

Vienna, 9 April 2024

## **Saddle up: Preparations in full swing for ViennaUP 2024**

Vienna is getting ready to welcome over 10,000 visitors from around the world

As summer draws closer, the city of Vienna is gearing up to host one of the most anticipated startup events of the year. ViennaUP 2024, already on its fourth edition, is a decentralized, community-driven festival that brings together founders, investors, tech enthusiasts, and creatives for a week of exciting opportunities. All across the city, preparations are underway for the event, which will take place from June 3 to 9.

More than 35 partner organisations from the local and international startup community are working to deliver over 50 events, which will take place at renowned locations across the city – from co-working spaces to conference halls and even the Hofburg. The unique seven-day programme, filled with conferences, workshops, coffeehouse sessions, and much more, invites participants to network with like-minded individuals, open their minds to new inventions, and dive into the local culture.

At Karlsplatz, where the Wien Museum recently reopened, plans are in place to install the ViennaUP Homebase, where participants will relax and enjoy Viennese vibes each day during the festival – this year, complemented by a special musical programme that will close every evening on a high note. Elsewhere, partnering coffee houses are readying themselves to serve melanges to visiting founders, investors and other entrepreneurs.

With more than 10,000 expected visitors, and an entire city serving as a playground for invention and growth, the festival is once again shaping up to be a one-of-a-kind adventure that highlights the city's appeal as a business location and expands the reach of the local innovation community. With this shared goal in mind, this year's edition of ViennaUP is made possible with the support of the Austrian Business Agency, the International Offices of the City of Vienna, and the Federation of Austrian Industries Vienna (Industriellenvereinigung Wien).

Visit [www.viennaup.com](http://www.viennaup.com) for more information about the event.

### **Enquiries:**

Uschi Kainz  
Head of Communications, Vienna Business Agency  
+43 699 1408 6583  
[kainz@wirtschaftsagentur.at](mailto:kainz@wirtschaftsagentur.at)