

## VIVATECH BROKEN THE RECORD OF 150,000 VISITORS SURPASING C.E.S Vegas BECAME THE LARGEST MUST SEEN TECH FAIR

Paris, Washington DC, 22.06.2023, 00:42 Time

**USPA NEWS** - The VivaTech show, closed in a happy end clap, breaking a record of visitors, who are over 150,000 to participate and visit the form now on, largest Tech Fair in the world. Maurice Levy, and Pierre Louette, the two co-founders must be thrilled and satisfied as they fulfilled President Macron's wish « to overpass the C.E.S, largest US Tech Fair, with 118,000 Visitors/year ». That was a challenge given to the French Leaders, to reach at least that number, proposed by the head of state himself, Emmanuel Macron. A year ahead of the Paris 2024, Olympic & Paralympic games, to be held in Paris in August 2024, France is now in the very fast track of successful path, when it comes, to technology, including AI, Startups, Unicorns, and the most advanced innovations. With 2,400 start-ups and 20% more space, the show hoped to attract even more visitors for its seventh edition, surpassing its record from last year which saw 91,000 curious people flocking to Porte de Versailles. Viva tech, stated, in a press release, the show lists 150,000 visitors, "from 174 countries".

The happy few very Next Unicorns, were awarded, with Defined AI, in different areas, such as, Digital Media, FinTech, Market Place, and also the Impact.

A special focus was dedicated to D&I (Diversity & Inclusion), offering a special Corner Space for the underprivileged people to pitch and unveil their latest innovations, and projects of startups. Although Disability is very often, marginalized, Vivatech, made a good point in sparing some opportunity chance, through the window of Diversidays, led by his co-founder Anthony Babkine. Francois Bitouzet, invited the whole group of the dozen of underprivileged, including two disabled persons, to the Vivatech VIP Lounge, as he praised them and encourage them before they go and meet with investors..

As part as Sport is concerned, Moez, multi Paralympic champion of Escrime, unveiled a very uncanny innovative pill, able to optimize, the body temperature, called « Bodycap » made by Orange Group. He kept the secrecy of it and remained mysterious around the pill and whether it should be ready for the Paris 2024 Games.

### THE NEXT UNICORNS AWARDS 2023, BY VIVATECH

The Winner, if the Unicorns Award was this year 2023, at VIVATECH, MATSMART,

1-Defined.ai ? dans la catégorie AI, DeepTech & Big Data

2-Oviva ? dans la catégorie Digital Media

3-Pennylane ? dans la catégorie FinTech

4-Pigment ? dans la catégorie Enterprise SAAS, qui a récemment levé \$88 millions

5-Wallapop ? dans la catégorie Marketplace

6-Matsmart ? dans la catégorie Coup de coeur du jury - Impact

### IMPACT MILE BY EDF

In VIVATECH's 'Impact Mile by EDF (D27) space this year, German Bionic (D26-004) presented Apogee+, its latest exoskeleton, which will make you feel as strong as Superman because it allows you to lift loads up to 30 kg; Urban Cuisine's Liv indoor vegetable garden (D26-009);

-Ryp Labs (D26-006) helps reduce food waste with its sticker to stick on fruits and vegetables; drinking water will no longer be a problem with Agua De Sol (D26-001) which can provide two liters of water day and night thanks to solar energy, capturing water in the air by condensation;

-Wounded Women's underwear (D26-008), designed to protect different types of injury and for the well-being of women, produced in France;

-Vehicles from Liux (D26-005), Geko or Animal, one of which is an ultra-light electric vehicle made from recycled/bio-sourced materials and the other is made by 3D printing and with recycled materials for its bodywork (linen fiber and metals); NeoP1 from NeoPlants (D27-014), a modified plant that purifies indoor air and recycles pollutants into useful metabolites;

- Sweetech (D27-016), is another French startup, which proposes to produce electricity on a large scale, permanent and 100% clean, from osmotic energy;
- NotPla (D27-015), they propose replacing plastic with a material made from algae;
- WorldWide Wind (D27-017), is the latest generation of offshore floating turbines;
- Cake (D27-011) offers modular electric bikes.

#### THE MAJOR LEADERS INCLUDING BERNARD ARNAULT LVMH's CEO MARKED THEIR PRESENCE ON STAGE ONE/VIVATECH

This year, 2023 VIVATECH, one of the most coveted internships in the world of Tech, and also of Luxury. Thus, at Stage One, the largest and most prestigious French company, LVMH rewarded the most promising startups through its "LVMH Innovation Award" Ceremony. Six startups have been recognized in six categories corresponding to the Group's major challenges. A special prize will be awarded to the most promising solution around data and artificial intelligence. One of the finalists has been named the big winner of the Innovation Award and all the winners will have the opportunity to join La Maison des Startups, the Group's accelerator at Station F, with Bernard Arnault (LVMH), Antonio Belloni (LVMH), Franck Le Moal (LVMH) and Laetitia Roche-Grenet (LVMH). The London startup Save your Wardrobe was awarded the Grand Prix this year, awarded by Bernard Arnault after deliberation by the jury, during a ceremony co-presented live by journalist Julia Sieger and Livi, the virtual innovation ambassador for the LVMH group.

#### Article online:

<https://www.uspa24.com/bericht-23006/vivatech-broken-the-record-of-150000-visitors-surpassing-ces-vegas.html>

#### Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Jedi Foster, RSR

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