

## **VIVA TECHNOLOGY IS BACK 15-18 JUNE 2022 IN PARIS AND ONLINE**

**Paris, 16 March 2022 - Viva Technology, Europe's number one startup and tech event, is proud to unveil the first elements of the program for its sixth edition. VivaTech is taking place this year from 15th to 18th June in an ambitious hybrid format, in-person in Paris as well as online with a dedicated digital platform.**

After two years of the Covid-19 pandemic, the event in its physical form will be back in full swing at Paris Expo Porte de Versailles.. VivaTech will be held over four days, with three days dedicated to professionals to promote business exchange, and with the final day, Saturday, open to the general public.

VivaTech is launching its **Key Business Programs** allowing business communities particularly involved in digital transformation to meet around dedicated programs, concentrated in one day:

- The Future of Work program, in partnership with ManpowerGroup
- The CTO Forum, focusing on IT, in partnership with Scaleway and Sopra Steria
- The CMO Program, focusing on marketing, in partnership with MediaLink, McKinsey & Company, frog, part of Capgemini Invent, JCDecaux and Infopro Digital Media

The Key Business Programs will be composed of conference sessions, a dedicated lounge and thematic side events. Lastly, in partnership with Pitchbook, an Investor Lounge will be offered to investors for this sixth edition of VivaTech.

The main event will be completed by more than 50 side events taking place outside the walls of VivaTech, in and around Paris. These will include the return of Tech Days allowing participants to explore the various stomping grounds of the tech ecosystem, organized with French Tech Grand Paris.

**For this sixth edition, more than 1,500 exhibitors are expected**, all in hybrid format. Our historical partners are renewing their confidence while other partners are joining us for the first time this year. Among them are BNP Paribas, Google, La Poste, LVMH, Orange, but also EDF, ManpowerGroup, EY, India, Axa, Chambre Franco-Allemande de Commerce et d'Industrie, Edenred, Huawei, JCDecaux, L'Oréal, Microsoft, RATP Group, Sanofi, SAP, SNCF, The Adecco Group, TotalEnergies, Région Ile-de-France, McKinsey & Company, Air Liquide, Audi, Binance, Dassault Systèmes, Engie, Egypt, Globalization partners, Groupe Bouygues, Klaxoon, KPMG, Meta, Région Centre Val de Loire, Région Sud, Région Occitanie, Renault, Swisstech, and many others who have already confirmed their presence.

This massive presence will also be an opportunity to give a strong international dimension to the event: More than 30 countries will be present (+35% vs 2019), among them Germany, Brazil, Canada, Congo, Egypt, Japan, Luxembourg, the Netherlands, Senegal, Switzerland and many others. Of particular note is the inception of a new challenge to celebrate the pan-African tech ecosystem. The AfricaTech Awards, co-organised with the International Finance Corporation (IFC), rewards The most innovative startups in the sectors of climate tech, health tech and fintech on the continent. The winners will be announced during VivaTech.

Six major themes have been chosen and will set the tone for the four days of VivaTech 2022, which will be highlighted as in previous years by a dense program of enriching debates, renowned speakers and new innovations.

- **The Race to Net Zero Emissions**

VivaTech will focus on innovations related to the fight against global warming and the energy transition: for example, the French company **Interstellar Lab**, in partnership with NASA and CNES, will unveil the world premiere of BioPod, one of the world's most advanced aeroponic greenhouses for deployment on Earth, and on other planets in the future. Other startups, which act for a more environmentally friendly society, will also be present at the Low Carbon Park EDF, a partner with which VivaTech is collaborating to reduce the event's carbon impact as much as possible through the mobilization of three startups: **Urbanomy** for the Carbon strategy, **Carbo** for the evaluation and **Actéon Farm** for the compensation. We will be able to meet the Swiss company **Climeworks**, which will present its CO2 collector exclusively in France; the Spanish company **Bioo**, which will come to France for the first time with its interactive installations that transform the natural organic decomposition of plants into a source of energy; and the British startup Pentaform, which makes computers accessible to everyone and more responsible for the planet.

- **The Mobility Rebound**

Tomorrow's mobility is a key theme at Vivatech 2022. Many innovations in the mobility sector will be on display, including inflatable electric vehicles from Japan's **Poimo**; bicycles – and their wheels that capture city pollution – from the English startup **Go Rolloe**; and electrically powered personal EVTOL from the Norwegian startup **Jetson** which will be present at the Mobility Park by Togg. Note that special previews are planned in this category: for example, **Audi** will share its vision of innovation, technology and what prefigures future mobility by presenting its "Audi skysphere concept" for the first time in Europe.

- **Future of Work**

Two years of pandemic have had a major impact on the world of work. Telecommuting, corporate culture, search for talent – companies have had to adapt and innovate. In this context, for the second year, VivaTech relaunches its Jobboard to highlight tech and digital job offers. A new event this year is the Talent Afterworks with VivaTech's HR partner ManpowerGroup. On this occasion, the partners/startups and talents are invited at the end of each day to discuss their job and the business meetings made in the aisles of VivaTech.

- **Inclusion is a Mindset**

Whether we're talking gender, geographic or social diversity, the disparities are still far too great today. Tech can play an essential and inclusive role. VivaTech has two priority targets this year: youth and women. In this respect, VivaTech is launching a **Girls in Tech program**, co-organized with the WoGiTech collective, aiming to bring more than 3,000 middle and high school girls to discover the world of digital technology, with a dedicated thematic pathway through the event and coaching to inspire vocations and guide young girls. This will be followed by an inspirational session on women (young graduates, up-skilled women, entrepreneurs, etc.) in hands-on training during the general public day. But also, for the fourth consecutive year, in partnership with 50inTech, the Female Founder Challenge whose objectives are to facilitate meetings between investors and startups to accelerate the financing of startups led by women.

Other initiatives on behalf of women and young people will also take place during the event, such as speed-coaching sessions for nearly 1,000 young people, mostly from the suburbs, in co-organization with L'Escalator; a project with Diversidays to showcase diversity talent on stage; and the Great Cause Youth Workshops in partnership with Make.org. These initiatives aim to make tech more inclusive and diversify its profiles.

- **Tech on the Edge; Web3**

Each year, we shine the spotlight on technologies to follow. This year, among all the technologies we will focus on, we will be particularly interested in decoding Web3. In particular through a Web3 innovation Park hosted by Binance which will present the most advanced startups and innovations of the blockchain, crypto and NFT ecosystems.

Note that **Meta**, formerly Facebook, will come to present its vision of the metaverse, with a set of innovations that will be showcased at VivaTech in terms of AI for the future of social, business, work and creativity.

Our partner **LVMH** will present different applications of the metaverse for the luxury world, partly through its new virtual muse whose mission will be to convey the Group's innovation message.

The startup Stagell, which is building the future of entertainment by proposing a new way to experience music through a mix of gaming, mixed reality and metaverse technologies, will come and present its innovations.

#### - **Europe's Digital Decade Starts Here**

To support the acceleration of the startup ecosystem, VivaTech launches the fourth edition of the **Next Unicorn Awards**. This award aims to promote the European tech ecosystem by highlighting European scaleups with high potential.

**The Top 100 Next Unicorns**, unveiled today in partnership with investment bank GP Bullhound and with the contribution of five of the world's most renowned investment funds – Accel, Balderton, Eurazeo, Partech and NorthZone – can be found [here](#). The winners will be revealed next June during Vivattech.

New initiative launched this year: **European Acceleration Summit**. Indeed, at a time when Europe is expected to boost the European tech sector, VivaTech steps up by bringing together the key players of the global ecosystem (accelerators, startups, investors and public sector organizations) in a purpose-driven program.

#### **First Reveal: 2022 Speakers**

Corporate CEOs:

**Thomas Buberl**, CEO of **Axa**; **Aiman Ezzat**, CEO of **Capgemini**, **Bernard Charlès**, CEO of **Dassault Systemes**, **Catherine McGregor**, CEO of **Engie**, **John Chambers**, Founder and CEO of **JC2 Ventures**, **Nicolas Hieronimus**, CEO of **L'Oréal**; **Bernard Arnault**, Chairman and CEO of **LVMH**, **Jonas Prising**, Chairman and CEO of **ManpowerGroup**, **Michael Kassan**, Chairman and CEO of **MediaLink a UTA Company** and **Julie Teigland**, EMEA Managing Partner of **EY**.

Speakers:

**Philippe Botteri**, Partner at **Accel Partners**; **Thibaud Hug de Larauze**, Founder and CEO of **BackMarket**, **Frédéric Mazzella**, Founder and President of **Blablacar**, **Guillaume Pousaz**, Founder and CEO of **Checkout**; **Julia Bijaoui**, Co-Founder and Co-CEO of **Frichti**; **Kağan Sümer**, Founder and CEO of **Gorillas**; **Johannes Schildt**, Co-Founder and CEO of **KRY / LIVI**; **Adrien Nussenbaum**, Co-Founder of **Miraki**, **Alice Albizzati**, Founding Partner at **Revaia**, and **Sébastien Borget**, Co-Founder and COO of **the Sandbox**

Top Speakers:

**CZ**, Founder and CEO of **Binance**; **Cristiano Amon**, CEO of **Qualcomm**; and **Jimmy Wales**, Founder of **Wikipedia**.

**See you 15-18 June!**

**To register and participate in VivaTech 2022, click [here](#)**

## **About Viva Technology**

Viva Technology is Europe's number one startup and tech event, recognized worldwide as a powerful catalyst for business transformation, startup growth and innovation for the common good. Since 2016, VivaTech has brought together the world's leading business leaders, startups, investors, researchers and thinkers in Paris for a unique experience combining inspiration, networking and a showcase of innovation. Starting with the 2021 edition, VivaTech has been enhanced with a digital platform that connects a global community of innovators. The 6th edition of VivaTech will take place from June 15 to 18, 2022. More information available at <https://vivatechnology.com/media> and @VivaTech.

## **Press contact**

Viva Technology - Léa Roos : [lroos@vivatechnology.com](mailto:lroos@vivatechnology.com)

Publicis Consultants - Pierre-Henri Paty : +33 6 49 13 44 79 - [vivatech@publicisconsultants.com](mailto:vivatech@publicisconsultants.com)