

Vienna sends loud signals for Startups in lockdown

From April 27th to May 12th, ViennaUP'21 be spending two weeks as the centre of attention for the global startup community, international investors, talents and organizations. The largest startup event to date in Central Europe is taking place digitally due to the pandemic and shows how much a city and its economy can draw strength from cooperating and creating something new. Coordinated by the Vienna Business Agency, more than 40 program partners, including the entire Vienna startup scene, will join forces for more than 100 events over two weeks, sending a loud signal from 'startup and business location' Vienna to Europe, and the world.

Mayor Michael Ludwig: *“Vienna is showing the world: even during a pandemic, we are a stable and secure economic location that can overcome crises together with our companies. Solidarity and cooperation make Vienna a breeding ground where innovative ideas like ViennaUP'21 can grow, and thus to provide new impetuses for Vienna, and beyond its city limits.”*

With a rapidly growing and lively community, high levels of innovation, international focus and the high degree of professionalism within its local ecosystem, Vienna is a rising star in the European startup landscape. Last but not least, with *Bitpanda* there is now also an original Viennese unicorn – a company valued at over \$1 billion on the market. The city's many young companies are also an economically important factor for the city's society, with every start-up creating an average of 11.2 jobs.



ViennaUP'21 – Playground for the International Player & Investment Scene

Right from the start of its initial planning phase, ViennaUP'21 aroused the interest of international heavyweights in the startup scene. Renowned platforms such as "WIRED Pulse" are now included in the program bringing well-known guest speakers with them. Thousands of interested parties from 45 countries have already registered for individual events. So far, over 3.5 million people have been reached worldwide ahead of the event.

The number of international investors due to participate in ViennaUP'21 is also impressive, according to Peter Hanke, Vienna's City Councilor for Finance, Economics, Digitization and International Affairs: *“We set ourselves the goal of attracting the attention of the international investment scene to Vienna. That seems to have been successful, as over 100 investors have already agreed to participate in a variety of items on the program. In order to network them with startups and talents in a targeted manner, there are several events aimed at special focus groups, for example in the "Investors Summit" format.”*



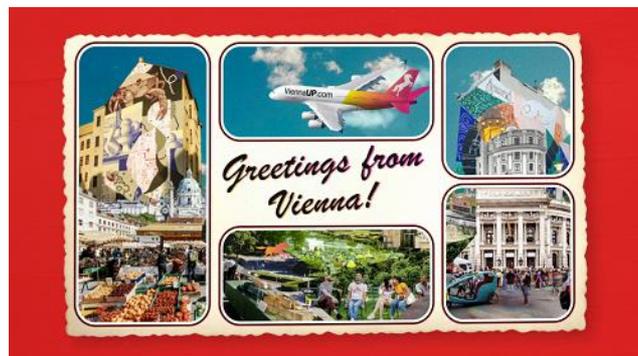
Two Weeks – 100 Events

Across 100 online events, ViennaUP'21 is dealing with current topics and trends in the areas of innovation, creativity and technology, offering its own networking platform via b2Match to network globally.

The start is on April 27th with the 4-day "4gamechangers" festival, where the focus will lie on topics of sustainability, the power of cooperation and the common path to a better future, presented in an online format via *Puls4*.

New connections will also be forged on an extraordinary focal point for the international creative scene: From May 5th to 6th, the so-called "Creative Days Vienna" will discuss questions about the effects that current technological and social developments are having on the (creative) economy, on cities, and on their residents. Among others, Francesca Bria, President of the Italian National Innovation Fund and 2020 FAZ "Cultural Person of the Year", theatre actress Mavie Hörbiger, costume designer Aino Laberenz and blockchain expert Xiaowei Wang will all be in attendance.

"With ViennaUP'21 we are creating a unique magic throughout the city that will hopefully encompass an entire Startup Universe over the course of two weeks", summarizes Gabriele Tatzberger, Head of Startup Services at the Vienna Business Agency.



ViennaUP'21 – From crazy to grand

The biggest startup event in Central Europe in fact started out as a "crazy" idea that grew into something far bigger on the initiative of the Vienna Business Agency. Launching today, this is a promotional campaign taking a typically Viennese path "From crazy to great". Quirky visuals and protagonists by 3D printing workshop Lithoz, modelled with *MOB - Mode ohne Barrieren*

(‘fashion without barriers’) and rapper Esra show off the city as a center for ideas, business and innovation. At the same time, a digital city map is being created on ViennaUP.com, locating the people and places at the heart of Viennese technology and culture, around which the bizarre or the great take place (or have taken place). The campaign was developed by creative agency, *seite zwei*.

Gerhard Hirczi, director of the Vienna Business Agency: *“The popularity of the target groups already shows we’ve clearly struck a timely nerve with ViennaUP’21, making a much bigger step forward in our international location positioning than we planned. ViennaUP’21 enables Vienna to be experienced internationally as a business location - and we are working on being able to greet the thousands of interested parties not only digitally but also in real life here in Vienna at an “analog” ViennaUP next year.”*

ViennaUP’21 will take place online from 27th April to 12th May and is a startup event initiated by the Vienna Business Agency together with the Viennese startup scene for a global audience. Registration is possible any time! viennaup.com

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