

Beat: Technology

## VIVA TECHNOLOGY 2018 - The World's Rendez-Vous For STARTUPS & LEADERS

May 24-25-26, 2018 - Porte De Versailles

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**USPA NEWS** - IT, Digital Transformation, Innovation, Digital Marketing... President of the French Republic Emmanuel Macron delivered a Speech at VivaTech on May 24th morning, where he explained his Views on how to make Technology a Positive Force for French Economy and Society....

IT, Digital Transformation, Innovation, Digital Marketing... President of the French Republic Emmanuel Macron delivered a Speech at VivaTech on May 24th morning, where he explained his Views on how to make Technology a Positive Force for French Economy and Society. This Year the Event was held May 24-25-26 at Porte De Versaille in PARIS. Over 47% increase in Attendance in one year, more than 125 Nationalities represented, more than 300 Speakers, more than 9,000 Startups present. More than 100,000 Attendees participated in the 3 Days of VivaTech (2 Days reserved for Professionals and 1 Day open to the General Public) and were able to meet and initiate Collaborations with the 1,800 Startups either exhibiting or pitching, 1,900 Investors and thousands of Business Leaders, as well as 1,900 Journalists from around the World.

Among the many Personalities who visited VivaTech in 2018, Several Members of the Government : Elisabeth BORNE, Minister of Transport ; Benjamin GRIVEAUX, Secretary of State to the Prime Minister, Spokesman of the Government ; Bruno LE MAIRE, Minister of Economy and Finance ; Jean-Baptiste LEMOYNE, Secretary of State to the Minister of Europe and Foreign Affairs ; Florence PARLY, Minister of the Armed Forces ; Muriel PENICAUD, Minister of Labor ; Marlène SCHIAPPA, Secretary of State to the Prime Minister, in charge of Equality between Women and Men ; Frédérique VIDAL, Minister of Higher Education, Research and Innovation. Mounir MAHJOUBI, Secretary of State in charge of Digital, had settled at VivaTech during the 3 Days with his Cabinet.

VivaTech 2018 also noted the Visit of Representatives of the Regions : François BONNEAU, President of the Region, Centre Val de Loire ; Anne HIDALGO, Mayor of Paris ; Renaud MUSELIER, President of the Provence-Alpes-Côte-d'Azur Region ; Patrick OLLIER, President of Greater Paris Metropolis ; Valérie PÉCRESSE, President of the Ile-De-France Region.

The Biggest Global Players in Innovation were present. Through more than 150 Conferences, over 300 Entrepreneurial Speakers, Top Business Leaders, Investors and Researchers discussed the impact of Digital on the Economy and Society : Mark ZUCKERBERG, Founder, Chairman and CEO, Facebook ; Ginni ROMETTY, Chairman, President and CEO, IBM ; Satya NADELLA, Chief Executive Officer, Microsoft ; Dara KHOSROSHAHI, CEO, Uber ; Eric SCHMIDT, Technical Advisor & Member of the Board, Alphabet Inc. ; Chuck ROBBINS, Chairman and CEO, Cisco ; and Bill McDERMOTT, CEO, SAP ; Stewart BUTTERFIELD, Co-Founder and CEO, Slack ; Frédéric MAZZELLA, Founder and President, BlaBlaCar ; and also Stéphane RICHARD, Chairman and CEO, Orange ; Isabelle KOCHER, CEO, Engie ; Bernard ARNAULT, Chairman and CEO, LVMH ; Patrice CAINE, CEO of Thales Group ; Florent MENEGAUX, CEO of Michelin ; Jean-Paul AGON, CEO of L'Oréal ; Jacques ASCHENBROICH, CEO of Valeo...

The Debates highlighted the Major Trends that are shaping the World of Tomorrow with Key Themes such as «Tech for Good» or how Technology can be a Positive Force for Society,, the Great Leap forward of the African Continent, the Future of Artificial Intelligence or the latest Marketing Trends. At the time of the GPRD, Isabelle FALQUE-PERROTIN, President of the CNIL was able to discuss all Facets. In the Hall of Tech, Attendees were able to discover the Latest Innovations that will transform their Business and impact their Lives, driven by Tech Giants and hundreds of Innovative Startups.

Some of the other Must-Sees : Airbus' Self-Contained Land and Air Vehicle Pop.Up, Cybedroid's Alice robots, and Unsupervised's Aida, the Reproduction of the US Space Station with HPE, the Model Quantum Computer of IBM, Immersive Virtual Reality Experiences in the Alibaba VR Park, Valeo's Innovations for Drivers and Passengers and Jaguar's Electric Car.

Presence of Pavilions from all over the African Continent : Rwanda, Nigeria, South Africa, Morocco, Tunisia and Senegal (via Jokkolabs). Conferences highlighted the New Faces of the African Continent such as Viola Llewellyn, Co-Founder and President, OVAMBA SOLUTIONS INC, Aphrodice MUTANGANA, General Manager, KLAB ; or Rebecca Enonchong, CEO, APPSTECH.

With the CEO Forum, the Largest Global Companies, also Partners of VivaTech, were able to discuss their Digital Transformation

Strategy in front of a large and attentive Audience. The CMO Forum and the Google CMO Track were an Outstanding Success thanks to the Presence of Marc Pritchard, Chief Brand Officer of P&G ; Tony Rogers, CMO of Walmart ; Clive Sirkin, Chief Growth Officer of Kellogg Company ; or David Shing, Digital Prophet AOL ; Sébastien Missoffe, VP and Managing Director Google France and many others...

Source : VIVA TECHNOLOGY 2018 @ Porte de Versailles - May 24-25-26.

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