

VIENNA COFFEE FESTIVAL 2021

So that was 2020, and one could almost be speechless in the face of all the thoughts and questions that have filled and still fill our - and certainly yours - days and nights over all the weeks and months.

But we are here. And we are working on the 7th edition of the Vienna Coffee Festival in Vienna for you. There are concerns and many questions, of course. But there are also a lot of ideas and our firm conviction that in difficult times, the really good things are even more important, even more essential, even more necessary than in the easy ones - but with mindfulness!

The festival and its program has of course been rethought and reorganized - with you! The constructive collaboration for profound knowledge and networked thinking should not only awaken all our potential for a good time next year, but also show the confidence for proactive thinking and acting.

We are aware that the enormous challenge of the covid-19 crisis means financial problems and sharp corrections in economic life, that man does not rule the world without exception and that this crisis will be followed by even more serious crises and changes. Keyword: Climate.

However, it is also about us humans, our creation and actions and our responsibility in favor of a better attitude towards material abundance and unlimited growth. And how we want to deal with this in the future.

We take our responsibility as an organizer for the safety and health of our exhibiting family members, visitors, guests and employees and all those involved in any way, very seriously.

This is the basis for the postponement as well as our adapted festival concept. Including intelligent prevention measures to minimize the risk of infection, which will be adapted regularly until the start of the festival, because we all learn something new every day.

With your discipline and attitude it will be three fulfilling days for networking, knowledge exchange, fun and entertainment as well as the social appreciation of all our work for a good development of the coffee market for the special challenges of the future.

Wise serenity protects against scaremongering, especially in these times of economic and social upheaval and media actionism.

viennacoffeefestival.cc

Vienna, December 2020