

Viva Technology Paris: Innovations Above and Beyond!
Programme revealed for third day open to the public

Paris, June 22, 2016 – During a press conference about Viva Technology Paris, the top international meeting place dedicated to open innovation and the growth of startups, Maurice Lévy, Chairman & CEO of Publicis Groupe and Francis Morel, CEO of Groupe Les Echos presented details about the first two B2B-focused days, June 30th and July 1st, and revealed a preview of the programme of Saturday July 2nd, open to the public.

“This endeavor was deemed a long-shot at the beginning, but we are well on our way to succeeding. France, Paris, will soon welcome the world’s leading event dedicated to open innovation between startups and large companies. The figures speak for themselves – more than 5,000 startups, over 100 VCs and innovative companies. The most important, from my perspective, is that this event is taking place in Paris, bringing together the most important industry leaders and leading innovations. I am sure that the third day, open to the public, an innovation in and of itself, will allow for an even a wider audience of inquisitive minds, students, families, to take part in a wondrous experience,” says Maurice Lévy, Chairman & CEO of Publicis Groupe.

« We have built a unique editorial programme, with 300 inspiring sessions, interviews and keynotes by the world’s most high-profile tech leaders. How does innovation disrupt society as a whole? What are the emerging trends? Those are just a couple of the topics we will be exploring at Viva Technology,” adds Francis Morel, CEO of Groupe Les Echos.

Two B2B days to discover the Top of Tech

Coming from all around the world, opinion leaders will reveal their visions of the digital world. Will be attending: Jay Carney (Amazon), Joe Schoendorf (Accel Partner), Jim Gianopulos (21st Century Fox), Bob Pittman (Heartmedia), Xavier Hürstel (PMU International), Rosabeth Moss Kanter (Harvard Business School), Isabelle Kocher (Engie), Jacques Aschenbroich (Valeo), Tim Armstrong (AoL), David Kenny (IBM), Demis Hassabis (Google DeepMind), Zack Weisfeld (Microsoft Ventures Europe), Adam Singolda (Taboola), Chemi Peres (Pitango Venture Capital), Yossi Vardi, Eric Schmidt (Alphabet), John Chambers (Cisco), Jim Wales (The Wikimedia Foundation), David Marcus (Facebook), Yuanqing Yang (Lenovo), Sandra Rey (Glowee), Robin Li (Baidu), Sy Lau (Tencent), and the rising Centaurs and Unicorns such as BlaBlaCar, Airbnb, Houzz, WorldRemit, Criteo, etc.

Viva Technology’s Open Day: an enriching and extraordinary experience, open to all!

A rare thing for this kind of international event, Viva Technology Paris opens its doors to the public. Students, future entrepreneurs, young talents and families will be able to attend three conference cycles, and meet with major business and political players; participate in the Talent Connect job board, created with ManpowerGroup, to boost their careers or find a job; to learn coding with the Mairie de Paris (City Hall), and enjoy dozens of attractions that will take place all day long on July 2nd.

Three conference cycles, something for everyone:

- Leading names of business and politics, such as the French Minister of Economy Emmanuel Macron, Mayor of Paris Anne Hidalgo, or French politician Valérie Pécresse, will debate about how new technologies disrupt our society, our health, education and daily life (stage #5).

- Organized with the Women's Forum, presided by Clara Gaymard, a second conference cycle will focus on women’s role in the digital revolution (stage #3). Panel sessions with evocative names - "Women Under 30-Give it Your All", "Startup Women Who Rock" or "Women Who Are Changing the Game" - are organized with women’s networks involved in digital (Inter'Elles, Girlz in web, Girls in Tech...) and will gather well-known players from all generations.

- Finally, the third cycle (stage #4) will develop a real toolbox for startup founders. Some of the conferences offered will be followed by “workshops to go further”: “How to choose the right business partner ” or "The right mentor to move forward", "How to prepare your crowdfunding campaign” and “Start your startup in social business”, etc.

World premieres in Paris

At Viva Technology Paris, some of the world's leading innovative companies will present new technologies, including: Lenovo and Google will jointly present augmented reality embedded on a 3D camera smartphone and Carrefour will demo a true-to-life hologram. A prototype of the Google Self-Driving Car project, showcased here for the first time in Europe, to be presented alongside innovations such as the Sea-Bubble, the Exosquelette, and the Bionic Bird will all be present in the Hall of Tech or the Discovery Square arenas. Saturday visitors will be immersed in various virtual reality universes (tennis, soccer, roller coaster, games...), discover the artificial intelligence Facebook Lab, connected clothing with IBM-Watson, a Roche-Posay UV patch with L'Oréal, learn all the secrets from the famous painting by Courbet "Studio of the Painter", or take a 360° tour of tomorrow's city with the RATP. PMU and Melty will organize the semi-final and final of League of Legends, robot races, drones animated by famous You Tubers, and Ingress will animate a track game in augmented reality.

Join us from June 30th to July 2nd in Paris to discover the best of innovation and technology. Download the programme here:

<http://www.vivatechnologyparis.com/detailed-program>

If you'd like to register for press accreditation, please fill out the form here:

<http://subscribe.vivatechnologyparis.com/media>

About Viva Technology Paris

Viva Technology Paris is an international event organized by Publicis Groupe and Groupe les Echos, dedicated to the growth of startups, and digital transformation and innovation. From 30th June until 2nd July 2016, in Hall 1 of Porte de Versailles, Viva Technology Paris will bring together more than 30 000 visitors, including tens of thousands entrepreneurs, talents, investors and academics. Find out more: www.vivatechnologyparis.com and @VivaTech

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