

Vienna AirportCity

Cherry Blossom Business Event 3rd May 2024



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

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

<p>Host</p>			
<p>Head Sponsors</p>	 <p>Inspiration of JAPAN</p> <p>At ALL NIPPON AIRWAYS, we strive to connect you to the world while being your little oasis in the clouds. That's why our extensive fleet offers a variety of cabin options, from First Class, to Economy Class, so you can choose the perfect option for your individual needs.</p>	 <p>cargo-partner Member of NEX NIPPON EXPRESS</p> <p>cargo-partner is a full-range info-logistics provider offering a comprehensive portfolio of air, sea, land transport and warehousing services, with special expertise in information technology and supply chain optimization.</p>	
<p>Gold Sponsors</p>		    	
<p>Silver Sponsors</p>			 <p>Your easy access to Austria</p>
			

Partners

<p>Japanische Gesellschaft in Österreich</p>	 <p>オーストリア日本人会 JAPANISCHE GESELLSCHAFT IN ÖSTERREICH</p>
<p>Österreich-Japanische Gesellschaft</p>	 <p>奥地利協会 ÖSTERREICHISCH-JAPANISCHE GESELLSCHAFT</p>
<p>JETRO Wien</p>	 <p>JETRO Japan External Trade Organization</p>
<p>Ota City Industrial Promotion</p>	 <p>公益財団法人 大田区産業振興協会 Ota City Industrial Promotion Organization</p>
<p>WKÖ AUSSENWIRTSCHAFT AUSTRIA</p>	 <p>WKÖ AUSSENWIRTSCHAFT AUSTRIA</p>
<p>Österreichpavillion EXPO25 Osaka</p>	 <p>OSAKA, KANSAI, JAPAN EXPO2025 OFFICIAL PARTICIPANT AUSTRIA EXPO 2025 composing the future 未来を作曲</p>
<p>Dayholi “Experience the world from your home”</p>	 <p>dayholi® BE ANYWHERE</p>
<p>SAKE no BA</p>	 <p>SAKE^{no}BA</p>

Business Program

Time	Content	
9:00	Early Reception: Morning Coffee and Business Exhibition; networking	
10:00	Start of Event: Welcome words Ambassador Ryuta Mizuuchi Senior Vice president of Vienna Airport Wolfgang Scheibenpflug President of Japanische Gesellschaft in Österreich, Katsuhiko Kawabata Welcome Video from Ota City Tokio, Masahiro Kawano	
10:45	Panel Discussion 1 <ul style="list-style-type: none"> • Importance of the Vienna Airport for the relationship between Austria and Japan. • Impact of Covid and geopolitical circumstances on the exchange by air between the regions • Q&A 	
11:45	Lunch Restaurant open, exhibition, networking opportunities	Cultural parallel program
13:15	Panel Discussion 2 <ul style="list-style-type: none"> • Vienna AirportCity Development • Cooperations with Ota City • Q&A 	
14:15	Panel Discussion 3 Key notes from the perspective of economy Why Austria, why Japan? How to join forces between Japanese and Austrian companies?	
15:00	Short Break	
15:15	Panel discussion 4 <ul style="list-style-type: none"> • EXPO 2025 Osaka • Architectural concept • Q&A 	
16:15	Coffee Break, Networking	
16:45	Concert Ruriko NAKANO, Vocals Accompaniment on the Grand Bösendorfer Concert Piano	
17:30	Networking opportunities Restaurant and bar open. Sake-Tasting: "SAKE no BA", Japanese Sake Sommelier Ms. Iwata (Sommelier asks for a small contribution)	
19:00	Event closing	





(Program is subject to changes)

Speaker line

Host

 <p>Peter de Leeuw AirportCity Development Vienna Airport</p>	 <p>Mizumo Shima Leading us through the day</p>
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Welcome Words

 <p>Ryuta Mizuuchi Ambassador of Japan to Austria</p>	 <p>Wolfgang Scheibenpflug Senior Vice President Vienna Airport</p>
 <p>Katsuhiko Kawabata President Japanische Gesellschaft in Österreich</p>	 <p>Masahiro Kawano Chairman of Ota City Industrial Promotion Organization (per Video)</p>





Panel 1

 <p>Hiroyuki Miyagawa Executive Vice President All Nippon Airways</p>	 <p>Christian Frey Director Int. Business Wirtschaftsagentur Wien</p>	 <p>Wolfgang Scheibenpflug Senior Vice President Vienna Airport</p>
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Panel 2

 <p>Peter de Leeuw AirportCity Development Vienna Airport</p>	 <p>Yuichi Hotta Ota City Industrial Promotion</p>	 <p>Hiroki Matsui Ota City Industrial Promotion</p>
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Panel 3

 <p>Michael Otter Director General, ADVANTAGE AUSTRIA, WKÖ</p>	 <p>Marion Biber Head of INVEST in AUSTRIA Austrian Business Agency</p>
 <p>Martin Schenzel Managing Director Austria cargo-partner</p>	 <p>Harald Schnidar President SCARLETRED Holding GmbH</p>

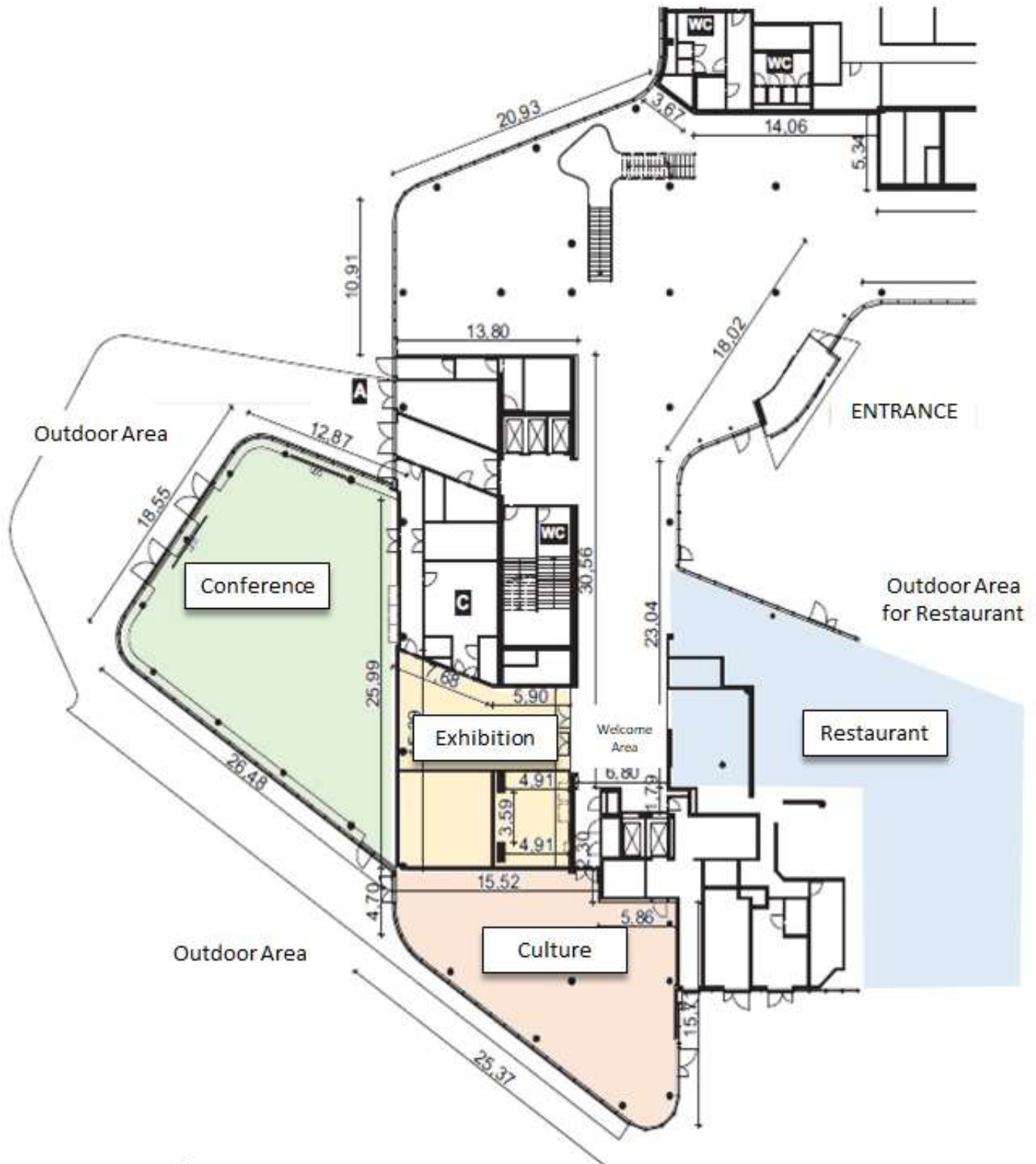
Panel 4

 <p>Junichiro Otaka Deputy Chief of Mission Embassy of Japan in Austria</p>	 <p>Alf Netek Project Manager EXPO AUSTRIA 2025</p>
 <p>Johann Moser BWM Designer & Architects</p>	 <p>Hubert Mayer BWM Designer & Architects</p>

Cultural Program

Time	Performances	Workshops (join anytime)			Exhibition	Virtual Travel
11:30	Restaurant opens					
13:15	Sadō / Tea Ceremony Q&A Dr. Elisabeth NOISSER Kazumi NAKAYAMA	Origami Yuko MITANI	O-shūji Calligraphy Junko BABA	Manga Illustration Sophie NEUDORFER	Loosdorf Project (ROIP) Exhibition Revival KOIMARI Mr PIATTI	Dayholi Virtual visit in Japan!
14:10	Bösendorfer Grand Piano High-Tech and Tradition Tomoko Mayeda Piano and Violin					
14:45	Sadō / Tea Ceremony Q&A Dr. Elisabeth NOISSER Kazumi NAKAYAMA					
15:30	Karate Kid's Karate Team Nobuyuki NUKINA Ikueikan-Karate					
16:45	Concert Ruriko NAKANO , Vocals Accompaniment on the Grand Bösendorfer Concert Piano					
17:30 – 19:00	Networking. Restaurant and bar are open! SAKE-TASTING: "SAKE no BA", Japanese Sake Sommelier Ms. Iwata (Sommelier asks for a small contribution)					

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.

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.