EDITORIAL – THE NEW FRONTIERS OF INNOVATION

Welcome to Viva Technology 2025! This edition is shaping up to be our most eagerly awaited yet. In a fast-changing world, innovation is advancing at breakneck speed. Frontiers are shifting — across AI, business, geopolitics, and the responsibilities we must all embrace. This is a decisive moment: the need to discover, decrypt, and collaborate has never been greater. This year, VivaTech invites the global tech community to push the boundaries and explore the **New Frontiers of Innovation**.

In **technology**, AI will be the undisputed superstar alongside quantum, blockchain, robotics, and more. Beyond the hype, startups, stage sessions, and exhibitors will focus on concrete applications and true game-changing innovations for business. The clash of tech titans—United States, China, Europe—will take center stage, with leaders like NVIDIA offering a glimpse into the next wave of disruption.

In **business**, the question is clear: how can tech revolutions translate into valuable transformation? Actors from more than 30 business sectors will share how they are transforming their way of producing, selling, working with AI and more. New summits dedicated to CMOs and Tech Leaders will connect top executives to strategic opportunities, investment, and innovation acceleration. Exclusive sessions, curated networking, and matchmaking will turn innovation into concrete business opportunities—and set the agenda for the next wave of digital transformation.

Geopolitics will also be at the heart of the conversation. As innovation becomes a key pillar in how governments reshape their global strategies, VivaTech becomes the arena where tech and geopolitics collide. On stage, leading policymakers, tech CEOs, investors, and thinkers from around the world will debate topics from AI sovereignty to tech decoupling. The spotlight will shine on our Country of the Year, Canada, as we celebrate innovation from every corner of the planet alongside over 50 country pavilions.

And at the core of every discussion: **responsibility**. As technology's impact on our lives, jobs, and democracies grows, VivaTech is committed to asking not only what tech can do, but what it should do. Through our Sustainability Exec Summit and our Tech for Change pillars—sustainability, inclusion, education, and better workplaces — we champion tech as a powerful force for positive, lasting impact.

This year, the world once again gathers in Paris. Global exhibitors, startups, and business decision-makers will make VivaTech their home base for four days of celebration of innovation. VivaTech 2025 will be the epicenter of ambition and action, a launchpad for ideas, breakthroughs, and business collaborations that will define the years ahead. Together, the global tech ecosystem will explore new frontiers and build the future.

François Bitouzet, Maurice Lévy and Pierre Louette, Viva Technology

KEY FIGURES AND NEW FEATURES FOR 2025

VivaTech is Europe's Biggest Startup & Tech Event

- Key figures:
    - 3 professional days, 11, 12 and 13 June, and 1 general public day (Gaming & Esports), Saturday, 14 June 2025
    - 2 Halls (55,000 sqm), 5 conference stages (three in Hall 1, one in Hall 2 and the Dôme de Paris). 1 Discovery Stage that continuously showcases innovations, product launches and previews.
    - 1 VTNews channel
    - 350 companies and organizations comprising 30 business sectors, including Space Tech, Travel Tech and Retail
    - 14,000 startups from more than 50 countries around the world
    - 4,000 partners
    - 3,000 investors from all over the world
    - 50+ country pavilions
    - 1 AfricaTech zone and 1 EuropaTech zone
    - 400+ speakers
    - 300 exclusive innovations
    - 1,500 sqm Impact Bridge sponsored by EDF
    - 1 AI Avenue, in partnership with Salesforce
    - 1 Pitch Studio where startups come to pitch their innovative projects

- New for 2025:
    - Country of the Year: Canada
    - NVIDIA GTC Paris
    - G42 AI Champion Partner
    - Programs 100%-dedicated to executives (CMOs and tech leaders): 1 stage, 2 lounges, 1 Connection Hub

- Awards and rankings: The Female Founder Challenge, and, for the first time at VivaTech, the Innovation of the Year Award. The Tech for Change Awards, in partnership with Axionable, is a new labeling for 300+ Tech for Change startups and the Top 100 Rising European Startups.
- New activations: The Blaze concert during the Viva Night with LiveNation; the AI Creative Show with the Runway AI Film Festival, the mk2 group, TF1 group and We Are.

INSPIRING SPEAKERS

For this ninth edition, VivaTech welcomes emblematic figures from the world of innovation and technology, the entrepreneurs and thought leaders who share their vision and decode the trends and best practices disrupting the tech sector and shaping the global economy of today and tomorrow.

This year VivaTech is proud to host an outstanding roster of speakers. To name a few: **Jensen Huang**, Founder & CEO, Nvidia; **Arthur Mensch**, Cofounder & CEO, Mistral AI; **Joe Tsai**, Cofounder & Chairman, Alibaba Group; **Yann Lecun**, Chief AI Scientist, META; **Thomas Wolf,** Cofounder & Chief Scientist Officer, Hugging Face; **Vanessa Wyche**, Acting Associate Administrator, NASA; **Bernard Arnault**, Chairman & CEO, LVMH; **Fidji Simo**, CEO & Chair Instacart, soon in charge of AI applications, Open AI; **Ami Badani**, CMO, ARM; **Colin Murdoch**, President Isomorphic Labs, Chief Business Officer Google DeepMind; **Paul Hudson**, CEO, Sanofi; **Zak Brown,** CEO McLaren Racing**; Mike Krieger**, CPO, Anthropic & cofounder Instagram; **Clara Chappaz**, Delegate Minister for Artificial Intelligence and the Digital Economy; **Nicolas Hieronimus**, CEO, L'Oréal Groupe; **Martin Kon**, President & COO, Cohere; **Downson Tong,** Senior Executive Vice President, Tencent**; Stanislas Niox-Chateau**, Cofounder & CEO, Doctolib; **Christel Heydemann**, CEO, Orange; **Thomas Dohmke**, CEO, Github; **Alain Aspect**, CNRS, Nobel Prize winner, cofounder, Pasqal; **Pascal Gauthier**, CEO, Ledger; **Hans Vestberg**, Chairman & CEO, Verizon; **Mohamed Kande**, Global Chairman, PwC; **Peng Xiao**, CEO, G42; **Cedrik Neike**, CEO Digital Industries, Siemens; **Rohit Prasad**, SVP and Head Scientist, Artificial General Intelligence, Amazon; **Arkady Volozh**, Founder & CEO, Nebius; **John Elkann,** CEO Exor, Chairman Ferrari, Chairman Stellantis; **Sunil Bharti Mittal**, Chairman, Bharti Enterprises; **Nikesh Arora**, Chairman & CEO Palo Alto Networks

And also**: Charles Antoine**, CNRS Sorbonne University; **Samira Bakhtiar**, General Manager of media and entertainment, Amazon Web Services; **Anne Banschbach**, Director of Esport, Team Vitality; **Laurie Bonin**, Cofounder, Artpoint; **Kat Borlongan**, member of the European Innovation Council; **Thierry Breton**, former European Commissioner**; Cindy Chow,** Executive Director & CEO Alibaba Group; **Corine de Bilbao,** CEO Microsoft France; **Henri Giscard d'Estaing**, President, Club Med; **Asmita Dubey**, Chief Digital and Marketing Officer, L'Oréal Groupe; **Michael Fan**, VC et former associate Galaxy Interactive; **Hiba Farès,** CEO RATP Dev; **Thierry Gadou,** Chairman & CEO VusionGroup**; Hugo Gedio,** Founder Mush agency; **Arian Gorin**, CEO Expedia; **Stephan Hadinger**, Head of technology, AWS; **Michel Hazanavicius**, director; **Loïc Henriet,** CEO Pasqal; **Julie Huguet**, Director, Mission FrenchTech; **Fanny Jaulin**, Cofounder & CEO, Orakl Oncology; **Julien Jouhault**, CTO LeBonCoin; **Kate Kallot**, founder & CEO, AminiAI; **Eiso Kant**, Cofounder & CTO, Poolside; **Elisha Karmitz**, CEO, mk2; **Jean-Baptiste Kempf**, CTO, Scaleway; **Stephan Kuester**, Managing Partner, Startup Genome; **Claire Lebarz**, CTO, Malt; **Alex Lebrun**, Cofounder & CEO, Nabla; **Blanca Li,** dancer , actress and director; **Manuel Moussalam**, Research Director, Deezer; **Cliff Obrecht**, Cofounder & COO, Canva; **Maud Alvarez Pereyre,** Group Chief HR Officer, LVMH **; Katie Pizzolato,** Vice President Algorithms and Scientific Partnerships, IBM **Jonas Prising**, CEO & Chairman, ManpowerGroup; **Benjamin Revcolevschi**, CEO, OVH Cloud; **Peter Sarlin**, founder & CEO, AMD Silo AI; **Owen "Hasheur" Simonin,** CEO Meria; **Kate Soule**, Director, Technical Product Management, IBM; **Valentin Stalf**, CEO, N26; **Alexander Sukharevsky**, Senior partner and

Managing Partner QuantumBlack, AI by McKinsey; **Murali Swaminathan**, CTO Freshworks; **Daren Tang**, CEO World Intellectual Property Organization; **Sarah Tayeb**, General manager Ebay France; **Rachel Thornton**, Digital Experience & Adobe Experience Cloud, Adobe; **Bosun Tijani**, Minister of communications, innovation and digital economy Nigeria; **Christophe Vermont**, CTO & executive officer, Axa; **Philippe Wahl**, Chairman & CEO, La Poste Groupe; **De Laurentis** electro music producer

More information on speakers available [here](#).
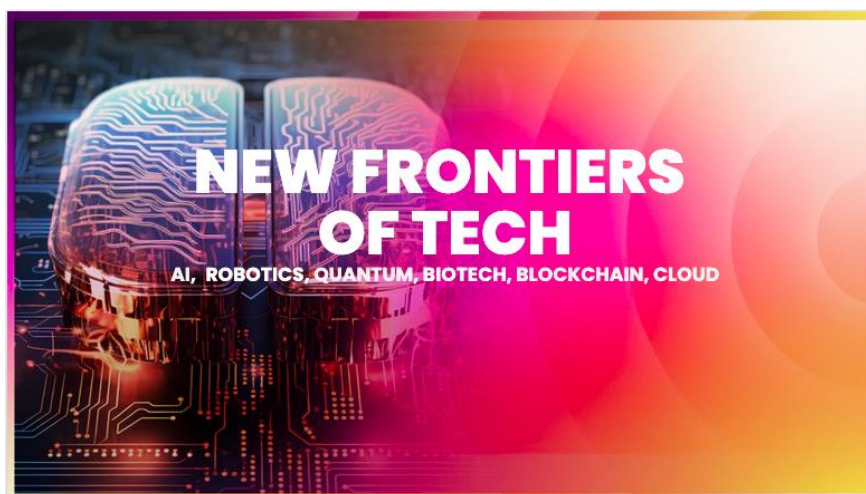
In 2025, VivaTech explores the new horizons of **innovation**. From new **technological frontiers** to **business frontiers**, **responsibilities** and **changes in the global landscape**, the ninth edition of Viva Technology allows us to discover how innovation is profoundly transforming all aspects of our society.

In the second Viva Technology barometer conducted by Opinion Way among 1,708 decision-makers in Europe and North America, tech business leaders indicated a trust score in new technologies of 87/100 (1 point of confidence better than in 2024). In addition, **artificial intelligence** clearly stands out as the technology with the greatest potential to impact business activity (65%), ahead of cybersecurity (41%) and the cloud (39%). Over the next 12 months, 85% of the companies surveyed plan to increase their investments in AI.

Main speakers in the field of New Frontiers of Tech: NVIDIA founder and CEO **Jensen Huang** delivers the opening keynote for the **NVIDIA GTC Paris,** dedicated to AI, on Wednesday, 11 June at 11 am on the Dome Stage, while **Peng Xiao,** CEO of G42, VivaTech's AI Champion Partner speaks on June 12.

In addition, to explore the concrete advances of agentic AI and LLMs in our industries and to consider the opportunities as well as the challenges we're facing, VivaTech 2025 welcomes many of the biggest names in AI, such as **Arthur Mensch** of Mistral AI; **Fidji Simo** from OpenAI; **Ami Badini** from Arm; **Kate Kallot** from AminiAI; **Mike Krieger** from Anthropic; **Yann Lecun** of Meta; **Martin Kon** of Cohere; **Rohit Prasad** of Amazon; **Peter Sarlin** from AMD Silo AI; **Eiso Kant** from Poolside; **Arkady Volozh** from **Nebius**; and **Thomas Wolf** from Hugging Face. **Alain Aspect** from the CNRS/ Pasqal, winner of the the Nobel Prize, will talk about quantum mechanics. Panels on the theme of trust and digital identity will feature **Philippe Poutonnet** from Docusign, and **Nikesh Arora** from **P**alo Alto Networks. Biotech and health will also take center stage with speakers such as **Stanislas Niox-Chateau** from **Doctolib**; **Fanny Jaulin** from Orakl Oncology; **Alex Lebrun** from Nabla; and **Colin Murdoch** from Isomorphic Labs and Google DeepMind.

The **Tech Leaders Summit**, a dedicated program with and for tech leaders, is taking place during the three professional days of VivaTech and features outstanding speakers such as **Thomas Dohmke**, CEO of GitHub; **Jean-Baptiste Kempf**, CTO of Scaleway; **Jay Gambetta**, IBM Fellow and VP IBM Quantum of IBM, **Claire Lebarz**, CTO of Malt; **Cedrik Neike**, CEO Digital Industries at Siemens; and **Luis Vargas**, CTO & Founder of Evolver AI. The Tech Leaders Summit is structured around four pillars: **Tech Leaders Perspectives**, sponsored by Siemens, ServiceNow and QuantumBlack AI by McKinsey; the Exec Arena focusing on business cases with a dedicated lounge; and the **Connection Hub** to host business meetings between startups and decision-makers. These same four pillars also structure the **CMO Summit,** which is dedicated to marketing experts. The Adobe-sponsored **CMO Perspectives** highlights top CMOs such as **Adobe's Rachel Thornton, Louis Vuitton's Laura Krittian** or **L'Oréal Groupe**'s **Asmita Dubey.**

The Innovation of the Year Award, a new VivaTech initiative to further celebrate creativity and technological ingenuity, is open to all exhibiting startups with fewer than 50 employees, funded since (or after) 2021, and demonstrating a high level of innovation and originality that makes them capable of disrupting the market and transforming their sector of activity. The five finalists are invited to come and present their project during VivaTech and the winner will present their project on Stage One during the Global Awards Ceremony 12 June 2025 at 5 pm.

A multitude of innovations on display this year in the **AI Avenue,** in partnership with **Salesforce,** and throughout the aisles of Viva Technology demonstrate that AI and tech are assets for advancing progress in healthcare and for the climate. The French company **Bodyo** is presenting a world premiere of its medical robot that analyzes blood pressure, ESG, glucose, and cholesterol to reduce health costs through prevention rather than curative health. **Mand.ro** comes from South Korea to show in a world premiere how technology allows amputees to move a robotic hand thanks to sensors placed on rings or bracelets. In a European premiere, the French company **SkinMed** is showcasing the result of a collaboration with Anapix Medical, a solution to enable pharmacies to screen for skin cancer. **Evelab Insight** comes from Singapore and develops skin diagnostic tools capable of measuring 42 dimensions of the face, using a database of 10 million images. China's **Unitree Robotics,** the world leader in quadruped robots, presents its first Humanoid model, one of the most developed in AI; Japan's **Ashirase** unveils the world's first pedestrian navigation device designed for the visually impaired, which attaches to the shoe and guides the user with vibrations; Startups are also specializing in cybersecurity to deal with increasingly frequent threats, such as two French companies: **Filigran**, which offers its open-source suite to anticipate cyberattacks and manage them, or **Habs**, with Neoxa, the first hard drive secured by biometric authentication and encryption based on brain waves, making any attempt at hacking or data theft totally ineffective.

Visitors can also experience AI on the booths of VivaTech's partners. Don't miss the pavilion of VivaTech's Country of the Year, **Canada**, a true world leader in responsible AI and the first country to have launched a national artificial intelligence strategy. Canada is home to many companies in this field, including **Mila**, a research centre recognized for its major contributions to the advancement of artificial intelligence that benefits society; **Cohere**, one of the world's most promising AI companies, with its language models (LLMs); **Trusting Pixels**, whose software detects edited content from influencers and creators; **BrainBox AI**, which uses AI, deep learning,

cloud computing, and custom algorithms to reduce buildings' energy consumption by up to 25% and their greenhouse gas emissions by up to 40%; **RegenEAU,** a key player in multi-residential environments where hot water is the main source of energy consumption; and **Moduly**, which has developed a modular system of stackable batteries that efficiently store, manage and return electrical energy when it is needed most. **G42,** Platinium Partner for the first year at VivaTech as AI Champion Partner, presents Core42, a subsidiary missionned to provide individuals, organizations and nations with ways to use the whole potential of AI and Cloud. At **LVMH**, several solutions leveraging AI are on display to optimize the customer experience, of which thirteen are nominated for the LVMH Innovation Award. Among the nominees are **Hiphen** which is launching a technological innovation with **Moët & Chandon** for the qualitative evaluation of its grapes using AI and photographic images; and **Connected Jewel** for **Bvlgari** introduces a mobile solution that uses OCR (Optical Character Recognition) technology to read and interpret very small serial numbers engraved on jewelry, to verify authenticity and thus fight counterfeiting and theft in the jewelry industry. At **La Poste Groupe**, celebrating this year on its Lab sovereignty and 30 years of e-commerce, many solutions using AI in an ethical framework are presented, such as **ClarIA,** a multilingual platform that facilitates banking inclusion; **Geoptis & FAST**, a solution that supports elected officials in the face of the challenges of school sectorization; **Dalvia Santé**, developed by Docaposte and La Poste Santé & Autonomie, to save time for healthcare professionals thanks to AI. **Orange** is the first French company to launch Quantum Key Distribution (QKD) to secure data using photons (qubits), a technology that can, for example, make a video call tamper-proof. **PwC** invites French startup **Alice & Bob**, which is revolutionizing quantum computing with its chat qubits, reducing hardware requirements up to 200 times to build a large-scale quantum computer; **Verizon Business** takes advantage of Viva Technology to announce a partnership with NVIDIA to accelerate the use of AI on private 5G networks and publish its annual Data Breach Investigations Report on cybersecurity, in conjunction with the United Nations Year of Quantum Science. The **Antoine Alléno Association**, partnering with VivaTech for the first time, shows how AI promotes safer driving, through the analysis of risky behaviours and the limitation of distractors. **Axa** presents its new Security Operations Centre as POC leveraging AI algorithms to accelerate the response time in case of cyberattacks and its new "Tech Data & AI Essentials" program, aimed at all its employees, launched in 2025, to reaffirm the importance of ethical and sustainable AI. These measures aim to ensure that AI is developed and used in a human-centric, responsible, safe, regulatory-compliant, and beneficial manner, while reducing risk and supporting the achievement of the company's strategic objectives.

At **Groupe Bouygues**, visitors can attend round tables to understand how AI is enabling greater efficiency in construction, energy sobriety, and innovation in the service of sustainable cities with, for example, new materials capable of reducing the carbon footprint in construction, or the storage and intelligent management of energy. **QuantumBlack, AI by McKinsey**, delivers the findings of its latest white paper on the potential and implications of deploying AI agents that could multiply the impact of AI in companies through the creation of hybrid human-AI teams. **KPMG** unveils at Viva Technology, its 2025 Innovation Trend Book dedicated to exploring the future shaped by new artificial intelligence technologies for organizations, society and humans in their relationship with machines - the company is evolving in the world of anthropotech through the use of autonomous multi-agent systems, humanoid robots and quantum solutions. **RATP Group** is inviting the startup Jumbo Mana to its booth, which offers a

solution to staff shortages that complicate access to traveler information. Jumbo Mana's multilingual AI avatars are available 24/7 to provide real-time assistance in stations via mobile devices and digital kiosks. Finally, **Startup Genome**, in partnership with the Global Entrepreneurship Network, unveils at VivaTech 2025 the 13th edition of the Global Startup Ecosystem Report, which analyzes data from more than 5 million companies across 350 innovation ecosystems.

Paris, the capital of European Tech : VivaTech hosts NVIDIA GTC Paris
For the first time, NVIDIA GTC Paris will take place at VivaTech on 11 and 12 June at the Porte de Versailles. **Jensen Huang**, founder and CEO of NVIDIA, will deliver a keynote live from the Dome Stage 11 June at 11 am to present NVIDIA's latest technological advancements as well as the company's vision for AI and innovation. Jensen Huang is one of the most influential figures on the global tech scene, and NVIDIA is a spearhead of today's most revolutionary technologies – especially in the field of artificial intelligence, one of the major themes of the 2025 edition of VivaTech.

NEW FRONTIERS OF BUSINESS

Since 2016 Viva Technology has been the meeting place where business meets innovation, where opportunities for collaboration are created between major tech players, leading companies and startups. This year VivaTech brings together more than 4,000 partners and exhibitors as well as 3,000 investors from around the world - including **Accel**, **Eurazeo**, **Headline, Iris VC, Northzone, Hermitage Capital** - in one place, promoting innovation and establishing contact with the largest companies and public players.

More than **30 business sectors** are represented at VivaTech this year, with **Space Tech**, **Travel Tech, Retail** and **Creative Industries** in the spotlight:

- Space Tech: There are currently more than 10,000 operational satellites in orbit and space has unquestionably become a new frontier for commercial activities. While the rise of the private space sector is driving innovation and economies, it also calls for increased attention to the sustainability of space technologies with the rise in space debris and greenhouse gas emissions. However, with promising solutions such as reusable modular components, biodegradable materials and other innovations, it is possible to harness the potential of satellites while protecting our planet. How to avoid the destruction of satellites in orbit due to space debris is a theme that NewSpace enthusiasts can explore in greater depth at VivaTech. They can also **listen to renowned speakers** such as **Vanessa Wyche** from NASA, or with PwC**,** on 11 June, a session featuring **Aurélie Bressolette** from Latitude, **Steven Rutgers** from Arianespace and **Maxence Brischoux** from the DGE, on various subjects such as an alternative to SpaceX or how to grow plants in microgravity to feed astronauts.
Many innovations in the field of space or from space research are also to be discovered in the aisles of the Porte de Versailles and on the booths of VivaTech's partners. For example, the startup **Latitude** presents Zéphyr, the first European space launcher for micro-satellites weighing less than 200 kg and constellations of satellites allowing real-time fire monitoring, infrastructure monitoring, and optimization of agricultural land. At **L'Oréal Groupe**, vertical farming is inspired by a technology developed precisely for space exploration and allows the Group to sustainably cultivate

the biomass needed for its cosmetic ingredients, without pesticides, and with optimized water and energy consumption.

- <u>Travel Tech</u>: Because tourism and travel are sectors where technology and AI are pushing boundaries, VivaTech is launching a new Travel Hub this year in collaboration with Eventiz. The aim is to showcase the most innovative players in the travel industry, create connections, and foster opportunities with technology leaders covering topics such as mobility, data, and services. Major industry players will gather at the Porte de Versailles to share the ideas and innovations that will shape the next ten years. For instance, **Groupe ADP** and **Accor**, who have already participated in previous editions, will be joined by newcomers like **Club Med, Navan**, and **Travelsoft**, as well as **Axa Partners**, **Evaneos**, **Floa**, **Tui France**, and **WorldPay**. Notably, key figures such as **Henri Giscard d'Estaing** from **Club Med** and **Sébastien Bazin** from **Accor** will share their insights on the future of the travel industry and **Expedia** or **SNCF Group** are present at VivaTech.

- <u>Retail</u> is a field where AI and new technologies are providing ever more innovative solutions to make products reach customers faster and to optimize the customer experience. This year, we find players such as the **La Poste Groupe**, which is taking the opportunity of the celebration of the 30th anniversary of e-commerce, to show how, with **Colissimo**, the leader in parcel delivery in France, the group has been able to commit to reducing CO_2 emissions and innovating for increasingly responsible deliveries. There is also a prototype of a letterbox with a connected lock that can be opened using the postal worker's smartphone, and **Pony**, a startup supported by **La Poste Ventures** and which is the only company in the world to offer a two-seater electrically assisted bicycle, the Double Pony. **VusionGroup** invites some of its partners, such as Carrefour and Walmart, to showcase its vision of the Store of the Future – a store that is connected to teams, consumers, and products. In this way, VusionGroup demonstrates its AI solution for real-time shelf restocking, automatic out-of-stock detection, and efforts to combat food waste. At **AWS**, the future of retail is being demonstrated with Proto Hologram's virtual try-on technology. This innovative system projects clothing directly onto your figure via a holographic display, eliminating the need for fitting rooms and allowing you to instantly try out different styles, colors, and combinations. **Verizon Business** offers solutions to support its retail customers in their use of AI in stores (retail or luxury), to analyze purchasing habits, adapt commercial strategies or improve customer engagement with solutions such as virtual mirrors for fittings, augmented reality devices to guide customers via smartphone (AR Wayfinding), the combined use of robots and HD cameras to monitor stocks, restock shelves, generate reports on purchasing and management. In Hall 2, Fnac has once again set up its store at VivaTech for the second consecutive year, offering various activities to bring culture and technology together. There are chill-out areas, demo spaces, and a signing area (see more details in the Public Day section of this press kit). **Joe Tsai**, co-founder and chairman of **Alibaba Group,** speaks on retail and AI themes. **Axa** is demonstrating its Digital Commercial Platform (DCP), which offers an integrated and innovative approach to risk management, 11 June at 10 am on the Discovery stage.

- <u>Creative Industries</u>: Creative industries are undergoing a transformation and are playing an increasingly significant role in the global economy. AI, blockchain, augmented reality, and other technologies are redefining storytelling, creation, distribution, and consumer experiences. They are driving innovation across all areas of media but also pose risks to the employment of creators and their intellectual property. From video games to music, marketing, fashion, film, and advertising, these advances are opening up new economic opportunities for artists and businesses alike (these industries will account for 10% of GDP by 2030, according to a 2023 World Bank Group report) and they are reinventing the way audiences are engaged. Big names in the creative industries will speak at Viva Technology, addressing the protection of artists and creators at the dawn of AI; diving into the fast-evolving world of video games, animation, cinema and music; considering the race for attention; and measuring the economic impact of the new creative tools with **Michel Hazanavicius**, film director; **Blanca Li**, choreographer and dancer; **Manuel Moussallam** from **Deezer; Cliff Obrecht** from **Canva**; **Domingo; Michael Fan** from **Galaxy Interactive; Hannah Elsakr** from **Adobe; Elisha Karmitz** from **mk2; Nicolas Julia** from **Sorare; Arthur Perticoz** from **Karmine Corp; Dylan Field** from **Figma; Marianne Carpentier** from **TF1.**

AI, particularly generative AI, is transforming content creation, decision-making and customer targeting by enabling advanced personalization of advertising campaigns based on behavioral data (location, browsing, purchases). Marketing leaders must adapt to this dynamic and complex environment. At Viva Technology, the **CMO Summit,** which takes place 13June on Stage One, explores the rapid changes in marketing and offers the opportunity to exchange with innovative startups as part of the **Connection Hub**, a real place for face-to-face networking between decision-makers/buyers and concrete technological solutions offered by startups to facilitate this transition to more technological marketing that is both personalized and responsible. **Verizon Business**' **Chris Narayanan** discusses how collaboration between chief marketing officers (CMOs) and chief technology officers (CTOs) can drive innovation, generate new projects, and make a difference in a highly competitive market.

VivaTech loves when tech intertwines with art, and this year with our partners we have developed **several unmissable artistic activations**. For the first time at the Porte de Versailles, the **AI Creative show** in partnership with **Runway's AI Film Festival**, **mk2**, **Groupe TF1** et **We Are,** invites you to attend a screening of short films made with the new AI tools. The third edition of the Runway's AI Film Festival takes place in New York on 5 June and then in Los Angeles on 12 June, where ten winning short films are screening. It is then at VivaTech that the selection of these short films will be screened for the first time in Europe. Then, on Thursday evening 12 June, get ready for **VivaNight** in partnership with **Live Nation,** the first immersive afterwork party in the Dôme de Paris with the French electro duo **The Blaze**. This is a world premiere deploying the first sound spatialization system for music. **Live Nation** is also presenting an immersive booth in Hall 1 where visitors can enjoy a Culinary Live Experience; the Golden Ticket Experience in

partnership with Icosium; and a 180-degree immersive sensory journey with Apple Vision Pro and Meta Quest 3 headsets. In Hall 2 **ArtPoint** presents a selection of immersive and artistic experiences that redefine how visitors can interact with innovation.

VivaTech's partners are also devoting their booths to showcasing innovations related to the creative industry. For example**, La Poste Groupe** presents the startup **Studio IA** dedicated to the creation of marketing campaigns via a chain of unique AI agents to create an advertising mailing enriched with specific performance, design and compliance data; **AWS** Introduces the startup **Playruo** whichg develops immersive AI-powered gaming experiences, enabling content creators to design interactive games with AI-Generated characters and scenarios built on AWS infrastructure; **Canada,** VivaTech's 2025 Country of the Year and renowned for its entertainment industry and support for the arts , presents **Helios,** a solution that revolutionizes the way we search for music content in large commercial music libraries, using the music itself as a search key; **Moonlite Media**, an AI-powered platform for musicians, content creators, and brands to generate multi-scene animations synchronized with music in seconds; **The 7 Fingers**, which blends technology and circus art by using AI and markerless stereo cameras to capture and transpose acrobatic movements into virtual environments. On the **State Digital Pavilion**, the free **Compar:IA** platform, launched in October 2024 by the DINUM and the Ministry of Culture, makes it possible to compare the responses of conversational AI models to improve the quality of French-speaking models, reduce cultural biases and raise awareness of the challenges of generative AI.

When we talk of the frontiers of business at VivaTech 2025 we are of course talking about how AI and tech are changing the game in the recruitment of talent. On the **Canada Pavilion**, the startup **Airudi** is developing an AI-powered recruitment solution, a personnel management tool and an automated occupational health and safety solution. **Videns Analytics** operates in corporate training, among other things. **Docusign** is showcasing its Iris AI engine, specifically designed to bring intelligence and automation to every stage of the document signing and authentication lifecycle. **Freshworks,** with Freddy AI, continues to unify the experiences of customers, employees, and sales and marketing teams through generative AI tools such as bots, ticket management or conversations. At **KPMG**, **Linkup** is a web search agent that can process natural language queries and deliver up-to-date content in the format of choice, whether conversational responses, plain text snippets, or structured data.

NEW FRONTIERS OF GEOPOLITICS

Geopolitical upheaval in 2025 is significantly altering the global tech landscape, with technological innovation no longer originating solely in Silicon Valley or China. Europe has a role to uphold and reinforce. And new territorial champions are emerging from Brazil, Vietnam, Nigeria and other parts of the globe. Once again this year, the tech world will meet at Porte de Versailles to forge new links, initiate collaboration between experts and scientists from all over, and strengthen bridges between ecosystems.

More than **160 nationalities** are coming to exchange and shine at VivaTech, with more than **50 country pavilions** showcasing the best of each nation's' technological know-how, with China, and also the Pacific region and New Caledonia presenting BlueTech solutions. And VivaTech is proud to host newcomers such as the United States with Houston, and also for the first time Poland, Lebanon, Saudi Arabia, El Salvador and Nigeria.

Canada: 2025 Country of the Year

After Japan last year, South Korea in 2023 and India in 2022, VivaTech is delighted to honor a country that has been resoundingly successful in education, the video game industry and GreenTech; which has created 50 unicorns in five years; and which is making strides in AI at breakneck speed. **Canada** is coming to VivaTech with a delegation of 500 people and more than 170 companies and organizations led by Scale AI, Canada's global innovation cluster, specializing in tech and AI applied to different uses (industrial, medical, aeronautics, etc.) On the Canada Pavilion, three key areas are highlighted: artificial intelligence, climate-related technologies and health technologies. For more information on Canadian startups and companies, see the New Frontiers of Tech page of this press kit.

Focus on Europe

After the success of the Top 100 Next Unicorns, this year Viva Technology is launching the **Top 100 Rising European Startups,** a roster of 100 rising startups across various sectors with a maximum of five years of existence, headquartered in Europe, with a minimum of €5 million in annual recurring revenue (ARR) in 2024, and with a minimum of 40% annual growth over the last three years. This Top 100 listing is made with the participation of four VC partners: **Accel**, **Eurazeo**, **HV Capital** and **Northzone.** The 100 startups are invited to VivaTech to participate in an acceleration program, including meetings with investors and major companies.

Among the other representatives from the European tech ecosystem at VivaTech this year are Cyprus; Greece; Spain; Germany and Bavaria; Belgium; Italy with the Italian Trade Agency; Luxemburg; Poland with the Polish Investment and Trade Agency, Lodz City, and the Lower Silesia Region; Netherlands; Portugal; Estonia, the first country to come to VivaTech from the North Baltic region, presenting its cleantech solutions and environmental startup; Ukraine; Switzerland with SwissTech; and the European Innovation Council.

The African tech scene

Innovation from the African continent always features prominently at VivaTech, and this year we are proud to welcome for the first time Nigeria, Morocco, Guinea, the Republic of the Congo, Ivory Coast, Senegal, the Tunision Deposit Fund and more than 135 African startups.

The AfricaTech Lab is once again making a grand appearance, with a stage dedicated to the African tech ecosystem and showcasing the finalist startups in the **AfricaTech Awards**. The AfricaTech Awards program aims to celebrate and promote the most promising startups on the African continent who are working to develop technological solutions to address major economic, societal and environmental challenges in three key sectors: GreenTech, HealthTech and E-commerce & FinTech. The 2025 AfricaTech Awards contest is organized in partnership with **Deloitte**, VivaTech's Knowledge Partner, who are once again affirming their ambition to honor African innovation and entrepreneurship.
To see the list of the 45 finalist startups, underline this link.

The awards ceremony for the fourth edition of the AfricaTech Awards will take place **12 June on Stage One** under the patronage of Senegalese international footballer **Edouard Mendy**.

The Americas

For the Americas, in addition to the Canada Pavilion, the United States will also be present, for the first time, with a pavilion representing the ecosystem in Houston, Texas, as well as a pavilion from Miami, Florida. Guyana and Brazil will also be joining us again this year.

Middle East - Asia - Oceania

Representing the Middle East: The United Arab Emirates, with the city of Dubai (Department of Economy and Tourism); the city of Abu Dhabi in partnership with TripAdvisor (Department of Communication and Tourism); Saudi Arabia with four pavilions (Ministry of Communication, Innovation and Technology, Premium Residency – Monsha'at, and Saudi exports); Turkiye with two pavilions (Invest in Turkiye, and Ministry of Industry and Technology); and Lebanon for a first participation.

Representing Asia and Oceania: China will be present with a large 300 sqm pavilion. Hong Kong and South Korea will bring various entities to VivaTech. Japan, VivaTech's 2024 Country of the Year, will have a strong presence, as will Taiwan and Bangladesh. India, VivaTech's 2022 Country of the Year, is making a comeback. Thailand is attending VivaTech for the first time. "Pacific Tech" and New Caledonia have their own pavilions, as does Australia, which is highlighting the state of Victoria.

Finally, France is not to be outdone, with many regions and institutions remaining loyal participants at VivaTech. Almost all of metropolitan France is represented, with the Auvergne-Rhône-Alpes Region, the Bourgogne-Franche-Comté Region, the Centre-Val de Loire Region, Corsica, the Île-de-France Region, the Normandy Region, the Nouvelle-Aquitaine Region, the Pays de la Loire Region, the Occitanie Region and the Sud Region, as well as the Greater Paris Metropolis, the European Metropolis of Lille, and the City and Eurometropolis of Strasbourg. Overseas territories include the Réunion Region, the territories of French Guiana, and the Department of Mayotte. All these regions are showcasing the richness of their ecosystems and are accompanied by numerous startups.

The French Tech Mission, Bpifrance, Business France, France Travail, the General Commission for Sustainable Development and the INPI are also present, as well as the Ministry of the Armed Forces and the State Digital Pavilion, which brings together no fewer than ten French ministries and government departments. Finally, on the academic side, there is the CNRS and INRIA, the HQI initiative, which presents more than a dozen quantum startups, and the CNES, present for the first time.

Many speakers will address the topic of regulation on VivaTech's stages, among them Thierry Breton, former European Commissioner; Clara Chappaz, France's Secretary of State for Digital Affairs, and Daren Tang of the World Intellectual Property Organization. Verizon Business, meanwhile, will be exploring, how governance can keep pace with advances in artificial intelligence to protect privacy and foster a global technology ecosystem that combines progress with responsibility.

NEW FRONTIERS OF RESPONSIBILITIES

Technology is a powerful driver of change, and Viva Technology has always been careful to consider where responsibilities lie among those who make it and those who regulate it. Since our inaugural edition in 2016, VivaTech has been committed to leveraging the potential of tech for concrete progress. This is reflected in our CSR commitments which aim to inspire, act and build a more sustainable and equitable future. In May 2024 Viva Technology became the first ISO 20-121-certified tech event and we continue in 2025 to reduce our environmental footprint. For example beef has been eliminated and a majority of vegetarian options (60%) are available in the catering areas this year, and we are able to recover and re-use 95% of the materials from the event, such as the Startup Corners which have been re-used since 2019. Meanwhile we continue to work for a more inclusive and diversified tech sector, to take on an educational and influential role for environmental awareness, and to strengthen collective efforts on behalf of our planet and our societies.

For this ninth edition, even more space has been allocated to technologies and innovations making a concrete and positive impact on our planet and our societies:

- **The Impact Bridge**, in partnership with **EDF**, covers 1500 sqm at VivaTech and features 52 startups and four tech innovations to help build a more sustainable future.
- **The Tech for Change Awards,** in partnership with **Axionable**, is a new VivaTech prize that recognizes innovative companies that contribute to meeting the major challenges of our time on behalf of our planet and societies. As part of this new award, more than 300 startups exhibiting at VivaTech 2025 will be labeled Tech for Change at VivaTech. Among the startups recognized as "Tech for Change", the five finalists selected to pitch their project on the Pitch Studio, on Wednesday 11 June and on some stages of Founding Partners such as **Orange**, **LVMH** and **La Poste Groupe** are:
  - Romania's **dotLumen** with its smart glasses for the blind and visually impaired (on the Orange Lab);
  - Switzerland's **Beekee**, which enables interactive digital learning without an Internet connection (SwissTech booth);

- o the French company **Genesis**, which provides data on soil health (on the LVMH Lab);
- o **AlveoliX**, also from Switzerland, with its organs-on-a-chip (SwissTech);
- o and Canada's **Reveal AI**, which allows surgeons to identify infiltrating cancer cells in real time and in vivo, with submillimeter accuracy (Canada Pavilion).

The overall winner will then be announced at VivaTech's **Global Awards Ceremony 12 June** on **Stage One;**

- Since 2019 the **Female Founder Challenge (FFC)** has been supporting women entrepreneurs, founders or co-founders of startups by enabling them to establish connections with investors and industry leaders from various sectors. This year, the jury of the Female Founder Challenge, in partnership with **Forvis Mazars** (VivaTech sponsor & Knowledge Partner), **IRIS** (VivaTech Knowledge Partner), **Alibaba Group** (VivaTech Sponsor), **JCDecaux** (VivaTech Sponsor) and the **SISTA collective** (Ambassador Partner), considered applications from 536 founders from 83 countries, from which they selected five finalists who are invited to pitch their solution **12 June at 9:45 am on the Purple Stage.** The winner will then be honored at the VivaTech Global Awards Ceremony**.** For details about the five FFC finalists, underline this link.

- The VivaTech Global Awards Ceremony **12 June at 5 pm on Stage One** will reveal the finalists for the **Next Startupper Challenge**, which celebrates student talent; **the AfricaTech Award**, which supports high-potential African startups (see the New Frontiers of Geopolitics page of this press kit); and for acceleration programs such as **Impact Builders** with **Diversidays**.

Top speakers addressing New Frontiers of Responsibility: Among the speakers talking about how Tech can have an impact on the planet and climate are **Julien Nicolas**, SNCF Group; **Edward Bouygues,** Bouygues Group; and **Sacha Stolp**, from the City of Amsterdam, who will talk about the concept of the resilient city; **Misa Labarile**, from the European Commission, will discuss the efforts undertaken at the European level to develop public policies supporting eco-responsible tourism; **Hiba Farès** from RATP DEV will talk about the challenges of urban mobility; and we'll also hear from **Kate Kallot**, Amini.AI (AI, AgriTech); **Bernhard Kowatsch**, World Food Program Accelerator; **Nicolas Morin-Forest**, Gourmey (FoodTech/DeepTech); **Tom Elliott**, Restor; **Emily Charry Tissier**, Whale Seeker; **Dounia Wone**, Vestiaire Collective; **Ruth Harper**, ManpowerGroup; **Arnaud Lajoinie**, LVMH; **Sarah Tayeb**, Ebay France; **Fatihia Gas**, La Poste Groupe; **Catherine MacGregor,** Engie; **Michel Lutz,** TotalEnergies; and **Dr. Sasha Luccioni**, HuggingFace..

Many innovations in the impact, climate, privacy, regulation and labor sectors are featured on **the Impact bridge** in partnership with **EDF,** to fulfil three objectives: to present and showcase positive impact innovations; to facilitate networking with industry champions; and to raise awareness and make a positive contribution by positioning VivaTech participants as agents of change. Among the 52 organizations present, here are a few highlights:

- Positive impact on the environment: **Bibak**, a French startup that eliminates single-use packaging thanks to a system of deposits and connected terminals; **AVEC**, supported

by **Ecolab**, replaces plastic cushioning and packaging with molded cellulose solutions, made from closed-loop water and cellulose; **GreenFusyon** creates sustainable chlorella-based ingredients for the food industry, rich in omega-3 and protein; **Mini Green Power** develops renewable energy production projects from biomass in Europe; **MX3D** comes from the Netherlands and uses 3D printing to build metal structures, reducing waste and carbon footprint; **ChemDoc Water**, supported by EDF, specializes in water treatment with environmentally friendly technologies, for various industrial applications; **Lilaea** monitors fresh water, while **Luniwave** offers to raise awareness among hotel guests about water consumption; **Oceaneyes,** founded in Kyoto, is on a mission to revolutionize fishing through AI and the Internet of Things (IoT); Germany's **Dryad Networks** and its Sylvanet network of solar-powered, AI-powered sensors enable ultra-early detection of wildfires; **EnergySkin** and its colorful photovoltaic cells use light to power electronic devices, eliminating the need for disposable batteries or power cables; **Tonomia** comes from Belgium to show how it is transforming parking lots into decentralized energy hubs for electric vehicle charging; **Next,** originating in Italy, presents in a world premiere its resizable electric buses, modular vehicles that can hook up and detach from each other even when they are on the road, reducing energy consumption by more than 60% and traffic by up to 80%.

- In the field of energy and carbon expenditure assessment, supported by **EDF**: The startup **BeZero** provides carbon credit assessments to help companies understand and improve their environmental impact; **Aworld**, the exhibiting startup selected for the **Tech for Change Awards**, supports the United Nations' ActNow campaign with its mobile platform using gamification to encourage individuals and organizations to adopt sustainable behaviors, tracking their actions and providing practical advice to reduce their carbon footprint.

- In the education sector: **Hello Charly** is a free French application dedicated to the educational and professional guidance of young people aged 13 to 29, while **Beekee** develops educational solutions allowing learning without an Internet connection.

- In the field of health, and particularly women's health: The French startup **FemNov** develops support software solutions for gynecologists, midwives and radiologists to promote the diagnosis of endometriosis; **Foodelles** helps women in conflict with food make peace with their plates in a sustainable way by focusing on psychological, emotional, and behavioral aspects. On VivaTech's **AI Avenue**, **Emobot,** a French MedTech startup recently installed in the United States, presents in a world premiere their technology which can detect, from a selfie and using AI, various mood disorders (depression, bipolar disorder…) affecting some 280 million people worldwide; and **Strapplife** develops solutions for the taking of medication by the elderly, in particular with its "Sticare" sticker.

Many of VivaTech's partners are exploring the themes of impact, health and the environment in experiences offered to visitors:

- VivaTech's Founding Partners: **BNP Paribas** relies on its integrated model and expertise to support sustainable transformation, particularly in the mobility and energy sectors, by supporting startups that contribute to the ecological transition; at **Orange**, several startups selected for the Tech for Change awards with the Senegalese **Yello app** whose mobile audio learning platform aims to transform education for students, **Joulzen**, which transforms old oil heating tanks into seasonal thermal storage systems, France's **Mycelium**, which is developing a reforestation process to quickly restore forests after disasters and improve their resilience to climate change, and Germany's **E4arth** which helps companies to direct their cash flows towards sustainable investments, contributing to climate protection; **La Poste Group** presents the startup **1km à pied**, also selected for the Tech forChange Awards, because it helps multi-site companies analyze and reduce their employees' commuting; on the **LVMH Dreamscape**, the **Genesis x Moët & Hennessy** project has enabled the construction of an international database on land and vineyards, a predictive tool to better understand the impact of agricultural models on soils, thus helping in better decision-making for sustainability.

- Platinum Partners **: PwC** invites the startup **Sweep**, which allows companies to take control of their sustainability data through collection automation and collaboration features; **VusionGroup** shows how retailers can transform their stores into hyper-localized distribution centers, avoiding the construction of new warehouses and carbon emissions, as well as the group's solutions help fight food waste by optimizing inventory management, fresh and traditional products and in-store inventories through IoT and automation solutions.

- Gold Partners: On the **Canada Pavilion**, **Medeloop**, founded by Stanford AI experts, is a medical research platform that dramatically accelerates the pace of research with autonomous AI agents, empowering individual researchers and small institutions to compete with large-scale operations. **Whale Seeker**, a startup that uses AI to make marine mammal tracking faster, more accurate, and more accessible, or **AAVAA,** that develops smart, non-invasive devices to improve accessibility for people with disabilities. These devices read brain and biological signals to enable silent control of digital devices without using hands. The **Antoine Alléno Association,** Gold Partner for the first year, is organising the signing of the IMPACT Pact, so that companies can commit to fighting road violence and innovating in their prevention policy, and announces the winners of the IMPACT Startup Challenge, highlighting technological solutions for road safety. At **Engie**, the solution developed by **AlpinovX,** a French startup, for the production of cooling for district cooling networks and data centers with water passing through a high-performance turbocharger, as well as two startups selected for the Tech for Change Awards: **Enerdrape** which, without drilling, installs wall panels to capture the untapped geothermal potential of car parks, tunnels or metros in urban areas. **The Bouygues Group** presents health-related innovations, including how to better connect hospitals, or solutions to preserve the safety and health of employees on construction sites. **Sanofi** presents Sanofi Modulus, an industry first – this Connected Smart Factory, in two sites, facilitates the production of the next generation of vaccines and bio-medicines, faster time to market and optimized production performance.

The **SNCF Group** presents a startup selected for the Tech for Change Awards: **GreenOco,** which measures and reduces the carbon footprint of websites by 10 to 70%, while improving their

performance. This year, **Software République** is stepping beyond the framework of mobility in the strict sense by presenting its complete ecosystem of connected objects and technologies and services to meet the challenges of emergency services and risk management due to climate change, 11 June on Stage One.

Also of note: In the **SwissTech Pavilion**, the startup **E-Taranis** has been selected for the Tech for Change Awards for its compact and robust micro-wind turbines for individuals; **Minerva** presents portable technologies offering personalized treatments for diabetic neuropathy; and **Emovo Care** develops robotic systems to support people with motor disorders. The **CNRS** dedicates the third day of VivaTech to health, particularly on the theme of the brain, with a flash conference to talk about organs and organoids on a microchip, and will showcase the startup **MovaLife** and its robotic solution designed to improve the efficiency of in vitro fertilization laboratories. **EssilorLuxottica**'s Nuance Audio glasses, designed for people with moderate hearing loss, use algorithms to improve the directional perception of sounds and adapt to all sound environments. On its pavilion, **Brazil** presents the world's first plant producing 100 kg of hydrogen per day from ethanol, developed by **the University of São Paulo** (USP) and **Hytron**.

To conclude on the Frontiers of Responsibility, the six finalists of the Next Startupper Challenge, which rewards innovative students each year at VivaTech, are **Artemisia** (Typhaine Brual), **Atmosph'air** (Bérénice Arias), **Greeny Solutions** (Zied Madini), **Awoken** (Corentin Neker), **Young Jobs** (Maxence Lamhaut), and **Fairconn AiCT** (Regine Ngah Ekembe). The nine finalists for **Impact Builders** are **Unitee** (Mohamed Boualaoui), **Mouv'Intelligent** (Clara Miné-Garros), **Divrsitee** (Charles Bihina), **Monsapo** (Sabrine Chennaoui), **HelloArtUp** (Laetitia Portal), **Moneykiiz** (Julidé Ninek), **Feel'Object** (Céline Favy-Huin), **ID Protect** (Fily Kanté) and **Vibes** (Cannelle Danzelle). All these finalists can be found **12 June** on **Stage One** for the **Global Tech Awards Ceremony**.

General Public Day

The last day of VivaTech, Saturday, is traditionally when VivaTech opens its doors to the general public, inviting students, families, and everyone who is curious about how tech is transforming their daily lives to participate in an event designed for them.

Inspiring speakers, influencers and entrepreneurs will speak (in French) throughout the day about the four major frontiers of Innovation, the key themes of this 9th edition of VivaTech, as well as addressing complementary themes to enable us to better understand the challenges of tomorrow. For example, the Future Leaders theme is designed to inspire young people to take up careers by giving them the chance to meet experts; the Tech for Good theme offers a chance to discover the innovations shaping tomorrow's world on the Impact Bridge and AI Avenue (see the New Frontiers in Tech and New Frontiers in Responsibility pages in this issue), and of course, the Gaming & Esports theme is all about fun.

For this 2025 edition, VivaTech has designed a series of inclusive and engaging activations for the talents of tomorrow:
- The **100+100 program** is where 100 experts from the tech sector share their journey with 100 young girls to raise awareness of the jobs of the future through concrete and accessible mentoring.
- In Hall 1 and Hall 2, the next generation of entrepreneurs takes the stage: **Change Mak'her** students present their application on the Discovery Stage, while the **Kesk'IA** finalists unveil their projects integrating AI on the Pitch Studio.
- Finally, thanks to **E-mma Association,** young people can discover coding while having fun and designing their own AI or video game, in workshops designed to awaken vocations from an early age.

With sessions dedicated to **AI, tech culture, gaming and Esports,** VivaTech brings together again this year the experts and leaders of the creative ecosystem, as well as the most inspiring personalities to imagine the evolution of these industries in the years to come. They will address topics such as "Video Game Professions", "Disconnect to Reconnect", "Luxury Connects", "From sci-fi to Reality: How Do We Design the World of Tomorrow", "Quantum: Instructions for Use", and "AI For a Day, AI Always". Journalist and host **Samuel Etienne** will be live on Stage One for an exclusive presentation of his show *Ma Vie Pro,* and we will also find on the same stage **Laure Valée,** host of BeIn Sports, for a special Esports session. Visitors can attend an explosive match by **Gozulting**, and meet the biggest French gaming teams: we find **Aegis**, with its co-founder **Kévin "Shaunz" Ghanbarzadeh**, who hosts the *Carré Esport* show; **Team Vitality** with **Nicolas Maurer**; and **Hugo Gedio** de **Mush** and his guests allow you to become an expert on the LinkedIn network in La Notif, while **Orange** has invited the **Karmine Corp** with **Arthur Perticoz**. Nor should you miss the sessions of Owen "Hasheur" Simonin from Meria; Xavier Oswald from Gentlemates; Anthony Quinchon from the IA Café Académie; Margot Daugerias, founder of Makeitnorm; and Cyrielle Thépaut from Amistory.

VivaTech partners are also getting into the act and are offering special experiences for the general public: Since 2025, **LVMH** has been a "global luxury partner" of Formula 1 and invites visitors to its LVMH Dreamscape to experience the emotion of the catwalk with an immersive experience including exclusive objects, such as a **Louis Vuitton** Grand Prix trophy trunk, and a dynamic video booth installed on the finish line; **Tiffany & Co**. shows off its expertise and know-how as a trophy maker, with live demonstrations of precision metal engraving; **La Poste Groupe** is celebrating 30 years of e-commerce and is presenting an animated gripper to be directed to catch parcels, a nod to **Colissimo**, the leader in parcel delivery in France. Also available on the La Poste Groupe Lab, the **mySofie Pay** virtual bank card to pay for health care without advancing the mutual share; **Orange** is organizing a special Magiciens du Numérique escape game for Saturday in all the aisles of Viva Technology to raise awareness among young people aged 9 to 14 about the good uses of digital technology (registration by following this link); At **Vusion Group**, consumers can test smart electronic shelf labels that facilitate their in-store shopping journeys by giving them clear information about products, their prices and current promotions, or screens that deliver targeted ads to make it easier for customers to access discounts. The **Antoine Alléno Association** invites students from **ENSCI** – **Les Ateliers** and their Choffard project designed by young people and for young people around self-service bicycles, to its space for a hard-hitting performance where absurd humour is used as a lever to alert on risky behaviour. **AWS** has planned many animations on its space with an interactive Formula 1 racing experience, where visitors can design their own virtual circuit and then drive an F1 car in immersive mode with real-time performance analytics, perfectly illustrating how data and artificial intelligence are transforming motorsport; the ability to create unique personalized portraits with AI, smart stickers or even bring their ideas to life with **GenAI Forge**, the AI assistant that allows them to create physical objects simply by expressing out loud what they want and then printing this creation on a 3D printer. Visitors to the **Docusign** booth can gauge their level of awareness and knowledge on the legal and security aspects of digital identity and contracts with a quick game developed specifically by Docusign's team of developers for VivaTech. The **SNCF group** is promoting its employer brand to attract new employees, and is transforming its pitch stage into a gaming area, run by the SNCF Gaming pro team. On its stand, **FDJ United** has designed a 100% "Playful" zone for visitors to discover innovations linked to lottery, online betting and online casino: for example, with "My Scratch Card", a collaboration with Australian startup **Leonardo**, they can create their own personalized scratch card, thanks to a terminal equipped with generative AI, and maybe hit the jackpot. **Sorbonne University** presents its Startups à l'École program, which brings together school audiences and young innovative companies through educational projects in a variety of disciplines.

Other surprises await the general public on Saturday with, for example, for the second year at VivaTech, **Fnac**, which is offering in its store to discover the latest technological advances with interactive demonstrations based on artificial intelligence and immersive technologies, with a selection of innovative products, including smartphones, tablets, VR headsets, handheld consoles and connected glasses, as well as a selection of books on key topics such as AI, CSR, deeptech and the future of society, with book signing sessions with authors and personalities from the world of tech, or again in Hall 2, **ArtPoint**, and its selection of immersive experiences, between art and technology.

PRACTICAL INFORMATION

To apply for press accreditation for this ninth edition of VivaTech:
https://subscribe.vivatechnology.com/media

Like last year, your personal space allows you to download your pass but also to send interview requests to speakers and startups present at VivaTech.

One entrance, Gate T, is reserved for journalists. To facilitate your access, remember to print your badge and come with a press card and proof of your identity.

The Media Lounge, a 465 sqm space with more than 250 workstations, welcomes you as it does every year to allow you to work in the best conditions. It is located in Hall 1 next to Stage One.

To optimize your presence at VivaTech during the days of the event, starting on the evening of Tuesday, 10 June, a newsletter will be shared daily with accredited journalists to focus on the highlights of the following day's program.

Replays of the conference sessions will be available the following day.

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2025 PARTNERS

Founding Partners

BNP Paribas

One of its Founding Partners, BNP Paribas has been present at Viva Technology since 2016. For this new edition, the Group reaffirms its key roles as "Banker for Tech", supporting startups all along their growth journey, and as a strategic business partner, whose offering and client experience are driven by its collaboration with the tech sector. On the show, come discover the "BNP Paribas House", showcasing how technology can drive client experience with some of its European partner startups, exclusive pitchs and dedicated conferences.

Google

Google is a founding partner of VivaTech.

La Poste Groupe

As a founding partner, La Poste groupe will once again be present at VivaTech to present its innovations and its sustainable and ethical commitments in its various activities: banking and insurance, parcel delivery, post offices and digital.

LVMH

LVMH has been a partner of this major annual innovation event, since the first edition, to highlight its startup ecosystem and demonstrate its role in shaping the future of luxury through new ideas and experiences, spanning both the physical and virtual worlds.

Orange

A key player at VivaTech 2025, Orange is highlighting its commitment to innovation and digital transformation with innovative solutions focused on artificial intelligence, customer experience and cybersecurity. Visitors will be able to discover initiatives such as "Digital Trust for Business", as well as advanced connectivity solutions. There will also be a focus on technological inclusivity and applications for a sustainable future.

Country of the Year

Canada was invited to showcase the full extent of its expertise in technology and artificial intelligence in 2025, with more than 500 delegates from more than 170 Canadian organizations in the fields of technology and artificial intelligence showcasing Canadian innovation at VivaTech, a major opportunity to assert Canada's leadership alongside its European partners while demonstrating the vitality of its ecosystem innovation. This initiative

underscores Canada's commitment to Scale AI's efforts to support local companies in their international efforts.

Platinum Partners

G42 - AI Champion

G42 joined VivaTech 2025 as Exclusive AI Champion showcasing the Intelligence Grid, its vision for responsible, equitable, and scalable AI. Core42, G42's AI enablement company, presented its sovereign, high-performance, compute and AI Cloud solutions. G42's presence reflects deepening UAE–France collaboration on trusted tech.

AWS

AWS is participating in VivaTech 2025 to contribute to "The New Frontiers of Innovation", the central theme of this edition. In a context where AI is profoundly transforming all sectors, we want to share concrete use cases in key French industries and support companies in their responsible digital transformation. Our presence aims to support innovation at all levels of the French tech ecosystem, from startups to large groups, including our technological partners.

Dubai Department of Economy and Tourism

Dubai's D33 agenda fuels its rise as a hub for innovation and entrepreneurship, driven by future-forward regulations, ease of business, and connectivity across Middle East, Asia, and Africa. Dubai Department of Economy and Tourism invites you to interview the ecosystem partners, AI leaders, investors and French founders to explore the potentials for growth and tech impact of the region.

ManpowerGroup

VivaTech is a key moment of the year, recognized in the ecosystem of innovation-related events around the world.
ManpowerGroup, as a Platinum Partner for the 9th consecutive year, is proud to participate in this event. ManpowerGroup's participation demonstrates the extent to which the Group is invested and committed to the co-construction of technological solutions in order to offer HR services adapted to the world of today and tomorrow.

Nvidia

VivaTech is proud to join forces with NVIDIA GTC Paris, the European edition of NVIDIA's premier AI conference. For the first time in Paris, this flagship event will be held in parallel with VivaTech and is open to all VivaTech attendees. GTC Paris will spotlight the latest breakthroughs in artificial intelligence, from cutting-edge hardware to groundbreaking applications, brought to life by NVIDIA and its expanding partner ecosystem. Spanning 20,000 sq meters in Hall 7.3 at Porte de Versailles, the event will feature a rich program of talks, hands-on workshops, and

networking opportunitites – making it an unmissable gathering for anyone working with or inspired by AI.

PwC

At VivaTech, we will concretely demonstrate that we are a transformative company. Indeed, thanks to the combination of technology, the activation of our ecosystem and our innovative solutions, we support our clients on a daily basis in the transformation of their business models.

Verizon

As a global telecommunications player and trusted technology partner in more than 150 countries, Verizon is showcasing Verizon Business innovative solutions at VivaTech 2025, enabling the world's largest companies to strengthen their competitiveness and succeed in their market through cutting-edge technologies such as private 5G, high-density networks, managed network services, cybersecurity consulting, and many more.

VusionGroup

We participate in Viva Technology as a global leader in digitalization solutions for physical retail. We support more than 350 major brands, including world leaders such as Walmart, Carrefour, Sephora, and equip 50,000 stores in more than 60 countries to help make points of sale more efficient, fluid, connected… and therefore sustainable. By participating in VivaTech, we want to show how technology is transforming stores and contributing to the development of a positive and sustainable business, which puts people back at the center.

Gold Partners

Association Antoine Alleno

IMPACT is a citizen movement that mobilizes innovation to fight against road violence. VivaTech is a unique opportunity to unite companies, institutions and innovators around concrete solutions to save lives. A focus on tech as a key lever to transform awareness and bring out concrete solutions.

AXA

Technology has a key role to play in helping AXA deliver on its promise to protect what matters by helping to improve customer service, support employees and strengthen the group's market positions. The group continues to make major investments in technology and data, particularly AI, to transform every step of the insurance value chain and aim to better serve our customers, from customer interactions to new products, better pricing and fundamentally our understanding of the changing risk landscapes in today's world.

French-German Tech Lab

The French-German Tech Lab/Germany (D11-D15) dedicated to the promotion of cross-border innovation is co-organised by 18 French and German partners. The Lab offers a platform for the most promising startups in their ecosystems. We want to highlight strong and innovative German and French players, as well as their startups, in order to strengthen European sovereignty together.

China

VivaTech is not just a major event for innovation; it's a true opportunity for tech companies to position themselves as leaders in their industry, to showcase products and services, meet investors that can propel business forward, stay on the cutting edge of innovation. VivaTech is the perfect opportunity to connect with the Future of tech and this is why we participate.

Docusign

Docusign participates in VivaTech for the second year in a row because it is one of the most important technology conferences in Europe, offering significant opportunities for brand visibility and attracting decision-makers from the French and European technology ecosystem, and therefore business development prospects. As a global technology leader, Docusign also sees Vivatech as the best platform to demonstrate its presence and investments in Europe, showcase local teams and centers of expertise, and strengthen its partnerships.

EDF

In the face of climate change, EDF is committed to inventing the low-carbon solutions of tomorrow. This year, as a Low-Carbon Partner of VivaTech, we have chosen to sponsor, for the second year, the "Impact Bridge" where many startups will present their innovative solutions.

ENGIE

VivaTech is an opportunity for ENGIE to highlight its ambition to become the best energy transition utility.

As a long-time partner, we are using this platform to highlight our expertise and innovations in the energy sector.

Aligned with our purpose to accelerate the energy transition, our strategic roadmap targets carbon neutrality by 2045, with the target of offering our customers who want it a 24/7 carbon-free electricity offer by 2030. VivaTech is the perfect stage to demonstrate how we're accelerating the energy transition with all stakeholders, promoting progress and a low-carbon future.

EY

EY is proud to be a sponsor and partner of VivaTech since its conception. We are excited to welcome you to the Viva Lounge, an exclusive space for VIPs and top-level speakers, offering unique opportunities for peer networking. Engage with a diverse global team of EY experts from various sectors and areas of expertise. Join us for main-stage roundtables, explore our expert-led executive tours, or take part in personalized meetings to discuss your most strategic business challenges. Don't miss this unique experience at VivaTech!

Federal Ministry of Communications, Innovation and Digital Economy of Nigeria

Nigeria is at VivaTech to showcase its vibrant technology ecosystem, innovative startups and position itself as Africa's digital powerhouse. We are here to foster global partnerships, attract investment, and share Nigeria's bold vision for inclusive digital growth.

Freshworks

This year at VivaTech we will show how AI can defeat complexity and boost customer and employee experience. We prepare 4 days packed with actionable insights, hands-on demos, exclusive CX & ITSM roadmap previews and networking with CXO leaders, Freshworks experts, and peers.

Bouygues Groupe

In 2025, the Bouygues group will be showcasing all its innovative solutions for the sustainable city. Faced with the challenges of climate change, and thanks to the diversification of its businesses, Bouygues offers a range of technologies capable of making cities more resilient. Driven by a strong message: "Innovation for people and the planet", several major themes will be addressed, focusing on the role of energy, water, biodiversity and living together.

JCDecaux

VivaTech is the best showcase and place to be to engage with innovators, from startups to other corporates. Since we first came in 2016 for the first edition, VivaTech has become a central opportunity for JCDecaux to show our innovations and share with a large ecosystem.

KPMG

Historical partner of VivaTech, our goal is to reinforce our position as a Trusted Business Tech Partner, helping organizations of all sizes navigate transformation with performance and confidence. This year at VivaTech we're showcasing how AI, when combined with human expertise and used responsibly, can drive real impact. Under the theme "New Frontiers," we'll share actionable industry insights and real-world AI use cases, as well as highlight our ecosystem of partners and alliances. Our "You can with AI" campaign will be released for the first time in France at this occasion.

Live Nation

Reinventing Entertainment Through Innovation! Live Nation, the global leader in live entertainment, is set to make a standout appearance at VivaTech 2025 to showcase how technology is transforming the live entertainment industry. By taking part in this hub of innovation, we reaffirm our commitment to revolutionizing the live experience — highlighting innovations that enhance fan engagement, reinvent ticketing, and create truly immersive moments.

L'Oréal Groupe

To continue to build momentum as a leader in beauty, championing beauty Tech & Digital. To reaffirm and evolve our beauty tech mission: beauty for each powered by Beauty Tech. To position L'Oréal groupe at the forefront of augmented marketing with tech and digital transformation.

Microsoft

Microsoft has been a long-standing partner of Viva Technology and we are very excited to be present for this new edition ! It won't come as a surprise but, this year, we'll emphasize AI in action and Agents. Through concrete customers and partners examples, demos and stories, we'll show and tell we empower everyone with AI to achieve more. European startups we support will of course be core to our presence and they will pitch: they will showcase their solutions across functions and industries and demonstrate how they address the challenges of tomorrow with AI.

QuantumBlack, AI by McKinsey

Maximizing value creation through technology and digital, accelerating its deployment and supporting change in the service of organizational performance and health, by adopting an ecosystemic approach: this is the expertise that McKinsey deploys across 70% of its assignments. It's a raison d'être shared with VivaTech, of which the firm has been a partner since its inception.

RATP Group

Innovation, a strategic lever for performance and competitiveness, is embedded in the DNA of the RATP Group. As a partner to cities and territories, the Group innovates daily to offer increasingly accessible and sustainable mobility solutions, enrich the passenger experience, strengthen its industrial leadership, and improve the quality of life at work for its employees. VivaTechnology, a major event in technological innovation organized in its "historical cradle," is an unmissable opportunity to share our innovations and meet potential partners.

Salesforce

At Viva Technology, we will showcase our latest innovation: Agentforce. Over the past year, Agentforce has empowered companies to create and customize AI agents to assist humans in their daily tasks. Anyone can now build an agent in 20 minutes. Since then, our technology has advanced to enable agents' scalability across businesses - and even enable agents to

collaborate seamlessly! AI agents will have the capability to address the needs and challenges of every industry.

Sanofi

"The place where bold ideas redefine the future of digital innovation" - Sanofi is participating in VivaTech to showcase its commitment to becoming the first biopharmaceutical company powered by artificial intelligence (AI) at scale.

By implementing AI solutions across the entire value chain, we aim to accelerate drug discovery, enhance clinical trials, optimize manufacturing and supply processes, and improve commercial operations. This initiative reflects our dedication to leveraging bold ideas that redefine the future of digital innovation. By participating in VivaTech, we underscore the belief that AI will enable it to "chase faster, search deeper, and solve sooner," ultimately improving people's lives through the miracles of science.

SNCF Group

For SNCF Group, digital technology as a whole "Ai and Much More" is a catalyst for transformation at every level:

improving working conditions,

better safety,

eliminating breakdowns,

optimizing the network,

better passenger information.

And all this, we accomplish it with the ongoing requirements that constitute our CSR strategy. The digital technology of the Group serves an inclusive and sustainable society.

TotalEnergies

TotalEnergies, global multi-energy company, integrates innovation into its strategy to address the energy challenges of tomorrow: offering energy that is more affordable, cleaner, more reliable, and accessible to as many people as possible.

At Vivatech 2025, TotalEnergies is proud to demonstrate how we're working with the startup ecosystem to fast-track progress in the electricity and renewables sector. It will be the opportunity to meet the startups that have participated to the accelerator program TotalEnergies On, and also to share our latest innovative solutions.

Silver Partners

Adobe, Ambassade de Suisse, Bpifrance, Capgemini, CMA CGM, CNRS, Crédit Agricole, European Innovation Council, FDJ United, French State's Digital Space, Hong Kong Trade Development Council, IBM, Italian Trade Agency, Korea Institute of Startup & Entrepreneurship Development, Meta, Métropole du Grand Paris, Métropole Européenne de Lille, Ministry of Economy of the United Arab Emirates, Ministère des Armées, Nebius, Région Auvergne-Rhône-Alpes, Région Centre-Val de Loire, Région Île-de-France, Région Occitanie, Région Sud, Scaleway, ServiceNow, Siemens, Software République, SuperMicro, Taiwan Tech Arena, TD Bank.