

ViennaUP'22 business festival: Around 10,000 participants expected in Vienna starting tomorrow

Vienna, Austria flies the flag of innovation & technology.

Vienna - The international startup festival ViennaUP'22 (27 May to 3 June) is ready to welcome around 10,000 participants who are registered to attend more than 60 individual events at the decentralized, community-led festival. In addition to over 30 local and international programme partners, ViennaUP'22 is supported by major players from business and industry. The Federation of Austrian Industry (IV Wien) is one of the initiators of the event.

IV Vienna Managing Director Johannes Höhrhan underlines the international appeal of the festival: "ViennaUP is a place to show the world that Vienna is a vibrant economic centre that offers numerous opportunities to both established industry and innovative startups."

The Managing Director of the Vienna Business Agency, Gerhard Hirczi, is delighted with the anticipated high turnout: "10,000 visitors from all over will make Vienna the centre of the international startup world for one week. Innovation has always been a key ingredient for Vienna's success as a business location. With ViennaUP'22, we will put Vienna on the map as an excellent innovation metropolis."

In addition to the expected record in-person participation of tech enthusiasts, talents, startups, innovators, companies and organisations, the organisers of ViennaUP'22 expect a similarly high turnout on digital channels.

Coffee houses, Homebase, Lipizzaner and business networks

ViennaUP'22 actively seeks to merge innovation and tradition in order to provide participants with a lasting Viennese experience beyond the individual events. For instance, coffeehouse culture is on the menu at four traditional Viennese cafes. These historic co-working spaces will feature meeting zones set up especially for ViennaUP participants. And on Vienna's Karlsplatz, the ViennaUP Homebase will be open from 27 May as a central meeting point for people interested in startups. The city's famed Lipizzaner horses have become a key visual of the festival, representing a city on the rise.

"ViennaUP deliberately connects Viennese tradition with innovation. Vienna draws its innovative strength from its history and approaches the challenges of our time with fresh verve and a wealth of ideas," says Hirczi.

Höhrhan adds: "We have a vision of Vienna as a world-class technology metropolis. We are heading in the right direction – and improving all the time. With the ViennaUP, we want the world's top executives to see what diverse career and future opportunities our city has in store."

All festival information at www.viennaup.com

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