



18.5. – 22.5.2026

ViennaUP

The Startup Festival

Don't
miss out!

ViennaBusiness

For the
City of Vienna

Meet Vienna, innovation and technology hotspot

One of Europe's most noteworthy startup events, ViennaUP returns in spring 2026 for its sixth edition. The festival, beloved for both its authenticity and community spirit, continues its legacy as a catalyst for connection across the region, where innovators gather to spark revolutionary ideas. ViennaUP, initiated by the Vienna Business Agency and hosted by ViennaBusiness, is a one-stop-shop for international startups, investors and corporate innovators interested in plugging in to the region's dynamic ecosystem. With a programme populated by the local and international innovation community, the festival bundles a vast array of events and authentic Viennese experiences that take place across the city.

A city committed to innovation

Nearly unique among large startup festivals, ViennaUP was born out of the City of Vienna's unwavering support for innovation and entrepreneurship. In 2020, as the local ecosystem gained scale, the Vienna Business Agency took the decisive step of creating ViennaUP as a means to unify efforts to maximise international visibility.

Vienna's startup scene had been building momentum: its first unicorns were emerging and numerous organisations were already hosting their own global-facing events. Recognising the potential to channel this energy, ViennaUP was created as a strong umbrella brand and week-long annual happening under which the city's most exciting startup and innovation events were gathered. This synergetic approach required a uniquely cooperative approach across the entire ecosystem – with benefits for all.

Today, ViennaUP is widely recognized both as a must-visit event on the European startup calendar and a one-stop-shop for international startups looking to make Viennese connections.

Scaling the startup journey

Startup ecosystems are one of contemporary society's most essential vectors for addressing global challenges through new technologies. ViennaUP is built to support this journey. The festival creates the right conditions for startups of all stages to foster meaningful partnerships, unlock new market opportunities and scale sustainably. Here are just a few events designed to help startups accelerate their growth:

- Connect Day by Austria Wirtschaftsservice
- Startup World Cup Austria by invest.austria
- {founders only} by AustrianStartups

- The Recursive CEE Forum by The Recursive
- Lab to Leader: Building Science Ventures That Last by Konsultori
- Road to Global x Tech Summit

What to expect in 2026

ViennaUP 2026 is designed as an interconnected innovation journey. Over five days, participants can look forward to a diverse programme of conferences, pitch sessions and networking opportunities, complemented by a range of dynamic side events. For the first time, the ViennaUP main agenda is also preceded by a WarmUP weekend, which kicks off the festival in style, with hackathons, workshops, and even more occasions to pitch.

Five carefully curated tracks offer support for navigating the festival programme:



Tech

Where future technologies take center stage: from AI and deeptech to health innovation and beyond.



Founders

Stories, learnings, and connection for those building startups and shaping what's next.



Investment

Where startups and investors come together to pitch, fundraise, network, and other exciting opportunities.



Impact

Where bold ideas turn real-world challenges into lasting change.



Exploration

Big ideas, fresh formats, and surprising encounters across culture, ecosystems, and creativity.

A festival to make your own

Participants can design their own festival journey. By booking tickets only to the events that best fit their goals, they can deepen their insights and make valuable new connections.

The ViennaUP **Homebase** at Karlsplatz acts as the festival's main hub – a lively, bubble-bursting meeting place for the entire community. Open every afternoon and evening during the festival, it also hosts special formats and musical highlights that add to the overall experience.

Festival wristband holders are also welcome in the ViennaUP **Café Spaces**. These selected traditional and contemporary Viennese cafés offer a complimentary coffee, tea or soft drink, creating relaxed spots to network, get some work done, or simply enjoy the city's atmosphere.

The ViennaUP **Coffee House Sessions** will also return in 2026, offering founders the chance to gain expert feedback, pitch their startups, and connect with potential investors and other key players in the ecosystem.

How to attend

ViennaUP brings together a wide range of events organised by trusted partners across the city. This means there's no single all-access pass; each event requires its own registration. Participants can explore the full programme online and discover what sparks their interest. Some events may require paid tickets or involve a separate application process, e.g. in order to pitch.

2025 at a glance



9
days



15.000
participants



69
events



45
programme partners



95
countries
represented



54
venues around
Vienna

ViennaUP through the eyes of...

Gabriele Tatzberger | Head of Startup Services, Vienna Business Agency

Now in its sixth edition, ViennaUP continues to redefine startup festivals. It is a glittering showcase of a motivated, ultra-supportive community coming together to broaden horizons, push boundaries, and transform big ideas into real-world impact. Each year, beautiful Vienna sets the scene for the return of innovators, thinkers, and entrepreneurs from all over the world. They come to network, pitch, and get a taste of the flourishing Viennese startup scene – but most importantly, they come to grow.

Mart Viillipus | Grab2Go, Estonia, ViennaUP attendee

From strategic connections to practical pilot opportunities, Vienna proved itself as a place where bold ideas can take root and scale across Europe. Let's see what the near future will bring, we are excited to build on the relationships and momentum sparked here.

More information at www.viennaup.com.

Or contact:

Ioana Varga | ViennaUP Communications

varga@wirtschaftsagentur.at