



MANUFACTURING DAY

21 May 2026

www.manufacturingday.eu



Manufacturing Day 2025 at a glance



500+

PARTICIPANTS

Attracting diverse participants for a day of learning, pitching, and networking.



50+

COUNTRIES

Gathering industry professionals from all over the world.



250+

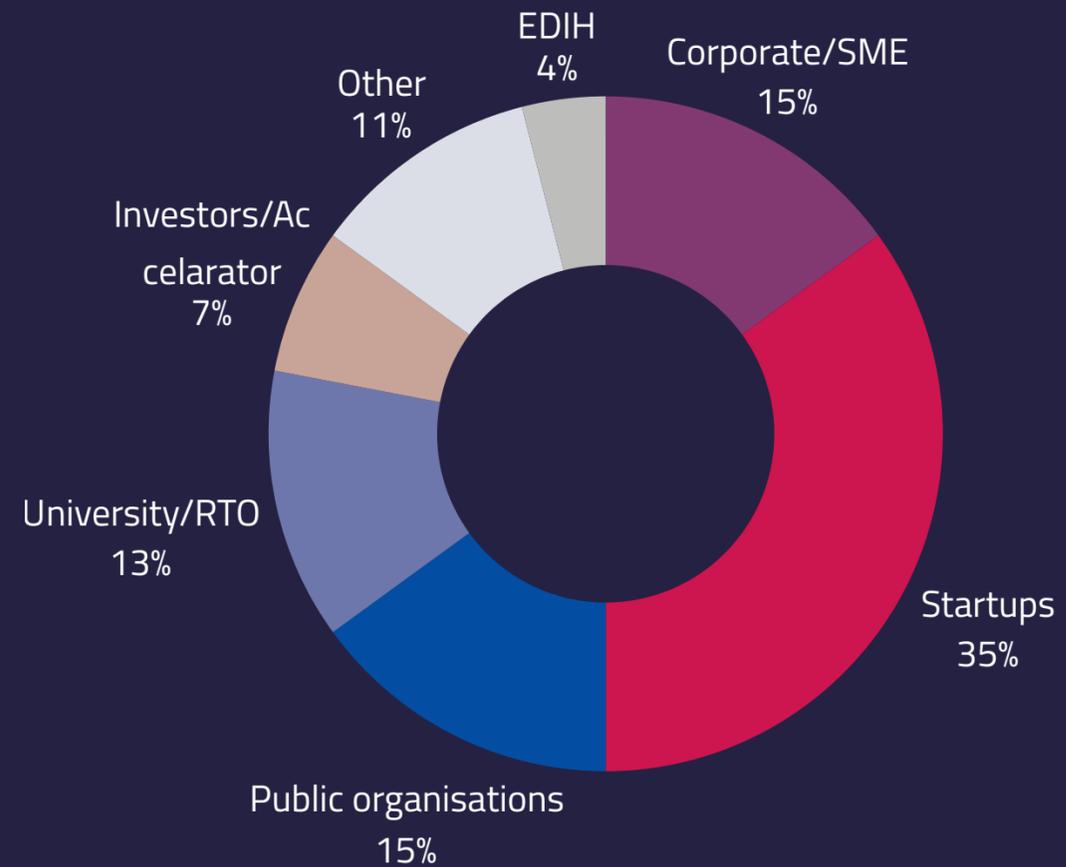
1:1 MEETINGS

Connecting industry leaders and emerging startups for meaningful matchmaking.



Our Target Audience

Meet the people and companies that attend Manufacturing Day



Go where your audience is.

Discover new startups and bring your innovation efforts to the next level.



Keynote Speaker 2025

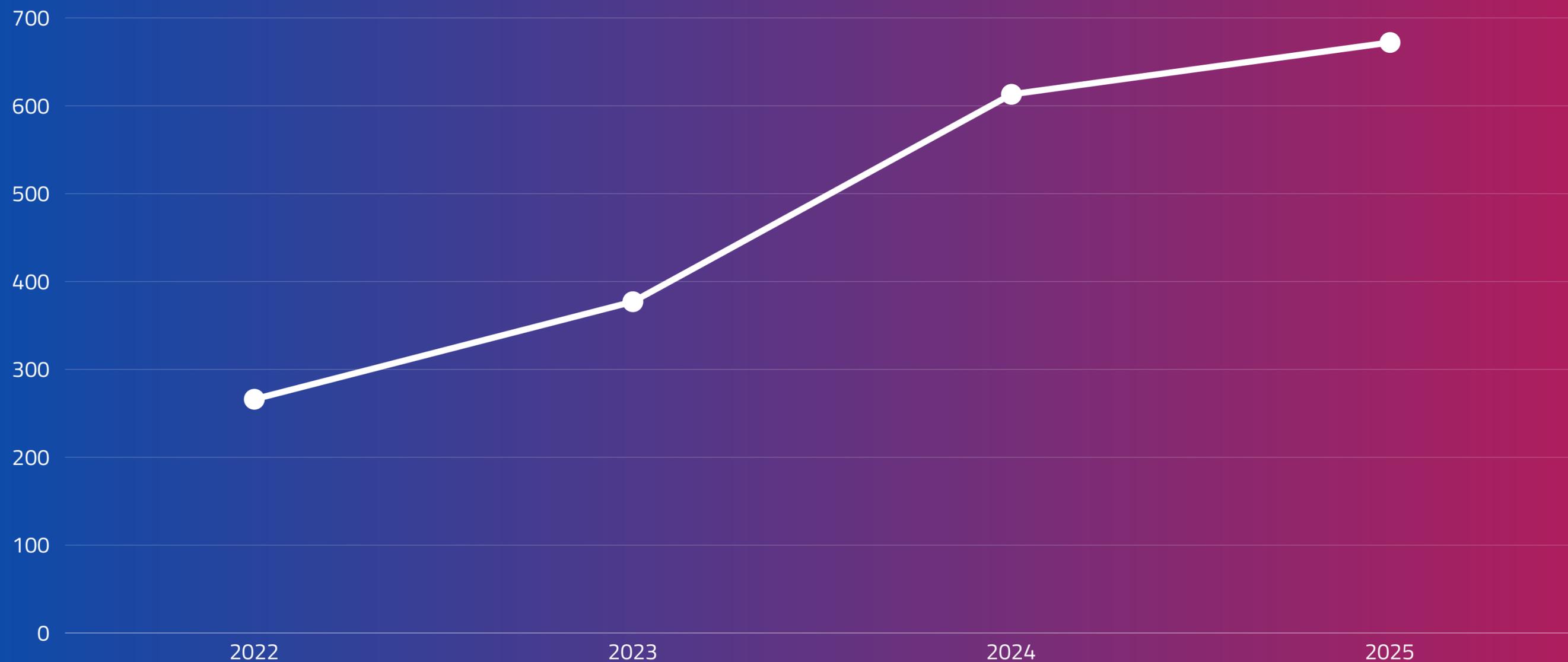
James Taylor

Award-winning entrepreneur, author and inspiring keynote speaker on a global mission to help people and organisations unlock creative potential, accelerate innovation and build a sustainable future.

James Taylor - who started his career managing high-profile rock stars - is now an in-demand keynote speaker and internationally recognised leader in creativity, sustainability, innovation and artificial intelligence. For over 20 years, he has been advising CEOs, entrepreneurs, educators, governments, leaders, writers and rockstars on how to design innovative organisations, unlock creative potential and build a sustainable future. His forthcoming book is "SuperCreativity: Augmenting Human Creativity in the Age of Artificial Intelligence". For more, visit JamesTaylor.me.

Manufacturing Day over the years

Registrations at Manufacturing Day



What's in it for you?



Connect with a global network of industry leaders



Discover emerging industry startups



James Taylor

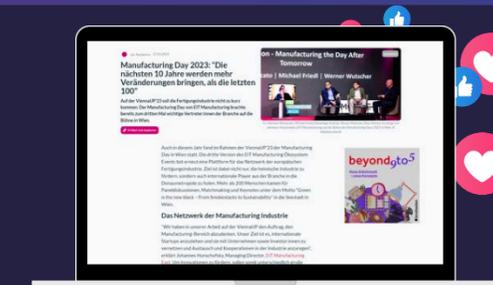
Get inspired by renowned keynote speakers



Create meaningful connections in 1:1 matchmaking



Personal brand boost through event coverage



Extended reach and promotion through a media campaign

Become a part of an active and engaged community

Marketa Hessova • 2nd
Program Manager at TU Wien - Academy for Continuing Educat...
9mo • 0

Today we are here for you! At the 4th Manufacturing Day, the leading event of #ViennaUP'24, which brings together experts from the manufacturing industry and introduces the latest technological developments and innovation.

Find out how to accelerate your career or how to begin your personal growth! Get to know our #MBA and #compactprogrammes at the TU Wien – Academy for Continuing Education

Today from 9am till 8pm at #auladerwissenschaften Wollzeile 27A, 1010 Vienna. Entry free upon registration (can be done on-site).

#continuingeducation #mbatuwien #eitmanufacturing



with Katrin Henner

50 1 comment

Aidar Sharipov • 2nd
Accenture - Intelligent Asset Management | SAP Certified Associ...
9mo • 0

Manufacturing Day 2024: Innovation Blastoff! 🚀

I had the pleasure of attending Manufacturing Day 2024, part of #ViennaUP, which showcased how our industry is advancing with brilliant minds and rapid progress.

Gerhard Hirczi, Managing Director of the Vienna Business Agency highlighted Vienna's crucial role as a hub for #EITManufacturing and explained how the city connects top industrial partners, universities, and startups to push the manufacturing sector forward.

Steve Spear, renowned bestselling author and senior lecturer at MIT Sloan School of Management, shared profound insights on #slowification, emphasizing how collective, thorough, and weighted decision-making can lead to outstanding outcomes.

This spirit of innovation was brilliantly showcased in the BoostUp! Competition, where European industrial tech startups impressed us all.

A special thanks to EIT Manufacturing team and Hannes Hunschofsky for organizing this fantastic event.

See you next year!



Steve Spear • 1st
MIT Sr Lecturer, author: The High Velocity Edge + Wiring the Winning Organiz...
9mo • 0

Thanks for the chance to share lessons learned in writing Wiring the Winning Organization and learn many more lessons at #manufacturingday at #veinnaup this week. Key points across the program: regardless of sector, location, capital intensity of the business, and so forth, success in finding new and creative ways to generate and deliver value to society is engaging the ingenuity of everyone in the enterprise in seeing and solving problems through high speed, based based, high output problem solving.

Thanks to awesome panel moderator Hannes Hunschofsky and co panelists Roman Biller and #KatherineBennett #HVMCatapult.

See to Solve MIT Sloan Executive Education MIT Sloan School of Management Courtney Burt Meredith Somers Gene Kim IT Revolution Anna Noak Justin Rodriguez Matt Miller

Wirtschaftsagentur Wien
17,203 followers
9mo • Edited • 0

Manufacturing Day 2024: Innovation Blastoff! 🚀

Bright minds, blazing speeds: #ManufacturingDay 2024, part of #ViennaUP, explored how our industry is rocketing forward!

Gerhard Hirczi, Managing Director of the Vienna Business Agency, welcomed attendees, emphasizing Vienna's role as a hub for #EITManufacturing, uniting top-tier industrial partners, academic institutions and innovative startups. Hannes Hunschofsky, Managing Director of EIT Manufacturing East GmbH, echoed this sentiment, setting the stage for Dr. Steve J. Spears keynote.

Steve Spear, author and senior lecturer at MIT Sloan School of Management, dropped knowledge bombs on agility & staying ahead. Innovation, inspiration and relentless discovery are the keys to wiring an organization for success. By engaging the distributed genius within, we unlock the potential to accomplish great things together. The future is about solutions, people!

Katrin Henner • 1st
Head of Management & Technology Area an der TU Wien Academy
9mo • 0

Reflecting on an inspiring day at #Manufacturing Day! 🌟

I had the pleasure of attending EIT Manufacturing's event at #viennaUP, where over 250 startups, industry leaders, investors, and experts gathered.

The theme, "The Speed of Innovation," highlighted the importance of rapid technological advancements in manufacturing.

Keynote speaker Steve Spear from MIT shared valuable insights on the crucial role of agility and adaptability in tackling complex challenges.

It was inspiring to see how fast-paced innovation is transforming the manufacturing landscape! 🚀

Hannes Hunschofsky Steve Spear Han Man Wook Marketa Hessova #EITManufacturing #Innovation #Technology #Manufacturing #Industry4 #Networking



Petra Aigner • 1st
Head of Operations Management & Corporate Impact Solutions, TU Wien - A...
9mo • Edited • 0

What an interesting "Manufacturing Day 2024: The Speed of Innovation" This leading event part of #viennaUP brought startups, corporates and investors together and shed light on the #speed of technological developments and #innovation activities in the global #manufacturing industry.

My personal highlights:

- Keynote with Dr. Steven J. Spear (Author & Senior Lecturer at MIT Sloan School of Management) about the critical role of agility and adaptability for companies in delivering solutions to complex competitive challenges (innovation is better than zero; #slowification, #simplification,
- discussions moderated by Hannes Hunschofsky on the topics of Innovation in Manufacturing with Steven J. Spear (MIT), Katherine High Value Manufacturing Catapult) and Roman Biller (Oracle)
- Europe - Pathways to drive innovation! with Doris Schroecker (Chair of the Supervisory Board, EIT Manufacturing) and Dr. Markus trian Marshall Plan Foundation)
- much for the interesting content-related insights in these panels - for me.
- interesting day with lots of room for exchange (1:1 meetings) and ending the innovative #BoostUp! startup pitching competition and (Wirtschaftsagentur Wien)
- this great event Hannes Hunschofsky - you and your team rocked
- ing #startups #futuretrends #ManufacturingDay2024



Secure media coverage in leading industry media



This was Manufacturing Day 2025

For the fifth consecutive year, EIT Manufacturing East proudly hosted its flagship event Manufacturing Day during ViennaUP, Europe's largest decentralised..

EIT Manufacturing / May 12, 2025



Manufacturing Day 2025: Warum Kollaboration der Schlüssel zur industriellen Innovation ist

Letzten Freitag ging der Manufacturing Day von EIT Manufacturing zum fünften Mal über die Bühne. Und einmal mehr wurde deutlich: Innovation entsteht dort, wo Menschen gemeinsam anpacken.

brutkasten / May 13, 2025



Manufacturing Day: Das hat 2025 bewegt – und darauf können Sie sich 2026 freuen

Die fünfte Ausgabe des Manufacturing Day im Mai 2025, organisiert von EIT Manufacturing im Rahmen des ViennaUP-Festivals, versammelte über 500 Teilnehmer...

IM INDUSTRIEMAGAZIN

Manufacturing Day LinkedIn page



500+

FOLLOWERS

Grew the audience from 0 to 500 followers in less than 2 months.



50K+

IMPRESSIONS

Extensive organic LinkedIn campaign to promote the event and give exposure to our partners and speakers.



17%

AVERAGE
ENGAGEMENT RATE

A mix of video, visual, and infographic content to keep the audience engaged and informed.

Previous Notable Speakers



Katherine Benett, CEO, High Value Manufacturing Catapult



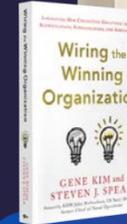
Monika Bachofner, Head of Open Innovation, Volkswagen



Roman Biller, VP Technology EMEA-East, Oracle



Markus Schweiger, Director, Austrian Marshall Plan Foundation



Dr. Steven J. Spear, Author and Senior Lecturer at MIT Sloan School of Management



Mariana Mazzucato, Professor, University College London, Author of "The Big Con"



Gerd Leonhard, Futurist & CEO, The Futures Agency



Doris Schröcker, Head of Unit at European Commission, DG Research & Innovation



Ansehen auf YouTube

Your benefits	Platinum Package	Gold Package	Silver Package
Your organisation listed as [Platinum/Gold/Silver] Sponsor	✓	✓	✓
Individual event communication material	✓	✓	✓
Sponsor logo placement			
Event website (www.eitmanufacturing.eu) incl. link to sponsor website	✓	✓	✓
Event platform (www.manufacturingday.eu) incl. link to sponsor website	✓	✓	✓
Pre- and post event social media promotion	✓	✓	✓
Pre- and post-event communication activities (emails, news, etc.)	✓	✓	
Post-event video	✓		
On-site visibility during event			
Sponsor mentioned by moderator	✓	✓	✓
Roll-up placement at event venue	✓	✓	✓
Partner booth in networking area	✓	✓	
Distribution of corporate items/goodies at event	✓	✓	
Sponsor logo shown during breaks	✓	✓	
Sponsor video shown during breaks	✓		
Sponsor logo on presentation/background slides on stage	✓		
Exclusive branding – one of the following options is included in platinum package. Limited availability. For platinum sponsors only – available on request.			
a) Exclusive branding of Matchmaking Area – “Matchmaking powered by [Sponsor name]”	✓		
b) Exclusive branding of Networking Area – “Networking powered by [Sponsor name]”	✓		
c) Exclusive branding of lunch break – “Lunch is served by [Sponsor name]”	✓		
d) Stage time + promotional subpage on www.manufacturingday.eu	✓		

Partnership Opportunity



Co-funded by the
European Union



Our purpose is to improve people's lives through sustainable manufacturing.

We bring together a growing network of top-tier industrial partners, leading academic and research institutions from across the region and innovative startups, scaleups and SMEs.

Our Community

1,000+ startups in our network

200+ members and partners

23k+ followers

2k+ newsletter subscribers

12 regional hubs in Europe

you might have seen us in



Our EIT Manufacturing Network

CORE PARTNERS



NETWORK PARTNERS



AS OF OCTOBER 2025

AS OF OCTOBER 2025

Our partners 2025



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION
Progress by innovation



Media partners



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 Federal Ministry
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and Infrastructure
Republic of Austria

 Federal Ministry
Economy, Energy
and Tourism
Republic of Austria

 Federal Ministry
Women, Science
and Research
Republic of Austria

Manufacturing Day: an integral part of ViennaUP



Save the date
for ViennaUP
2026!

18.–22.5.
2026

69
EVENTS

organised by 45
partners

15,000
PARTICIPANTS

over the course of 9
days

95
COUNTRIES

making it a truly
international festival

Get in touch



Co-funded by the
European Union



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