

The City of Vienna starts counting down to Central Europe's largest start-up event

Registration for ViennaUP'21 now open worldwide.

The countdown to ViennaUP'21, the largest start-up event in Central Europe, is now underway. Just 43 days before it kicks off on 27 April, online registration is now open for this digital get-together for start-ups. Considerable interest was already apparent from the Central and Eastern European region in the first hour.

From 27 April to 12 May, 40 local and international partners will offer their programme items under the umbrella of ViennaUP'21 and will create a unique meeting place for the global scene. ViennaUP'21 is an initiative of the Vienna Business Agency.

“For Vienna as a dependable start-up location and its community, it's very important right now to send a signal to Austria and the world making it clear that we're going strong! With ViennaUP'21, we're showing how a city and its economy can draw strength from working together and creating something new – in spite of the pandemic, or indeed because of it”, sums up Peter Hanke, Vienna City Councillor for Finance, Economy, Digitalisation and International Affairs.

Networking across events will take place primarily via the platform b2Match. On this platform, participants can compile their personal ViennaUP'21 calendar and contact the ViennaUP'21 network via matchmaking to help build meaningful connections.

Global & local programme highlights

Around 40 items on the programme can be accessed at the moment, and the programme is still growing. Pitching sessions, hackathons, expert meetings, exclusive investor meetings and much more besides are there to be discovered. Among them, for instance, “the global limitless conference” for female decision-makers, which will be broadcast simultaneously from five different cities. “Fintech Week”, the leading industry event for start-ups, corporates and the banking sector, will also be held. And at the “Creative Days Vienna”, creative minds from all over Europe will meet, experiment with the “new normal” and discuss how current technological and social developments are affecting creative industries.

In addition, ViennaUP'21 will offer many other exciting topics such as the investor programme, the Connect Day, the Smart City Summit and the B2B Software Days.

ViennaUP'21 takes place online from 27 April to 12 May. A start-up event for a global audience and the brainchild of the Vienna Business Agency, it becomes reality every year with the assistance of the Viennese start-up scene. viennaup.com

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