



ST. PÖLTEN IN LOWER AUSTRIA:

Growth potential

The capital of the province of Lower Austria is a hot contender for the title of the “European Cultural Capital 2024.” In St. Pölten this also means above all: business and expansion.

Mag. Matthias Stadler – mayor of St. Pölten

St. Pölten, how do they do it?

The mayor of St. Pölten, Matthias Stadler, considers community on all levels as a propelling force in the development of the city.

Mayor Stadler, has the proximity to Vienna proven to be a handicap or an ad-vantage for St. Pölten?

We have made it into an advantage because we offer what is lacking in Vienna, namely top-quality commercial locations and infra-structures at compatible prices. With efficient roads and train connections, we have brought the expertise and the networks of the Vienna market to the doorstep for our St. Pölten businesses. The train trip to Vienna takes a little more than 20 minutes.

All new locations require fresh dynamics. Why has it worked for St. Pölten and often failed elsewhere?

Cities have to stop trying to do something FOR the economy and start doing location policies WITH the economy. We have systematically worked on this concept with common visions and cooperative structures where the municipal officials work on the planning side by side with representative of the industry and the community. The final decisions about the locations and the responsibilities for the projects remain with the elected politicians, but working together allows for better decisions in the end.

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