

Vienna, 4 April 2025

Vienna back in the saddle with major European startup festival

ViennaUP 2025 will turn the city into networking hub for over 10,000 participants from around the world

Between 8 and 16 May 2025, Vienna will once again become a stage for the biggest and boldest ideas in innovation, entrepreneurship, and creativity, as the city prepares to host the fifth edition of ViennaUP, one of Europe's most highly regarded startup festivals. Long ranked as the world's most livable city and treasured for its artistic and cultural scene, Vienna is also a thriving hub for innovation and entrepreneurship – and ViennaUP showcases events by the most important actors on the scene.

“By investing in innovation and research for many years, Vienna has become a hub for advanced technologies and coveted launchpad for European growth – particularly for startups. ViennaUP invites the world to experience what our one-of-a-kind, inclusive, and diverse ecosystem has to offer,” says Mayor Michael Ludwig. “We are proud to welcome thousands of international guests to Vienna this spring, and I look forward to the energy and inspiration they will bring to the city.”

Initiated by the Vienna Business Agency and hosted by ViennaBusiness, ViennaUP is a festival unlike any other – a cooperative effort of more than 45 local and international event partners whose efforts comprise a colourful programme of over 65 events that take place across the city. Designed to spotlight the city's vibrant startup ecosystem, the festival invites innovators and trailblazers from around the world to connect, share, and grow together, all against a rich historical and cultural backdrop. Event locations range from Vienna's iconic City Hall to the beloved Karlsplatz. There, the ViennaUP Homepage, a central festival meeting place, offers an outdoor space for attendees to meet, mingle, and enjoy an authentic city experience. Participants will be greeted with a varied musical programme featuring Viennese artists, and will have the opportunity to taste delicious local treats and wine. Rounding out the experience is an exclusive screening of the film *The Million Dollar Bet* in the emblematic Vienna *Gartenbaukino*.

The 2025 programme is built around five thematic pillars – from connecting with investors and learning from successful founders, to exploring cutting-edge technologies, participating in collaborative innovation formats, and building lasting professional networks. ViennaUP includes events for every visitor, whether they want to pitch, partner, learn, or grow. A highlight of the programme are the Coffee House Sessions – a truly unique format, these allow entrepreneurs to get insights directly from investors and experts in a special setting: the world's original coworking spaces, the Viennese cafés.

For those that are looking for a gateway to the European market, ViennaUP offers the perfect opportunity to explore a city that benefits from its strategic location, excellent infrastructure, top talent, a dense funding network for early-stage startups, and a tight-knit innovation community. A beloved meeting point for entrepreneurs and innovators from Central and Eastern Europe (CEE) in particular, the festival offers a unique chance to explore business opportunities, forge cross-border partnerships, and connect with Vienna's most active startups, investors and supporting organisations. More than 20 international delegations have already expressed interest in attending.

Made possible with the support of the International Offices of the City of Vienna and the Federation of Austrian Industries Vienna (Industriellenvereinigung Wien), ViennaUP 2025 is shaping up to be a truly unmissable experience for founders, investors and tech enthusiasts alike.

Visit www.viennaup.com for more information and to book tickets.

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