

## SWISS INNOVATION SHINES FOR THE 5TH YEAR AT VIVATECH 2023!

**swisstech is back in full force this year at Viva Technology, the major event for innovation and technology in Europe, taking place from June 14th to 17th, 2023, at Paris Expo Porte de Versailles**

Paris, May 2023 – Switzerland will once again have a major presence at Viva Technology 2023, the world's leading event for innovation and technology, showcasing its latest innovations and cutting-edge technologies. The swisstech pavilion will feature over **25 startups**, companies, and research institutions, all of whom are eager to share their latest developments with the world. Visitors will have the opportunity to learn about the latest trends in innovation, meet key players in the Swiss ecosystem, and network with other innovators. The pavilion will also feature a stage featuring conferences. Switzerland is a global leader in innovation, and its participation in Viva Technology is a testament to its commitment to continued progress.

The presence of swisstech at Viva Technology is the result of close collaboration between Presence Switzerland<sup>\*1</sup>, Switzerland Global Enterprise, and the Embassy of Switzerland in Paris, with the support of digital switzerland, Swissnex, and Innosuisse. The campaign aims to enhance Switzerland's profile as a leading innovation hub for businesses and increase the visibility of its deeptech companies, advanced enterprises, and excellence in research abroad.

Ranked 1st in the Global Innovation Index (GII) in 2022 for the 12th consecutive year, Switzerland surpasses all other countries in terms of knowledge and technology production, as evidenced by the number of patents created relative to its GDP. Switzerland is a major innovation center thanks to its unique ecosystem comprising world-renowned universities (ETH Zurich, École Polytechnique Fédérale de Lausanne, Geneva University), leading multinational corporations (Novartis, Nestlé, etc.), and a dense network of Small Medium Enterprises (SME) and startups. Its diversity, the tradition of close cooperation between the public and private sectors, and the political and economic stability have made Switzerland a preferred destination for innovative companies.

Switzerland's 5th presence at Viva Technology demonstrates the strong ties between Switzerland and France in the fields of research, innovation, and the economy at large. Switzerland ranks third among foreign investors in France, following the United States and Germany. In terms of trade, it is France's ninth-largest trading partner, with over 36 billion euros of goods exchanged in 2022.

### **Digital trust at the heart of the swisstech pavilion**

This year, special emphasis will be placed on digital trust, with the participation of 12 startups, identified by the Trust Valley<sup>\*2</sup> in partnership with the Swiss Digital Initiative<sup>\*3</sup> and unlimitrust campus<sup>\*4</sup>. These startups will showcase their innovative solutions for securing the storage, transfer, and processing of information, ensuring confidentiality, and guaranteeing authenticity in online transactions.

Robotics, artificial intelligence, mobility, and cleantech enthusiasts will also find plenty of interest. The swisstech pavilion will host numerous startups, the Swiss Center for Electronics Microtechnology (CSEM) and the Switzerland Innovation Park Network West at the École Polytechnique Fédérale de Lausanne (EPFL).

\*1 Under the Federal Act on the Promotion of Switzerland's Image Abroad, Presence Switzerland supports safeguarding Switzerland's interests abroad by utilizing public relations tools. It works to enhance the general knowledge about Switzerland and showcase its diversity and attractiveness, particularly in the field of innovation.

\*2 Trust Valley is an alliance aimed at promoting the expertise of the Lake Geneva region in the field of digital trust and cybersecurity. For more information, you can visit their [website](#).

\*3 The Swiss Digital Initiative (SDI) aims to establish a long-term commitment to ensure the respect of ethical principles in the digital sector. Its specific objective is to increase public trust in digital technologies and the actors involved in the digital transformation. For more information, you can visit their [website](#).

\*4 The unlimitrust campus is an innovation hub in the field of trust-related technologies. For more information, you can visit their [website](#).

## Useful Information

swisstech pavilion : B30 / Hall 1  
Paris Expo Porte de Versailles  
1 Place de la Porte de Versailles  
75015 Paris

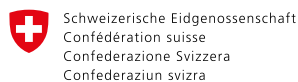
## Press Agency Contacts – Agence Pressario

Maryse Camelan – [maryse@pressario.us](mailto:maryse@pressario.us) - +1 425 985 2121

Hortense Grégoire – [hortense.gregoire@pressario.us](mailto:hortense.gregoire@pressario.us) – +33 6 08 33 89 88

## Pavilion Partners

swisstech pavilion presented by



Embassy of Switzerland in France  
Swiss Business Hub France

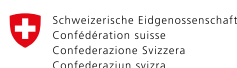


thematic partners



official provider

swisstech campaign powered by



Swiss Confederation

Innosuisse – Swiss Innovation Agency

