

Beat: Technology

## MAURICE LEVY VISIONNARY COFOUNDER OF VIVATECH UNVEILS RARE INNOVATIVE SURPRISES

TO BE HELD IN PARIS 14-17 JUNE, 7th Ed.

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**USPA NEWS** - VIVATECH ie Viva Technology, the biggest startup and tech event in Europe, is already in about to surprise and impress again the public, the leaders, the institutional decision makers of the TECH whether they are CEOs, legislators and / or heads of delegations of their countries. This TECH meeting, which will take place from June 14 to 17, at Paris Porte de Versailles, has become a must. The initiator of this show, Maurice Levy, THE BOSS, came himself to present the new innovations "In what we have presented, you see you some cool surprises, yet what we have revealed to you today, only anticipates 3% of what awaits you in real time, at the Salon Vivatech" declared Maurice Levy, fashionably teasing...

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Notorious businessman Maurice Levy, (President of the Management Board of Publicis, and of Women's Forum) is a real striking visionary, who had detected 6 years ago, the need to have an equivalent at the CES of Las Vegas in Paris . Between his desire and his vision, the idea of the VIVATECH Fair very quickly materialized and on a large scale, welcoming dessolais, more visitors from ... countries. The price of success is shown by a growth of +20% in additional startups compared to 2022, i.e. 2,400 startups (exhibitors, pitches and challenges) from more than 50 countries around the world with 300 innovations presented at VIVATECH. The dozens of exclusives and revelations continue their path towards growth and global expansion and as for the number of exhibitors, they are also growing by 10% more than in 2022, i.e. 2,200 exhibitors gathered around 23 exhibition sectors and domains.

"Francois Bitouzet, GM VIVATECH, recalled certain aspects of the program (Corner FEMTECH, TECH FOR ALL, TECH KIDS, WE ARE THE FUTURE, with IMPACT BUILDERS, DIVERSDIAYS partners etc ... without mentioning VIVATECH's inclusive approach: "Saturday the last day of the show will be devoted to the public because we consider that TECH belongs to everyone and for example manpower will present 10,000 job offers, for women, and also for underprivileged young people. That day, at VIVATECH, it will be alive and therefore it's a party for everyone, according to the conferences, and the Demonstrations of gaming, live. Francois said"

Laure Wybo, COO VIVATECH, acknowledged the female participation in VIVATECH, via pitches of their enterprises, startups, and even concepts before an audience, "For example, four young entrepreneurs will pitch their application, with NEXT EXPLO for mentoring with 100 pairs, with young women from around the world," explains Laure.

Pierre Louette, meanwhile, presented one of the surprise innovations, such as the robot: "At VIVATECH you will be able to meet MIROKAI the anthropomorphic robot from the world of mages, he looks nice and he interacts in a gentle way and moves with agility. It belongs to the 1st generation of soft robots that come into our lives without fear, especially designed for the kids. At VIVATECH you will be able to meet MROKAI the anthropomorphic robot from the world of mages, he looks nice and he interacts in a gentle way and moves with agility. Enchanted Tools has created a robot straight out of a cartoon, but one that wants to be a helper first and foremost. For example, to cheer up a child and/or provide a "hospital aid" alongside caregivers. "

Maurice Levy, concluded, "You have seen a very rich performance and this is only 10% of what you are going to see, even only 3%!

This is one more reason to come and Pierre Louette insists that you start well believe in Tech and what AI can bring many beautiful things to humans. "In Tech We Trust" As he concluded the presentation, before giving the floor for a Q&A session. The VIVATECH fair, is growing as technology evolves faster and faster and arouses the interest of the public of this new millennium. The Milanese are now an acquired public of this technology which is growing so quickly, and offers multiple possibilities through services but also through connections that were impossible a few decades ago. They express themselves via their smartphones and remain attached to the identity, their individuality, claiming to maintain the link. The emerging economy of the link is more than ever, necessary and refuge of the consumer who does not wish to reduce his reports of personal exchanges in addition to professionals via high technology, which will have to deal with this condition of "humanizing the tech" and keeping one's place of "serving the human" and not coming to his servitude....

During this high tech fair, VIVATECH will showcase the most advanced state of the art, innovations by gathering more than 2,400 start-ups and 2,000 investors in one place, making VivaTech a real paradise for start-ups, promoting innovation and contacts with the biggest companies and public players. This year, 2023, will mark a special landmark, with over 450 speakers will discuss and debate the latest technology trends, from AI to cybersecurity to climate technologies, and a focus on sport and diversity.

The very name of VIVATECH, comes from VIVA, which evokes "the living thing of technology" at the service of humanity! This year the motto of the Show is "In Tech we Trust" because indeed, although suspicions vis-à-vis Artificial Intelligence in particular, have stood up in resistance, and the fear of being replaced by robots, trust will have to be established. Because whether we like it or not, the Artificial Intelligence that has evolved exponentially in recent months, with the disruptive and sudden eruption of Chat GPT, is already here! Human beings just have to organize themselves to take and maintain control of this AI, which could not replace human will but be a technological support at the service of humans, in these uncertain times. Recent events, such as the armed conflict between Russia and Ukraine (Elon Musk provides Ukraine with its Starlink satellites), cyberattacks on hospitals and the post-COVID pandemic, have shaken the globalized world and have aroused the desire for a paradigm shift. Inflation, climate change, aging populations, wars and currency risks are all compelling topics, but some of the solutions lie in advanced technology, such as Artificial Intelligence and digital connections. Applications and social networks have not become arms for the protection of humans as was the case during the search for victims of major disasters or attacks!

#### VIVATECH HAS CREATED IN 6 YEARS A GROWING ECOSYSTEM AND OFFERING OPPORTUNITIES TO INNOVATORS AND DIGITAL LEADERS

VIVATECH Show, has created in 6 years, an ecosystem conducive to digital business, open to all high-tech fields including those of health, sport, leisure, culture, luxury, agriculture and even gastronomy....

VIVATECH is the most sensational of digital and Tech fairs, open to the rest of the world and inviting it to Paris, the city of lights, the most visited city in the world by tourists and popular with investors, i.e. 2,400 startups and 2,000 investors. This is why its community is international and includes thousands of startups, investors, organizations, companies, researchers, media and visionary talents, from all corners of the planet.

This year, ViVATECH 23, welcomes many delegations from countries from Africa to Asia, with thirty (30) national pavilions, including that of the Republic of Korea, country of the year 2023 which will represent 150 start us from his country.

#### DURING 4 DAYS THE TECH ECOSYSTEM WILL FASCINATE, IMPRESS & MOTIVATE TO SERVE MANKIND & THE PLANET

During four days the public of the business of laTECH, will fascinate and convince of the interest of its technological advances, in addition to the Artificial Intelligence. ChatGPT, so controversial... Indeed, Artificial Intelligence, will be in every corner of the show, with also Bard, MidJourney, generative AIs... by the organization itself, which plans Games, wanderings of the wettest robots , and the most disruptive topics in technology, pressing by stratuppers and entrepreneurs who even anticipate new rules adapting to technological advances in the world of 2023.

More than 450 inspiring international speakers and 200 conferences will be participating during four days of C-Level Programs: the "HR Summit" day on June 14, the "CDO Summit" on June 15 and the "CMO Summit" and the "CTO Summit" on June 16 June. The last day of Saturday June 17, will allow the public to meet the CEOs of startups, venture capital companies and partner companies converge on VivaTech to allow connection and why to merge islands, concepts and or concretization of digital concepts .

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