

VIVATECH 2023: A PROGRAM AND FLAGSHIP INITIATIVES TO MEET THE MAJOR CHALLENGES OF TECH

Paris, 21 March 2023 – Viva Technology, Europe's biggest startup and tech event, is back for its 7th edition from 14 to 17 June at Porte de Versailles in Paris.

As an accelerator of innovation and transformation, VivaTech will bring together startups, tech leaders, major companies, public organizations and investors from all over the world for four days to respond to the major challenges of our time and to propose decisive solutions for business and society.

According to **Maurice Lévy**, Chairman of the Supervisory Board of Publicis Groupe and **Pierre Louette**, CEO of Les Echos-Le Parisien, co-organizers of the event: *"The contribution of the tech industry to societal issues is crucial, even more so in these turbulent times. New technologies and the exceptional development of artificial intelligence pose new challenges. VivaTech opens the doors to the future and offers some answers, particularly by supporting entrepreneurs through efficient and productive encounters."*

François Bitouzet, General Manager of VivaTech, explains: *"VivaTech is an international event, and together with our team we have designed this new 2023 edition to be even more instrumental for the future business of thousands of startups; more accelerating in the digital transformation of companies from all over the world; and more effective in sharing and developing tech solutions to address today's major challenges, whether environmental, societal or economic."*

KEY THEMES COVERING MAJOR ISSUES FOR TECHNOLOGY

TECH TO WATCH - IA

Artificial intelligence already contributes to the majority of human activities (Generative AI, education, services, science...) and continues to evolve rapidly and to bring about strong changes in the technology ecosystem. It represents a market share today estimated at 500 billion USD. It nevertheless raises many questions in terms of impact, opportunities but also risks, ethics and regulation.

*Some AI solutions presented at VivaTech: **GoMicro** (Australia), **OrAigo** (Italy), and **Jumbo Mana** (France), a world exclusive that pushes generative AI technology beyond anything we have seen so far.*

ENERGY/CLIMATE TECH

To meet the challenges of sustainability, Climate Tech solutions are being developed in all markets, helping governments, consumers and businesses respond to the climate crisis and reduce their carbon footprint.

*Some Climate Tech startups presented at VivaTech: **Sweetch Energy** (France) and **Neoplants** (France).*

INCLUSION AND DIVERSITY

To contribute to the positive transformation of the workplace, entrepreneurs are reinventing education, training and work by combining new technologies, responses to human resource needs and societal challenges. VivaTech is convinced that tech can improve inclusion and diversity issues in business.

FemTech

For the first time, a FemTech village will be set up at the heart of VivaTech. Numerous topics will be addressed, such as women's well-being, menstrual health, reproduction and contraception, pregnancy and breastfeeding, mental health, etc.

A challenge for startups proposing innovation in women's health will also be organized with FemTech France. A dozen startups will be selected and will be offered a boot camp to support the development of their business.

More than 3,000 girls and young women from all over Europe will also be attending the event to encourage career development, break down stereotypes and gain insight into the digital industries. Other initiatives will include the **Female Founder Challenge** (an award that aims to accelerate the funding of women-led startups and encourage investment funds to commit to greater gender equality at all levels), which is returning for its 5th edition; or a new **Impact Builder** acceleration programme with DiversiDays for underrepresented entrepreneurs in tech.

FUTURE OF SPORT

With one year to go before the Paris Olympic and Paralympic Games and 100 days remaining before the Rugby World Cup, VivaTech is taking over Hall 2 at Porte de Versailles, in partnership with Global Sports Week, the first international forum in France for the sports ecosystem, to create a gathering, unique in Europe, dedicated to the positive transformation of sport.

This new space, a true extension of VivaTech in both its design and the experience offered to visitors, will bring together the tech ecosystem with the sports ecosystem.

The sport industry is transforming, in the face of major cultural, technological and environmental changes. Innovation and technology are creating opportunities for change, from enhancing the performance and well-being of athletes to enriching the fan experience, and improving the diversity and the overall environmental impact of major sporting events.

This year, VivaTech and Global Sports Week are joining forces to connect the key players in sport who are shaping a sustainable and inclusive future together through a rich programme of conferences and debates in Hall 2.

*Some Sport Tech startups presented at VivaTech: **Sirius** (Suisse) and **Orange Velodrome** (France)*

In addition to those already mentioned, other themes will be in the spotlight at this edition of VivaTech, such as Cybersecurity, Web3 and DeepTech, and the Creators' economy.

VIVATECH IS GROWING

A 20% INCREASE IN EXHIBITION SPACE

With the aim of making tech shine with greater reach, VivaTech is expanding its walls and opening up an additional hall. This year, the event will be held in Halls 1 and Hall 2, which will allow more business opportunities, exchanges and meetings to take place on an additional 20% of floor space.

NEW FORMATS FOR EXCHANGES ON TOPICAL ISSUES

As every year, numerous conferences with renowned speakers will take place throughout the four days of the event.

First preview of speakers from the world of sport :

Tony Estanguet, President of Paris 2024; **Amélie Oudéa-Castéra**, French Minister for Sport and the Olympic and Paralympic Games; **Michelle Schwartz**, Chief External Affairs Officer, LA28; **Nicolas Julia**, Co-Founder and CEO, Sorare; **Alex Thomson**, British skipper; **François Gabart**, professional skipper and Founder of the MerConcept ocean racing team; **Marc Van Peteghem**, Co-Founder, VPLP design; **Guy-Laurent Epstein**, CMO, UEFA Events SA; **Ibrahima Wade**, General Coordinator of the 2026 Youth Olympic Games Organising Committee in Dakar.

Business leaders:

Timothy Armstrong, Founder and CEO Flowcode; **Peggy Johnson**, CEO Magic Leap; **Georges-Olivier Reymond**, CEO Pasqal; **Herman Narula**, CEO Improbable; **Pascal Gauthier**, CEO Ledger; **Eva Gouwens**, CEO Fairphone; **Luciana Lixandru**, Partner Sequoia Capital; **Arianna Simpson**, General partner A16Z, **John Chambers**, CEO JC2 Ventures; **Werner Vogels**, CTO Amazon; **Jonas Prising**, Chairman and CEO Manpowergroup; **Christel Heydemann**, CEO Orange; **Bernard Arnault**, Chairman & CEO LVMH, **Stéphane Pallez**, CEO Groupe FDJ **Nicolas Hieronimus**, CEO l'Oréal; **Nathalie Collin**, Executive Vice President La Poste Groupe; **Arthur Waller**, CEO Pennylane; **Bob Moritz**, President PWC; **Dan Schulman**, CEO Paypal; **Michael Kassan**, Chairman & CEO Media Link; **David Steinberg**, CEO Zeta Global, **J. Michael Evans**, Director & President Alibaba Group...

Special guest

Larry Summers, former Treasury Secretary under US President Bill Clinton, and Director of the White House National Economic Council under President Barack Obama.

AN EVER-EXPANDING FOCUS ON THE INTERNATIONAL

VivaTech aims to strengthen the bonds between tech ecosystems from all over the world – to identify and co-construct the most relevant solutions, but also to explore different and inspiring business models and to create more bridges between Europe and international ecosystems.

This year, VivaTech will welcome several new nations involved in addressing the same challenges. A total of 32 countries will be present, among them:

- **Canada**, with Quebec, which will be here as part of France Quebec Innovation 2023; and **Brazil** representing the Americas
- The most dynamic Asian ecosystems: **India**, **Taiwan** and **the Republic of Korea**, which is a major player in the fields of tech and digital transformation, and which has been selected as Country of the year at VivaTech 2023;
- **New Zealand**, which will present its cutting-edge technologies in renewable energy and sustainability with a focus on Healthtech and Creative Tech;
- **Europe**, with **Switzerland**, **Germany**, **the Netherlands** and **Italy** among others
- and of course **Africa**, including **South Africa**, **Ivory Coast** and **Morocco**

The African continent will have a prominent place with a dedicated Africatech zone that will bring together 8 country pavilions and more than 100 startups. For the second year, the AfricaTech Awards –an initiative co-organized with the IFC, aiming to recognize and support the most innovative startups in the climate tech, health tech and fintech sectors – will reward three winners (one in each category) in June on the VivaTech stage.

MAJOR FRENCH AND INTERNATIONAL PARTNERS HAVE ALREADY CONFIRMED THEIR PARTICIPATION

*Republic of Korea: **Country of the Year** at VivaTech*

Co-Organizers: *Groupe Les Echos – Le Parisien & Publicis Groupe*

Founding Partners: *BNP Paribas, Google, La Poste Group, LVMH, Orange*

Platinum Partners : *Amazon, ManpowerGroup*

Gold Partners: *Allemagne, Audi, Edenred, Engie, EY, Groupe SNCF, Huawei, International Finance Corporation, Inde, JCDecaux, KPMG, L'Oréal Groupe, Microsoft, PwC, RATP Group, Sanofi, The Adecco Group, TotalEnergies*

Silver Partners: *Air Liquide, Alibaba, Alstom, Belgique, Capgemini, CMA CGM, CNRS, Crédit Agricole, EDF, Groupe Bouygues, Groupe FDJ, IBM, Italie, Klaxoon, Meta, Metropole Grand Paris, Ministère des Armées, Pavillon numérique de l'Etat, Région Auvergne Rhône Alpes, Région Centre Val de Loire, Région Ile de France, Région Occitanie, Région Sud, Mobilize, Suisse, Software République, Taiwan, Togg, United Robotics Group*

Join us at Viva Technology 2023!
To get your accreditation, click [here](#)

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About Viva Technology

VivaTech accelerates innovation by connecting startups, tech leaders, major corporations and investors responding to our world's biggest challenges. This is where business meets innovation. VivaTech organizes Europe's biggest technology and startup event each year, over four exciting days in Paris. We unite the most disruptive topics in tech, rule-breaking entrepreneurs, and the world's largest technology breakthroughs, building an ecosystem where business gets done. VivaTech is a global community including thousands of visionary startups, investors, organizations, corporations, researchers, media, and talent.

The seventh edition of VivaTech is taking place 14-17 June 2023.

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