



# TECHNOLOGY

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PRESS RELEASE

## The next edition of Viva Technology will be held from the 24th to 26th of May, 2018 in Paris

**Paris September 20th** - Viva Technology, the major international rendez-vous for innovation and startups bringing together the inventors of tomorrow's world, will return for its third edition to Hall 1 of the Parc des Expositions in Paris from the 24th to 26th of May 2018.

The 2017 edition of Viva Technology was an enormous success, bringing together over 68,000 visitors, 6,000 startups, 1,600 journalists, 1,400 investors and more than 500 speakers from all over the world. The event also had the honor of welcoming President Macron who gave an important keynote speech on the role of technology and innovation in French politics. The digital impact of VivaTech related content, reached over 93 million people globally through social networks and digital media. The qualitative success of this edition was also confirmed by the results of a study carried out by the MRCC institute, which shows that 91% of visitors were satisfied with their visit to VivaTech and 89% wish to return in 2018.

For its third edition, VivaTech will rely on the fundamental elements that have contributed to the success of the previous two editions.

- two days (Thursday and Friday) reserved for professionals and the Saturday open to the general public
- a key focus on open innovation and cooperation between startups / large groups across the labs
- several hundred conferences on the latest trends and the most cutting edge topics to understand and anticipate the evolution of our sectors of activity and society
- a huge hackathon bringing together developers from around the world
- the latest innovations and the most disruptive technologies to exclusively test out and discover

But the 2018 edition will also bring its fair share of novelties and surprises to offer visitors an even more rewarding experience. New sectors such as sportstech, insuretech, automotive, consumer electronics and cyber security will be integrated. Specific initiatives will be developed to strengthen the role of students and researchers at VivaTech. African tech and startups will be given special attention and many side events will also be offered to international visitors to facilitate networking and enable them to discover the liveliness of the French ecosystem.

Maurice Lévy, Chairman of the Supervisory Board of Publicis Groupe: "VivaTech has already positioned itself as a major global technology and innovation event. The third edition will be bolder, and will have even more surprises in store for our visitors. The team, led by Julie Ranty and Maxime Baffert, is already working with our major partners."

Francis Morel, CEO of Les Echos Group: "We are delighted to see the energy created by VivaTech around the collaboration between startups and large companies, and we're expecting the 2018 edition to be even more international with more experiences and discoveries for our visitors."

#### About Viva Technology

Viva Technology, an international event co-organized by Publicis Groupe and Les Echos Group, is dedicated to the growth of startups, digital transformation and innovation. The event allows startups and large companies to be connected in the same time and place, in order to facilitate meetings, develop collaborations and present the latest innovations. More information at [www.vivatechnology.com](http://www.vivatechnology.com) and [@VivaTech](https://twitter.com/VivaTech)

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