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WHERE THE TECH AGENDA IS SET

Welcome to Viva Technology 2024, where business meets innovation! At the intersection of tech advancements like AI and the pressing global challenges demanding our attention, the world of tech stands at a pivotal moment. Expectations are soaring, debates are intense, and the imperative for transformation has never been more urgent. For four days, VivaTech is the place to be, where we dive into these challenges head-on. In 2023, we shattered records, and in 2024, we're setting the bar even higher.

The world meets at VivaTech, and we're bringing even more international actors together this year to explore every corner of the globe. Japan takes the spotlight as our 2024 Country of the Year, joined by 40 country pavilions, and exhibitors from more than 120 nations. Together, they will showcase global tech and startup ecosystems, providing a panoramic view of the tech landscape.

VivaTech is where the tech agenda is set, and this year, we're amplifying our impact on business. With the presence of international tech leaders, decision-makers, investors, and public actors spanning 25 key business sectors, VivaTech serves as a catalyst for partnerships, investments, and innovation. With new business opportunities for CMOs, CTOs, and CIOs, we are building programs to match C-levels' operational needs with tech solutions forged by startups.

The momentum of the tech ecosystem culminates at the heart of VivaTech. More than 3,000 startups will unveil their game-changing innovations. Corporate exhibitors will present never-before-seen solutions. 400 speakers, comprising elite tech leaders, industry experts, CEOs of global companies, and startups, will offer insights into the future of tech.

All eyes are on AI, and VivaTech is the place to understand how AI is reshuffling the cards for every business. Almost 40% of exhibitors will showcase AI applications, top AI speakers will share their vision on the subject, and dedicated spaces like the AI Avenue will feature the latest advancements and applications driving the next tech revolution.

Beyond AI, we believe in tech's power to transform lives, communities, and the planet positively. So, we're championing Climate Tech, highlighting how technology can pave the way for a more sustainable future and tackle climate change head-on.

In its eighth year, VivaTech is delighted to welcome more than seventy major partners. We would like to extend our warmest thanks to our Founding Partners, without whom this adventure would never have begun: BNP Paribas, Google, La Poste Groupe, LVMH and Orange. Amazon, Dubai Department of Economy and Tourism, PwC and ManpowerGroup have been awarded Platinum Partner status this year. Our country of the year is Japan. Gold Partners include EDF, Engie, EY, FreshWorks, French-German Tech Lab, Groupe Bouygues, SNCF Groupe, JCDecaux, KPMG, L'Oréal Groupe, Microsoft, Salesforce, Sanofi, Togg, Total Energies, Woven by Toyota.

Our Silver Partners in 2024 are: ADP, Airbus, Audi, Axa, Bpifrance, BYD, Hong kong trade development council, Capgemini, CMA CGM, CNRS, Crédit Agricole, DocuSign, European Innovation Council, Huawei, Hyundai Motor and Kia (ZEROINE), Pavillon Numérique de l'Etat, IBM, Italian Trade Agency, LinkedIn, Korea Institute of Startup & Entrepreneurship Development, Medialink, Meta, Métropole du Grand Paris, Ministère des Armées, Peugeot - Stellantis, Région Auvergne-Rhône-Alpes, Région Centre Val de Loire, Région Île de France, Région Occitanie, Région Sud, Scaleway, Software République, Swisstech, Métropole Européenne de Lille, Pôle Métropolitain de l'Artois, Taiwan Tech Arena, United Robotics Group, Wallonie - Brussels, International Finance Corporation, United Kingdom, Suez.

On behalf of the entire VivaTech team and our exceptional partners, we thank you for joining us at VivaTech 2024. Together, we are shaping the future.

Maurice Lévy, Pierre Louette and François Bitouzet



Key Figures and New Features

VivaTech 2024 means:

- 3 trade days on 22, 23 and 24 May and one day for the general public focused on Gaming & Esports on Saturday 25 May 2024
- 2 Halls (55,000 sqm); 4 conference zones (3 in Hall 1, 1 in Hall 2); and the Dôme de Paris
- 350+ companies and organizations from 25 business sectors
- More than 11,000 startups (exhibitors, pitches and challenges) from more than 50 countries worldwide
- 2,000 international investors
- 350 innovations presented, including dozens of exclusives and firsts
- 30% more countries represented than in 2023, i.e., 120 countries with 40 pavilions
- 1 Country of The Year: Japan, presenting more than 40 of its finest startups
- 14 European countries, including the first-ever presence of the United Kingdom
- 1 dedicated Africatech zone, with 4 country pavilions and more than 100 startups.
- The American continent, with the presence for the first time of Canada, which will be bringing around 60 startups.
- 36 French institutions and regions
- More than 400 inspiring speakers from around the world and 200 conferences
- 1 Exec Avenue with a specific program focused on business for CMOs and Tech Leaders, featuring the sharing of use cases and feedback, in partnership with Tech.Rocks. Two lounges dedicated and a business convention, the "connection hub", offering qualified business meetings between startups and decision-makers from major groups.
- 1 Discovery Stage in partnership with Togg and Webedia featuring continuous innovation demos, product launches and previews.
- 1 Impact Bridge of 1,500 sqm sponsored by EDF, showcasing 40+ startups and 7 associations with a positive impact on the planet and society, "because one idea can change the world". The Impact Bridge consists of Four villages divided by topic (Planet & Future Societies)
- 4 themed innovation parks: AI Avenue with Salesforce; Retail & Logistics Park ; Mobility & Smart City Park with Togg; Well-Being & Sports Park with Axa
- 1 Pitch studio by Siemens where startups come to pitch their innovative projects
- 1 Viva Lounge in partnership with EY & Microsoft for meetings between CLevels and Top speakers.
- 1 Media Lounge of 465 sqm sponsored by Verizon, with more than 250 workstations to welcome journalists and influencers from all over the world
- 1 Investor Lounge sponsored by Microsoft, Entrepreneurship for Positive impact
- 34 challenges launched, addressing important issues in Data & AI, Energy & Climate Tech, the Future of Work, Digital Trust & Cybersecurity, and Creative Industries, with 6,200 applications from 90 different countries and with around 60% of the applications received coming from abroad.

- VivaTech News broadcast live on the Internet so you don't miss any of the best speakers, reports and discussions taking place at VivaTech.



Three Main Themes in 2024

We are entering an era of digital maturity that requires us to combine the values of sharing and exchange with the business issues and technological challenges of the 21st century. Traditional methods are no longer enough.

In this new era, VivaTech is there to offer a stimulating overview of industry and tech. This year, three major themes will be in the spotlight at Porte de Versailles:

- **Artificial Intelligence.** AI is reshaping whole areas of our lives. It has rapidly evolved from DeepTech to an essential tool that is finding its place in all business activities and reinventing industries. It is also raising new questions, and it is vital that we learn how to harness the power of AI without being overawed by it. 88% of European and American leaders plan to invest in AI in 2024. This is uncharted territory and the possibilities are limitless.
- **Sustainable Tech.** Our planet's resources are not unlimited. Today, it is essential to think of tech as a vector for solutions. This issue is becoming increasingly important. Net-zero offerings between now and 2030 are estimated at between 9 and 12 trillion dollars, while 93% of European and American leaders are convinced that tech is a key ally in meeting the challenges of tomorrow.
- **Mobility.** Population growth is intensifying congestion and environmental challenges, making it harder to move people and goods in the right way. Intelligent mobility is essential to our general well-being and the sector is growing fast: the global market for intelligent mobility is expected to be worth around USD 250.3 billion by 2030. However, scaling up existing solutions remains a challenge. This year, VivaTech will be taking the pulse of this sector.

Other topics not to be missed

In the aisles of Porte de Versailles and on the stages, other major tech topics will be discussed, including gaming & esports, other sports and cybersecurity, just a few weeks ahead of the 2024 Paris Olympic Games.

Video Games & Esports

The video game industry, estimated to be worth \$580 billion by 2030, with annual growth of 13%, is divided among consoles, mobiles/tablets and PCs. As for esports, it's a global phenomenon that attracts an increasingly vast and diverse audience, offering a breeding ground for innovation in tomorrow's industrial technologies.

Cybersecurity

In the first Viva Technology & Wavestone barometer conducted by OpinionWay in France, Germany, the United Kingdom and the United States, cybersecurity comes third on the list of technologies most attractive to European and American business leaders, after AI and cloud computing. French business leaders put cybersecurity at the top of their ranking (60% vs. AI at 57%), which can be explained by the fact that 49% of French companies suffered a successful cyber attack in 2023. Although the rate of successful attacks has fallen in recent

years, some threats are still very present, such as phishing, which accounts for 74% of attacks.



2024 Awards & Challenges

AfricaTech Awards

For the third year running, the AfricaTech Awards aim to highlight innovative startups working for the development of the African continent in three categories: Climate Tech, Health Tech and FinTech. New this year, the FinTech category includes e-commerce, a sector that could create around 3 million jobs on the African continent by 2025.

More than **310 applications** from 37 African countries were received this year in these three categories. VivaTech and its Knowledge Partner, Deloitte, have selected 45 startups to compete for the 2024 awards. They were chosen for the tangible impact their activities have on society or the environment, the creation of a remarkable innovation, the scalability of their business on the African market, and the constitution of a diverse and experienced team.

Following a second evaluation by a panel of experts comprising C-Levels partners, investors and incubator CEOs, the top three startups in each category will be invited to Viva Technology, and the winners in each category will be presented with their prizes on Stage 1 on Friday 24 May, in the presence of Edouard Mendy, this year's patron. Grand champion of the 2021 African Cup of Nations and voted best goalkeeper of the year in 2022, Edouard Mendy is also very committed to the development of the African tech market, where he has already made a number of investments.

The list of the 45 startups selected can be found [here](#).

Female Founder Challenge

For the sixth consecutive year, VivaTech is organizing the Female Founder Challenge, this year with the support of Mazars, JCDcaux and Verizon. The aim is to facilitate meetings between VCs and women entrepreneurs in order to accelerate the financing of startups run by women and encourage VC funds to commit to greater gender equality at all levels. This year saw a record 589 applications from 74 different countries, an increase of 23% on last year.

The five finalists – Daria Stepanova (AIRMO), Pamela Pardini (Bionirs), Alyssa Emmungil (HappyPal), Albane Dersy (Inbolt) and Flore Lestrade (Veeton) – out of the [30 shortlisted](#) will pitch their projects on 23 May on Stage 1, in front of a jury made up of investors and major companies such as JCDcaux, Mazars, General Catalyst, Iris, SistaFund, Left Lane and 50inTech.

Last year's winner, Zuzanna Stamirowska, founder of the French DeepTech startup Pathway, the first Python framework for easily building data products, received the prize from the hands of French Prime Minister Elisabeth Borne. The startup is continuing its success and

last July launched its data processing engine, which enables generative AIs to "forget" inappropriate information.

LVMH Innovation Award

Every year at VivaTech, the LVMH Innovation Award recognizes the most promising startups capable of supporting the Group in its quest for excellence to innovate and transform the customer experience in the luxury industry, increase the desirability of the brand and guarantee its exemplary nature. This challenge is a unique opportunity for startups to create partnerships with the Group's Houses, with prominent positioning on the LVMH stand at VivaTech, in Le Jardin des Rêves, and access to the acceleration program La Maison des Startups LVMH.

During the ceremony, 18 finalist startups are awarded in six categories (omnichannel & retail, image & media for brand desirability, immersive digital experience, operations excellence, employee experience, diversity & inclusion, sustainability & greentech), plus a special mention dedicated to Data, AI & GenAI. The overall winner will be named by Bernard Arnault on Stage One, on the 23rd of May at 10.00 am.

Next Startupper Challenge

The Next Startupper Challenge, organized in partnership with FrenchFounders and with the support of CCI France, gives budding entrepreneurs and startups the chance to pitch their projects in real-life conditions, test their concepts, and make valuable connections with investors, mentors and peers.

To take part this year, students had to propose a project with a positive impact. The seven finalists are invited to VivaTech on Saturday 25 May at 10 am on Stage 3, where they will receive mentoring to help them take their project to the next level. The winner receives a prize of EUR 5,000 and a startup corner at the next edition of VivaTech.

This year's Next Startupper Challenge is sponsored by Stéphanie Delestre of Volubile, and the jury includes Jules Simiand Brocherie of ExtraStudent, Paul Lê of La Belle Vie, Franck Sebag of EY, Sixtine Moullé-Berteaux of crayon média and Julia Lemarchand of Echos Start.

The seven finalists are Charbel Sayah (Mushtic), Louise Éon (Resilient), Etienne Sandillon (Etheia), Hedy Berzane (Mate AI), Maë Legardeur (Hypocaps), Jacques de Montigny (Green Fusyon) and Marine Guilbaud (CreaGum).



Strengthening the International Ecosystem

The whole world comes together at VivaTech. To strengthen ties and build bridges between the world's tech ecosystems, VivaTech welcomes countries from every continent.

This year, more than 120 countries are represented (including Armenia, Australia, Canada, Brazil, New Zealand, Germany, the United Kingdom, Spain, Estonia, etc.) and 40 country pavilions will be showcasing the best of their tech know-how.

Country of the Year

This year, VivaTech has chosen to honor a country that is at the forefront of technology and innovation, and very committed to supporting startups: Japan.

With a proven track record of disruptive innovation, Japan has steadily consolidated its position as world leader in the technology sector in recent years.

The Japanese government aims to increase the number of unicorns and startups in the capital by a factor of ten over the next five years.

Japan is coming with a record number of 60 Japanese startups and companies. These include 36 promising Japanese startups supported by JETRO in the green technology, deeptech, mobility and artificial intelligence sectors, and six major Japanese groups committed to open innovation, themselves hosting 16 startups.

Country Pavilions and European Organizations

Europe's best startup and tech ecosystems will be at Porte de Versailles in May 2024 to showcase the wealth of innovations and inspiring solutions that emerge in Europe every year.

14 European countries will be exhibiting at VivaTech, an increase of 40% compared to the previous edition, including loyal partners such as Germany, represented by the 13 French and German partners of the French-German Tech Lab/Germany dedicated to promoting cross-border innovation; and Belgium, which will be coming with AWEX for Wallonia and Hub Brussels. Switzerland is back in force with 25 startups in the sportech sector. Italy is also present with a Country Pavilion, and, for the first time, the United Kingdom will be at VivaTech. The European Innovation Council will also be with us this year.

The African Tech Scene

The African continent is always strongly represented at VivaTech, with Algeria, Tunisia, Côte d'Ivoire and Senegal all present this year, along with more than 100 African startups. The AfricaTech Lab will once again be in place, with a stage dedicated to the African tech ecosystem and the presence of the nine startups shortlisted for the AfricaTech awards. The awards ceremony for the third edition of the AfricaTech Awards will take place on Stage 1 in the presence of Edouard Mendy, patron of the 2024 edition, on Thursday 23 May.

The Americas

Representing the American continent is the first-ever Canada Pavilion, with 60 companies and more than 150 participants, including Canadian unicorn Cohere.

Asia-Pacific

In Asia, we have South Korea, which was 2023 Country of the Year, is back this year with 20 startups; Hong Kong, but also China, which is making a comeback after the pandemic; Bangladesh, Dubai, Taiwan, and Australia; and Japan, 2024 Country of the Year.

As for **France**, French institutions and regions have always been and continue to be a big part of VivaTech, with several major silver partners this year: the Ile-de-France region, which is bringing 10 innovative companies supported by the Region and operating in various sectors such as AI, biotechnology, deeptech, greentech and telecommunications; the Greater Paris Metropolis; the CNRS; the Auvergne-Rhône-Alpes region is presenting AgriTech startups; the Centre-Val de Loire region is showcasing its expertise in GreenTech, FoodTech and BeautyTech; the Occitanie region is highlighting four dynamic themes: Greentech, Healthtech, Mobility and ICC; the Sud region; the interministerial Digital Department and the Ministry of the Armed Forces. For the first time at VivaTech, the Métropole Européenne de Lille and the Pôle Métropolitain de l'Artois will be presenting 30 startups from the north of France. With Japan as the Country of the Year at VivaTech, Jacques Maire, President of COFREX and General Commissioner of the French Pavilion at the Osaka World Expo 2025 (13 April to 13 October 2025) will give an exclusive guided virtual tour of the French Pavilion on the Discovery Stage on Thursday, 23 May.



An Outstanding Lineup of Speakers

At each edition of VivaTech, emblematic figures from the world of technology and the planet's best entrepreneurs unveil their vision and decipher the emerging trends, disruptive forces and best practices that are shaping technologies and the global economy of today and tomorrow.

On stage in front of the VivaTech audience, business leaders and tech stars explain, among other things, why they are embracing new technologies to boost their competitiveness and meet the major challenges of the 21st century.

Last February, these same business leaders had already expressed their trust in tech in the first Viva Technology & Wavestone barometer conducted by OpinionWay in France, Germany, the UK and the USA, with a trust score in new technologies of 86/100.

This year VivaTech attendees will be able to listen to these outstanding speakers: **Serena and Venus Williams**, tennis champions and investors with Shares; **Robin Li**, co-founder, CEO and chairman of Baidu; **Charles Michel**, President of the European Council; **Bernard Arnault**, Chairman & CEO of the LVMH Group; **Arthur Mensch**, co-Founder & President of Mistral AI; **Asmita Dubey**, Chief Digital and Marketing Officer of L'Oréal; **John Kerry**, former US Secretary of State under President Barack Obama, former US Climate Commissioner under President Joe Biden, and US Senator; **Yann Lecun**, Chief AI Scientist at Meta, who was awarded the Turing Prize in 2018; **Dr. Werner Vogels**, CTO of Amazon.com; **Linda Yaccarino**, CEO of X; **Dario Amodei**, co-Founder & CEO of Anthropic, formerly at OpenAI; **Christel Heydemann**, Chief Executive Officer of the Orange Group; **Meredith Whitaker**, President of Signal; **Mohamed Kandé**, Vice Chair, PwC US & Global Advisory Leader; **Mitchell Baker**, Executive Chairwoman of Mozilla; **Aude Gandon**, CMO of Nestlé; **Thierry Breton**, Internal Market Commissioner of the European Commission; **Rachel Delacour**, co-Founder & CEO of SWEEP; **Marina Ferrari**, French Secretary of State for the Digital Economy; **Marc Pritchard**, Chief Brand Officer of P&G; **Sarah Beaulieu**, Narrative Director of Ubisoft; **René Haas**, CEO of Arm Holdings; **Jonas Prising**, CEO & Chairman of ManpowerGroup; **Harley Finkelstein**, President of Shopify; and **Sneha Revanur**, Founder & President of Encode Justice.

And also: **Jonas Andrusis** Founder of Aleph Alpha, AI made in Germany; **Hannah Asmussen**, co-Founder & CEO of Localize; **Alloysius Attah**, CEO of Farmerline; **Brittany Barreto**, CEO of FemHealth Insights; **Hanne Jesca Bax**, Global Vice Chairwoman Markets of EY; **Jacques Beltran**, Vice President, Cities & Public Services of Dassault Systemes; **Scott Belsky**, Chief Strategy Officer, EVP of Adobe; **Oleksandr Bornyakov**, Deputy Minister for Digital Transformation of Ukraine; **Nicolas Borri**, COO of the Gentlemates esports team; **Edouard Bouygues**, Deputy CEO of Bouygues; **Kathleen Breitman**, co-Founder of Tezos; **Benjamin Braun**, Chief Marketing Officer of Samsung; **Viscount Camrose**, UK Government Minister for AI and Intellectual Property; **Matthieu Chabanel**, CEO of SNCF Réseau; **John Chambers**, Founder & CEO of JC2 Ventures; **Thomas Clozel**, CEO & co-Founder of Owkin; **Harlan Coben**, author; **Laura Connell**, Partner of Atomico; **Scott Crowder**, Vice President of IBM Quantum Adoption; **Michel Cymes**, doctor; **Mickaël Dell'Ova**, Founder & President of EthicALL Game

Jam; **Domingo**, content creator; **Matias Dopfner**, CEO of Axel Springer; **Craig Douglas**, General Partner of World Fund; **Marie Ekeland**, Founder & President of 2050. do; **William Eldin**, CEO of XXII; **Christoph Gras**, General Partner of Planet A Ventures; **Hasheur**, content creator ; **Sophie Heller**, COO of BNP Paribas Commercial, Personal Banking & Services; **Hanna Hennig**, Chief Innovation Officer of Siemens; **Jan Huckfeldt**, CCO of Climeworks; **Romain Huet**, Head of Developer Experience of OpenAI; **Faye Iosotaluno**, CEO of Tinder; **Catherine Jestin**, Executive Vice President Digital of Airbus; **Jokariz**, content creator; **Lubomila Jordanova**, co-Founder & CEO of Plan A; **Kameto**, co-Founder of Karmine Corp; **Julie Kitcher**, Chief Sustainability Officer of Airbus; **Béatrice Kosowski**, President of IBM France; **Bernhard Kowatsch**, Head of the United Nations World Food Programme; **Hajime Kumabe**, CEO of Woven by Toyota; **Jaroslaw Kutylowski**, Founder & CEO of DeepL; **Eric Larchevêque**, Founder of Domaine Larchevêque and co-Founder of Ledger; **Barbara Lavernos**, Deputy Chief Executive Officer, in charge of Research, Innovation and Technology of L'Oréal; **Felizitas Lichtenberg**, Global Head of Diversity & Inclusion, Wellbeing and CSR at Sumup; **Jennifer Lufau**, Diversity Consultant at Afrogameuse; **James Manyika**, SVP Research, Technology & Society at Google; **Alexandre Mars**, Founder and CEO of Infinite; **Catherine Martel**, Business Lead at Alice & Smith; **Nicolas Maurer**, CEO of the Vitality esports team; **Frédéric Mazzella**, co-Founder & President of Blablacar & Captain Cause; **Julien Merceron**, CTO of Bandai Namco Studios; **Hiroshi Mikitani**, Chairman & CEO of Rakuten; **Sunil Bhari Mittal**, Chairman of Bharti Enterprises; **Guillaume Motte**, CEO of Sephora; **Joe Murphy**, Executive Lead of the Ellen MacArthur Foundation; **Wendy Nather**, Head of Advisory CISOs at CISCO; **Gina Neff**, Executive Director of the Minderoo Centre for Technology & Democracy at the University of Cambridge; **Abhay Parasnis**, Founder & CEO of Typeface; **Arthur Perticoz**, CEO of the Karmine Corp esports team; **Podasai**, Gentlemates player; **Guillaume Poupard**, Deputy Managing Director of Docaposte; Prime, co-Founder of Karmine Corp; **Chris Purifoy**, CEO of the Learning Economy Foundation; **Rasha Rady**, co-Founder & COO of Chefaa; **Philippe Rambach**, Chief AI Officer of Schneider Electric; **Julie Ranty**, co-Founder of Pollen; **Georges-Olivier Reymond**, CEO of Pasqal; **Elisabeth Rizzotti**, co-Founder & COO of NewCleo, **Nicolas Santi-Weil**, CEO of AMI Paris; **Shaunz**, President Team Aegis ; **Clara Shih**, CEO of Salesforce AI; **Eric Schmidt**, co-Founder of Schmidt Futures and former CEO and Chairman of Google; **Michael Siegel**, Director of MIT Cybersecurity; **Swami Sivasubramanian**, VP, Database, Analytics & ML at Amazon Web Services; **Snazy**, Gentlemates player; **Rajat Taneja**, Chairman of Visa; **Audrey Tang**, Taiwan Minister of Digital Affairs; **Julie Teigland**, EMEA Area Managing Partner at EY; **Audrey Tsang**, CEO of Clue; **Dragos Tudorache**, Rapporteur for the European Parliament's AI Act; **Cristobal Valenzuela**, co-Founder & CEO of Runway AI; **Xavier Vasquez**, Vice President and CTO of IBM; **Liina Vahtras**, Managing Director of E-residency Estonia; **François Villeroy de Galhau**, Governor of the Banque de France; **Moritz Von der Linden**, co-Founder & CEO of Marvel Fusion; **Jimmy Wales**, Founder of Wikipedia; **Thomas Wolf**, co-Founder & Chief Scientist Officer of Hugging Face; **Andy Yen**, Founder & CEO of Proton; **Bruno Zerbib**, Executive Director, Chief Technology & Innovation Officer of the Orange Group; and **Zuka**, streamer.

Find more information about 2024 speakers by following [this link](#).



The AI Shift

Artificial intelligence is the technology that heralds an imminent and profound change in society. Moving very quickly from the status of a DeepTech to that of an essential tool, it is revolutionizing every sector, from energy to industry, all the way to healthcare, cybersecurity and the arts. Estimated at USD 136 billion in 2022, the global AI market is expected to reach nearly USD 2,000 billion by 2030.

In the first Viva Technology & Wavestone barometer conducted by OpinionWay in France, Germany, the UK and the US in February 2024, 88% of business leaders intend to invest in AI this year.

The theme of the transition to AI is all the more important this year with the various crucial elections due to take place in Europe, the United States and other countries. Hence the importance of raising the issues of regulation and frameworks, particularly in the run-up to the European elections.

As an international event, VivaTech is also innovating and transforming itself thanks to AI this year, notably by introducing for the first time a conversational bot in its app, the VivaTech AI Navigator, a feature that takes the visitor experience a notch further by offering them the chance to discover sessions, exhibitors and innovations closest to their areas of interest.

This year's edition of VivaTech will also explore how AI is driving creativity in the transformation of business models, as well as in entertainment and the creation of original content. There is no doubt that this new technology is driving the conversation, giving rise to a wide range of applications and debates, as VivaTech will show through the innovations and discussions featured this year.

For the second year running VivaTech presents **The Good Hack, the ideation marathon** organized in conjunction with **Make.org, Schoolab, Klaxoon, Les Echos Le Parisien** and **Roland Berger**. The aim of the marathon is to collectively come up with tangible and sustainable AI solutions for societal concerns such as misinformation, inclusion, the environment and health. During the three business days, visitors to Viva Technology will be polled to find out their perceptions of AI and to collectively reflect on how it can become a tool for tackling the major challenges facing our society. The results of this study will be the subject of a report to be published in the autumn by Roland Berger.

Key speakers in the field of AI: Ethics, fake news, regulation, business, impact on the environment... experts will share their views and debate on *"How best to prepare your company and its talent for the AI revolution"*, *"Can we have "everything": Profitable and ethical "safe" AI?"*, *"Will AI enable medicine to make a quantum leap?"*; *"How can Europe's inherent ethical approach to AI be an asset in global competition?"* and more. With, among others, **Dario Amodei** of Anthropic, formerly OpenAi, **Jonas Andriulis**, of Aleph Alpha, **Joe Atkinson** of PwC, **Hanel Baveja** of Creandum, **Corine de Bilbao** of Microsoft France, **Anu Bradford**, Professor at Columbia, **Viscount Camrose** of the UK Department for AI and Intellectual Property, **Marion Classe** of Sanofi, **Scott Crowder** of IBM, **Alex Devereson** of

McKinsey & Company, **William Eldin** from XXII, **René Haas** from Arm Holdings, which develops processors using the most energy-efficient computing platforms on the planet, **Julia Hawkins** from LocalGlobe, **Sophie Heller** from BNP Paribas, **Lisa Heneghan** from KPMG will be taking the floor to explain the transformation of organisational methods and skills thanks to AI, **Raffi Krikorian** from The Emerson Collective, **Yann Lecun** from Meta, **Girish Mathrubootham** from Freshworks, **Arthur Mensch** from Mistral AI, **Guillaume Motte** from Sephora, **Gina Neff** from the University of Cambridge, **Abhay Parasnis** from Typeface who is also the former CTO of Adobe, **Sneha Revanur**, the founder and president of Encode Justice, a student coalition committed to ethical development, social and environmental development of artificial intelligence, **Beatriz Sanz Saiz** from EY, **Swami Sivasubramanian**, who works on machine learning at Amazon Web Services, Julie Teigland from EY, **Dragos Tudorache**, rapporteur for the AI Act in the European Parliament, **Cristobal Valenzuela** from Runway Ai, **Xavier Vasquez** from IBM, **Meredith Whittaker** from Signal Foundation, **Sergei Yakneen** from Isomorphic Labs.

Numerous innovations in the AI sector await you, particularly in the AI Avenue sponsored by Salesforce: This year VivaTech is devoting around 400 sqm to AI-related innovations in the AI Avenue, where visitors can meet more than 20 startups showcasing their innovations for the first time, demonstrating how AI can enhance human performance, safety, entertainment and creativity. In particular, there will be world firsts with American company **Esper Bionics**, demonstrating a new generation of intelligent, AI-powered, cloud-based prosthetics for people with motor disabilities. The AI detects muscle activity to carry out everyday tasks with a dexterity similar to that of a human being; **Biped Pro** comes from Switzerland with, for the first time in Europe, its harness that assists blind and partially-sighted people in their movements with the same precision as a GPS, thanks to AI and several 3D cameras; from Germany, **German Bionic** is showing the world for the first time its SmartSafetyVest offering digital augmentation and safety functions for workers; the French startup **Seabex** is helping farmers to better manage irrigation thanks to digital twins. Driven by AI algorithms, this technology can halve water wastage. Everdian specializes in anticipating, detecting and managing crises, in particular identifying fake news using AI. **Primaa** is a French MedTech company that uses AI for automated and accurate diagnosis of several forms of cancer (such as skin cancer); **VTouch** is coming from Korea to show its Spatial Touch Home, its WHSP Ring and the Holo Button interactive technologies for controlling contactless connected objects. **Vitafluence** uses AI to accelerate drug discovery and re-use. It can reduce pharmaceutical research time by 10 years, to combat infectious diseases and facilitate access to effective treatments in low- and middle-income countries. In the field of AI, creativity and art, the UK's **Oxia Palus** is also showing a world premiere of how, thanks to a combination of spectroscopic imaging, artificial intelligence and 3D printing, it is possible to faithfully recreate lost works of art, including a recently discovered self-portrait by Vincent Van Gogh, and France's **Yneuro** is showcasing its biometric and neuro-technological innovations based on AI-powered software solutions for analyzing human behavior, tracking and predicting emotions to create unprecedented experiences in the digital world.

In the partner areas at VivaTech, AI is also central to a number of visitor experiences:

Sophie Heller from **BNP Paribas** will be explaining how AI is being used within the bank to personalize the customer experience. At the BNP Paribas Lab, visitors can discover the startup Flowie and its AI-enabled online invoicing solution. **La Poste Group** is showing its GPT demonstrator, La Poste GPT, which was announced at VivaTech 2023 by Philippe Wahl. In addition, the Group is announcing the signing of its new "La Poste Group Data and AI" charter, which implies that all AI-related uses, including generative AI, must comply with an ethical and sovereign framework. Finally, visitors to the Lab can discover, among other demos and innovations, the anti-deepfake mirror, presented by Docaposte, to raise visitors' awareness of the risks of identity theft and the existing solutions for protecting one's identity in digital uses. **LVMH**, which presents its annual LVMH Innovation Award during VivaTech, said that the 1,545 entries received and this year's finalists were a clear illustration of the Group's commitment to encouraging creativity, sustainability and excellence, with a major focus on data and generative AI. **Orange** is presenting its vision of a responsible, sustainable, secure digital world that creates value for the ecosystem, and where customer experiences integrate the best of technologies including AI and cybersecurity. One example of this is the startup Supervizor, a plug & play solution that uses AI to automatically detect the risks of error and fraud in accounting transactions. At **Amazon**, AI is also in the spotlight, with three main themes: AI for Now, AI for Good and Get Trained with AI, an opportunity for AWS to show how its generative AI products, Amazon Q and AWS Bedrock, which incorporate security measures, enable innovation on a daily basis. AWS is also demonstrating a generative AI tool with an immersive, personalized experience, allowing users to unleash their creativity by turning their words or drawings into tangible, 3D-printed objects they can take home. VivaTech 2024 is an opportunity for **ManpowerGroup** to affirm its commitment to sustainable employability and to an approach to innovation that focuses on using technology to enable people to reach their full potential. ManpowerGroup's progress in this area will be presented to the press on 21 May, the eve of VivaTech, and the results of its #PeopleFirstTransformation: the Human in the Age of Artificial Intelligence challenge, which rewards the startup that will revolutionize the future of work by combining technology and human intelligence, will be announced during VivaTech. Jonas Prising, CEO and Chairman of ManpowerGroup explains on Stage 1 the impact of AI on skills and the world of employment. At VivaTech, **PwC** is unveiling the exclusive results of its first "2024 AI Jobs Barometer" study, designed to assess the impact of artificial intelligence on employment on a global scale and which reviewed 500 million job offers from 15 countries. Also at PwC, LightOn, a pioneer in generative AI and large language models (LLMs), is showcasing its solutions for protecting privacy.

Freshworks, a Gold Partner at VivaTech 2024, is presenting Freddy AI, a generative AI tool that reduces average customer service processing time by 34%. On the French/German Tech Lab stand, visitors can meet the next German Unicorn, **SpiNNcloud Systems**, which combines statistical AI and brain-like computing, for complex computing capabilities in real time and at a unique scale, while being highly energy-efficient. The **SNCF Group** is presenting "Trad SNCF", its multilingual conversational tool. It allows two people who do not speak the same language to conduct a full exchange and will facilitate the work of SNCF agents, particularly during the Paris 2024 Olympic & Paralympic Games where nearly 15

million foreign tourists are expected. **KPMG** will explain generative AI in its immersive capsule through four stages: discover, observe, dialogue and act, and will return to the six trends in its 2023 Trends Book that are catalyzing "SustAInable Futures". Visitors can become involved in their own experimentation with Generative AI by taking part in a collective work and leaving with a token. KPMG is also hosting the startup **Buster.ai**, which uses AI to combat misinformation by analyzing large quantities of data and verifying those that deviate from official sources. AI is also the star of the **Microsoft** stand. Meta is showing how it is harnessing the power of AI to unleash creative potential, fostering deeper connections through virtual and mixed reality. **Sanofi** is showing at VivaTech how AI will enable it to become the first AI-powered biopharmaceutical company across its entire value channel with several startups including **Medisafe** and **Nucleai**. At **TotalEnergies**, the startup **Jua** is showing how AI enables better energy trading based on the weather. The **CNRS** is offering an extensive programme of round tables on its stand, combining the excellence of fundamental research and its application in the economic world, with a focus on how AI is revolutionizing the innovation landscape. **DocuSign** will be talking about digital maturity, including AI, and unveiling its DocuSign Digital Maturity report 2024 for France, Germany and the UK, enabling companies to strengthen their resilience and readiness to overcome their challenges by proposing ways of increasing their digital maturity. **IBM** will be highlighting the importance of ethical, governed and secure AI to meet business constraints, and the latest advances in its AI Alliance, signed last year. The **French government's** Digital Pavilion will be showcasing Albert, a generative, sovereign, free and open AI, launched by Stanislas Guerini, Minister for Public Transformation and the Civil Service, and the Interministerial Digital Directorate (DINUM). The **Ile-de-France region** is also highlighting AI by offering the first AI demonstrator launched by a local authority and, in connection with the Paris 2024 Olympic and Paralympic Games, is discussing the challenges posed by the organization of major sporting events and how technologies and innovations can be used to revolutionize their organization. **Scaleway** presents its cloud+AI offering, which is totally immune to extraterritorial legislation. **United Robotics Group's** uLink robots are modular and personalized cobots applied to various industrial needs, such as retail and intralogistics, and capable of connecting to other intelligent machines via an open API for even greater flexibility. At **Suez**, present for the first time at VivaTech, the Autodiag smart camera uses AI to optimize waste characterization, paving the way for a more sustainable circular economy.



Sustainable Tech

Sustainable Tech can help address environmental issues: With the world's population projected to reach 9.8 billion by 2050, pressure on biodiversity, water resources and agriculture is intensifying. Investment in this sector is set to almost double by 2027, which could help drive innovation for a future resilient to climate change. VivaTech is convinced that sustainable tech is emerging as an innovative solution to today's environmental challenges, covering a wide range such as renewable energy, energy efficiency, sustainable agriculture, waste management and environmental monitoring.

In the Viva Technology & Wavestone barometer, carried out by OpinionWay in France, Germany, the United Kingdom and the United States in February 2024, 93% of European and American leaders said they were convinced that technology is a key ally in meeting the challenges of tomorrow, including climate change.

Furthermore, the subject of sustainable tech is becoming increasingly important from a business point of view, with more than USD 51 billion raised in venture capital and private equity for Climate Tech startups in 2023 (source: Bloomberg).

Since its creation in 2016, Viva Technology has had the environmental cause in its DNA, and this is one of its key themes every year. For this year's event, VivaTech is devoting the 1,500 sqm of the Impact Bridge to sustainable tech innovations, demonstrating the extent to which these technologies and innovations are making a difference to the everyday lives of people around the world. In addition, this year VivaTech is stepping up its efforts to reduce its environmental footprint with a new roadmap as part of its ongoing ISO 20121 certification process, which includes, for example, reducing the impact of catering by developing a vegetarian offer, reducing the impact of waste with the VivaLand scenographic concept, raising awareness of soft mobility with, for example, the creation of a bike park with La Poste Groupe or raising awareness of the various VivaTech stakeholders to understand their impact by calculating their carbon footprint (for the societal part of CSR, see the Inclusion and Diversity section of this press kit). VivaTech's partners are also committed to this approach, including Impact Partners EDF, LVMH, Klaxoon, Schoolab, Crédit Agricole, JCDecaux, Mazars, Ecolab, Orange, CCI France and Capgemini.

Key speakers in the field of sustainable Tech: VivaTech will welcome experts and leading speakers on topics related to the Ecological Transition and climate, in conference sessions on topics such as "Carbon: capture or reduce?" – moderated by **Florent Andrillon** from Capgemini and reviewing the latest advances in solutions for businesses on their journey towards carbon neutrality – and "Don't waste, don't want: how can we rethink our food system?"; "Can AI help us accelerate the energy transition?"; "Will Impact Unicorns be able to calm the storm and save us?"; and "Green Metropolises: Shaping the climate". Other sessions will feature **Alloysius Attah** from Farmerline, **Jacques Beltran** from Dassault Systèmes, **Rachel Delacour** from Sweep, **Marie Ekeland** from 2050, **Samantha Gadenne** from EIT Food, **Robert Gerlach** from Klim, **Christoph Gras** from Tomorrow, **Mohamed Hage** from Lufa Farms, **Lubomila Jordanova**

of Plan A, **John Kerry**, former US Secretary of State and former US Climate Commissioner, **Julie Kitcher** of Airbus, **Julie Klinge Johansen** of Too Good To Go, **Marta Krupinska** of CUR8, **Hajime Kumabe** of Woven by Toyota, **Christophe F. Maire** from Foodlabs, **Claire Monteleoni** from INRIA, **Bertrand Piccard** from Solar Impulse, **Luna Schmid** from GV (Google Ventures), **Philippe Rambach** from Schneider Electric, and **Elisabeth Rizzotti** from Newcleo.

A host of innovations in the sustainable tech sector will be on show in the aisles of Porte de Versailles and on the Impact Bridge sponsored by EDF for this 8th edition: Numerous startups will be presenting world premieres of their innovations, such as France's **Bioteos**, which uses microscopic algae to improve air quality with its Oxyton Urban air purifier, while **Dyonimer**, another French startup, will be showing for the first time in Europe how it is challenging our dependence on oil. Its technology transforms food waste into biodegradable polymers using microorganisms, thereby reducing environmental impact. **Agrist** comes from Japan with its robots that facilitate agricultural harvests by analyzing soil data in real time to improve crop management. **Releaf** from Estonia is the first company to manufacture paper packaging using fallen tree leaves in urban areas. Ukrainian company **Effa** is presenting personal hygiene products, toothbrushes and paper razors that are guaranteed 100% plastic-free. **Value Park** is tackling the problem of air conditioning, the third biggest drain on electricity in the world, and is developing technologies to produce renewable cold from marine resources. Three climate and sustainable development associations are also exhibiting on the Impact Bridge: **Fresque du Climat**, **Global Compact** and **Solar Impulse**.

VivaTech partners will also be showcasing some exciting innovations: in the **LVMH** space, Hennessy will be unveiling **Ampelos**, an augmented reality training simulator for vine pruning, based on a digital twin of vines – an ultra-realistic digital reproduction in terms of texture, shape and colour – to position the trainee in front of a vine as close to reality as possible, guaranteeing efficient, injury-free pruning techniques, whatever the season of the year. **La Poste Groupe** is demonstrating its commitment to reducing its environmental footprint with Pickup, a subsidiary of La Poste group and Geopost, the first solar-powered parcel delivery service in France. It is also conducting trials with DPD UK on a 100% electric, autonomous delivery and left-luggage robot, which provides a delivery service that is both practical and easy for consumers to use.

In the face of climate change, **EDF** is committed to inventing tomorrow's low-carbon solutions. This year, as a low-carbon partner of VivaTech, EDF is also sponsoring the Impact Bridge, where startups will be presenting their innovative solutions. French start-up **Sweetch energy**, supported by EDF, is building a carbon-neutral future by harnessing osmotic energy, a widely available natural resource. **Urbanomy**, a subsidiary of the EDF Group, specializes in energy and climate strategic consulting. **Exaion** develops high-performance, innovative and sovereign digital services and supports businesses in their digital transformation with a responsible and sustainable approach. On the **Bouygues** stand, visitors will be able to see how AI is helping **Bouygues Construction** and **Colas** to achieve low-carbon construction by optimizing maintenance work, and how **Equans** and **Bouygues Immobilier** are working to promote sustainable cities and regions, with the aim of increasing biodiversity, improving mobility and boosting urban resilience. On its stand, **EY** is offering EY Four Futures, an immersive experience generated by AI and guided by a climate expert, which takes visitors on a journey towards

radically different futures, each one the result of the different paths to sustainability now open to businesses and political decision-makers.

JCDecaux is presenting on its stand, the first low-carbon bus shelter made from recycled materials, with a 60% smaller carbon footprint; **KPMG** is presenting Green Praxis, a French startup that uses data to reduce the cost and environmental impact of transport and energy infrastructures; and **Métropole européenne de Lille** is presenting Solarcub, a mobile tank powered by solar panels that improves water management and irrigation. The **Auvergne-Rhône-Alpes region** will be presenting a number of AgriTech startups, including Bon vivant, Fairme and Pactick. The **Centre-Val de Loire** region will be exhibiting Seabex, an AgriTech startup offering an irrigation decision support platform developed in partnership with the Loiret Chamber of Agriculture; **Wallonia**, which has seen significant growth in the green technology sector, is demonstrating its commitment to environmental sustainability by hosting Swarn/Citronics, a supplier of circular electronics, which will have assembled 25 obsolete smartphone screens specially for VivaTech into a single large TV screen displaying mosaic videos, as well as the Belgian startup **Tonomia** and its solar carports and **Capflow** and its intelligent chargers for electric cars. **TotalEnergies** is showcasing startups using AI to optimize energy use, such as Ridergy with its AI-based smart chargers and Whiffle, which offers a highly localized weather forecasting solution. At **Suez, Sewer's** flying, floating and rolling products are on show. Their aim is to inspect water networks in order to detect leaks and areas of pollution infiltration at an early stage. **Capgemini** will be exhibiting the Forest Planting Machine, an ecological, light and compact 4x4 vehicle equipped with a hybrid electric-hydrogen drive channel, which can plant up to 1,500 tree seedlings in one day over an area of around one hectare.



The Pulse of Mobility

Mobility, at the heart of fundamental climate challenges

Mobility is a perfect example of how tech, and AI in particular, can help to make a market more virtuous in terms of climate impact. According to the United Nations, the number of people living in the world's urban environments will increase by 25% between now and 2050. It is therefore vital to think of new ways of getting around, taking into account the energy consumption issues that this implies. And the industry is well aware of this: the market for electric vehicles, for example, is set to increase sixfold between now and 2030, to reach 40 million by 2030 (according to McKinsey)..

Numerous innovations in the mobility sector will be on display at VivaTech in the Mobility & Smart City Park by Togg and elsewhere on the partner stands:

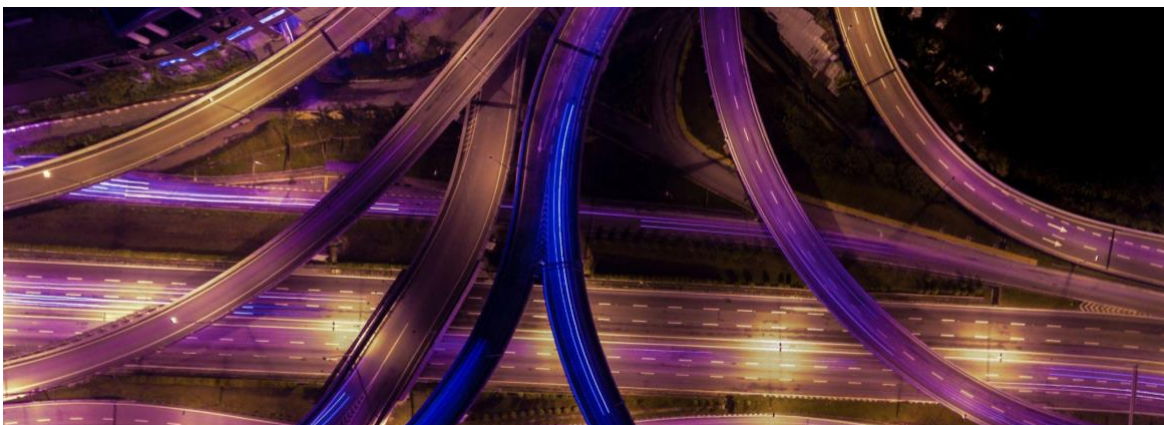
- **Tesla** is coming to VivaTech for the first time this year to showcase its entire ecosystem focused on the global transition to sustainable energy, including, for the first time in France, its **Cybertruck**, which will be on display in Hall 2 of Viva Technology.
- **Audi** will be showing the public its new Q6 e-tron for the first time, with its innovative charging system designed to facilitate mobility by regaining 250 kilometres of driving autonomy in 10 minutes at a fast-charging station.
- **Peugeot-Stellantis** is bringing its electric Peugeot Inception Concept car, presented for the first time in France, with a meticulous design, a bumper made from recycled, glued and compacted fabrics and a revolutionary interior featuring the new generation i-Cockpit® and Hypersquare controls, which replace the traditional steering wheel with digital electric controls, using steer-by-wire technology for a more intuitive, simpler and more ergonomic driving experience.
- Returning to VivaTech for the third year, **Software République** will be unveiling a new concept in service mobility on Stage 1, designed to help people gain rapid access to a range of local services and improve public services across the country.
- On its ZEROINE stand, **Hyundai** is highlighting its vision of "Progress for Humanity", and presenting a range of innovations, such as those made for KIA's EV3 car by the startup Byomic, which is developing sustainable products and packaging based on mushroom mycelium and eco-materials.
- At VivaTech, **BYD** is presenting its Blade batteries (Lithium, Iron and Phosphate) for greater safety and performance, its e-Platform 3.0 and its SEAL and SEAL U models equipped with DMi technology.

The **Mobility & Smart City Park by Togg** will also be showcasing some exciting innovations: **Maeving**, a British startup, is presenting the world premiere of its retro-chic electric motorbike, the RMIS, at VivaTech, while the Dutch company **Lightyear** is showing its electric vehicle with integrated solar panels that increase driving range and reduce dependence on recharging, offering an innovative step towards greener transport. For the first time in Europe, the American

startup **Pave Motors** is showing a unique hybrid electric bike-motorcycle vehicle designed with sustainable materials for more environmentally-friendly urban transport. France's **NamX**, a new carmaker, will be presenting its dual-tank hydrogen SUV, which can be recharged quickly and easily in less than four minutes, with considerably extended on-road range and the cleanest possible carbon footprint.

VivaTech isn't all about machines on wheels, either:

- **Airbus** is presenting its innovations for the aircraft of the future and flying taxis, as well as its latest advances for the international space station, but also a world first, its electric and autonomous truck which, thanks to AI, faithfully reproduces the cockpit of an aircraft and enables its future aircraft pilot assistance systems to be tested.
- In a world exclusive, **Groupe ADP**, official partner of the Paris 2024 Olympic Games, is inviting to its stand its partner **Volocopter**, whose Volocity eVTOL will be taking off from vertiports this summer.
- On the water, there will be innovations from **Fly-Box**, which specializes in the transport of goods by water, using its hydrofoil platforms powered by green hydrogen to carry several dozen tonnes at speeds of up to 20 knots.
- **BNP Paribas** is devoting the day of 23 May to mobility, featuring a number of startups with expertise in the field, such as **Fifteen** and its network of augmented bicycles, **Cleanmob**, which is targeting B2B customers to decarbonise corporate car fleets, and **NepTech**, which offers passenger and freight ships powered by hydrogen and an electric battery.
- The **SNCF Group** will be bringing the **Electra** startup, France's leading pure-player in fast charging for electric vehicles, which recently joined the French Tech Next40.
- In the **Canada Pavilion**, the startup **Airudi** is showing how AI can help maritime transport and port traffic.
- **Crédit Agricole**, which is celebrating the 10th anniversary of its startup accelerator 'Le Village by CA' at Viva Technology, is presenting Circle mobility, a fully electric and connected solution for shared urban mobility operators and corporate fleets.
- In the **Japan Pavilion**, **Striemo**, a startup spinoff from Honda, will be bringing its three-wheeled e-mobility solutions to the French market in 2025.
- For the first time in France, **WingCopter**, from Germany, will be presenting its W198, a flying machine that is a cross between a drone and an airplane, designed to make medical and logistical deliveries to isolated communities.



Diversity & Inclusion

VivaTech is working for a more inclusive and diverse tech industry that takes on board the challenges facing the planet. With its partners, as well as associations and Tech for Good initiatives, VivaTech has for several years been developing activities dedicated to two priority groups: young people, who need to see the tech and coding professions as accelerators of economic inclusion, and women, who need to be better represented in entrepreneurship and careers in technology.

Leading speakers in the field of diversity, inclusion and the future of society in general:

VivaTech will welcome experts and leading speakers such as **Laura Connell** from Atomico, **Sophie Delile** from Ticket for Change, **Lisa Heneghan** from KPMG, **Nick Hernandez** from 360Learning, **Christina Janzer** from Slack, **Michael Jeremiasz** of Ticket for Change, **Jaroslav Kutylowski** of Deepl, **Felizitas Lichtenberg** of Sumup, **Frédéric Mazzella** of Blablacar & Captain Cause, **Anaïs Monlong** of IRIS, **Chris Purifoy** of the Learning Economy Foundation, **Rasha Rady** of Chefaa, **Julie Ranty** of Pollen, **Anna Schmiedl** of Workhuman, **Carol Stubbings** of PwC, **Dr. Nick Taylor** of Unmind, **Audrey Dupont** of PwC and **Audrey Tsang** from Clue.

VivaTech is organizing and supporting a number of initiatives to promote diversity and inclusion.

The **Impact Builders** business acceleration programme in collaboration with **Diversidays** is back for the second year: nine entrepreneurs who, because of their age, social conditions or origins, are unable to access the tech ecosystem and who have an Impact project, have been selected and will benefit from a dedicated program during the four days of VivaTech. They are Charlotte Alaux (**Omni**), Vincent Azouani (**Midljob**), Samah Ghalloussi (**Aalia. Tech**), Joël Kiama (**Munemjo Entertainment**), Karim Mounassib (**K-Moove**), Sariati Msoili (**Idawo**), Armandine NKondock (**Archimaid**), Thierry Salah (**Bewellcome**), and Brice Sendra (**Demetair**).

Initiatives aimed at women, who are still underrepresented in the world of startups and technology, are put in place every year at Viva Technology. This year's initiatives include **Operation 100+100** with **We Are The Future in Tech** (2050 La Maison), an XXL meeting between 100 schoolgirls and 100 women in tech, such as Carine Ivanenko, Chief Information Officer of BNP Paribas Personal Finance, organized on Saturday 25 May to demystify tech professions and create vocations among young girls; the second year of collaboration with the **FemTech France** collective, which is presenting around 20 startups committed to making a difference to women's health and is organizing a FemTech challenge as part of the VivaTech event, as well as unveiling the results of its report on the state of the FemTech sector, in partnership with **Wavestone**. The winner of the **Female Founder Challenge** (see also the Awards section of this press kit), organized for the sixth consecutive year to reward women entrepreneurs and boost their exchanges with investors, will be announced on Friday 24 May on Stage 1. **The Women's Forum** is also on hand to raise the profile of women in economic decision-making.

For young people, the **Change Mak'Her** program, set up with **Startup for kids**, enables young girls to pitch their project to Impact during VivaTech, and academic **partnerships with**

academies, schools and universities mean that more than 25,000 students can be welcomed free of charge during the event, and this has been the case since the creation of VivaTech.

Among the innovations in the service of people, inclusion and **Tech for Good**, the Impact Bridge, sponsored by EDF, which links the two exhibition halls, brings together solutions, startups and associations (see the Climate Tech section of this press kit for innovations linked to climate and environmental impact). These include **Dopavision** from Germany, presenting **MyopiaX**, a revolutionary, clinically proven solution for treating myopia in children, ingeniously incorporated into a gaming product via a virtual reality headset; **Cognixion** from the United States with Axon-R, a brain-computer interface integrating augmented reality, EEG and artificial intelligence in a stand-alone headset, designed to enhance human communication skills; **Scewo AG**, which creates innovative wheelchairs that offer mobility and freedom with advanced technology; **Izy Paper**, which makes it easier for immigrants to settle in France; **Facil'iti** and **Ethic First**, which are showcasing their digital accessibility solution to help users with disabilities; and **H24Care**, which is aimed at healthcare professionals to help them deal more effectively with non-priority patients in emergency departments. A number of associations are also taking part in the Impact Bridge by EDF: **Article 1, Les déterminés**, a free entrepreneurship support program that brings together all the keys to entrepreneurship, from training and support to networking and mentoring, as well as **Women In Tech** and **50inTech**, both of which strengthen the position of women in the technology industry.

Axa's Well-Being & Sport Park also features **Revival Bionics**, a French startup offering a world preview of its prototype robotic foot to restore mobility to amputees.

VivaTech's partners will also be showcasing innovations and experiences dedicated to these issues:

- At **L'Oréal Groupe**, a leader in human skin reconstruction for more than 40 years, test models that support its historic commitment to Beauty without animal testing, including the SKIN TECHNOLOGY BY L'ORÉAL platform, which combines the best of biology, mechanics and electronics to mimic the complexity of human skin and invent ever more personalized, inclusive and responsible beauty experiences.
- In the **CNRS** health area, visitors will be able to discover the startup **Vect-Horus** and its VECTrans® platform, the only one of its kind in Europe, an innovation that makes it possible to cross the blood-brain barrier and develop drugs for the central nervous system, **Hephaïstos Pharma**, which is developing an immunotherapy treatment for incurable and metastatic cancers, and **Tafalgie Therapeutics**, the first drug derived from an endogenous secreted protein capable of modulating pain signals without dependency or tolerance.
- In partnership with **Sopra Steria** and **Ivès**, **IBM** is presenting **IRIS**, the world's first conversational assistant in sign language, which can communicate in French Sign Language (LSF), Quebec Sign Language (LSQ) and American Sign Language (ASL), and is capable of communicating and conversing by signing in real time.
- In the **Japan Pavilion**, the startup **innophys** is demonstrating an exoskeleton with compressed-air artificial muscles to reduce back strain during everyday tasks such as squatting, lifting and carrying up to 27 kilos.
- At the **French State Digital Pavilion**, the startup **DossierFacile** will be helping people looking for accommodation to compile a high-quality digital rental file, while **Je veux aider** (I want to help),

a startup that facilitates contact between citizens who want to act in the general interest and associations, public bodies and local authorities that need volunteers.

- The **Ile-de-France region** is presenting **Squaremind** and its Swan articulated arm, which helps doctors scan their patients' bodies in just a few minutes to combat skin cancer.

- The **Occitanie region** is presenting **Magentine** and its 4.0 medical biology solutions to improve medical diagnosis.

- At **SwissTech**, Swiss technological advances in the field of health and esport are being showcased, focusing on performance monitoring and the desire to make sport more inclusive and accessible, with startup **Sonceboz** and the EPFL, for example, developing the e-Walk, an innovative exoskeleton for the lower limbs that opens up new prospects for people with reduced mobility, or **Zoundream**, which uses AI to identify the needs of infants by analyzing their cries.



Public Day: Gaming & Esports in the Spotlight

The final day of VivaTech, Saturday, is open to the general public. Because new technologies are transforming our everyday lives, students, tech and digital innovators, tomorrow's talent, families and the curious are all invited to take part in a day specially designed for them.

Inspirational speakers, influencers and entrepreneurs will be giving talks in French throughout the day on this year's key topics and on other complementary themes that will provide a better understanding of tomorrow's world: from major societal issues (AI, the environment, diversity and inclusion, health) to entrepreneurship. Also on Saturday, for the first time, VivaTech will be celebrating the world's biggest entertainment industry: Gaming and Esports.

With generative AI, blockchain and mixed reality, the Gaming & Esports sector is constantly transforming and reinventing itself. At VivaTech, on **Stage 1** and on a **Stage 3** dedicated to the future of the industry, the experts and players in the ecosystem, as well as the most inspiring personalities, who are shaping Gaming & Esports, will be coming together to imagine how the industry will evolve in the years to come. They will be tackling subjects such as "Anatomy of a success: familiar worlds vs. new stories", "Level Up: The jobs behind video games", "Episode I - The war of the screens: Between consoles, mobiles and the cloud, who will be the winner? "Episode II - The consoles strike back: Between console, mobile and cloud, who will win? "One for all and all for one: the creative power of communities", "When AI redefines gaming", "A New Hope: The future of gaming", with Sarah Beaulieu from Ubisoft, **Alexandra Bolten** from L'Oréal, **Nicolas Borri** from Gentlemates, Squeezie's esports team who won the Fortnite World Championships, **Mickaël Dell'Ova** from Ethicall Game Jam, **Domingo**, content creator, **Greg Gobbi** from Amazon Game, **Deborah Harpur** from Movie Mogul, **Jokariz, Kameto** from Karmine Corp, **Wesley Kuo** from Ubitus Inc, **Jennifer Lufau** from Afrogameuses, **Catherine Martel** from Alice & Smith, **Nicolas Maurer** from Vitality, **Julien Merceron** from Bandai Namco Studios, **Arthur Perticoz** from Karmine Corp, **Prime** from Karmine Corp, **Mazdak Sanii** from Avant Arte, **Cristobal Valenzuela** from Runway AI, **Zuka**, streamer.

Stage 4 will host the most exclusive Gaming & Esport competitions, including the Corpo League final, organized by **Team Vitality** around the game League of Legends and in the Fortnite universe with players from the Gentle Mates team.

As for the **Discovery Stage in Hall 1**, it is dedicated to the best Gaming & Esports experiences, in the presence of the most creative, surprising and inspiring personalities and projects, with a conference by **Webedia**, sessions with **Hugo Gedio**, **Shaunz**, **Jokariz** or **Hasheur**, several demonstrations of innovations, some challenges with **Sporty Peppers** to beat the scores of influencers on the Dragon Duelist game, the Trophées des Seniors Final with **Silver Geek**, where senior esports teams will compete on Wii Bowling, and a flashmob with **The Fairy Dina**, Olympic champion, three-time French champion and vice-world champion of the Just Dance video game. **Ethic'ALL Game Jam** also offers the chance to create video games open to all and dedicated to ethics and inclusion.

Of course, this year is notable for the forthcoming Paris 2024 Olympic and Paralympic Games. Stage 1 will feature a special programme of the Pause podcast with **Alexandre Mars**, founder and CEO of Infinite, and **Michel Cymes**, a physician who will be discussing the health, sport and tech issues that will be on the minds of visitors to the Games. Visitors to VivaTech will also find a host of innovations at the **Well-Being & Sports Park by Axa**, including world firsts such as a boxing bag with a 'brain', designed by **Bhout** to provide detailed monitoring of boxers' training parameters; the first exoskeletons in Europe for mountain walking from Chinese startup **Hypershell**; and **SmartGolf** from South Korea, with its intelligent golf club linked to an app for precise swing analysis and ball-less training. The American startup **Astreas** is offering its drinks for improved physical and cognitive performance. On the **AWS** stand, visitors can take up the challenge of the Paris 2024 Olympic Games with the Kinomap and GrAlg bike simulator.

VivaTech's partners are also getting in on the act, offering special experiences for the general public, many of them linked to Gaming and Esport on their stands: for example, **LVMH** is presenting for the first time some of the products produced by its Houses as part of the Paris 2024 Olympic and Paralympic Games: the Olympic and Paralympic torch trunks designed by Louis Vuitton, the opening ceremony outfits for the French team designed by Berluti, and the design of the Olympic and Paralympic medals designed by Chaumet.

AWS is exhibiting its connected Bundesliga table football, equipped with a camera that captures the movements of the players and the trajectories of the ball, and which, thanks to computer vision tracking, provides real-time performance data on the player. Another experience allows visitors to give free rein to their creativity with **MagicMesh**, a 3D printer that works with a generational AI and 3D prints the object requested by the visitor. **Huawei** is presenting its new range of smartwatches and its latest Huawei Freeclip Earbuds, with an interchangeable design to track and accompany sporting performances. **IBM**, which has strong links with esport, is showcasing a connected ping-pong table on its stand, using technology to analyze data such as the average speed of a player's stroke or style of play in real time; At **PwC France**, the spotlight is on esport in this year of the Paris 2024 Olympic and Paralympic Games, with a fun augmented reality experience entitled "Prepare like a champion". On the **Korean Pavilion**, a session with company officials from the entertainment, web cartoon and K-pop industries is being organized.

Saturday is also the traditional Saturday at Viva Technology for a number of **initiatives aimed at inspiring young people to take up careers in the industry.** Saturday also sees the final of the **Next Startupper Challenge** (see the Awards page of this press kit), an inter-school and inter-university challenge to promote impact entrepreneurship, and **Operation 100+100** with **We Are The Future in Tech** (2050 La Maison), an XXL meeting between 100 schoolgirls and 100 women in tech, to create vocations among young girls (see the Diversity & Inclusion page of this press kit). Another highlight of the program was the third **Tech Elections**, in partnership with **Les Echos, Le Parisien, Netexplo, France info** and **VivaTech**. Throughout April, the general public was able to vote for the innovations that will shape the world of tomorrow in five categories: Mobility & Smart Cities, Sports Experience & Health, Environment & Climate, Entertainment & Culture, Education & Inclusion. The winner of each category will be chosen from among the innovations presented on Stage 1 on Saturday by a panel of experts and journalists.

Other surprises await the general public on Saturday, including, **Viva Experience by FNAC**, where culture and technology come together in chill-out areas, demo areas and a signing area where visitors can meet some of the speakers. There will also be a focus on AI and its uses, with a number of partners including **Samsung** and its Galaxy ecosystem, **Microsoft**, **Lenovo**, **Asus** and **HP** demonstrating new uses for PCs, immersive gaming with Meta presenting its new Quest 3 mixed reality headset, and HP presenting a brand new concept. Asus and Lenovo PC consoles are also being demonstrated in the shop, and you can check out Lenovo's Legion GO with connected glasses. Visitors can also enjoy **Mic Drop**, a new public speaking competition at VivaTech giving young people a chance to express themselves on the theme of the impact of tech on the future of our planet: two teams of two speakers, each mentored by a French Tech personality (**Frédéric Mazzella** and **Marie Ekeland**) set up by the **Fédération Française de Débat et d'Eloquence** (FFDE), compete in three rounds on Stage 1 at VivaTech, combining eloquence, creativity and persuasion. They will be judged by a panel of tech and public speaking experts, including **Eric Larchevêque** and **Claire Petrault**. Winnings of €10,000 are divided between two associations on the Captain Cause donation platform (Latitudes and Etats Sauvages), thanks to the teams and the public vote, and with the support of L'Oréal Groupe, UM Paris and Véolia.

What's more, **VivaTech really likes it when tech meets art**, as we've shown at previous editions. This year, in Hall 2, the general public can enjoy **VivaSign**, designed by **Teleport**, an immersive experience and a technological marvel designed to merge innovation, science and creativity. Another key artistic attraction at this year's show will be **Output**, where the general public will be able to enjoy a 3D experience in the colors of VivaTech. In addition, **YourArt**, the first art and tech platform dedicated to artists, galleries, collectors and art lovers, will be showcasing digital artworks and encounters with young artists, while **Cult Tech** will be offering a genuine contemporary art gallery covering more than 200 sqm, with works by internationally renowned artists and the chance for visitors to have their portrait taken by a robot artist.



INFORMATION

To get accredited for VivaTech: <https://vivatechnology.com/media/>

This year, you can create a personal space from which you can download your pass and also send interview requests to the speakers and startups present at VivaTech.

To ensure easy access, remember to print your badge and bring your press card and ID.
A dedicated entrance is reserved for journalists – Porte T

To help you follow VivaTech during the event, a daily newsletter will be shared with accredited journalists starting on the evening of Tuesday 21 May 2024 to provide highlights of the following day's program.

A "best of" on-site tour will be offered upon request and the replays of the sessions will be made available on D+1.

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For more information about Viva Technology, visit our website at <https://vivatechnology.com/>



Partners



FOUNDING Partners

BNP Paribas

Since 2016, BNP Paribas is one of the 5 founding partners of VivaTechnology. For this new edition, BNP Paribas will be present at the event with a positioning focused on 'In Tech We Trust' in three universes: Cyber, payment and mobility. On BNP Paribas Lab, visitors will discover the best technological innovations making the customer experience more useful, seamless and secure, whether it is about paying, financing, investing, managing budget, mobility or cyber.

Google

Google is a founding partner of VivaTech. This year, our focus is on our bold and responsible AI approach.

La Poste Groupe

La Poste has placed digital technology at the heart of its business transformation and development. As an innovation-driven company, La Poste believes that digital must be at the service of people and promotes digital inclusion.

LVMH

LVMH has been a partner of VivaTech since the first edition to showcase its ecosystem of startups and demonstrate how it invents the future of luxury with new ideas and unprecedented experiences, in both the physical and virtual worlds.

Since 2017, the LVMH Innovation Award has consistently highlighted exceptional startups from around the globe, acting as a dynamic force in crafting the luxury sector's future. For the 2024 edition, LVMH will unveil its commitment to excellence as its stand, showcasing innovative solutions nurturing its customer experience, brand desirability and the group's exemplary leadership.

This year LVMH and its Maisons will specifically explore how new technologies such as DATA, ARTIFICIAL INTELLIGENCE & GENERATIVE AI are serving our dream for Excellence.

Orange

Connectivity and accessibility are central to our operator business. Our teams of experts and researchers are designing the networks we'll need in the future to meet the growing need for communication and digital services. Orange works within an entire ecosystem of partners, companies, and startups in France and internationally.

Country of the Year

Japan

In recent years the Japanese government has endeavored to make Japan as one of the most startup-friendly countries in the world, with a goal of growing the number of unicorns and new business launches in the Japanese capital 10x over five years.

As a global leader in technology, Japan will have a major presence at Viva Technology. Japan will showcase over 40 startups presenting solutions for tomorrow and Japan's leading corporations known for their commitment to open innovation from its inspiring ecosystem.

Engaging with France and the global innovation community at Viva Tech marks a significant leap for Japanese startups and corporates, for which this participation is sure to serve as a trigger to foster collaborations with international players.

JETRO, alongside the Ministry of Economy, Trade and Industry, is dedicated to supporting Japanese startups and corporates, and we invite everyone to explore the Japan Pavilion, to feel, see and understand what has been taking place in Japan over the past five years in terms of innovation."

PLATINUM Partners

Amazon

The reason why AWS is coming to VivaTech 2024 is to showcase our latest innovations in Generative AI and demonstrate how we empower customers to build trusted and responsible AI solutions for driving impactful innovation. We will focus on: AI for Now, AI for Good and Get Trained with AI.

Dubai

At VivaTech 2024, Dubai DET will highlight Dubai's initiatives to make Dubai a global centre for business, investment and tourism by supporting the evolution of the city through future-proof initiatives and economic programmes, such as how the city's D33 economic agenda aims to double the city's GDP over the next decade and makes Dubai one of the top 3 economic cities in the world. As part of the plan, the city continues to champion new-economy businesses with the view of nurturing 30 unicorn companies in the next 10 years and unveiling new initiatives like "Sandbox Dubai" to allow testing and marketing of new products and technologies, with the aim of making Dubai a major hub for incubating innovations.

ManpowerGroup

Committed to empowering people in the age of rapid technological change, ManpowerGroup is setting its sights on the future of work by calling on submissions from the most innovative startups in the world to participate in its 2024 VivaTech Startup Challenges. With the theme of "People-First Transformation," the challenges focus on the intersection of technology and human potential, pairing startup agility with corporate scale.

Pwc

At VivaTech, we will concretely demonstrate that we are a transformative company. Through a combination of technology, the activation of our ecosystem (community of solvers, technology partners, etc.) and our innovative solutions, we support our customers in transforming their business models.

GOLD Partners

EDF

In the face of climate change, EDF is committed to inventing tomorrow's low-carbon solutions. This year, as VivaTech Low Carbon partner, we sponsor the new "Impact Bridge" where innovative startups will showcase their solutions.

ENGIE

ENGIE is implementing a strategy in line with its purpose: to accelerate the energy transition. We are aiming for Net Zero Carbon by 2045. As an industrial Group, we have placed digital technology and innovation at the heart of our action plans. Vivatech is an opportunity to demonstrate our expertise, share our positive vision of the energy transition and attract talents to join us in this great adventure of the energy transition.

EY

EY is the best partner to connect industry ecosystems, enable technology-based transformation and to make sustainability "everybody's business." We help companies transform into adaptive enterprises that can quickly flex to changing markets and economic environments. We also orchestrate wide-ranging ecosystems of startups, industries, partners, service providers and customers to build systemic agility.

French and German Tech Labs

The French-German Tech Lab/Germany is dedicated to the promotion of cross-border innovation. Coorganized by 13 French & German Partners, the Lab provides a platform to the most promising startups of their ecosystems.

FRESHWORKS

Freshworks will be a Gold Partner of VivaTech 2024 for the first year, an opportunity to showcase its latest SaaS innovations, with a focus on the all-in-one omnichannel solution, centered on AI with bots and conversational messaging.

GROUPE BOUYGUES

At VivaTech 2024, Bouygues will be showcasing its use of technologies to support the ecological transition in three different areas: low-carbon construction, sustainable and intelligent cities, and responsible living.

GROUPE SNCF

At VivaTech 2024, the whole SNCF Groupe, in all its unity and diversity is present. VivaTech is a way for SNCF Groupe to be actively involved in the innovation ecosystem and help shape the future of rail transport. VivaTech allows to showcase SNCF Groupe's technological and digital excellence for "Greater mobility, lower CO2".

HONOR

JCDecaux

A partner since 2016, JCDecaux comes to VivaTech to showcase innovations, meet startups and the wider ecosystem. This year JCDecaux is also a partner of the Female Founder Challenge.

KPMG

A shift in business models is necessary to achieve “SustAInable Futures”, theme of our presence at VivaTech. As “Entreprise à Mission”, we believe that Technologies will play a central role in achieving this goal through 6 trends we have identified in our Book de Tendances: Proof of Trust, Green Tech, Generalist AI, Resilient Ecosystems, Tech for Sustainability and Merging Worlds.

L'Oréal

L'Oreal Groupe pioneered Beauty Tech, championing ultra-personalized beauty at scale: “Beauty for Each, powered by Beauty Tech. Personalised, Inclusive, Responsible.”

Combining advanced science & technology, for unequalled beauty innovations and elevated beauty experiences.

Microsoft

At this year's VivaTech, Microsoft will be highlighting the new AI era we are ushering in. Through products demos, discussions with customers and partners, as well as with the startups that Microsoft works with everyday, you'll discover how the new era of AI empowers us all.

Microsoft will also be highlighting its campaign to put AI tools in everyone's hands: À VOUS L'IA. Its ambition is to democratize generative artificial intelligence by developing the skills of French people, whether they are working or studying, entrepreneurs or employees, associations or social entrepreneurs. With this nationwide initiative, Microsoft aims to train 100,000 French people in generative AI by 2024, to accelerate the adoption of AI by SMBs throughout France, and to facilitate the immersion of women in technical digital careers.

Salesforce

At VivaTech 2024, Salesforce will unveil groundbreaking AI and Data Cloud innovations. Key highlights include Salesforce AI CEO Clara Shih's insights on AI's business revolution and Christina Janzer's deep dive into Slack analytics, shaping the future of work.

Sanofi

This year at VivaTech, join us to experience a major moment on our journey to becoming the first biopharma company powered by AI at scale. We are implementing AI solutions across our value chain to help those we serve enjoy every moment in life

Togg

VivaTech is the ideal event to showcase our technologies and smart solutions to revolutionize mobility. In 2024, we host a number of exciting startups on the Discovery Stage, to help them connect with other like-minded disruptive innovators to transform the way we move through open and accessible mobility ecosystems in the future.

Total energies

As a partner of VivaTech 2024, TotalEnergies demonstrates how the company is accelerating in decarbonized electricity thanks to its start-up ecosystem and how these collaborations contribute to its mission of providing energy that is increasingly available, more affordable, cleaner and accessible to the greatest number.

Woven by Toyota

SILVER Partners

Airbus

Airbus is proud to sponsor and present its latest innovations at VivaTech 2024. Our purpose is to pioneer sustainable aerospace for a safe and united world, and we will achieve this through new technologies (artificial intelligence, big data, new energies, cryogenics, electrification, etc.).

Audi

After two years at the heart of Hall 1 of VivaTech, Audi is renewing its presence at this 2024 edition with a new location in front of the Hall 2. Audi will be revealing its new Q6 e-tron to the public through a unique immersive journey "Audi Q6 e-tron experience". 10 minutes to (re)discover the brand, its commitments and its technological innovations.

Axa

AI, tech and data are at the center of AXA's strategy and this year AXA is supporting the Well-being and Sports Park with a key dedicated booth to AI and health topics

BPI France

Bpifrance, a key player in the landscape of supporting business innovation, will be present at VivaTech 2024 to highlight priority intervention themes : deeptech, industrial startups and green industry.

BYD

Since its launch in Europe in 2022, BYD has been offering drivers top-of-the-range electric mobility solutions. For the first time in France, BYD is introducing its Ocean range and technologies in VivaTech.

Capgemini

We are convinced that the future belongs to those who can intimately link technology and business. When intelligence meets impact, generative AI meets the multiplicity of possibilities, innovation meets industry, and business meets the planet, that's when the value technology brings to business really comes into its own. At VivaTech 2024, we'll be showing how technology and its applications can deliver tangible results for a more sustainable world.

CMA-CGM

CNRS

The CNRS, whose mission is to conduct basic research in the service of society, plays a driving role in the emergence of innovation with a profound societal impact today and in the future. This innovation notably takes the form of high-potential deeptech enterprises, such as the 10 start-ups that the CNRS is showcasing on its stand at VivaTech 2024.

Crédit agricole

The biggest startup and tech event, VivaTech enables the Crédit Agricole Group to show how it supports innovation in all its activities and all across all territories, in France and internationally. In 2024, we will showcase how we adapt to new technologies and how we respond to today's challenges with various innovative solutions designed for our clients as well as our employees. We present 25 startups, accelerated in one of the 44 Village by CA of France and Europe.

DocuSign

2024 is a pivotal year for DocuSign. At the dawn of this major transformation, VivaTech offers the best platform on a European scale to share the company's new vision. This first-time participation will also be an opportunity to highlight DocuSign's innovations in response to societal challenges such as securing digital identity, and to preview the Digital Maturity report 2024.

European Innovation Council

The European Innovation Council (EIC) is Europe's flagship innovation programme to identify, develop and scale up breakthrough technologies and game changing innovations. In addition, the EIC is the largest early-stage deep tech public investor in Europe with a budget of €10.1 billion. It offers a unique combination of grants and equity investments that can crowd in other private investment, and it provides Business Acceleration Services for our beneficiaries. With its participation in VivaTech, the EIC aims to promote its activities to potential beneficiaries and showcase its wide range of activities.

Groupe Aéroports de Paris

Groupe ADP, official partner of the Paris 2024 Olympic and Paralympic Games, will share its vision of the airport of the future through innovations that will mark out the journey of the athlete or classic passenger, from their place of residence to the plane door.

Huawei

Huawei is coming to VivaTech in 2024 to showcase our newest products and solutions, our commitment to research and innovation, and our partnerships with local start-ups.

Hub.Brussels

VivaTech is a must-attend event for Hub.Brussels, enabling Brussels companies from a variety of backgrounds and at different stages of project development to take part in this emblematic Tech event.

Hyundai

Hyundai Motor Company and Kia Corporation presents its creative talent platform, ZEROINE for the first time in a European Startup Exhibition. Since first established in 2018, ZEROINE platform fosters an ecosystem for creators and startups to explore new ideas.

IBM

At IBM we believe in progress and in technology and we focus on Innovation that matters for our company and for the world. VivaTech is the major event in France to promote Technology and IBM is proud to be associated with this event again this year. We demonstrate IBM's leadership in AI for business, hybrid cloud, cybersecurity, and quantum computing areas. We'll also show how IBM and its rich network of partners help businesses innovate with confidence and at scale.

IFC

IFC, a member of the World Bank Group, is the largest global development institution focused on the private sector in emerging markets. To help strengthen tech ecosystems and promote innovation, IFC has invested and committed to date over \$2.7 billion in venture capital through investments in tech startups, VC funds, seed funds, and accelerators.

Métropole Européenne de Lille & Pôle Métropolitain de l'Artois

The northern France is now well identified as the « battery valley » with all the gigafactories. But, it is also the place to be for innovation, as shown by the recent Europe's Leading Start-Up Hubs ranking by the Financial times where Euratechnologies is 30th.

LINKEDIN

MEDIALINK

META

Founded in 2004, Meta has 3.19 billion people using Facebook, Instagram, WhatsApp or Messenger each day to stay connected with friends and family, to find out what's going on in the world, and to share and express what matters to them. This year is about exploring the future of connection : whether it's giving new dimensions to meaningful stories, harnessing the power of AI to push the limits of performance, creativity and productivity and redefining the way we share passions and build communities without boundaries.

Métropole du Grand Paris

Ministere des armées

VivaTech is an opportunity for the Armed Forces Ministry to promote its expertise by exhibiting innovative projects, and to attract new talents, particularly in the field of AI.

BANGLADESH

KOREA

Last year, Korea was Country of the Year at VivaTech. In 2024, 20 Korean startups with a wide range of technology spectrum from green energy to AI and big data, will attend to show why Korea has the 10th largest number of unicorn companies, and whose capital city, Seoul, ranked the 10th around the world in terms of startup ecosystem.

Pavillon HONG-KONG

For the first time at VivaTech, the Hong Kong's start-up ecosystem and the major start-up supporting organisations will showcase innovation and opportunities for global start-ups and investors.

Pavillon ITALIE

Our participation in VivaTech stems from a high interest in the dynamic environment of innovation and startups. The presence of the Italian Trade Agency, along with 48 startups from Italy, the regions of Piemonte, and Emilia Romagna, presents a great opportunity to connect with global innovators, investors, and industry leaders. Furthermore, companies will have the chance to stay updated on emerging tech trends and disruptive ideas and explore collaboration opportunities with startups and corporations.

Pavillon numérique de l'Etat

The French State is heavily present at VivaTech to make known its digital strategy, recruit digital professionals and to make known its support offer.

Pavillon du ROYAUME-UNI

The British Embassy in Paris will showcase the best of British technology at VivaTech, an excellent opportunity to find out more about innovative new products and services and meet the team to expand business in the UK. The UK is a nation of creators, pioneers and inventors, with a technology sector worth an estimated \$1 trillion and 140 unicorns.

PEUGEOT-STELLANTIS

PEUGEOT will take part in this year's VivaTech show, presenting its bold INCEPTION concept car to the general public for the first time in France, embodying its vision of sustainable electric mobility. On its booth, PEUGEOT will showcase the revolutionary, futuristic Hypersquare steering wheel - a major innovation that completely redefines the driving experience.

PUBLICIS

REGION AUVERGNE-RHONE-ALPES

The Auvergne-Rhône-Alpes Region promotes innovation and the dynamism of startups in the AgriTech and FoodTech sector. The Region will present its digital offering, highlighting the commitment to digital and technological transformation

REGION CENTRE-VAL DE LOIRE

The Centre-Val de Loire is one of the leading regions in industrial production in France and offers an important location for national and international digital leaders as Ledger, Thales, Atos, Wordline, Pentalog and Orange.

4 themes will be in the spotlight this year : Green Tech, FoodTech, Clean beauty & Green beauty and Heritage Tech.

REGION ILE-DE-FRANCE

The event will be an opportunity to highlight the dynamism and excellence of the innovation ecosystem in the Paris region, which boasts nearly 12,000 startups and 250 incubators and accelerators as of 2023, contributing to the emergence of half of French startups.

REGION OCCITANIE

The Occitanie region participates in VivaTech 2024 to showcase its innovative ecosystem. With dynamic startups and support for cutting-edge technologies, it strengthens its position as a land of innovation.

REGION SUD

As land of Innovation and excellence, Région Sud witnesses the birth of over a hundred startups every year, spanning from digital to immunology, from bluetech to greentech, and including AI. By participating in Vivatech, région Sud enhances the visibility of its economic initiatives, asserts its influence on the key themes of Vivatech 2024, and showcases its tech startup ecosystem.

SCALEWAY

Scaleway announces at VivaTech the addition of over a thousand H100 GPUs to its AI cluster - Europe's largest cloud compute power dedicated to AI - as well as a new "AI Cluster on Demand" offer. The cloud provider will also reveal a number of strategic partnerships.

SOFTWARE REPUBLIQUE

SUEZ

SUEZ's participation in VivaTech is a first. For SUEZ, innovation and digital solutions are essential levers to address growing environmental challenges. Our strength: +50% of our R&D budget by 2027, ≈1,700 patents, 10 R&D centres and centres of excellence around the world.

SWISSTECH

How did Switzerland become the most innovative country in the world? Swisstech brings together 25 start-ups representing the diversity of our ecosystem, with a focus on #sportech. Come and meet them at VivaTech and let's work together.

TTA (Taiwan)

UAE – Ministry of Economy

As the Ministry of Economy of the UAE, we are participating at VivaTech with 15 startups to showcase their latest technologies.

UNITED ROBOTICS GROUP

At VivaTech this year, URG presents our expanding portfolio of cobots working together from front-to-back-of-house retail environments (incl. outdoor) and will launch uLink – designed with flexibility, customization & connectivity to service the full retail and logistics value chain. We'll showcase new features in our robot portfolio including fleet management and how our 8 entities are co-developing solutions for the real-world at record speed.

VERIZON

At Verizon Business, we create networks that connect anything to everything and everyone to anyone. Built for innovative businesses with the ambition to tackle the world's biggest challenges. Enhanced connectivity enables enhanced experiences that build affinity, reliability, and trust.

WALLONIE

Present at Viva Technology since 2018, Wallonia (Belgium) will bring this year 16 startups of which 11 first time exhibitors) from its digital ecosystem that excel in the major key sectors targeted by Viva Tech (Green Tech, HealthTech, FinTech, Marketing Tech, Business Tech, Mobility, IT, IA, ...), tackling in this way the world's biggest challenges.

Communication Booster Partners

FRANCE TRAVAIL

France Travail is present at VivaTech since 2017. The French public employment service is placing innovation at the heart of its transformation and development to anticipate changes in the job market and offer tomorrow's services for jobseekers and employers to remove recruitment difficulties and make it easier to return to work.

EPO

The EPO is at the service of inventors, startups, and research universities, granting high-quality patents. We provide free patent information, and learning resources, with tools like the Deep Tech Finder, that helps find investment-ready European startups with EPO patent applications.

IT.COM DOMAINS

PLAUD.AI

PLAUD.AI is the AlaaS company to connect AI with real life. We develop AI devices and AI agents to perform as AI business partners for individuals and businesses to achieve the most. We're joining VivaTech 2024 to introduce our innovative product, PLAUD NOTE, the world's 1st ChatGPT empowered voice recorder, to tech enthusiasts and business partners from around the world.

UNITED ROBOTICS GROUP

VERIZON

