

# PRESS RELEASE



## Ready for Your Own Gastronomy Business?

**The 5<sup>th</sup> Gastro Founders' Day at FHWien der WKW promises exciting insights into a dynamic industry.**

Vienna, January 17, 2019 – With about 1,000 start-ups per year, gastronomy is one of the top 10 start-up industries in Austria. The "dream of the own restaurant" is realized by many founders every year. But solely a good idea is not a guarantee for a successful start-up.

How to finance one's business idea? What is the best way to do marketing? There are many questions to answer when founding a gastronomy business. The 5th Gastro Founders' Day at FHWien der WKW provides room for exchange and discussion of such important questions.

Hans-Georg Kantner (KSV 1870) and Manfred Ronge from Ronge & Partner GmbH will talk about common mistakes when starting a gastronomy business.

Bora Höllermeier (founder and owner of the restaurant "HAN am Stadtpark") and Rita Huber (co-founder of the delivery service "Rita Bringts") give us insights into the everyday life of founders and explain why being self-employed for the first time is a big challenge.

Finally, Luigi Barbaro Jr. (junior boss and successor of the traditional family business Pizzeria Regina Margherita, Ristorante Trattoria Martinelli and Barbaro Catering and Wine) explains why the takeover of a traditional family business is often linked with similar challenges.

A trend-market organized by students presents current topics such as Instagramability, Healthy Hedonism or Innovations on the Austrian beverage market.

We look forward to an exciting event on January 24, 2019, at 16.30 p.m. at FHWien der WKW – University of Applied Sciences for Management & Communication  
Währinger Gürtel 97, 1180 Vienna

Further information and registration:

[gastro.fh-wien.ac.at](http://gastro.fh-wien.ac.at)

or

[www.fh-wien.ac.at/events](http://www.fh-wien.ac.at/events)

### **FHWien der WKW**

#### **University of Applied Sciences for Management & Communication**

*FHWien der WKW has been Austria's leading university of applied sciences for management & communication for almost 25 years. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor and Master students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our graduates – over 10,000 to date – for their future careers.*

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