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VIVA  
TECHNOLOGY

PRESS RELEASE

**Viva Technology and Global Sports Week join forces  
to host the first European event dedicated to innovation in sport**

*9,000 m<sup>2</sup> and conferences dedicated to the Future of Sport 14-17 June 2023 in Paris*



**Paris, 8 December 2022** – Viva Technology, the biggest startup and tech event in Europe, is expanding the program for its 2023 edition and is teaming up with Global Sports Week, France's leading international forum for the sports ecosystem, to dedicate a 9,000-square-metre pavilion to the Future of Sport.

The next edition of Viva Technology will be held at Porte de Versailles in Paris from 14 to 17 June 2023 and will bring together leaders in innovation, tech and business – among them, for the first time, major stakeholders committed to the positive transformation of sport.

Faced with a global paradigm shift in the wake of economic, ecological, societal and digital transformation, the sport industry, valued at more than \$800 billion worldwide, needs to reinvent itself more than ever in order to develop and strengthen its positive impact.

Opening its doors 100 days before the Rugby World Cup and one year before the Olympic and Paralympic Games transform Paris into the worldwide capital of sport, the Future of Sport pavilion at VivaTech will be a one-stop-shop for inspiration, business opportunities, networking and co-operation for decision-makers in the sport sector and for leaders in innovation and technology.

Specifically this means four days of sessions, debates and group workshops with internationally renowned speakers and experts, as well as exclusive demonstrations of the best solutions and innovations in Sport Tech:

- Improving the performance and experience of top-level athletes and all participants (data, sporting equipment, connected objects, safety, etc.);
- The transformation of the sporting equipment industry and market (tech for design, customisation, logistics, circularity, etc.);
- Transformation in the organisation and delivery of major sporting events (governance and delivery models, new competition formats, new media formats, connected stadium, blockchain, security, etc.);

- The new economy of sport (responsible sponsorship, new financing models, digital marketing, new media rights, etc.);
- Fan engagement and experience, especially among new generations (role of athletes, NFT, metaverse, influence, etc.);
- E-sport;
- The environmental impact of sport (new energies and efficiencies in motor and water sports, green tech, etc.);
- Innovation at the service of societal issues (disability, parity, inclusion, health, well-being, education)

*"As France prepares to host the world's biggest sporting events and at a time when the sector is undergoing an unprecedented transformation thanks to tech and digital, we wanted to put innovation in sport in the spotlight at the 2023 edition of VivaTech. Our association with Global Sports Week, a major reference in the industry, allows us to offer a unique meeting place in Europe for all stakeholders who want to discover the most promising innovations and solutions in sport, develop new business opportunities, and benefit from exclusive connections with the best of the world's tech and digital ecosystem, startups, major companies, media and investors."* explains François Bitouzet, Managing Director of Viva Technology.

*"More than ever, sport is capturing the world's attention. Industry leaders have the opportunity and even the obligation to rethink their business models in order to evolve while ensuring the expected positive impact on many societal and environmental issues. Since 2020, Global Sports Week has brought together the entire international sports ecosystem to build the future of sport together. Our partnership with Viva Technology, a key event for innovation, allows us to give a new dimension to Global Sports Week by offering all stakeholders in sport the opportunity to share their challenges, create synergies and identify new solutions in close collaboration with technology experts, researchers, investors and business leaders brought together by Viva Technology."* adds Lucien Boyer, President and Co-founder of Global Sports Week.

### **About Viva Technology**

VivaTech is an innovation accelerator that brings together startups, technology leaders, large companies and investors to address the world's biggest challenges. It is the place where business meets innovation. Each year VivaTech organises Europe's biggest tech and startup event: over four exciting days we bring together in Paris the most disruptive topics in technology, the entrepreneurs who are changing the rules, and the world's biggest technological breakthroughs, creating an ecosystem conducive to business. VivaTech is a global community of thousands of startups, investors, organisations, companies, researchers, media and visionary talent.

The seventh edition of VivaTech is taking place 14- 17 June 2023 at Porte de Versailles in Paris.

More information is available at <https://vivatechology.com/media> and @VivaTech.

## **About Global Sports Week**

Global Sports Week Paris is an annual international forum that has been bringing together leaders and changemakers from sport, business, culture, media, politics and society since 2020, under the high patronage of Mr Emmanuel Macron, President of France, and under the patronage of UNESCO. Its programme aims to inspire new ways of thinking, providing the tools and ideas to initiate change and positive transformation in the global sport ecosystem. The 2020 and 2022 editions each brought together more than 2,000 participants from more than 70 countries at the Louvre and the Accor Arena, while 20,000 online visitors attended the second edition at the Eiffel Tower in February 2021.

GSWParis returns for its fourth edition, in a new format and in partnership with VivaTech, from 14 to 17 June 2023.

More information is available at: [www.gsw.world](http://www.gsw.world). | #GSWParis

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