

Business festival ViennaUP'22 places Vienna firmly at the centre of the international start-up world

Connecting thousands of people from over forty different countries to discuss issues of the future in a spirit of cooperation

Vienna May 10, 2022 – From 27 May to 3 June, Vienna will take centre stage in the world of networking and economic collaboration at the international startup festival ViennaUP'22. The eight-day programme will attract primarily global as well as Austrian participants of startups, organisations, tech enthusiasts, investors and visionaries. Guests can join the individual events in person in Vienna or online.

Mayor Michael Ludwig: "Vienna has startup expertise! ViennaUP'22 will be one of the first European startup festivals in 2022, on a par with major international events. Our guests will finally have the opportunity to meet in person again. This way, in addition to the engaging programme, they can also experience every facet of the world's most liveable city and be inspired to come and visit us again soon."

Special focus on social and environmental issues, female business leaders

ViennaUP'22 will focus on topics for the future: technology, innovation, environmental and social issues, and women as business leaders. The festival programme is rounded off with events on life sciences, manufacturing, ICT, FinTech and the creative industries. Around 30 of our partners, most of them local but some international as well, are organising more than 60 individual events. We are expecting thousands of visitors from 40 different countries: all can look forward to an unforgettable Vienna experience in addition to the festival content.

"With ViennaUP'22, we are presenting our city to the whole world. Vienna offers fertile soil for economic, technical and social innovation, and ViennaUP'22 is the perfect format for showcasing our city and its economic potential to an international audience," explains Peter Hanke, City Councillor of Finance, Business, Labour and International Affairs.

Programme highlights and unicorns

ViennaUP'22 is shining a spotlight on female entrepreneurs and founders in the conference "Lead Today – Shape Tomorrow". This, Europe's largest event for female business leaders has over 40 speakers in its programme. The world's largest start-up competition World Cup, will also be held in Vienna this year. Social and environmental sustainability feature prominently: ideas in this field will be awarded up to 15,000 euros at the three-day Sustainable Blockchain Hackathon. Vienna is hosting the leading conference for social entrepreneurship in Europe at the Impact Days in the Hofburg. The Smart City Summit will revolve around the question of how to ensure that our cities remain liveable in the future.

As of this year, the city is home to four unicorns, i.e. startups valued at more than one billion dollars. “The Vienna startup community is buzzing with life and has achieved high international standing in this area, especially in the last five years. ViennaUP’22 will provide further impetus to this positive dynamic and raise the profile of our city as a location for economic success”, says Hanke.

Innovation meets tradition

To ensure that participants enjoy a memorable Vienna experience above and beyond the events on the programme, ViennaUP’22 will be a blend of carefully selected innovative and traditional elements. Viennese coffee house culture will also play an important role. Meeting zones set up especially for the international business community will be available in four selected Viennese coffee houses – which were historically the first co-working spaces. Cafés Bräunerhof, Savoy, Schwarzenberg and Wortner will be participating. A central meeting point will also be set up on Karlsplatz: the ViennaUP’22 home base. This will be a space for guests to relax, network and sample our Viennese wine. ViennaUP’22 is accompanied by a global campaign to promote Vienna and the startup festival.

International cooperation and cosmopolitanism as a recipe for success

ViennaUP’22 is designed to be unlike any other start-up event in the world. One of the event’s unique selling points is that it takes place at different locations in the city rather than in a single conference centre. Moreover, the programme format and the way it was created are unique. “What’s special about the ViennaUP’22 is that this festival was created by the Viennese startup community for a global audience, ‘Made in Vienna’, so to speak. Our authentic and cooperative startup ecosystem is envied all over the world”, says Gerhard Hirczi, Managing Director of the Vienna Business Agency, and adds: “At the end of May, entrepreneurs from all over the world will come to Vienna to collaborate on finding solutions for crucial issues of the future. Especially in times of international conflict, the value of a unifying business festival like ViennaUP’22 for Vienna, Austria, Europe and the rest of the world cannot be overestimated.”

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