

Vienna AirportCity

Cherry Blossom Business & Culture Event 9th May 2025



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

- Discuss the economic role of the Vienna Airport the cooperations Japan/Austria
- Provide an annual platform exchange between Austrian and Japanese activities.

On the afternoon, there will be a rich cultural framework program so you can choose which you attend to.

The restaurant will be open throughout the day for attendees and guests to purchase lunch, snacks, beverages like tea, coffee etc.

Sponsors

Host			
Head Sponsors			
			
Silver Sponsors	 	 	

Partners

Partner cities in Austria attending

		 Floridsdorf
		 Lilienfeld

Cherry Blossom Business Program 9.5. 2025

Time	Content
9:30	Early Reception: Morning Coffee and Business Exhibition; networking.
10:00	Welcome words. Kiminori Iwama Ambassador of Japan to Austria Julian Jäger CEO Vienna Airport
10:30	Austrian EXPO Pavillon We will exclusively experience the Austrian Pavillon live in Osaka over the video screens. Alf Netek is our Host in Osaka.
11:15	Key note: A playful approach to Japanese and Austrian Coffeehouse culture Rebecca Merlic. Art project presentation: Vienna coffee house and Japanese tea house culture.
11:30	Panel 1: The power of clusters and cooperations What is the strength of Clusters and Eco-Systems? How can clusters meet future economic transformations and market demands? Vienna AirportCity, ESA Phi-LabNET Austria, Mobility Cluster Styria, Life Science Cluster LISVienna, Ota City SME-Cluster
12:30	Lunch Restaurant open, exhibition, networking opportunities
13:30	Experiences from Japan ScarletRed, NISSIN
14:15	Panel 2: Startup partnerships How do corporates and startups work together? Vienna Airport, cargo partner, Spiral, Godot.
14:45	Startup pitches / Panel discussion Japanese startups attending Vienna UP are pitching on the stage! Acube, Carbon fly, Cuoncrop, Sind, Kisui Tech
15:45	Coffee Break, Networking, Resetting the Stage
16:00	Concert Ruriko Nakano , Vocals, mit Klavierbegleitung auf den Bösendofer Hokusai. Presentation of the instrument by Bösendorfer Corporation
17:30	Official End of Event Networking opportunities at the bar / Sake-Tasting

(Program is subject to changes)

Speaker line

Host



Peter de Leeuw
AirportCity Development
Vienna Airport



Mizumo Shima
Leading us through the day

Welcome Words



Kiminori Iwama
Ambassador of Japan to Austria



Mag. Julian Jäger
CEO
Vienna Airport

VIRTUAL EXPO VISIT IN OSAKA



Alf Netek
Project Manager
EXPO AUSTRIA 2025



Rebecca Merlic
Artist

PANEL 1: The power of clusters and cooperations



Peter de Leeuw
AirportCity
Development
Vienna Airport



Yuichi Hotta
Ota City Industrial
Promotion (remote)



Maria Kollmann
AVL List
Mobility Cluster Styria



**Carlos
Fernandez de
Retana**
ESA Phi-LabNET AT



**Elvira
Kainersdorfer**
Life Science Cluster
LISAvienna

Keynotes: Experiences in Japan



Harald Schnidar
CEO
ScarletRed



Jan Schitter
NISSIN

PANEL 2: Startup partnerships



Christoph Schmidt
Innovation Team
Vienna Airport



Miyu Nishihira
Managing Director
Spiral Inc.








Toshihide Kishimoto
Deputy CEO
Cargo Partners



Go Suzui
Founder of Godot

Cherry Blossom Cultural Program 9.5. 2025

Time	Performances	Workshops			Exhibition	
11:30	Restaurant opens					
12:30		<div>Origami</div> <div></div>	<div>O-shūji Calligraphy</div> <div></div>	<div>Manga Workshops</div> <div></div>	Partner Cities Exhibition	Sponsors and Partners
13:15	Sadō / Tea Ceremony					
14:10	Sadō / Tea Ceremony					
14:45	Sadō / Tea Ceremony					
16:00	<div>Concert</div> <div>Ruriko NAKANO, Vocals</div> <div>Kei Endo, Grand Bösendorfer Concert Piano</div>			<div></div> <div></div>		
17:00	<div>Official End of Event</div> <div>Networking. Restaurant and bar are open!</div> <div>SAKE-TASTING: "SAKE no BA", Japanese Sake Sommelier Ms. Iwata (Sommelier asks for a small contribution)</div>					

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.

This is the register platform:

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

You can also find it by using the QR-Code.



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.

See also [Arrival by car](#)

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

See also [Arrival by train](#)

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