

Beat: Technology

## VIVA TECHNOLOGY 2022 - EUROPE'S BIGGEST STARTUP And TECH EVENT

JUNE 15-16-17-18 IN PARIS

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**USPA NEWS** - VIVATECH acts as a Powerful Global Catalyst for Digital Transformation and Startup Growth. Every Year VivaTech brings together, in Paris and Online, Business Leaders, Startups, Investors, Researchers and Innovators to ignite Positive Change in Business and for Society.

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No matter where you are, VivaTech enables you to meet Attendees from 149 Countries, hear Live Talks from Top Speakers around the World, to discover AfricaTech and EuropaTech. You can Plunge into the World of VivaTech and interact with Robots, Drones, VR, AR, and as-yet-unclassifiable Hardware and Software.

VivaTech is a Springboard for nearly 2,000 Early-Stage Startups hosted by Major VivaTech Partners. With some 3,000 VCs participating, there are Opportunities around every Corner for getting new Funding, Boosting Growth and Igniting Business. VivaTech provides Unparalleled Access to the Trailblazers and Game-Changers. With the VivaTech Digital Platform, you can network with People in Every Time Zone during the Next Edition.

- Reasons to attend:

- \* 59% - More than 1 out of 2 Visitors with a Project are Decision Makers
- \* 70% - of the Audience is C- Level
- \* 80% - More than 80% of Global Satisfaction for Visitors and Exhibitors
- \* 25% - Up to 25% of Annual Leads are generated by Startups during Vivatech
- \* 79% - of Startups met Potential Investors

- Startup Challenges:

You can showcase your Solution and pitch in front of Top-Level VCs and Corporations. To partner with Top Corporates and scale your Business.

- VivaTech Awards

- \* Next Unicorn Awards
- \* Female Founder Challenges
- \* Next Startupper Challenge
- \* AfrikaTech Awards

This year, Six Themes were particularly highlighted through a Packed Program of enriching Debates, Renowned Speakers and Groundbreaking Innovations: Race to Net Zero Emissions, Mobility Rebound, Future of Work, Inclusion is a Mindset, Tech on the Edge: Web3, and Europe's Digital Decade. This Year was marked by the Return of an In-Person Event of International Scope, in Paris, in order to discover the Latest Tech Trends, but also to allow Exchange, Networking and Business.

France and India, Strategic Partners since 1998, share a Common Digital Culture and are committed to Fostering Initiatives in the Technology Sector. This Year, India was welcomed as the First Country of the Year at VivaTech. On the Occasion of India's 75th Anniversary of Independence, Leading Figures from India were introducing Visitors to their Country's Rich Ecosystem.

- Key Figures

- \* 3 Professional Days, on 15, 16 and 17 June and 1 day for the General Public, on Saturday 18 June 2022
- \* Hall 1: 45,000 sqm, in Strict Compliance with Sanitary Conditions
- \* More than 2,000 Exhibitors, of which 1,700 Startups on a 100% Face-To-Face Model amplified by a Digital Brick
- \* More than 60 Public Players and International Organizations including 30 Countries represented through Pavilions
- \* 3 Conference Areas
- \* 1 Country of the Year: India
- \* 1 completely redesigned Discovery space
- \* 3 Networking Areas to facilitate Discussions
- \* 1 Media Lounge
  
- \* More than 50 Challenges issued in Top Trending Areas such as Blockchain, the Metaverse, AR/VR, Tech4good, the Future of Work, Smart Cities and Mobility - 4500 Participating Startups, 70% of the Entries received coming from Abroad
- \* The return of VivaTech News with its own Broadcasting Studios
- \* More than 500 Innovations presented
- \* More than 300 Inspiring Speakers
  
- \* Three Days of Key Business Programs: the "Future of Work Program" day on 15 June in Partnership with ManpowerGroup and Salesforce; the "CMO Program" on 17 June powered by MediaLink, McKinsey & Company, LinkedIn, Infopro Digital Media and JCDecaux and the "CTO Forum" on 17 June in Partnership with Scaleway and Sopra Steria.
- \* A one-day CMO Forum powered by Medialink, McKinsey & Company and LinkedIn on 17 June on Stage One.
- \* A Program dedicated to SMEs and ETIs on the Occasion of the Seventh Edition of the Event proposed by the Mouvement des Entreprises de France, which will highlight the Responsible, Human and Inclusive Digital Transformation of Companies: the "REF| Numérique" on 15 June.

- This Year, Viva Technology also brought together a Very Strong International Ecosystem. 30 Countries were present, compared to 22 in 2019, an increase of over 35%.

\* On the African Continent, the AfricaTech Program is growing and Seven Countries are Partners, including Two New Ones for 2019: Egypt and Mauritania, which join South Africa, the Republic of the Congo, the Democratic Republic of the Congo, Senegal, and Tunisia.

\* Europe also shows a Clear Progression: with Germany, Italy and the Netherlands which were presenting their Best Startups, but also the Presence of a Ukrainian Pavilion to support the Country's Entrepreneurs. European Organizations such as the European Innovation Council (EIC) and the European Space Agency (ESA) were also involved.

\* Asian Countries were returning to VivaTech this year in Person: these include Taiwan, Japan, South Korea, Armenia and Lebanon

\* The Americas sent Several Ecosystem Delegations. Brazil, Canada and Quebec were Present on Site.

\* VivaTech also gave Ten French Regions and Territories the Opportunity to present their Incubators and Regional Ecosystems.

- Six Major Themes for 2022 in the Spotlight

VivaTech features many Important New Trends at the Forefront of Tech News during the Four Days of the Event. This Year, Six Major Themes were covered:

- \* Race to Net Zero Emissions
- \* Mobility Rebound
- \* Future of Work
- \* Inclusion is a Mindset
- \* Web3 & Metavers
- \* European scaleups

Source: VIVA TECHNOLOGY Event (June 15-16-17-18, 2022) @ Porte De Versailles in Paris.

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