biotope City 1100, Triester Straße 91

www.biotopecity.wien

Parkapartments
Am Belvedere
1100, Arsenalstraße 12-16

Wohngarten

www.parkapartments.at

Simmering 1110, Geiselbergstraße 28 www.invester.at

Böhringer Ingelheim
1120, Doktor-BoehringerGasse 5-11
www.boehringer-ingelheim.at

Generalsanierung ORF 1136, Würzburggasse 30 www.vasko-partner.at

38 Kay29 1190, Heiligenstädter Lände 29 www.6b47.com

Nordwestbahnhof
1200, Nordwestbahnstraße/
Taborstraße
www.immo.oebb.at

Business Campus 21
1210, Siemensstrasse 87-89
www.bondiconsult.com

Neu Leopoldau 1210, Tauschekgasse/ Petritschgasse www.neuleopoldau.at

Heeresspital
1210, Brünner Straße 238
www.oesw.at

Barany. 7
1220, Baranygasse 7
www.barany7.at

Danube Flats
1220, Wagramer Straße 2
www.danubeflats.at

Technologiezentrum Seestadt 1220, Seestadtstraße 27 www.wirtschaftsagentur.at

Das Seeparkquatier -

1220, Janis-Joplin-Promenade 22-26 www.hoho-wien.at

aspern Seestadt
1220, Seestadtstraße 27
www.aspern-seestadt.at

Das Quartier
"Am Seebogen"
1220, Seestadtstraße 27

www.aspern-seestadt.at

Berresgasse
1220, Berresgasse/
Ziegelhofstraße
www.wien.gv.at

Das Seeparkquatier - Mischa
1220, Sonnenallee 22
www.egw.at

AURUM 130 1220, Wagramer Straße 130 www.aurum130.at

Lohwaggasse 6
1220, Lohwaggasse 6
www.aira.at

1220, Klenaugasse 5-9 www.aira.at

Vienna Twenty Two
1220, Dr.-Adolf-Schärf-Platz 1
www.signa.at

Carrée
Atzgersdorf
1230, Scherbangasse 22
www.oesw.at

In der Wiesen Ost
1230, In der Wiesen/
Meischlgasse
www.wien.gv.at

DC Residential
1220, Wagramer Straße 2
www.sb-gruppe.at

DC Waterline
1220, Wagramer Straße 2
www.sb-gruppe.at

DC Flats
1220, Donau-City-Straße 8
www.sb-gruppe.at

DC 2 1220, Donau-City-Straße 5 www.sb-gruppe.at

61 1220, Donau-City-Straße 3 www.sb-gruppe.at

Vienna Donau Clty
1220, Donau-City-Straße
www.sb-gruppe.at

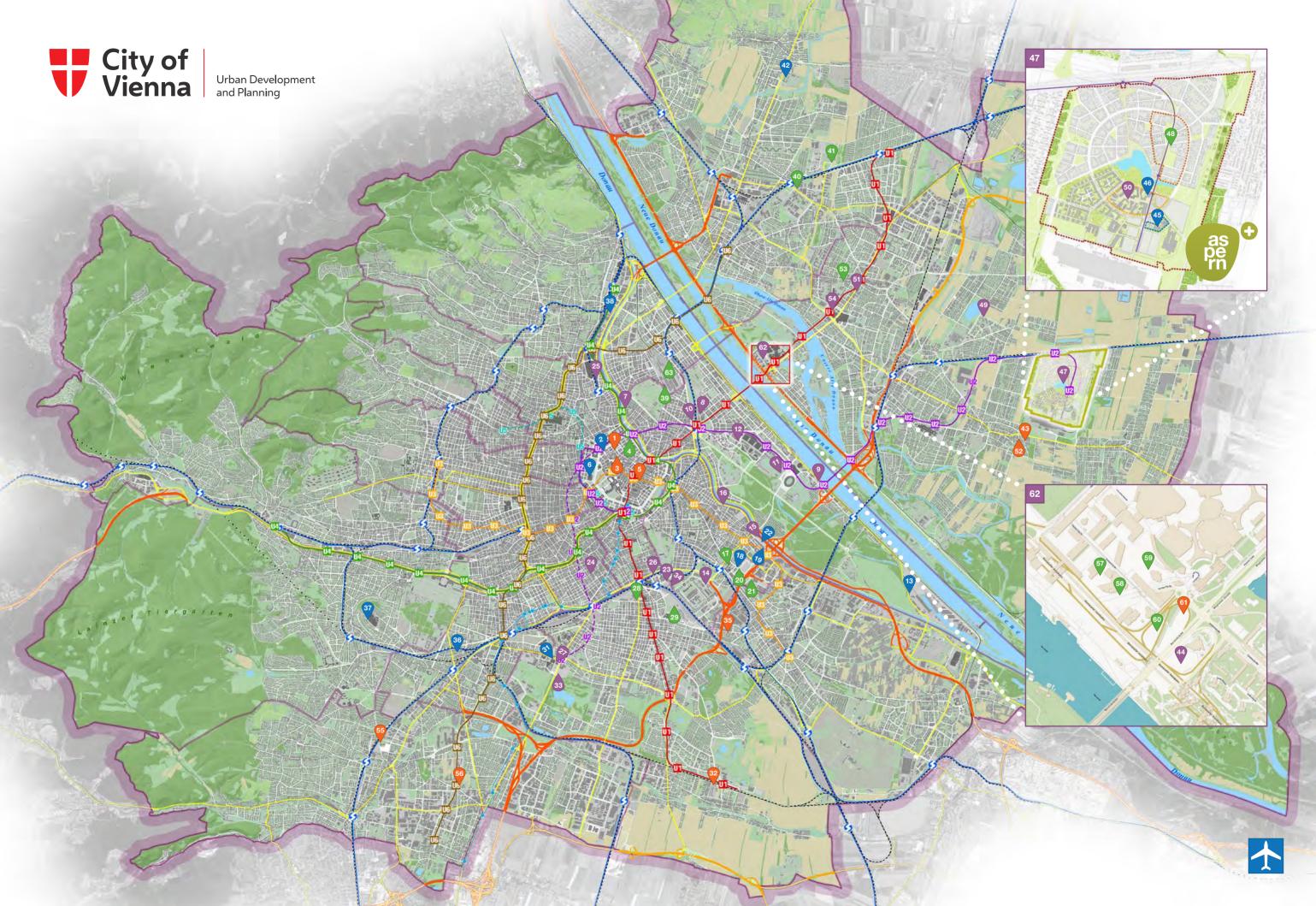
Dresdner Strasse 90 1200, Dresdner Strasse 90 www.sb-gruppe.at

Industry/Offices

Residential

Mixed Use

In Planning







From PhilsPlace to Althan Park – 6B47 offers the best proof here in Vienna that vacant former office buildings offer great potential for new uses.

"The fact that a building has been fully sold before or soon after completion is the clearest proof of the success of a development project", says Sebastian Nitsch, Member of the Board of 6B47 Real Estate Investors AG, referring to the company's two most recent completions: PhilsPlace in the 10th district with 135 fully-furnished fullservice apartments and Althan Park in the 9th district with 237 freehold apartments. Both projects involved the revitalisation of outdated office properties, which then gained a new lease of life and function as residential buildings. "We are revitalisation specialists. Existing buildings are often full of potential. Revealing this potential and adapting the object for a new use is a challenge that we enjoy facing. And we also attach great importance to sustainability, which is why we are committed to finding optimally resource-friendly solutions in all our developments."

Where other companies pull back, 6B47 takes the initiative and acquires properties with existing objects. "We now have a lot of experience and know-how in the field of revitalisation, as a result of which we are also prepared to take on complex real estate projects", says Nitsch, before adding: "We believe that the question of revitalisation will become increasingly important in urban locations." A current example of this is the project Town Up on Höchstädtplatz in the 20th district. 6B47 has acquired a property with several existing buildings including an eightstorey office tower, a four-storey office building and a commercial block. During the development process the existing buildings will be partly demolished and partly converted. The listed building elements are being sensitively integrated by 6B47 into the new development. The office blocks are being transformed into modern residential buildings with efficiently designed micro-apartments. 6B47 is also enhancing the existing fabric with new-build apartments. The objective is to create an urban quarter with a high quality of life at affordable prices, topquality green spaces and a well-thoughtout mobility concept, explains Nitsch: "In this project it is important to create a harmonious interplay between old and new as a means of positively enhancing the urban fabric."

But sometimes 6B47 cannot avoid completely demolishing the old in order to make room for the new,

as exemplified by Hoch Zehn, its latest project on Laxenburgerstraße in the 10th district. Here, a former industrial and commercial location on the green edge of the city has been rezoned for residential use. The office block and warehouse and industrial hall on the site will be replaced by a new, modern residential complex. 6B47 will be responsible for the construction of privately-financed freehold apartments.

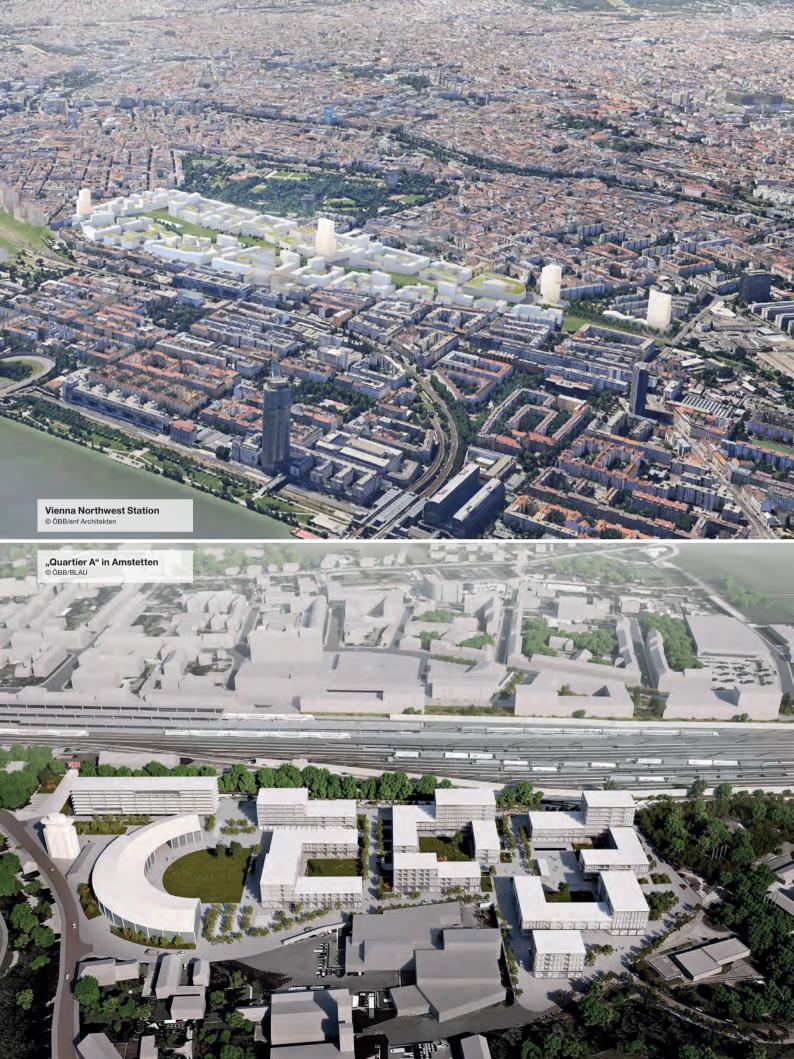


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HIGH-QUALITY LIVING SPACE ON CENTRALLY-LOCATED ÖBB LAND

Easily-accessible properties are highly sought after.

Not only in the fast-growing metropolis of Vienna
but also in cities in the regions. Apartments, offices,
hotels, retail and service space, health sector and
educational facilities and even logistics operations
can all be built on former railway land. Here is a small
selection of current projects:

VIENNA NORTHWEST STATION

Part of the 440,000 m² Northwest Station site is still used as a goods terminus. A new urban district will be built here between now and 2035:

- Apartments for around 15,000 people
- Offices with 4,700 workspaces
- Cultural and leisure facilities
- Retail and service companies
- Kindergartens and schools
- A 10-hectare park

QUARTIER A IN AMSTETTEN

Around 82,000 m² of development areas around the station will be given new uses:

- Health sector facilities
- New residential forms
- Office, seminar and events centre
- Startups, technology companies, creative industries

VIENNA LAXENBURGER STRASSE / LANDGUTGASSE

A new urban district covering 90,000 m² will be created near to Vienna Central Station between now and 2025:

- 1,200 apartments
- Offices
- An educational campus of the City of Vienna

ST. PÖLTEN - WÖRTH BUSINESS PARK

This ÖBB logistics area of around 110,000 m² with a railway connection is located to the south of the Lower Austrian provincial capital of St. Pölten:

- Partial sale of areas from 20,000 m²
- Site close to the main motorway and railway to the west
- Connected to the B20 trunk road via a road bridge







OBBImmobilien

ÖBB-Immobilienmanagement GmbH 1020 Vienna, Nordbahnstraße 50 Phone: +43 1 93000-32698 E-mail: immo.service@oebb.at

immo.oebb.at Promotion 23



One of Europe's largest urban development projects is the motor behind the development of the entire region.

The North of Vienna is booming. Not only because, unlike the centre of the city, it still has space for major new developments. The expansion of the transport infrastructure and the huge reduction in city-wide travel times mean that it is no longer just people looking for their dream home who are lured by the quality of life in "Transdanubia". A key driver of this development is aspern Seestadt, one of Europe's largest urban development projects. The heart of Vienna and the Central Station (with its connections to a number of European capitals) are just 25 and 17 minutes away, respectively, by metro. With its two metro stations, ÖBB station, seven bus routes and, in future, two tram links, the new district is becoming the new urban hub north of the Danube – and Bratislava is almost within sight.



A third of the Seestadt will soon be completed and it already offers schools, shops, cultural and leisure facilities, restaurants and a colourful mix of high-quality rental and freehold apartments. More than 150 companies have settled here – from the global player HOER-BIGER to the high-tech start-ups in the **Technology Center Seestadt**, the second phase of which is opening on the Campus in 2019. In the "Foodmakers' Corner" Vienna's long-estab-

lished "Eissalon am Schwedenplatz" manufactures ice cream in its factory showroom.

The urban lakeside that combines business and quality of life

"Seestadt may only be a few years old but we are already experiencing the metamorphosis from a pioneering to a business location", says Gerhard Schuster, CEO of the development company Wien 3420 AG.

Seestadt is reaching several milestones in 2019: Amongst the major construction projects due for completion in the Lakeside Park Quarter right next to the U2 metro line and Lakeside Park is **HoHo Wien**, one of the world's tallest timber high-rises. The many highlights of the new business hotspot to the south of the lake include a 20,000-square-metre pedestrian zone, 32 street-level bars and restaurants, 30,000 square metres of lettable office space, 900 spaces in parking garages and 700 privately-financed apartments.

Much is also happening north of the lake. The construction of the Lakeside Crescent Quarter, with its focus on living and working, has begun. And the northern shoreline is being prepared for the Lakeside Terraces, where arcades with bars, restaurants, shops and lots of greenery will form the heart of a vibrant pedestrian area. The lake and its varying northern and southern shorelines will be magnets for business lunches or after-work activities, for relaxing in the sun or taking a dip in the crystal-clear water. "The lake will be a place where people recharge their batteries and unwind – regardless of whether they live or work here", says Schuster.

In mid-2019 Seestadt had around 7,300 inhabitants.

85,000 people live within two kilometres and this number will rise to about 140,000 by 2030. Gerhard Schuster and his team are working to ensure that Seestadt is a smart urban hub with a high quality of living. One key milestone will soon be reached. The number of jobs will have at least doubled: "In 2021 4,000 people will be working in Seestadt alongside up to 2,000 more on the many construction and infrastructure projects."

You can also explore Seestadt virtually at: www.aspern-seestadt.at/vr





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World Heritage Schönbrunn Palace

Declared a World Heritage Site by UNESCO in 1996, around 2.7 million people visit Schönbrunn Palace every year. The park and all its other facilities attract about six million people a year.

SCHÖNBRUNN PALACE IS considered the most visited attraction in Austria. Having been an imperial possession for centuries, the former residential palace with its 1.5 km2 of landscaped gardens is largely presented in its original historical state. From 1569 to 1918, the estate was owned by the Habsburgs. During Empress Maria Theresa's era from 1745, the palace complex experienced its most glittering epoch as the centre of court and political life. To this day, the original room furnishings from this period have been largely preserved. With the end of the monarchy, the Schönbrunn Palace became property of the Republic of Austria.

A Look behind the Scenes

Visitors to the baroque palace are rewarded with authentic insights into the world of bygone days, with authentically designed representative rooms and living rooms. Interested persons from home and abroad can view 45 of the 80 rooms.

The 19th century living quarters of Emperor Franz Joseph and his wife Elisabeth can be visited in the west wing of the palace, as well as the apartments of Maria Theresa and her husband, Emperor Franz in the east wing.

The palace park, with its imposing garden buildings and

fountains from the 1770's, invites visitors to take a stroll. The Neptune fountain, the obelisk fountain, the Roman ruin, the Schön Brunn itself (Beautiful Fountain), after which the palace named, not to mention the Gloriette, which offers views of the entire area, dominate the enchanting gardens.

Best Zoo in Europe

Another major crowd puller on the property is the Schönbrunn Zoo, which is well renowned far beyond the country's borders. In 1752, Emperor Franz I. Stephan of Lorraine first introduced his guests to the newly built menagerie in the Schönbrunner Palace Park and has since become the oldest existing zoo in the world. In 2018, the zoo was awarded the title of Best Zoo in Europe for the fifth time and prevailing over 126 competing zoos in 29 European countries.

The Schönbrunn Palace Park is open all year round. Special attractions include the Kronprinzengarten, the Orangeriegarten, the Maze and Zoo, the Palm House and the desert house all accessible for a small fee. However, the palace park can be visited free of charge.

Top Events

Seasonal highlights for tourists include the nostalgic Christmas Market (23. November till 26. December 2019) and the Vienna Philharmonic's Summer Night Concert, which will take place on 21st May 2020, with free admission.

www.schoenbrunn.at www.sommernachtskonzert.at

Solid Ground for Researchers

In Vienna, one likes to get to the bottom of things and this ethos has manifested itself in the "Research & Development" sector.





AS GERHARD KOCHER, the Swiss political scientist and health economist, once said: "Research is dangerous though, of course, one could always discover something new". If one were to take the irony therein literally, one would need to be on the ball in Vienna as research is constantly ongoing here. Thus, it's no coincidence that many top researchers, especially in the fields of mathematics, physics, life sciences, humanities and social sciences have chosen to settle in Europe's largest German-speaking student city: The Danube metropolis is a good place to get to the bottom of important matters.

Heterogeneous Field of Research

The number of companies in Vienna which operate in research and development (R&D) has more than doubled over the last 15 years. Both large and small as well as medium-sized enterprises are operative here as Viennese productivity is a veritable location asset. Here the financial crisis of 2008 showed how essential it is for private and urban businesses to complement each other. "Together with its universities, the state partially compensated for the failures in the corporate sector. However, according to all indicators, the former is now well above pre-crisis levels", says Franz Trautinger, Head of Communication Division at the "City of Vienna Economy, Labor and Statistics". Closer investigations into Vienna as an R&D location are available in an information brochure published by his division.

In the Vienna service sector, spending on R&D in particular is on the increase. In 2015, for example, there was a large increase in areas such as biotechnology, electrical

equipment, natural and agricultural sciences, medicine and IT. Trautinger: "The concentration of major players in the private sector is high: 77 companies account for almost 40 percent of all R&D spending in Vienna." Big names such as Boehringer Ingelheim, Bosch, Fraunhofer, Henkel, Pfizer, Kapsch and Siemens have all chosen Vienna as the location for their research and development operations.

Sponsoring Institutions

Of course, R&D is also supported in Vienna. For example, the Vienna Science, Research and Technology Fund (WWTF) funds research facilities and groups and even individual scientists. In turn, the Vienna Business Agency (Wirtschaftsagentur Wien) helps both national and international operations with monetary aid, real property and urban development stimulus as well as services and advice. Advice and support is especially aimed at the start-up phase of companies, though direct subsidies are also offered by INiTS, the University Startup Service Vienna.

Clear Strategy for the Future

Nevertheless, Vienna won't be resting on its laurels, as the most recent "Vienna 2030 - Business & Innovation" strategy shows, the location of Vienna will further strengthen itself and create quality workplaces. It's also intended that this goal be achieved with a strong focus on R&D. "As city government, we'll continue to do our utmost to make the location even more attractive in the future," promises Peter Hanke, City Councilor for Business.



The new Biology Centre of the University of Vienna will be built in the 3rd district by 2021.

The new Biology Centre of the University of Vienna is being built on a site of around 12,000 square metres on Schlachthausgasse in St. Marx in Vienna's third district. The site is adjacent to the Vienna Biocenter, the largest life sciences cluster in Austria, in which the University of Vienna is already a major partner in the shape of the Centre for Molecular Biology and the Max F. Perutz Laboratories. The architects Marcel Backhaus and Karsten Liebner were awarded the contract to realise the new building following an international competition and are now responsible for the new Biology Centre in a consortium with Vasko+Partner. Design work is well underway - the building should be ready for occupation in early 2021. With its

reinforced concrete structure and brick curtain wall façade the Biology Centre fits harmoniously into the growing St. Marx district. A two-storey base consisting of five separate "building slices" supports a compact, four-storey research block with an atrium and protected roof terrace. The main entrance is situated diagonally opposite the Vienna Biocenter.

Low volumes

"A total of almost 20,000 square metres of usable space are being built on the site by BIG on behalf of the University of Vienna. The concentration of the mass of the building on the western part of the site shows great consideration for the existing apartments on Erne-Seder-Gasse", explains Hans-Peter Weiss, Managing Director of BIG. This is also confirmed by

the minutes of the competition jury: "The severity of the building dissolves to the east in the form of low volumes that project into the open space and weave into this space in the style of a campus. The materiality of the façades is represented as a brick curtain wall façade that lends the university a clear identity and appearance in this location. As described by the designer, this material also establishes a link with the former abattoir complex." The library, teaching and service areas, dining hall and administration offices are accommodated in the base.

Christian Schwarz, deputy project leader at Vasko+Partner, explains the challenges of the project: "The highly complex building technology and the coordination with the many different statutory bodies – from



the work inspectorate to the animal welfare authority - represent a major challenge. We are designing forward-looking workplaces with high-quality laboratory conditions." A new, impressive urban district is emerging. For Rector Heinz W. Engl it is, above all, the proximity of the other research facilities that represents a major opportunity: "With almost 500 researchers and more than 5,000 students in the biological field the University of Vienna is strengthening the location. The building of the new Biology Centre of the University of Vienna means that one of Europe's most comprehensive life sciences clusters is being realised here in Vienna."

The BIM design method

The new Biology Centre is being entirely designed using BIM (Building Information Modelling), which is a challenge

for all participants. Vasko+Partner implemented BIM as a working method at an early stage. The designers are convinced by the many advantages of the method: huge time savings, better cost control and security, reduced reworking, cross-interface functionality, future competitiveness, lower cost of adaptations, improved teamwork, more transparent design, excellent basis for visualisations, simplified refurbishment work. As a planning method, BIM will become as self-evident as the mobile telephone. Real-time design work that is comprehensible for all participants and offers the ability to examine the internal workings of buildings decades later - all this is made possible by just one design approach: BIM.



CLIENT/USER:

BIG/University of Vienna

USFR:

University of Vienna

ARCHITECTURE:

Arge Biologiezentrum/Marcel Backhaus and Karsten Liebner/Vasko+Partner

GENERAL CONSULTANT:

Vasko+Partner

The benefits of planning with BIM:

- automated calculation of areas
- simple drawing up of a material concept
- · automated room book
- simple publication of planning documents
- · automated calculation of masses
- simple management of door and window lists
- real time cost calculations
- automated generation of sections
- real time cost calculations of variants
- automated generation of elevations
- control of collisions with other specialist planners
- simple drawing up of general plans and concepts (fire protection, building physics, etc.)
- correct and automated presentation of diagrams in the individual planning phases
- automated evaluation of data for lifecycle analysis
- lighting simulations
- simple drawing up of fire and escape route plans

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D-City 1 000 000 m³











DC RESIDENTIAL

3.100 m²



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