

Beat: Technology

## The BEST And BRIGHTEST At VIVA TECHNOLOGY 2023 - DESIGNING The FUTURE OF TECH

PORTE DE VERSAILLES, JUNE 14-17

PARIS, 25.06.2023, 06:30 Time

**USPA NEWS** - The 7th Edition of VivaTech, which took place 14-17 June in Paris, broke a New Attendance Record by exceeding the 150,000 Visitor Mark for the First Time. VivaTech thus becomes the New Unmissable Global Meeting Place for Tech, Startups and Digital.

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VivaTech allows you to plunge into the Latest Tech Trends, test the Newest in AI, Cyber Security, Metaverse and more; meet the World's Leading Hardware and Software Developers, and source the Newest Innovations.

You can network with the Trailblazers and Game-Changers leading the Future of Technology. Get inspired, share Ideas, and meet your Next Business Partner as we reshape the Tech Industry.

This is the Startup Paradise: to meet 2,000+ Startups (from Early-Stage to Unicorns & Centaurs) and 1,700+ Investors (from VC's, Investment Funds and Angels). To score New Funding, boost Growth, and ignite your Next Transformation.

Our 150,000 Attendees flew in from All Parts of the World, from 174 Different Countries. 2,800 Exhibitors showed off their Solutions and Initiatives. 11,400 Startups were present and had access to 1,700 Investment Funds over the three B2B Days of VivaTech.

Online we saw Record Figures across the Board as well. 919 Million People were reached on Social Networks, 5 Million Viewers tuned in to the VivaTech News Channel, and more than 6 Billion Impressions were made on Social Media.

Over 450 Speakers grabbed the Spotlight on the Four Stages, including a Special Conversation with Elon Musk that amassed over 6,000 People in the Dome de Paris.

Among the High-Profile Speakers who came specially to Paris were Marc Benioff, CEO and Co-Founder of Salesforce; Yann Le Cun, chief AI scientist at Meta, who received the Turing Award in 2018; Hans Vestberg, CEO de Verizon; Dan Schulman, CEO of Paypal; Sunil Bharti Mittal, Chairman of OneWeb; Dava Newman, Director of the MIT Media Lab; Christel Heydemann, CEO of Orange; Larry Summers, Former Treasury Secretary under US President Bill Clinton, and Director of the White House National Economic Council under President Barack Obama...

Also Present at this Year's Edition of VivaTech: Bernard Arnault, Chairman & CEO, LVMH; Ana Paula De Jesus Assis, Chair & General Manager EMEA, IBM; Eva Benerke, CEO, Eutelsat; Alexandre Bompard, CEO, Carrefour; Cyril Chiche, co-founder & CEO, Lydia; J. Michael Evans, CEO, Alibaba Group; Pascal Gauthier, CEO, Ledger; Zoubin Ghahramani, Senior Research Director, Google Brain; Ronan Harris, President EMEA, SNAP Inc.; Nicolas Hieronimus, CEO, l'Oréal Groupe; Nicolas Julia, co-Founder & CEO, Sorare; Peggy Johnson, CEO, Magic Leap; Peter Koerte, CTO, Siemens; Blaise Matuidi, international footballer and Founder, Origins; Luca de Meo, CEO, Renault; Matthew McWhirt, Managing Director, Google Cloud / Mandiant; Dava Newman Berta de Pablos-Barbier, President & CEO, Moët & Chandon, LVMH; Laurence Parisot, former President of Medef and President of Citi France; Arthur Sadoun, Chairman & CEO, Publicis Groupe; Jo-Wilfried Tsonga, French tennis player, mentor of the BNP Paribas Jeunes Talents team...

After India, the First Country of the Year in 2022, it was the Republic of Korea's Turn to be honored at this Latest Edition of VivaTech. Thanks to its Flourishing Technology Ecosystem, which includes no less than 14 Unicorns, Korea is a Strategic Economic Partner for Countless Countries and Companies. 150 Startups were in attendance alongside Lee Young, Minister for SMEs and Startups of the Republic of Korea.

French President Emmanuel Macron chose VivaTech as the Stage for announcing a Plan to invest nearly €6 Billion in Positive-Impact Startups and €500 Million in Artificial Intelligence.

Europe's most Promising Startups were honored at the 5th Edition of the Next Unicorn Awards. PennyLane (in the Fintech Category), Defined.ai (Deeptech), Oviva (Digital Media), MatSMART (Impact), Wallapop (Marketplace) and Pigment (SaaS B2B) received the Highest Award for Potential Scale-Ups.

More than 50 Challenges were also launched (70% of them International), in Areas such as Sustainable Development, Diversity & Inclusion, the Future of Work, and the Future of Sport, with 4,000 Candidates and 65% of Submissions from Abroad.

For the Second Year Running, Viva Technology and the International Finance Corporation (IFC) renewed the AfricaTech Awards, a Pan-African Initiative aimed at recognizing and supporting the Most Innovative Startups in the Climate Tech, Health Tech and Fintech Sectors based in or working with the African Continent. Startups were rewarded in Several Categories: Kubik for Climate Tech, Curacel for Health Tech, and Waspito in the Fintech Category.

The Female Founder Challenge – organized by VivaTech and 50inTech with the support this year of Axa, Mazars and Société Générale – awarded the Top Prize to Zuzanna Stamirowska, Founder of French Deeptech Startup Pathway, the First Python Framework for Easily Building Data Products, which recently announced a \$4.5 Million Fundraising Round. The Award was presented by French Prime Minister Elisabeth Borne.

As every year, the LVMH Innovation Awards Challenge was organized by the LVMH group. This Year's Prize went to Save Your Wardrobe, a Platform dedicated to Clothing Repair and Maintenance. And to bring the European Ecosystem together in the Most Environmentally Friendly Way Possible, the Tech on Track Initiative, run jointly with the SNCF, enabled Dozens of Startups, Investors and Cross-Border Journalists to travel by Train to Paris.

Source: VivaTech 2023 @ Paris Expo Porte de Versailles - On June 14, 15, 16 and 17, 2023

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

**Article online:**

<https://www.uspa24.com/bericht-23015/the-best-and-brightest-at-viva-technology-2023-designing-the-future-of-tech.html>

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V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)