

**PRESS ALERT**

## **Japan to be honored as Country of the Year at the 8th edition of Viva Technology**



**Paris, 23 January 2024 – At the upcoming 8th edition of Viva Technology, Japan will be celebrated as Country of the Year and will rank among the top partnerships for Europe's biggest startup and tech event, which takes place 22–25 May in Paris.**

With a proven record of disruptive innovations, Japan has secured its position as a global leader in technology. This recognition highlights Japan's dedication to pushing the boundaries of technology and fostering an environment conducive to pioneering advancements.

"Society 5.0" is Japan's vision for the society's next big evolution, with a primary focus on addressing and overcoming social challenges by incorporating the innovations (such as IA) into every industry and social life, making people's lives more conformable and sustainable. Japan will have a major presence at Viva Technology and will showcase an inspiring ecosystem of startups presenting solutions for tomorrow. In recent years the Japanese government has endeavored to make Japan 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.

**Viva Technology Co-Presidents Maurice Lévy and Pierre Louette, and Managing Director François Bitouzet:** *"We are thrilled to collaborate and forge strong connections with Japan for this edition of Viva Technology. In light of Japan's rich history as a pioneer of tech and innovation, we are proud to promote the Japanese startup dynamic. This flourishing ecosystem is eminently represented by companies from a wide range of sectors, and VivaTech is excited to bring their contributions to the rest of the world."*

**Susumu Kataoka, President, Japan External Trade Organization (JETRO):** *“Celebrating Japan’s participation as “the Country of the Year” at Vivatech, a premier global innovation festival, is a true honor. Engaging with France and the global innovation community at VivaTech 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. We are thrilled that Japan’s leading corporations, known for their commitment to open innovation, will join us. 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.”*

As an accelerator of innovation and transformation, VivaTech will give Japanese startups the opportunity to be part of a global community and get business done through networking, meetings with investors, business promotion, and active participation in the VivaTech conference program.

Beyond the economic sphere, this partnership affirms Japan’s strong diplomatic ties with France and Europe, and attests to VivaTech’s place as the epicenter of international tech.

### **About Viva Technology**

VivaTech accelerates innovation by connecting startups, tech leaders, major companies and investors responding to our world’s biggest challenges. Each year, over four exciting days in Paris, VivaTech creates Europe’s biggest technology and startup event, exploring the most disruptive topics in tech with world-premiere demos, launches and conferences in a collaborative ecosystem. This is where business meets innovation. Join us for the eighth edition of VivaTech 22–25 May 2024.

For more information go to our website at <https://vivatechnology.com/media> or follow us on social media @VivaTech.

### **About JETRO**

The Japan External Trade Organization (JETRO) is a government organization established in 1958 to promote trade and investment between Japan and the rest of the world through a global network spread over 70 offices abroad and over 50 offices in Japan.

### **Press Contacts**

Viva Technology: Léa Roos – [lroos@vivatechnology.com](mailto:lroos@vivatechnology.com)

Viva Technology: Inès Vautier – [ivautier@vivatechnology.com](mailto:ivautier@vivatechnology.com)

Publicis Consultants: Sylvain Drillon – [vivatech@publicisconsultants.com](mailto:vivatech@publicisconsultants.com)