

## VIETNAM–AUSTRIA TOURISM FORUM 2026

*"Connecting Destinations, Building Bridges"*

**Date:** Tuesday, 13 October 2026

**Time:** 08:30 – 13:30

**Venue:** Embassy of the Socialist Republic of Vietnam in Austria, Felix-Mottl-Strasse 52, 1190 Vienna

### PROGRAMME

#### 09:00 – 09:40 | Opening Session – Welcome Remarks

- H.E. Mr. Vu Le Thai Hoang, Ambassador of Viet Nam to Austria
- Mrs. Ingrid Zimmermann, Federal Ministry of Economy, Energy and Tourism
- Federal Ministry of Innovation, Mobility and Infrastructure (*aviation & connectivity*)
- Federal Ministry of European and International Affairs
- Vietnam National Department of Tourism
- City of Vienna

#### 09:45 – 10:45 | Panel 1 – Overall Landscape of Bilateral Tourism

*Focus: tourism policy, visa facilitation, aviation rights and connectivity, and a roadmap toward a direct Vienna–Vietnam air route.*

- Mr. Manfred KATZENSCHLAGER, Managing Director, Federal Division Tourism and Leisure Industries, Austrian Economic Chamber (WKO)
- Austrian Travel Association
- Ho Chi Minh City Department of Tourism (Video clip and online presentation)
- Vietnam Airlines
- *Moderator: Austria Tourism (TBC)*

#### 11:00 – 12:15 | Panel 2 – B2B Pitching, Destination Showcase and Networking

*Focus: destination presentations by Vietnamese provinces and cities, matched with Austrian regional and trade partners, followed by structured B2B networking.*

Vietnamese destination pitches:

- Thanh Hoa Province and video clip
- Tay Ninh Province and video clip

Austrian regional and partner participants:

- Vienna Tourist Board
- Burgenland
- Upper Austria
- IMC Krems

#### 12:15 – 12:30 | Closing Remarks

- H.E. Mr. Vu Le Thai Hoang, Ambassador of Viet Nam to Austria