



VIVATECH 2024

FACT SHEET



INTRODUCTION

WHO WE ARE

VivaTech is **Europe's biggest technology and startup event**, taking place every year over four exciting days in Paris. We unite the most disruptive topics in tech, rule-breaking entrepreneurs, and the world's largest technology breakthroughs, building an ecosystem where business gets done.

OUR MISSION

To help startups and major companies to become the tech champions of tomorrow, to succeed in their digital transformation and to innovate collectively for the common good.

HOW WE DO IT

We gather under one roof the brightest entrepreneurs, executives, investors, students and academics to collaborate, network, pitch, get inspired and showcase their innovations.

WHEN

VivaTech will take place **22-25 May 2024** in Paris. The first three days are reserved for professionals, and on Saturday we open our doors to include the general public.

VivaTech News, our standalone news channel (*5,000,000 viewers in 2023*), broadcasts live during VivaTech, available through video on demand throughout the year.

WHERE

VivaTech is anchored at the **Porte de Versailles** expo venue **in Paris**, France. Two large exhibition halls (55,000 sqm of floor space) accommodate stages for world-class speakers, pitch contests and prize ceremonies, as well as zones dedicated to world-premiere tech demos, and lounges for recharging and networking.

OUR STORY

Viva Technology was created in 2016 by leading communication company **Publicis Groupe** and major French business newspaper **Les Echos**. In 2023 we welcomed a record 150,000 international visitors, confirming VivaTech's position as an international premiere showcase for technology and startups.

THE BIGGEST TECH EVENT EUROPE (2023 DATA)

 **150,000+**
visitors

 **2,800**
exhibitors

 **500**
world-class speakers

 **20,000**
press articles

 **5 million**
viewers for
VivaTech News

 **11,400**
startups

 **180**
corporate partners

 **35**
media partners

 **174**
countries
represented

 **2,600**
Investors

 **919 million**
people reached on
social media

 **6.5 billion**
views on
social media

VISITOR PROFILES

ACROSS A WIDE VARIETY OF SECTORS...

 **58%**
Major Companies

 **19%**
Startups

 **2%**
Investors

 **2%**
Media

 **19%**
Students/Academics

...AND CAREER STAGES

33%
Manager **22%**
Employee **19%**
CEO/President **12%**
VP-C Suite

3%
Consultant/Freelance **3%**
Intern **8%**
Other

TOP 10 COUNTRIES

1. France (55% of visitors)
2. United Kingdom
3. United States of America
4. Germany
5. Italy
6. Belgium
7. South Korea
8. Switzerland
9. Spain
10. The Netherlands

BUSINESS INCENTIVES FOR PARTNERS

1. GENERATE QUALIFIED INTERNATIONAL BUSINESS LEADS

- **150,000 on-site visitors**, among which 65% decision-makers (*CEO, President, VP-C Suite, Manager*)
- **2,800 exhibitors** (*companies of all sizes and from every sector*), among them Google, Microsoft, LVMH, Sanofi, EDF, Audi, BNP Paribas, Huawei...
- **Thousands of business connections made**, both on-site and through the digital platforms created to facilitate networking
- **174 nationalities**
- **96 public sector actors**, including **34** country pavilions and **11** French regions
- **33 official delegations** (*Heads of State, Ministers and Ambassadors*)
- **700 investment funds** represented by more than **2,700 VCs**

2. BOOST YOUR NOTORIETY AND MEET NEWS MEDIA REPRESENTATIVES

- **35 media partners** (*global and French*) including Bloomberg, The New York Times, Les Echos, CNBC, Politico, Nikkei, Le Monde...
- **2,345 journalists**, hosted in a dedicated Media Lounge, during the 4-day event
- **19,000+ articles** mentioning VivaTech written during the 4 days of the event
- **919 million people reached** on social networks (*LinkedIn, Twitter, Instagram, Facebook, TikTok*)

3. ACCELERATE YOUR ENGAGEMENT WITH THE STARTUP ECOSYSTEM

- 11,400 startups (*including exhibitors, pitching, awards and visitors*)
- Startup pitches on a dedicated stage during the event
- Sourcing of startups throughout the year, meeting the challenges of our partners via our open innovation platform

4. BUILD YOUR EMPLOYER BRAND

- **22,000+ students** attended in 2023
- **146 academic partners** (*universities, schools, research centers, associations and institutions*)
- **Initiatives** to attract new talent: job boards, afterwork events dedicated to students...
- Organization of the **Next Startupper Challenge**, awarding startup projects led by students and recent graduates

2023 PARTNERS

MAIN PARTNERS

FOUNDING PARTNERS



PLATINUM PARTNERS



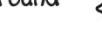
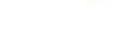
GOLD PARTNERS



SILVER PARTNERS



BUSINESS PARTNERS



INTERNATIONAL REACH & IMPACT

SOME OF THE PEOPLE WE'VE WELCOMED ON OUR STAGES



EMMANUEL MACRON
FRENCH PRESIDENT



ELON MUSK
CEO
TESLA, SPACE X, TWITTER



MARK ZUCKERBERG
FOUNDER
META



TIM COOK
CEO
APPLE



MARGRETHE VESTAGER
EUROPEAN
COMMISSION



EVAN SPIEGEL
CO-FOUNDER & CEO
SNAP INC.



THIERRY BRETON
EUROPEAN COMMISSION



VITALIK BUTERIN
FOUNDER
ETHEREUM



SUMBUL DESAI
VP, HEALTH
APPLE



SATYA NADELLA
CHAIRMAN & CEO
MICROSOFT



NARENDRA MODI
PRIME MINISTER OF INDIA



JACK MA
FOUNDER
ALIBABA



GINNI ROMETTY
FORMER CHAIRMAN
& CEO
IBM



MARC BENIOFF
FOUNDER & CEO
SALESFORCE

2023 PUBLIC SECTOR PARTNERS FROM AROUND THE WORLD



WORLD



34 country pavilions

1 Country of the Year – Republic of Korea in 2023

33 ministerial delegations

26 international, governmental and public institutions

TOP VISIBILITY & MEDIA COVERAGE

MEDIA PARTNERS



ActuIA



BBC STUDIOS



Bloomberg Media



FORTUNE

franceinfo:



france.tv

FUTURA



Maddyness

MAEKYUNG
MEDIA GROUP

NIKKEI

POLITICO

\sifted/ built by FT

SiecleDigital

STARTUPS
MAGAZINE

STRATÉGIES
LE MÉDIA DES NOUVEAUX MODÈLES

tech
eu

techcabal

TC TechCrunch

The AI Journal

The New York Times

The Washington Post

webedia.

WIRED

CO-ORGANIZER

Groupe
Les Echos
Le Parisien

WORLDWIDE MEDIA COVERAGE

20,000
press articles

70%
international media

2,300+
accredited journalists

35
media partners

48%
international
press coverage

5 million
viewers of
the VivaTech News
channel

VIVA TECHNOLOGY 2023 IN PICTURES



VivaTech main entrance

VIVA TECHNOLOGY 2023 IN PICTURES





**TOGETHER, LET'S IGNITE
POSITIVE CHANGE
IN BUSINESS & FOR
SOCIETY!**