

Vienna aims for the Champions League of the international startup scene

With Vienna UP'21, the startup scene is providing an important impulse for business

In spring 2021, Vienna will be at the center of the international startup scene with the ViennaUP'21 startup event. From April 27th to May 12th, under the umbrella of ViennaUP'21, over 40 local and international partners will bring together events and content from a wide variety of focuses. The largest startup event to date held in Central and Eastern Europe, will take place across the whole of Vienna and aims to place the city in the international spotlight of the startup scene. ViennaUP'21 will be taking place, whatever happens. The plans have been set up in such a way that the event can happen directly on site as well as in digital space.

“It is important for me at the moment to show that we believe in the power of the economy and that we will meet the challenges together. It is therefore very important to me that ViennaUP'21 takes place in spite of, and especially because of, Corona. ViennaUP'21 has the potential to take Vienna to the Champions League of the international startup scene. We are setting an international exclamation mark, while at the same time taking active measures to stimulate the local start-up community and the entire Viennese economy,” said City Councilor for Economic Affairs, Peter Hanke, summarizing the first programme items on the occasion of today's presentation.

Two weeks marked by booming topics

ViennaUP'21 will be launched with the international digital festival 4GAMECHANGERS, to take place in the Marx Halle from April 27th. “Our festival motto is 'The Power of Cooperation'. We are happy to be a programme partner of ViennaUP'21, while together we can have even more power to communicate our topics and thereby strengthen the scene”, says 4GAMECHANGERS founder Markus Breitenacker.

ViennaUP'21 has already been attracting considerable international interest too. Renowned startup formats have already confirmed their participation, so Wired Pulse / Wired UK - one of the most important tech conferences worldwide - is going to be taking place outside London for the first time, while the Female Founders are planning an international business leader conference. For the investors, the programme also includes International Investor Dinners.

“It is already clear today that ViennaUP'21 is attracting international attention as a networking meeting of startup experts from all over Europe. What's more, Vienna can

boast the highest density of women-specific startup events in Europe,” says Lisa-Marie Fassl, co-founder of Female Founders, referring to a current survey by startupheatmap.eu.

The ViennaUP'21 program focuses on current topics, such as smart cities & clean tech, creative industries, health tech & life sciences, smart manufacturing as well as blockchain, big data & AI: all areas in which Vienna is ideally positioned as a business location, and ready to score points with model companies.

“Vienna currently stands in the international spotlight due to its great resistance to crises. Innovative strengths play an important role here. We are now putting our innovative strengths into the making plans with our partners. The goal is to bring 20,000 guests to Vienna or, if Corona renders it necessary, to enable a digital ViennaUP'21 experience,” says Gerhard Hirczi, Managing Director of the Vienna Business Agency.

The first programme details will be announced on viennaup.com in November 2020.

Disclaimer: Due to Corona safety measures, ViennaUP had to be cancelled this year (2020). The plan is to definitely let ViennaUP'21 take place in any case though. Therefore, the preparations are running in hybrid formats. We regularly provide information on the current status at viennaup.com

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