

PRESS RELEASE



120 Participants and Inspiring Talks at 5th Gastro Founders' Day

The Gastro Founders' Day at FHWien der WKW on January 24, 2019, offered exciting insights into a dynamic sector.

Vienna, January 29, 2019 – With around 120 participants, the 5th Gastro Founders' Day at FHWien der WKW on January 24, 2019, was a complete success. The annual event offers a platform for the exchange of knowledge and for discussions about obstacles and challenges when founding a gastronomy business.

Although gastronomy is often perceived as branch with the most bankruptcies, Hans-Georg Kantner from KSV 1870 explained why it is important to take a closer look at the real figures. In comparison with the number of active companies, there are fewer bankruptcies in the gastronomy sector in Austria than in many other sectors and fewer than across all branches on average.

Manfred Ronge from Ronge and Partner GmbH presented several gastronomy concepts from the vision through the implementation to the ongoing daily business. As he stated, even the best concept can fail, if a gastronomy business is growing too fast.

Bora Höllermeier, owner of the restaurant “HAN am Stadtpark”, impressively described how to market a restaurant with a marketing budget of zero euro. According to her, social media such as Instagram and word of mouth marketing are key factors in the success of establishing a restaurant.

Furthermore, the notion that traditional creditors such as banks rarely finance gastronomy businesses was questioned. Rita Huber, owner of the delivery service “Rita bringt's”, explained that it can be very easy to acquire the necessary funds for a start-up with a well thought-out concept.

Finally, Luigi Barbaro jr. (“Trattoria Martinelli”, “Pizzeria Regina Margherita”) explained how exciting it can be for a family member to work in a well-run family business and what kind of challenges are associated with it.

A trend market presented by students presented highly interesting current innovations. There was a lot to discover and taste, including insects, happiness drinks and slow food soups.

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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