A cable car for Bogotá, made in Austria

World-leading manufacturer of rope-based transport systems gains traction in new markets South America.

- The 2013 EU-Colombia trade deal made it easier for EU firms to do business there, helping Doppelmayr to expand in South America.

Having started out as a small workshop, Doppelmayr, from Wolfurt in Vorarlberg, Austria, has become a world-leading manufacturer of rope-based transport systems such as cable cars. Today, 14 700 Doppelmayr installations transport people in 89 countries.

In 2015, Doppelmayr fitted 103 transport systems for 85 customers, bringing annual turnover to nearly €800 million. Around 70% comes from tourism-related projects and 15-20% from urban transport. Colombia is the fastest growing economy in Latin America and the EU is the country’s second largest trading partner. The 2013 EU-Colombia trade deal made it easier for EU firms to do business there. This has helped Doppelmayr to expand in South America, where it has worked on projects in several countries and made 17% of its turnover in 2015.

As a cheap, safe, reliable and environmentally friendly means of transport able to cut journey times, cable cars are set to play an important role in Latin American urban transit. Thanks to the EU-Colombia deal, another project is being built at the moment: a Doppelmayr cable car which can carry 2600 people an hour will be added to Bogotá’s public transport system in 2017.

Doppelmayr’s success also benefits local Austrian suppliers; contracts with companies based around Wolfurt are worth over €50 million. Doppelmayr’s contribution to Vorarlberg’s economy stands at €158 million a year, while annual orders from Austrian businesses are worth €325 million. The firm employs 2 500 people, of which 1 300 are in Austria, and is training 90 apprentices. A new administration building is under construction and should be finished in late 2016.

Did you know?
- The EU Colombia trade deal was established in 2013. In 2017 an environmentally friendly Doppelmayr cable car will be added to Bogotá’s public transport system.
Doppelmayr generated 17% of its turnover in the South American market in 2015.

Doppelmayr is an economic engine for the region of Vorarlberg, creating €158 million of added value each year.

“South American countries provide great growth potential for Doppelmayr. We have already carried out, or are currently implementing projects in Bolivia, Venezuela, Colombia and Chile. In 2015, our activities in the South American market accounted for 17% of our total turnover.”

Michael Doppelmayr, CEO Doppelmayr Holding AG

Did you know?

- Colombia is the fastest growing economy in Latin America. It grew 3.1% in 2015.
- Colombia imports mainly manufacturing machinery, vehicles and cardboard packaging “made in Austria”.
- Austria imports mainly bananas and other fruits, coffee, black coal and cut flowers from Colombia.

The EU Trade Agreement with Colombia & Peru

The EU’s trade agreement between with Columbia and Peru entered into force in 2013. It lowered trade barriers to boost the competitiveness of businesses both large and small and has been forecasted to result in total tariff savings for European and Andean companies of more than €500 million per year.

Discover more about the EU’s trade relations with Colombia and Peru:

Check out more examples of small businesses that export from the EU:
http://ec.europa.eu/trade/exporter-stories