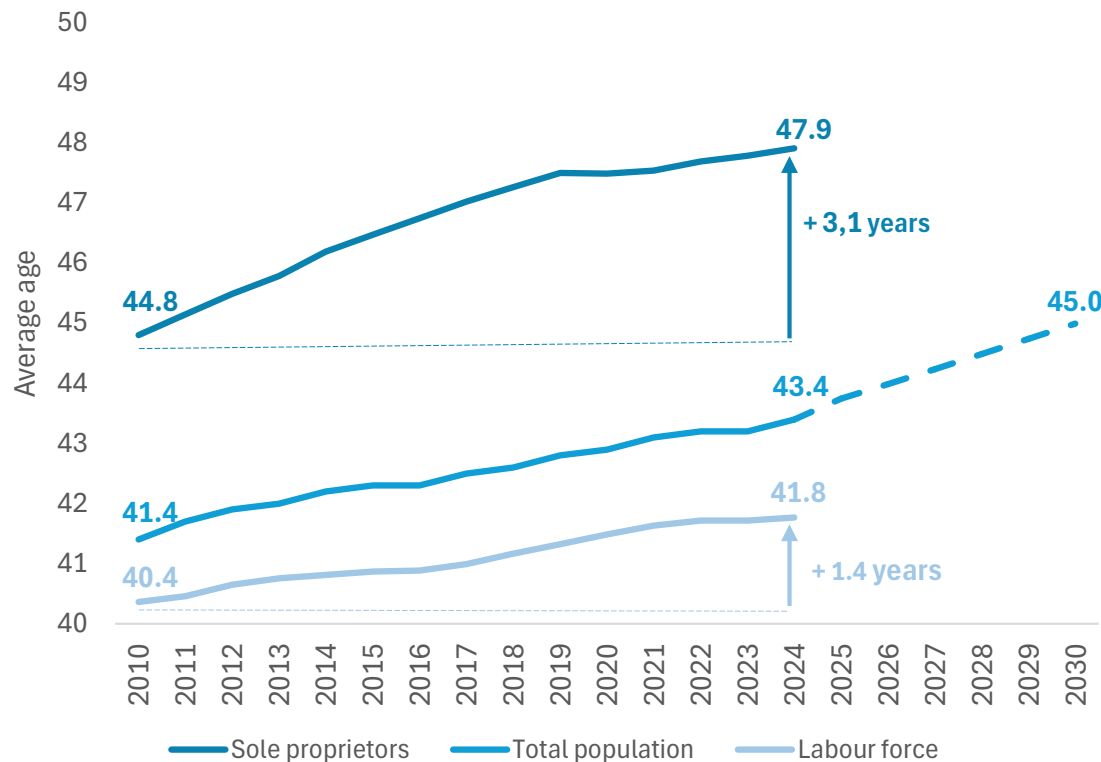


Addressing the challenges of demographic change in Austria

Ralf Kronberger
AECM Annual Event
Berlin, 16 May 2025

Demographic change among entrepreneurs more dynamic



Notes:

From 2025 forecast values

Sole proprietors: Members of the Austrian Federal Economic Chamber

Source: Statistik Austria, AFEC

- **47.9 years: average age of sole proprietors has risen by over three years since 2010**
 - Labour force: +1.4 years to 41.8 years
 - Total population: +2 years to 43.4 years
- **Further dynamisation expected in the coming years**
 - Average age of total population expected to rise by further 1.6 years to 45 years by 2030
 - If the same trend applies to sole proprietors: average age in 2023 will be around 48.5 years
- **Increased generational change is also becoming apparent in business handovers**
 - Over 27,000 business transfers since 2020
 - New record level in 2023 with 7,427 business transfers
 - Business transfer potential 2020-2029: 51,500 (23% of all employer companies)

Current incentives in Austria for working longer

- Reduction of certain non-wage labour costs for elder employees
- Part-time work for older employees, reduction of wage is partly compensated by unemployment insurance
- „Come-back“ integration grant: for hiring persons who have been unemployed, e.g. with age of 50+ years
- Free advice on age-appropriate working environment, inclusive on digitalization (cofinanced by ESF)

Further possible measures

- Flat tax for working while already receiving pension (currently in discussion in Austria)

Promoting senior entrepreneurs = „silverpreneurs“

- positive awareness, e.g. awards for seniorpreneurs
- training and coaching, e.g. on digitalization incl. AI
- support mentoring programmes - silverpreneurs give advice and coaching to young entrepreneurs
- guarantee and loan programmes - banks reluctant to lend to start-ups by senior people