

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	 scarletred	 cargo-partner Member of NEX NIPPON EXPRESS	 vienna business agency	 ANA Inspiration of JAPAN	 NISSIN
Silver Sponsors	 Bösendorfer	 JAPANMARKT NIPPON-YA	 ChaNoMa GRÜN C TEE C JAPAN	 AC STYRIA	 YAMAHA

Partners

 オーストリア日本人会 JAPANISCHE GESELLSCHAFT IN ÖSTERREICH	 日本協会 ÖSTERREICHISCH-JAPANISCHE GESELLSCHAFT	 JETRO Japan External Trade Organization
 公益財団法人 大田区産業振興協会 Ota City Industrial Promotion Organization	 WKOM AUSSENWIRTSCHAFT AUSTRIA	 ADVANTAGE AUSTRIA WKOM
 OSAKA, KANSAI, JAPAN EXPO 2025	 AUSTRIA EXPO 2025 composing the future 未来を作曲	 LEITBETRIEBE AUSTRIA
		 STAUD'S WIEN

Partner cities in Austria attending

 MEIDLING	 GIFU	 Hernals Fuchsu	 Floridsdorf
 FREUNDE DER PARTNERSCHAFT ARAKAWA - DONAUSTADT	 st. pölten 倉敷市 Kurashiki City	 Lilienfeld	

Cherry Blossom Business Program 9.5. 2025

Time	Content
9:30	Early Reception: Morning Coffee and Business Exhibition; networking.
10:00	Welcome words. <div> <div> Kiminori Iwama Julian Jäger Alexander Taiyo Scheuwimmer Takashi Masuda </div> <div> Ambassador of Japan to Austria CEO Vienna Airport President Österreich-Japanische Gesellschaft President Japanische Gesellschaft in Österreich </div> </div>
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, 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, Plug&Play.
14:45	Startup pitches / Panel discussion Japanese startups attending Vienna UP are pitching on the stage! Acube, Carbon fly, Cuoncrop, Sind, Kisui Tech and Gigalogy
15:45	Coffee Break, Networking, Resetting the Stage
16:00	Concert Ruriko Nakano, Vocals, Kei Endo , Grand Bösendorfer Concert Piano 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
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Welcome Words

 Kiminori Iwama Ambassador of Japan to Austria	 Mag. Julian Jäger CEO Vienna Airport
 Alexander Taiyo Scheuwimmer President of the Austrian-Japanese association	 Takashi Masuda President of the Japanese Association in Austria

VIRTUAL EXPO VISIT IN OSAKA

 Alf Netek Project Manager EXPO AUSTRIA 2025	 Rebecca Merlic Artist
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PANEL 1: The power of clusters and cooperations

 Peter de Leeuw AirportCity Development Vienna Airport	 Yuichi Hotta Ota City Industrial Promotion (remote)
 Carlos Fernandez de Retana ESA Phi-LabNET AT	 Elvira Kainersdorfer Life Science Cluster LISAvienna






Keynotes: Experiences in Japan

 Harald Schnidar CEO ScarletRed	 Jan Schitter General Manager NISSIN
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PANEL 2: Startup partnerships

 Christoph Schmidt Innovation Team Vienna Airport	 Miyu Nishihira Managing Director Spiral Inc.
 Toshihide Kishimoto Deputy CEO Cargo Partners	 Nik Munaretto Managing Director Plug & Play

Cherry Blossom Cultural Program 9.5. 2025

Time	Performances	Workshops			Exhibition	
11:30	Restaurant opens					
12:30		<div>Origami</div> 	<div>O-shūji Calligraphy</div> 	<div>Manga Workshops</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>			 		
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.