

VIENNA AIRPORTCITY CHERRY BLOSSOM BUSINESS & CULTURE EVENT

18th of May 2026

VIE Vienna
AirportCity

Together with our business partners, we gather the Austrian – Japanese Communities and friends once a year in the Vienna AirportCity, to

- Discuss the economic role of the Vienna Airport and Austria for the cooperation Japan/Austria
- Discuss important mutual topics of business in the world of today and tomorrow
- Create an annual platform for network and exchange for Austrian and Japanese companies.



During the day, there will be a cultural framework program, ending with an evening concert. The restaurant will be open throughout the day for attendees and guests to purchase lunch, snacks, beverages like tea, coffee etc.

Get a glimpse of the last year's event

<https://airportcity.at/cherry-blossom>

<https://vimeo.com/reviews/0bb9d492-f85f-466e-b7d6-0e0761ea421f/videos/1083246817>












Cherry Blossom Business Program 18th May 2026

Time	Content
9:00	Early Reception: Morning Coffee and Business Exhibition; networking.
09:30	<p>Opening panel</p> <p>The difficulties we see and how we address them in real life.</p> <ul style="list-style-type: none"> • Jan Schitter, Nissin Corporation • Harald Schnidar, ScarletRed • Sabine Stummer, SeiConsulting <p>Add on: Dr Alexander Taiyo Scheuwimmer will provide insight into the regulations governing Japanese companies and employees coming to Austria.</p>
10:15	<p>Ota City and Terminal.0</p> <p>We will conduct an online discussion featuring Vienna Airport, Austrian economy representatives and representatives from the prefecture of Ota / Tokyo and the innovation project "Terminal.0" at Haneda Airport.</p> <p>Including Q&A Session</p>
10:50	<p>EXPO OSAKA - conclusion</p> <p>What happened after the EXPO in Osaka? Which impact could we see? Michael Otter and Alf Netek on stage.</p>
11:30	Lunch, Networking, Culture. Restaurant open, exhibition, culture area, networking opportunities
13:15	<p>High-Level discussion panel.</p> <ul style="list-style-type: none"> • Vienna Airport, Dr Günter Ofner • Japanese Ambassador in Austria, Mr. Kiminori Iwama • Austrian minister of economics, Dr Wolfgang Hattmannsdorfer • General Director of Japan External Trade Organization in Austria, Mr Tadashi Murakami <p>What are the mutual advantages of Japan and Austria by economically coming closer? And what are the hurdles we need to address? Which advantages are already in place which we do not know enough about? How does the official roadmap of the Austrian republic look like?</p>
14:15	<p>Startup pitches</p> <p>Opening words: Rumi Onodera / Advantage Austria in Tokyo Japanese Startups interested in Austria and Europe pitching for the first time in Austria. Cooperation with the Global Incubator Network Austria (GIN) and Advantage Austria</p>
15:00	<p>Sound-tech Excursion</p> <p>Sound-tech as an example for economic cooperation between Japan and Austria Including a presentation from Professor Seiichiro Matsumura / Tokyo University of Technology Panel discussion with Rumi Onodera, Alexander Sacken, Stephanie Meisl and Walter Werzowa</p>
16:00	<p>Concert</p> <p>Kenji Herbert Trio performs pieces from his award-winning production (Austrian Jazz-prize 2025) Open for all attendees of the Cherry Blossom Event and for any visitor who wants to join the evening program.</p>
16:45	<p>Official End of Event</p> <p>Networking opportunities at the bar / Sake-Tasting / Music</p>

**Program is due to possible changes*

Overview of the Cultural Program

Time	Performances	Workshops (join anytime)			Exhibition			
11:30	Restaurant opens							
12:30	Sadō / Tea Ceremony	Origami 	O-shūji Calligraphy 	Manga Illustration 	 St. Pölten / Kurashiki	 Hernals / Fuchu		
13:30							 Florldsdorf / Katsushika	 Meidling / Gifu
14:30	Sadō / Tea Ceremony							
15:30								
16:00	Concert Kenji Herbert Trio							
16:45		Official End of Event Networking / SAKE-TASTING with Japanese Sake Sommelier from						

Floor plan



Venue

The event will take place in the Vienna AirportCity, Office Park 4.



Registration

The registration as visitor is free of charge.

Registering helps us to organize the event and the catering.
It will also help us to inform visitors about updates regarding the event.

How to come there

By car: We provide parking spaces in the Garage #3 (P3) with a discounted rate of 1 EUR / hour.
From there, walk the pedestrian bridge in the 4th level.

By train: City Airport Train or the ÖBB services to the Vienna Airport.

You can find the venue by searching for “Office Park 4” in Google Maps.



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