Beat: Technology

M.D OF VIVATECH 2023, FRANCOIS BITOUZET UNVEILS ITS ONE OF A KIND PROGRAMMING

TO FACE & ANTICIPATE NEW TECH CHALLENGES

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USPA NEWS - Viva Technology, the biggest startup and tech event in Europe, and has become the unmissable convention for the biggest leaders, geeks, and the hottest startups, unicorns, in the world of TECH, for 7 years. This French digital hub, launched by Publicis Group, under the leadership of Maurice Levy, (Chairman of Supervisory Board of Publicis Group) interviewing Mark Zuckerberg Facebook Founder, Jack Ma Founder of Alibaba.com, Bernard Arnault CEO of LVMH, over editions of VIVATECH. Not to mention the exclusive conversations he led with A list guests, including the French PresidentMacron, … on stage. Maurice Levy has succeeded in her bet to raise the VIVATECH show to the table of the major digital decision-makers and to become the French digital flagship in the rest of the world. Among the guest stars, of this year, Larry Summers, former Secretary of the Treasury under US President Bill Clinton, and Director of the White House National Economic Council under President Obama, will be on stage for an exclusive conversation. Francois Bitouzet Managing Director of Vivatech &Eulalie Ferry-Gaye, the Senior Development Manager unveiled 7th next edition, to be held 14-17 June, in Paris.

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According to Maurice Levy, Chairman of the Supervisory Board of Publicis Groupe and Pierre Louette, CEO of the Les Echos - Le Parisien group, co-organizers of the event: “The contribution of tech to major societal challenges is essential, even more so in this disrupted period. New technologies and the exceptional development of artificial intelligence pose new challenges. VivaTech opens the doors to the future and provides some answers, including support for entrepreneurs through effective and productive meetings.“ François Bitouzet, Managing Director of VivaTech, explains: “VivaTech is an event of international scope and with all the he team we have designed this new 2023 edition to be even more decisive for the business of thousands of startups, more accelerating in the digital transformation of companies from all over the world and more effective in the sharing and development of tech solutions. to address today's major challenges, whether environmental, societal or economic. He adds that “This year, the event will be held in Halls 1&2, which will provide even more business opportunities, exchanges and meetings on 20% additional space.

SOUTH KOREA IS THE GUEST COUNTRY THIS YEAR

The flagship country this year is South Korea, which will have a special Pavillion, thanks to "Strong ties between France and South Korea, economically and culturally, with a stand of more than 275 square meters, and a public delegation led by the Minister of Digital, and the blue chip company SAMSUNG", according to François Bitouzet, Managing Director of VivaTech.

In total, 32 countries will be present, including: - Canada, with Quebec which will be there as part of the France Quebec Innovation 2023 cross-year or even Brazil for the American continent - The most beautiful Asian ecosystems: India, Japan, Taiwan and the Republic of Korea, a major player in tech and digital transformation, Country of the year 2023; - "New Zealand, which will present its

cutting-edge technologies in renewable energy, sustainability with an emphasis on Healthtech or Creative Tech; as explained by François Bitouzet, Managing Director of VivaTech, he continues "This year Oceania is participating in VIVATECH in the section with TECH FOR GOOD, with seven (7) start-ups from New Caledonia and eight (8) New Zealand, coming from so far to present their start-ups which are committed against the climate exchange. South American coast, will be strongly pressed some countries, such as Brazil."
« Gabon, Morocco, and will be present by a strong delegation with more than a hundred startups from Africa. Ditto for Asia, which will be present with more than a hundred startups. » as explained by François Bitouzet, Managing Director of VivaTech.

VIVA TECH also promises to give a large place to the Diversity & Inclusion section which will make digital more accessible to underprivileged people, ethnically and socially wise audiences. They will also include the disabled people, who represent 15% of the French population

TOPICS AT THE HEART OF TECHNOLOGICAL CHALLENGES
1-TECH TO WATCH - AI
Artificial intelligence already contributes to most human activities (Generative IA, education, services, science, etc.) and continues to evolve rapidly and bring about major changes in the technological ecosystem. It represents a market share currently estimated at 500 billion USD. François Bitouzet, Managing Director of VivaTech, underlines the importance of investments in iA "€136 billion have been invested in the world on AI, sitting on a table between users and regulators, and manufacturers" he explains. However, it raises many questions in terms of impact, opportunities but also risks, ethics or regulation. Some AI solutions presented at VivaTech: GoMicro (Australia), OrAigo (Italy) or Jumbo Mana (France), a world exclusive that pushes generative AI technology beyond what we have seen so far.

2-ENERGY / CLIMATE TECH
Faced with the challenges of sustainability, Climate Tech solutions are developing in all markets, helping governments, consumers and businesses to respond to the climate crisis and reduce their carbon footprint. Some Climate Tech startups present at this 7th edition: Sweetch Energy (France) or Neoplants (France). Tech for Good, via technology and digital and start-ups, can help us on a planetary level, in particular for the reduction of the carbon footprint" underlined François Bitouzet, Managing Director of VivaTech.

3- DIVERSITY & INCLUSION
To contribute to the positive transformation of the professional world, entrepreneurs are reinventing education, training and work, by linking new technologies, responses to human resources needs and taking into account societal challenges. VivaTech is convinced that Tech can improve Inclusion and Diversity topics in business. include everyone in terms of users, with more women, and in tech jobs in general. When it comes to dessable people, François Bitouzet, Managing Director of VivaTech, answered a journaliste who pointed the 15% of this minorité representing within the French population, that index, Inlcusivity, of course, may concern, the disabled in the D&I program, dedicated at VIVATECH, in the village to enable them to be part of the Tech Venture.

4- ONE YEAR AHEAD OF PARIS 2024 OLYMPIC & PARALYMPIC GAMES VIVATECH ADRESSES "FUTURE OF SPORT"
One year from the Olympic and Paralympic Games in Paris and 100 days from the Rugby World Cup, VivaTech is taking over Hall 2 at Porte de Versailles, in partnership with Global Sports Week, France's leading international forum for the rugby ecosystem. sport, to create a gathering dedicated to the positive transformation of unique sport in Europe. This new space, a real extension of VivaTech in its construction and in the experience offered to visitors, brings together the tech ecosystem with that of sport. The sports industry is changing, faced with major cultural, technological and environmental changes. Innovation and technology create opportunities for change, from increasing athlete performance and well-being, to enriching the fan experience, to improving diversity and impact. global environment of major sporting events. This year, VivaTech and Global Sports Week are joining forces to connect the key players in sport who together shape a sustainable and inclusive future through a rich program of conferences and debates in hall 2. Some Sport Tech startups present: Sirius (Switzerland) or Orange Velodrome (France) In addition to these topics, other themes will be honored at this edition of VivaTech, such as Cybersecurity, Web3 and DeepTech, or the creators' economy.
François Bitouzet, Managing Director of VivaTech, also recalls that France is 100 days away from the Rugby Cup and that Vitvatech

plans to "explore 360 degrees of sports marketing, sustainable development and industrialization to make room for sport"

FEMTECH IS A SPECIFICITY OF VIVATECH DEDICATED TO WOMEN IN THE DIGITAL ECOSYSTEM
The FemTech For the first time, a FemTech village will be set up at the heart of VivaTech. Many topics will be covered such as female well-being, menstrual health, reproduction and contraception, pregnancy and breastfeeding, mental health, etc. A challenge for startups offering 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.

FEMTECH AIMS TO BREAK DOWN GENDER BARRIERS IN TECH
More than 3,000 girls and young women from Europe will also be invited to encourage vocations, break stereotypes and discover the digital sectors. Other initiatives will be on the agenda, including the Female Founder Challenge (a prize that aims to accelerate the funding of startups led by women and encourage investment funds to commit to greater gender equality for all levels), which will return for its 5th edition or a new Impact Builder acceleration program with DiversiDays for underrepresented entrepreneurs in tech.

VIVATECH EXPANDS AN EXHIBITION SPACE LARGER BY 20% In order to promote tech on a larger scale, VivaTech is expanding its walls and opening onto an additional Hall. This year, the event will be held in Halls 1&2, which will provide even more business opportunities, exchanges and meetings in 20% additional space." Source: VIVATECH/PUBLICIS Group

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