Beat: Technology

PRESS BRIEFING VIVA TECHNOLOGY - Ahead Of The INTERNATIONAL EVENT In PARIS

May 16 - 18 2019, Paris

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USPA NEWS - Since 2016 Viva Technology has gone from Strength to Strength. The Fourth Edition of the World´s Leading Tech Rendezvous is expanding into two New Venues, and is serving up even more Immersive Experiences for Visitors, Startups and Business Leaders from around the World... Few Highlights for the 2019 Edition :

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- Tech4Good

Green Tech to save our planet, EdTech to increase access to education, mobile tech to alleviate poverty and improve quality of healthcare"¦.. Tech4Good, a pillar of Viva Technology, explores ways that technology can be a positive force for the economy, society and humanity. The Tech For Good Summit, on the eve of VivaTech´s official opening, will be hosted again this year by French President Emmanuel Macron at the Ã‰lysée Palace, while a dedicated Tech4Good track runs throughout the three-day event.

- United Tech of Europe

With a new European Commission, European Parliament elections and Brexit on the calendar for 2019, all eyes are on Europe. While EU data protection rules (GDPR) have helped reassure privacy-conscious citizens, the jury is out on how well European companies will fare against an increasingly data-driven business sector in the US and China. VivaTech explores Europe´s specific challenges and potential with country pavilions, Europe-based startups, a dedicated conference track, European partners"¦and some surprise events.

- Women in Tech

Partnering with more than 25 French and international organizations promoting gender parity, VivaTech has invited some 3,000 women to attend free of charge this year. We are also launching the Female Founder Challenge to help women-led startups get financing. A major Girl Power Conference will be held on Saturday, when VivaTech is open to the general public. And European Commissioner for Science and Innovation Carlos Moedas will be with us to present the EU Prize for Women Innovators.

- New Talent in the Spotlight

Viva Technology helps guide people towards digital professions and actively encourages the recruitment of fresh talent. This year, in partnership with TechCrunch, VivaTech hosts a 36-hour hackathon where 1,000 programmers will gather to do what they do best. And we´ll offer two rewards for youthful entrepreneurship: the second consecutive Talents.START prize rewards employees under the age of 35 who have created a new structure within their company; and the PEPITE prize for startups goes out to the most promising student entrepreneurs.

- A Bigger, Better Stage One

Same power-packed program, same high-octane atmosphere, but shorter lines and improved traffic flow as the 2019 edition of VivaTech expands into two new spaces at Paris Expo Porte de Versailles. The Dôme de Paris (Palais des Sports) offers a 4,400-seat theater to host global tech leaders and their audiences. (In 2018 capacity crowds heard Mark Zuckerberg, Satya Nadella, Ginni Rometty and Dara Khosrowshahi at VivaTech.)

- AfricaTech

Digital technology is developing in Africa at an astonishing rate, with entrepreneurs, investors, startups, and dynamic support structures powering the boom. For the second year, VivaTech hosts country pavilions and more than 100 of the most promising African startups to focus on obstacles and opportunities with regard to the African continent´s budding, innovative tech ecosystem. The AfricaTech Lab will feature exclusive events and presentations as well as a pitch area shared by startups and established companies.

- INNOVATIONS Presented during the Three Days Event :
3D printing in suspension (By BOouygues), 3D Printing of Drugs (By Sanofi), 3D Rudder, AeroMobil Flying Car, Agrikaïdo, Agrove, Air Liquide and MyFood (By Air Liquide), AntBot, ANYmal, Ascendance Flight Technologies, Augmented Reality: Come and Meet the Stade Français Paris Rugby Team Players (By Talan), Auxylium: Ultra-Secure communication services for the Army (By Atos), AWS Deep Racer & AWS Formula 1 Insights (By Amazon Web Services), Ayo, B:Bot, Bin-e, BOB, the mini dishwasher, Broomx - MKplayer360, Cinevr, Da Vinci, Delair Aerial Intelligence, Djingo Car : expérience unifiée entre voiture et maison connectée. (By Orange), e-TREE, Eclipse, Eco Wave Power, EMK1 - Embodme, Evbox, Evo Pods, Exhauss - Exoskeletons, Experiment Telemedicine by AXA, From Idea to Industrial Realization (By REGION CENTRE-VAL DE LOIRE), GoTouchVR, Growberry, Gyrolift, HelioRec, Help Dell Technologies to clean the ocean! (By Dell Technologies), Helper Drone, Holoparty donne vie aux futurs services immersifs de réalité augmentée (By Orange), Hovertaxi, Huawei Mate X, Hyper Poland, Hypersuit, IADYS the Jellyfishbot (By Region Sud), IBubble,.....

THE DIFFERENT TRACKS

** Stage One : Top business and government leaders, visionaries, trailblazers "" their successes, their challenges and how they see the impact of tech on our societies. By pushing boundaries in business, politics, markets, and technology, they are shaping tomorrow´s world.

** CEO Forum : The "digital transformation"⍰ of companies large and small has rewritten the playbook in sectors from finance to retail. In these sessions we´ll hear from top CEOs as we consider the tools, methods, and approaches to successfully lead change at large, complex organizations. The discussions will cover how to partner with startups to spur innovation; the benefits of a successful open innovation strategy; and the importance of communication to change company culture.

** Afric@Tech : The African continent has been transformed by tech "" and it´s only the beginning. Africa-based startups have seen their funding increase nearly tenfold since 2012, according to a Partech Ventures study. And it won´t be long until these and other African startups, powered by "frugal innovation"⍰ and new business models, make their presence felt around the world. For the second year running, VivaTech looks beyond the buzz to focus on the challenges and opportunities for Africa´s entrepreneurs, investors, startups, and dynamic support structures. With country pavilions and more than 100 of the most promising African startups in attendance, the discussions will reveal opinions and insights from the government and private-sector leaders working to steer Africa forward into the fourth industrial revolution.

** Future Tech : What are the tech innovations that will take off in the next 50 years and that you haven´t heard of? The space race is back on, with China at the head of the pack, while here on Earth we´re furrowing our brows over flying cars, quantum computing, CRISPR and synthetic biology. Will blockchain technology live up to its promise of decentralizing systems and networks? Which AI models should we embrace to ensure everyone can benefit? Maybe "predictive tech"⍰ (data mining, neural networks) can help us grasp what´s trending and what´s slated for tomorrow´s slag heap. Or maybe we´ll just sit back and watch "Black Mirror"⍰ to fuel our collective anxiety while we do our best to turn the future around.

** CMO Forum : The Internet continues to up-end the advertising industry as we´ve always known it. Global online advertising surpassed TV advertising by USD 40 billion in 2018, which means 40 % of the world´s ad spending happened online. And one way or another, many of those dollars are filling the coffers of Facebook, Apple, Amazon and Google. Yet even with precision targeting and reams of data, truly reaching people with effective advertising is not easy. The CMO Forum will bring together leading marketing executives, advertisers, platform owners, and agencies to discuss how to break through the noise of the rapidly changing media landscape. Sessions will focus on emerging formats (podcasts, social media video stories, voice-user interface"¦); the fake news conundrum; the post-GDPR outlook for data privacy; how to keep creativity alive in the age of the algorithm; and more.

** Tech4Good : CleanTech to reverse climate change and tackle maritime plastic pollution; AI to preserve and restore ecosystems; blockchain to leverage social impact"¦ Tech4Good, a pillar of Viva Technology since the beginning, looks at the ways technology can

be a positive force for the economy, for society and for humanity, with a dedicated track of keynote and panel sessions. Running throughout the three days of Viva Technology, this track explores two thematic streams to make our planet and society great again, while presenting concrete solutions to ensure real takeaways for individual consumers.

** Startup Life : Start-up life can be tough and, more often than not, founders can use a helping hand. This track of sessions are geared for solving common problems faced by young companies. Experienced founders clue us in to refining a killer idea, crafting a go-to-market strategy, hiring a team, assessing competition "" all to help us avoid the major pitfalls of starting our startup. A VC Summit featuring prominent venture capitalists and an Accelerator Summit that can help you turn your idea into a real company will complete this series of discussions.

** Agree to Disagree : Will humans lose the upper hand to AI? Should Earth-dwellers cut bait and migrate to Mars? Are cryptocurrencies a Ponzi Scheme? Has China already become the world´s preeminent superpower? This series of passionate debates seeks to promote understanding in an engaging, provocative way.

** United Tech of Europe With an extensive talent pool, governmental support and a growing spirit of innovation, the European tech industry is expanding at a rapid pace. At the same time, the EU lags far behind the US and China tech juggernauts as far as the size of companies or investments in AI and emerging technologies. United Tech of Europe is a dedicated track that sheds light on how the European tech scene rates alongside tech industries abroad; and what is being done to create and promote more European unicorns.

- SPEAKERS : Jack Ma (Alibaba Group - Executive Chairman), Ginni Rometty (IBM - Chariman, President & CEO), Margrethe Vestager (European Commission - Commissioner for Competition), Martrin Villig (Bolt.eu Founder), Jimmy Vales (Wikipedia Founder), Ken Hu (Huawei - Deputy Chairman, Rotating Chairman), Mickey Mikitani (Rakuten - Chairman & CEO), Borge Ekhlolm (Ericcson - President & CEO), Marie Kyle (Bima - Head of Product Development & Innovation), Young Sohn (Samsung - Corporate President & Chief Strategy Officer), Gillian Tans (Booking.com - Chief Executive Officer), Antonio Neri (HPI - President & CEO), Bernard Arnault (LVMH - Chairman & CEO), Jacqueline Fuller (Google.org - President), Stéphane Richard (Orange - Chairman & CEO), Gary Kasparov (Avast - Ambassador), Carine Magescas (Angelpad - Founder & General Partner), Melanie Perkins (Kanva - Co-Founder & CEO), Kai-Fu Lee (Sinovation Ventures - Chairman & CEO), Holly Ridings (NASA - Chief Flight Director), Emily Orton (Darktrance - CMO).....

Source : Press Briefing Viva Technology held on may 9, 2019 @ Publicis Headquarters in Paris (France)
Viva Technology (May 16-17, 2019 for Professionals - May 18, 2019 Open to the General Public)
With the Presence and giving a Speech :
- Maurice Levy (Chairman of the Supervisory Board of Publicis Group)
- Pierre Louette (CEO Les Echos-Le Parisien Group)
- July Ranty (Co-CEO Viva Technology)
- Maxime Baffert (Co-CEO Viva Technology)

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