

VIVATECH 2018: AN UNPRECEDENTED MOMENTUM FOR A UNIQUE AND VIBRANT PROGRAMME

1/ An unprecedented momentum

After a six month long roadshow and 25 meetups in 24 different countries to meet startups from all over the world, this unprecedented mobilization for the 2018 edition of VivaTech will culminate May 24th to May 26th at Porte de Versailles. This momentum also stems from the involvement of our major partners and our 50 partnerships with international media organizations.

The public outreach is extremely strong on social media. Since the launch of the third edition, already over 40 million people have been reached generating 511 millions views, i.e. a 150% increase from last year.

2/ 400 prestigious speakers from the tech world

More than 400 speakers, among them some of the tech world's most prestigious and most innovative, will take the stage at VivaTech.

- Great technology leaders such as Ginni Rometty, Chairman, President and CEO of IBM, Satya Nadella, CEO of Microsoft, Eric Schmidt, Technical Advisor & Member of the Board at Alphabet Inc., Chuck Robbins, Chairman and CEO of Cisco and Bill McDermott, CEO of SAP.
- Leaders from the most disruptive startups such as Dara Khosrowshahi, CEO of Uber, Stewart Butterfield, Co-Founder and CEO of Slack, Frédéric Mazzella, Founder and President of BlaBlaCar.
- CEOs from major corporations in the middle of their digital transformation such as Isabelle Kocher, CEO of Engie, Bernard Arnault, Chairman and CEO of LVMH, Patrice Caine, Chairman and CEO of Thales.
- Academics, startup founders, incubators and accelerators, investors and everyone who is inventing the world of tomorrow.

VivaTech will also have the honor of welcoming the President of France on Thursday morning for his third consecutive visit to the event, of which he already inaugurated last year and visited as Minister of Economy in 2016.

He will walk through the event and deliver a speech on the main stage. He will be accompanied during this visit by Paul Kagame, President of the Republic of Rwanda.

3/ More exhibitors than ever with a strong international footprint

Viva Technology keeps growing at an unprecedented rate. This year there will be 2,000 exhibitors present in the Hall 1 of Paris Expo at Porte de Versailles. More than 1,800 startups from 50 different countries will exhibit on one of the 23 open innovation Labs or take part in a pitch contest.

Furthermore, VivaTech is increasing its international resonance this year. Major international corporate partners have joined the adventure, such as Hewlett Packard Enterprise, Microsoft, Salesforce, SAP and Volkswagen, alongside big names in international tech who have renewed their support for the event: Alibaba, Cisco, Facebook, Google, IBM, Orange, Tencent, Lenovo and SoftBank Robotics.... Not to mention the leading global leaders in digital transformation: Airbus, BNP Paribas, La Poste, LVMH, Sanofi, Vinci Energies....

20 countries will also exhibit on dedicated pavilions and will present the best startups and the latest innovations from their own ecosystem, i.e. five times more than in 2017.

VivaTech's international ambition is also represented with its focus on Africa's technology development: Afric@tech. More than 100 of the most promising African startups from 15 different countries will come to VivaTech to meet corporates, investors and medias. Moreover, 6 African countries will have pavilions: Morocco, Nigeria, Rwanda, Senegal (represented by ONU and the incubator Jokkolabs) South Africa, and Tunisia.

Last, but not least, various universities and research institutions will be present such as HEC, INRIA, Paris Saclay, Telecom Paris, and the Technische Universität München (TUM). The list of all of VivaTech's 2018 exhibitors can be found here: <https://vivatechnology.com/the-big-list>.

Viva Technology hosts 20 pavilions and numerous country and territory delegations

- **10 European pavilions** Berlin, Franco-German Industry of the Future 4.0 Pavilion, Israel, Italy, Luxembourg, United Kingdom, Russia through the Skolkovo Foundation, Sweden, Switzerland, Wallonia.
- **6 African pavilions** South Africa, Morocco, Nigeria, Rwanda, Senegal, Tunisia.
- **3 Asian pavilions** South Korea, Japan and Singapore, as part of our France-Singapore Innovation year.
- Saudi Arabia will also be represented through the MISK Foundation.
- **More than 20 international delegations** are announced including Canada, Czech Republic, Egypt, Hungary, India, Indonesia, Mauritius, Mexico, Poland, Quebec, Spain...

4/ Spectacular experiences and innovations

VivaTech's attendees will have access to the latest innovations that will transform their lives as they know it. For instance, they will be able to test out the latest AI developments on the Google, Microsoft and Facebook stands at VivaTech, experience VR with BNP Paribas' holoporation system, live an olfactory experience on the LVMH lab, try out a delivery robot with La Poste, test a vocal personal assistant with Orange, discover a model of the US space station on HPE's stand and observe a model of a quantum computer on the IBM stand.

Furthermore, in the Discovery Zone, sponsored by EDF, 40 startups will present the latest technologies on Smart Home, Smart City, Smart Health & Self, Smart Business.

The emphasis will be put on 3 specific themes:

a/ There'll be plenty of robots to discover at VivaTech. Firstly in Robot Park, also in partnership with EDF, where 10 robots selected from all over the world will be present including Alice by Cybedroid and Aida by Unsupervised. Additionally, there will be robot shows such as the Robot Fight Tournament, the Sumobot Challenge or the VivaTech Show, where live dancers will be joined by drones and robots on Stage One.

b/ VR, AR and XR, with the VR Park by Alibaba, a 150m² space exclusively dedicated to VR experiences, such as a Social VR discovery of the Egyptian pyramids, in partnership with ScanPyramids, as the latest innovations with MK2.

c/ New mobilities, with the presentation of 2 life-size flying cars prototypes: PopUp, on the Airbus Lab and EVA X01 from Electronic Visionary Aircrafts. Visitors will also be able to discover and test out autonomous vehicles, such as NAVYA and aquatic vehicles such as SeaBubbles in the Mobility Park.

Finally, the last day - June 26th will be open to the general public. Visitors will be able to attend a great e-Sport tournament - Fortnite Battle Royal - sponsored by PMU with L'Equipe. They'll also be able to appreciate digital art works in partnership with RMN Grand Palais, witness robot fights, take coding lessons or enjoy ALB live in concert presented by Sony Music.

5/ Highlights not to miss

Wednesday May 23rd

- Tech for Good Summit at the Elysée with the greatest tech leaders with the President of France

Thursday May 24th

- Accessible to the General Public from 7:30am
- Inaugural speech from the President of France
- Startup Battlefield, in partnership with TechCrunch, sponsored by Michelin, will reward the best European startups

Friday May 25th

- The CMO Forum, to understand technology's impact on marketing and communication chaired by Marc Pritchard (P&G)
- The LVMH Innovation Award, presented by Bernard Arnault on Stage One
- The largest European "corporate hackaton" with TechCrunch, sponsored by IBM, leboncoin, Microsoft, Renault, Talan and Gefco with more than 1000 hackers expected

Saturday May 26th

- The Big Girl Power Conference with ELLE gathering 10 inspiring women to encourage today's young women to get involved in entrepreneurship, coding and scientific occupations
- Talent Connect, the VivaTech jobboard, created with Manpower Group's partnership, offers over 400 job offers.

About Viva Technology Co-organized by Publicis Groupe and le Groupe Les Echos, VivaTech is the world's rendezvous for startups and leaders to celebrate innovation. It's a gathering of the world's brightest minds, talent, and products taking place in Paris on the 24th–26th of May 2018. More than 68,000 visitors attended the 2017 edition, and this year builds on that success as startups, business leaders, investors, academics, students, and media from around the world descend on Paris for three packed days.

More information at <https://press.vivatechnology.com> and @VivaTech

PRESS CONTACTS

AGENCE KALIMA

Mélissa Rancé +33 1 44 90 82 52 +33 6 10 91 78 46 mrance@kalima-rp.fr
Marie Vasseur +33 1 42 21 56 39 +33 6 33 62 15 97 mvasseur@kalima-rp.fr

VIVA TECHNOLOGY

Béatrice Germain Communications manager bgermain@vivatechnology.com