Beat: Technology

VIVATECH 2020, CONFERENCE PREVIEW AT MAISON DE L UNESCO IN PARIS

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USPA NEWS - Viva Technology, the event created by Publicis Groupe and Les Echos-Le Parisien Group, has risen to the top of European tech events and occupies a prominent place on the calendars of world leaders in technology, innovation and startups. They are proud to have welcomed to our stages Jack Ma, Satya Nadella, Ginni Rometty, Eric Schmidt, Mark Zuckerberg, French Presidents François Hollande and Emmanuel Macron, and other major world leaders...

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For the fifth edition VivaTech wants to go further by being an even more eco-responsible event, by giving an even more important place to women, and by promoting the emergence of scale-ups and the development of startups. In the last case, many emerging companies have succeeded in concluding contracts or financing thanks to VivaTech. The ambition of VivaTech is to strengthen the global dimension of the event and to continue to be a leading platform for the world of startups and for the whole ecosystem of innovation and Artificial Intelligence.

Five thematic pillars will provide the structure during the three days of VivaTech this June, with inspiring debates, new tech innovations and networking moments.

1 - Technology for the planet
2 - Diversity and inclusion: Bringing decision-makers together to accelerate change
3 - Deep tech, breakthrough innovations and the potential to transform our societies
4 - Mobility, moving ourselves into the future
5 - European digital champions: Showcasing the most promising scaleups in Europe

Also not to be missed are sessions on democracy, data, the role of digital in the arts and culture, and the launch of the 30Best label, created by VivaTech to reward the best hardware innovations. More room for networking: A new Marketing Village brings together leading companies offering Martech and Adtech solutions, and an enlarged Investors lounge opens in 2020 to promote meetings between the most promising startups and the best international VCs.

Among the first top speakers announced: Jean-Paul Agon, Chairman & CEO, L´Oreal; Bernard Arnault, Chairman & CEO, LVMH; Mitchell Baker, Chairwoman & interim CEO, Mozilla; Sébastien Bazin, Chairman & CEO, Accor; Megan Clarken, CEO, Criteo; Vincent Cobée, Citroën Brand CEO, PSA Group; Jean-Pierre Farandou, Chairman & CEO, SNCF; Catherine Guillouard, Chairman & CEO, RATP Group; Ken Hu, Deputy Chairman, Rotating Chairman, Huawei; Paul Hudson, CEO, Sanofi; Jean-Bernard Lévy, Chairman & CEO, EDF; Patrick Pouyanné, Chairman & CEO, Total; Stéphane Richard, Chairman & CEO, Orange; Ginni Rometty, Chairman, President & CEO, IBM; Brad Smith, President, Microsoft; Young Sohn, Corporate President and Chief Strategy Officer, Samsung Electronics; and Evan Spiegel, Founder & CEO, Snap

VivaTech strengthens its international dimension with the Afric@Tech zone and several new country pavilions:
- Making their debut at VivaTech: Cameroon, Democratic Republic of Congo, Ghana, Nigeria, Pakistan, and Tunisia
- Also attending: Algeria, Armenia, Belgium, Brazil, Canada, China, European Commission, Germany, Italy, Japan, Luxembourg, Morocco, Quebec, Senegal, South Africa, South Korea, Switzerland, and Taiwan

Numerous regions of France will highlight the benefits of their ecosystems: Métropole du Grand Paris;Région Auvergne-Rhône-Alpes; Région Bourgogne-Franche-Comté; Région Centre-Val de Loire; Région Grand Est; Région Hauts-de-France; Région ÃŽle-de-France; Région Normandie; Région Nouvelle-Aquitaine; Région Occitanie; Région Pays de la Loire; Région Sud; Outre-Mer Network.

Source : VivaTech 2020 Previews the Program for a Special Fifth Anniversary Edition June 11-13, 2020.
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With :
- Maurice LÃ‰VY, Chairman of the Supervisory Board of Publicis Group
- Pierre LOUETTE, CEO of Les Echos Le Parisien Group
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