

Beat: Technology

## VIVATECHNOLOGY 2024 - EUROPE'S N°1 STARTUP & TECHNOLOGY EVENT

### TO SHAPE THE FUTURE OF TECH

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**USPA NEWS** - VivaTech has become the Global Epicenter for Meetings and Discussions about Tech and Innovation. More than 120 Countries were represented, with some 40 National Pavilions, including Canada, Taiwan, Brazil, the UK and Germany...

VivaTech has become the Global Epicenter for Meetings and Discussions about Tech and Innovation. More than 120 Countries were represented, with some 40 National Pavilions, including Canada, Taiwan, Brazil, the UK and Germany. Japan, Country of the Year, was also able to showcase its Technology Ecosystem with the Presence of a Ministerial Delegation and more than 40 Startups.

Africa was back in the Spotlight this year with the Africa Tech Lab, an Area dedicated to Local Talent and Startups. Now in its Third Year, the AfricaTech Awards, sponsored by Airtel and Cassava Technologie, put the Spotlight on the most Innovative Startups in the Climate Tech, Health Tech, FinTech & Ecommerce sectors in Africa. This Year's Winners include Schoolz for Climate Tech; Thalia Psychotherapy for Health Tech; and Inclusivity Solutions for FinTech & Ecommerce.

VivaTech 2024 was the Place where the latest and most tangible AI Solutions were presented, with more than 40% of Exhibitors showing Innovations in this Area, notably through a New Space: the AI Avenue, the Bubbling Heart of VivaTech for Four Days.

More than 400 Debates took place, Two-Thirds of them International, featuring Inspiring Personalities such as John Kerry, Rachel Delacour (Sweep), Robin Li (Baidu), Arthur Mensch (Mistral AI), Yann LeCun (Meta) and Dario Amodei (Anthropic).

VivaTech is proving to be the most effective Business Event, with more than 400,000 Business Connections through Digital Channels alone, and with an Enthusiastic Response from Everyone looking to generate Sales Leads across all Sectors.

This Year, more than 13,500 Startups also had the Opportunity to forge Business Relationships with Companies from more than 25 Sectors of Activity and to meet more than 2,000 Investors and Investment Funds such as Accel, KKR, Lightspeed, Sequoia Capital, Eurazeo and GV (Google Ventures) during the Three Professional Days.

As every year, Women are in the Spotlight: more than 40% of Speakers at VivaTech were Women. The 6th Edition of the Female Founder Challenge, supported by Mazars, JCDcaux and Verizon, gave an Award to Albane Dersy, Co-Founder of Inbolt, a Robotics Software Company developing Real-Time Guidance using 3D Vision and AI. The 100+100 Mentoring Program brought together more than 100 Young Girls and 100 Influential Women in Tech, with the Aim of inspiring them to take up Careers in the Sector.

In addition, a number of other Initiatives were again on the Program, such as Impact Builders, in Partnership with Diversidays, which aims to accelerate the Business Impact of Entrepreneurs who, because of their Age, Social Conditions or Origin, do not have Sufficient Opportunities in the Tech Ecosystem. Femtech France was also present for the Second Year running, launching its Second Femtech Industry Barometer at VivaTech, promoting Innovations to improve Women's Health.

The World's Leading Speakers discussed Current Events and Contemporary Challenges, with a Particular Focus on Artificial Intelligence and Sustainable Tech... The General Public Day focused in particular on Gaming & Esport... Many Members of Government and International Institutions took an Active Part in this Year's Edition of VivaTech... VivaTech is also the Place where the Marketing of Tomorrow is invented... LeWeekend, co-organized by VivaTech and the Founders Forum, brought together some 100 Founders and CEOs of Unicorns from around the World.

- 2024 Themes

\* Artificial Intelligence

AI is revolutionizing Industries, transforming Creativity, and redefining Daily Efficiency. We delve into its Ethical Frameworks and Tangible Benefits.

\* Climate Tech

Harnessing Tech for Resilient Ecosystems as well as Regenerative Practices to ensure Food Security in a Rapidly Changing World.

\* Mobility

VivaTech takes the Pulse of Smart Mobility, examining what works and what doesn't in the Fields of Transportation, Accessibility, and TravelTech.

\* DeepTech

From Brain-Computer Interfaces to New Advances in Quantum Computing, these Technologies are reshaping and extending Human Capabilities in Unprecedented Ways.

\* Country of the Year

At VivaTech's 8th Edition, Japan is celebrated as Country of the Year, showcasing its Disruptive Innovations and Global Tech Leadership.

\* Business

VivaTech is where Business meets Innovation. To network with Startups, Major Corporations, and Leaders in Tech to accelerate your Business.

\* Future Societies

Where to explore the Transformations Underway in the Education and Professional Spheres, and what they mean for the Future of Work.

\* Internet & Democracy

This Year, over 2 Billion Voters are heading to the Polls in 50 Countries. Going beyond the Risks of Cyber Attacks and Misinformation to look at the Role of Technology in fostering Dialogue and building Meaningful Connections.

\* Creators' Economy

From Gaming and Virtual Reality, to Music and Entertainment, diving into one of the most Exciting Ecosystems in Tech.

\* Gaming & Esports

The World's Largest Entertainment Sector offers Thrilling Tech and Creative Prospects, engaging a Vast Community of over 3 Billion Players Worldwide.

Source: VivaTech 2024

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