

VIVATECH EXPLORES THE NEW FRONTIERS OF INNOVATION 11-14 JUNE 2025

Paris, 3 April 2025 – Over four action-packed days from 11 to 14 June, the Porte de Versailles in Paris will host the 9th edition of VivaTech, Europe's largest startup and tech event. This 2025 edition will explore the new frontiers of innovation not only in terms of technology, but also from the economic, geopolitical, societal and environmental perspectives. The event will bring together the best speakers, startups, and thought leaders from the private and public sectors to examine a vast array of tech-driven breakthroughs and developments.

SPANNING A DECADE OF TECHNOLOGICAL TRANSFORMATION

In less than ten years, VivaTech has established itself as the unmissable innovation event in Europe, with more than **165,000 visitors** joining us in Paris in 2024. This year, at a time when innovation is not merely an investment driver but is also at the heart of innumerable conversations, VivaTech is exploring innovation's new frontiers:

- **Technology:** With AI but also with quantum and blockchain and so many other disruptive technologies fuelling our discussions; with more than 14,000 startups and tech champions from around the world converging at VivaTech; and with a new prize dedicated to innovation, technology will be showcased and examined from every angle.
- **Business:** More than 30 business sectors will be represented at VivaTech to illustrate how these emerging technologies, and especially AI, are finding their way into current or future business models, with a particular emphasis on space tech, travel tech and retail.
- **Geopolitics:** At a time when the global tech map is undergoing profound upheaval and new territorial powers are jockeying for position, VivaTech is hosting a broad array of tech ecosystems in Paris. While some countries are strengthening their presence, notably China, **other countries will be present at VivaTech for the first time: the United States, Poland, Lebanon, Saudi Arabia, El Salvador and Nigeria.** The latter will join other African nations participating in the fourth annual edition of the AfricaTech Awards. As a major showcase for African entrepreneurship in GreenTech, Health Tech, E-commerce and Fintech, the AfricaTech Awards also welcomes footballer **Édouard Mendy** to the VivaTech stage. Meanwhile, **Canada**, VivaTech's Country of the Year, is bringing a delegation of more than 170 Canadian tech and AI companies and organizations, among them Cohere, Sanctuary AI, Vooban, Airudi and Medelooop.
- **Responsibilities:** 81% of executives see technology as instrumental in addressing societal and environmental challenges, from employment diversity to carbon footprint reduction*. VivaTech 2025 embodies this commitment with the second edition of the Impact Bridge. Created in partnership with EDF, the Impact Bridge is a major attraction at VivaTech, dedicated entirely to startups seeking to make a positive impact on society, healthcare and the environment. It's also where the inaugural Tech for Change Award, in partnership with Axionable, will be launched, and where you can learn about our new program dedicated to Chief Sustainability Officers.

"VivaTech is the platform where technology and business meet to shape the future. With the advent of AI and also because of ongoing geopolitical upheaval, interest is stronger than ever for this edition. With 300 global innovations announced and 4,000 partners, VivaTech is a driver of growth and visibility. Bringing together leaders from 30 sectors and international delegations, Vivatech is where companies and organizations can generate as much as 40% of their annual leads and strategic partnerships," explain **Maurice Lévy**, Honorary Chairman of Publicis Groupe, and **Pierre Louette**, CEO of Les Echos - Le Parisien – co-organizers of the event – and **François Bitouzet**, Managing Director of Viva Technology.

FIRST KEY SPEAKERS ANNOUNCED

Joe Tsai, Co-Founder & Chairman, Alibaba Group
Vanessa Wyche, Acting Associate Administrator, NASA
Alain Aspect, CNRS / Pasqal, Nobel Prize Winner
Zak Brown, CEO, McLaren Racing
Paul Hudson, CEO, Sanofi
Nikesh Arora, CEO, Palo Alto Networks
Arkady Volozh, Founder & CEO, Nebius
Barry Diller, Chairman and Senior Executive, IAC
Thierry Breton, Former European Commissioner for the Internal Market
Enrico Letta, Former Prime Minister of Italy
Mathias Döpfner, Chairman & CEO, Axel Springer SE

THE MAIN THEMES AT THIS NINTH EDITION OF VIVATECH

1. The AI Revolution in Action

As Artificial Intelligence continues to transform industries and sectors, AI will be central to our discussions at VivaTech in 2025. According to the VivaTech barometer*, **85% of companies plan to increase their investments in AI in the coming year**, reflecting accelerated global adoption. To illustrate this dynamic, we will hear from a wide variety of influential speakers, among them the rising figures shaping the future of AI: **Mike Krieger**, CPO, Anthropic; **Martin Kon**, President & COO, Cohere; **Alexandr Wang**, Founder & CEO, Scale AI; **Arthur Mensch**, Co-Founder & CEO, Mistral AI; **Ami Badani**, CMO, ARM; and **Yann LeCun**, Chief AI Scientist, META.

Some highlights among the many groundbreaking innovations featured at this 9th edition of VivaTech:

- **Robotics: Unitree** (China) stands out as the world leader in quadruped robots. Through the integration of Artificial Intelligence, Unitree improves machine learning efficiency and accuracy, with more than 180 patents covering motion control, robotic sensing, and key components. Their new Humanoid model, one of the most developed in terms of AI, will be presented at VivaTech.
- **Fighting disinformation: Trusting Pixels** (Canada) is at the forefront of detecting image edits, a crucial innovation as 77% of executives are concerned about the proliferation of fake news. Their technology helps organizations identify authentic influencers, comply with alteration laws, and support consumer protection authorities in verifying ads.
- **Environmental protection:** AI plays a crucial role in the fight against climate change. **Ocean Eyes** (Japan) uses AI and IoT to predict marine conditions and promote sustainable fishing. By creating accurate models to anticipate ocean conditions and identify the best fishing grounds, Ocean Eyes reduces waste, promotes sustainability, and allows fishermen to protect the environment while continuing their business.

2. Creative Industries: Tech Reinvents Art and Entertainment

By 2030, the creative industries will account for 10% of global GDP.** Music, film, fashion, design and gaming are entering a new era where technological innovation is redefining creation, distribution and consumer experience. Artificial intelligence, augmented reality and blockchain are revolutionizing these sectors by offering new opportunities to artists and companies.

This year, VivaTech will bring together professionals and creators who will share their vision and strategies for the future. Speakers include: **Elisha Karmitz**, CEO, mk2; **Alexis Lanternier**, CEO, Deezer; **Rachel Thornton**, Digital Experience & Adobe Experience Cloud, Adobe; **Michael Fan**, VC & ex-partner, Galaxy Interactive; **Blanca Li**, Choreographer, film director, dancer and actress; and **Cliff Obrecht**, Co-Founder and COO, Canva.

VivaTech will honor the creative industries through two major experiences:

- **Runway's AI Festival:** Exclusive screening in Paris of a selection of short films made with AI as part of the Runway AI Festival
- **Viva Night:** An immersive extravaganza in the Dôme de Paris – A world-premiere experience, in partnership with Live Nation, with immersive sound and visual technology bringing together 4,000 participants.

3. Tech Cares: Tech at the Service of Wellbeing

With the global mental healthcare market expected to reach \$573 billion by 2033*, VivaTech sets the stage once again for startups innovating to improve quality of life, wellbeing, access to healthcare, education, and the environment.

Leading voices in the **healthcare sector** will be on hand to tell the story of the dazzling advances in this field, among them **Stanislas Niox-Chateau**, Co-Founder & CEO, Doctolib; **Colin Murdoch**, President, Isomorphic Labs & Chief Business Officer, Google DeepMind; **Fanny Jaulin**, Co-Founder & CEO, Orakl Oncology; **Alex Lebrun**, Co-Founder and CEO, Nabla; and many others.

Several startups revolutionizing the health and wellbeing sector will be featured at VivaTech in 2025:

- **EMOBOT** (France) uses AI to detect mood disorders via a selfie. Holding four global patents, this startup, already collaborates with 150 doctors. This solution offers real-time monitoring of the evolution of depressive symptoms, making it possible to measure the response to treatments early, reduce therapeutic trials, and prevent relapses.
- **NUANCE AUDIO x ESSILORLUXOTTICA** (Italy): Nuance audio glasses are designed to compensate for mild to moderate hearing loss. They incorporate directional microphones and in-ear speakers to improve sound perception while remaining discreet and functional for everyday use.
- **AQEMIA** (France): Aqemia is a next-generation TechBio company, using physics and statistical mechanics-based algorithms to power generative artificial intelligence to rapidly design innovative drug candidates for critical diseases in areas such as immunology.
- **IMPACT – ANTOINE ALLENO FOUNDATION:** IMPACT is a movement to put technology at the service of life and reinvent awareness of road risks. As part of this project, the Antoine Alléno Foundation is mobilizing companies and startups to develop technological solutions capable of directly acting on risky behavior. The various solutions will be showcased on the Foundation's stand during the four days of VivaTech.

MAJOR FRENCH AND INTERNATIONAL PARTNERS

Co-Organizers: Groupe Les Echos – Le Parisien & Publicis Groupe

Founding Partners: Google, LVMH, BNP Paribas, La Poste Groupe, Orange

Platinum Partners: AWS, Dubai DET, ManpowerGroup, PwC, Verizon, Vusion

Gold Partners: AXA, Bouygues, China (CCPIT), Docusign, EDF, Engie, EY, Freshworks, JCDecaux, KPMG, L'Oréal Groupe, McKinsey, Microsoft, Salesforce, TOGG, TotalEnergies, Woven City – Toyota Germany, SNCF Group, RATP Group, Sanofi, Association Alléno, Nigeria, and Canada
(2025 Country of the Year at VivaTech)

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* Research Report published by Spherical Insights & several consulting companies

** World Bank Group report November 2023

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About Viva Technology

VivaTech accelerates innovation by connecting startups, tech leaders, major companies and investors responding to our world's biggest challenges.

Each year, over four exciting days in Paris, VivaTech creates Europe's biggest technology and startup event, exploring the most disruptive topics in tech with world-premiere demos, launches and conferences in a collaborative ecosystem. This is where business meets innovation. Join us for the ninth edition of VivaTech 11-14 June 2025.

For more information go to our website at <https://vivatechnology.com/media> and follow us on social media @VivaTech.

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