



Vienna, September 2024

## Vienna to set the tone: HIGH END audio show at the Austria Center Vienna from 2026

**A huge coup for the Austria Center Vienna and the nation's capital as a congress destination: the HIGH END audio fair is moving from Munich to Vienna in 2026. Over a four-day period in May each year, HIGH END – the world's leading fair for audio technology – attracts over 20,000 international visitors.**

"I am very happy that we were able to win over the HIGH END audio show thanks to our venue's strengths. We have invested a great deal in modernisation and digitalisation here in recent years. This was certainly one of the keys to bringing this leading international technology fair to Vienna. The High End Society hosted the Finest Audio Show here in November 2023, which attracted around 4,000 participants. The fair was a great success and I am very much looking forward to taking our cooperation to the next level," says Austria Center Vienna Managing Director Susanne Baumann-Söllner.

"Vienna, the music capital of the world, is the ideal location for HIGH END, the leading international audio trade fair, and the Austria Center Vienna is the perfect venue for this event. Vienna's long tradition as a top meeting destination, combined with its constant innovation in the conference and event sector, makes Vienna the perfect location to meet the needs of HIGH END. We look forward to a new highlight in 2026 that will attract large numbers of visitors to the city. Major conferences, entertainment events and high-profile trade fairs such as HIGH END will boost the destination's capacity utilization early on and ensure price stability in Vienna's visitor economy," says Norbert Kettner, CEO of the Vienna Tourist Board, welcoming the new addition to Vienna's trade fair calendar.

### **Looking forward to Vienna**

The organiser, the High End Society, can't wait for the event's Vienna premiere in May 2026. Besides offering state-of-the-art technology and a renovated venue, the Austria Center Vienna has a broad variety of modern rooms in a range of different sizes as well as more than 26,000 square metres of exhibition space. Stefan Dreischärf, Managing Director of the organizer: "The timing for a change had to be carefully thought through after more than 20 years at the same venue. The decision to move the international audio show to Vienna stands for a new beginning, renewal and forward-looking prospects. We are convinced that we can take the HIGH END show to a new level with this move and we look forward to the opportunities that this change will no doubt bring."

### **Vienna: world capital of music**

"The new location creates a perfect connection to our trade show and will also be a win-win for everyone involved in terms of atmosphere," says Dreischärf. According to organisers, the appeal of the cosmopolitan city on the Danube stems from its international charm, rich history and outstanding cultural institutions. Vienna is very easy to reach and – as the world capital of music – the city offers the perfect setting for HIGH END, where everything revolves around top-tier music reproduction. And once excellent logistics are added to the picture, Vienna is the ideal choice for the organiser.

### **About HIGH END**

The HIGH END, the internationally renowned audio trade show, is the undisputed leader when it comes to impressively setting the tone for top-class music reproduction. It has been providing ideas and impetus for producers, sellers and consumers of high-quality consumer electronics for four decades. From 2026, everybody who is anybody in the world of professional audio will be in Vienna for a four-day period each May, with hundreds of exhibitors from around 40 countries worldwide showcasing their latest products and services. [FAQ HIGH END VIENNA - HIGH END Society](#)

### **About IAKW-AG**

Internationales Amtssitz- und Konferenzzentrum Wien, Aktiengesellschaft (IAKW-AG) is responsible for maintaining the Vienna International Centre (VIC) and operating the Austria Center Vienna (ACV). The Austria Center Vienna is Austria's largest conference centre. With 21 halls, 134 meeting rooms and some 26,000m<sup>2</sup> of exhibition space, it is one of the top players on the international conference circuit. [www.acv.at](http://www.acv.at)

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