

**VIVA TECHNOLOGY PARIS UNVEILS ITS PROGRAMME**  
**300 conferences, 8 themes, 17 labs and many exclusive innovations**

Paris, June 16, 2016 – Viva Technology Paris, the leading event devoted to startups and innovation will gather the world's digital transformation leaders, including thousands of startups and international companies. Viva Technology Paris will take place from June 30<sup>th</sup> to July 2<sup>nd</sup> in Hall 1 of the Parc des Expositions at Porte de Versailles in Paris. The world's most high-profile tech and business leaders, investors (VCs), entrepreneurs and academics from around the world will attend the event to share their visions by participating in the over 300 conferences on the program. In addition, 17 of the world's industry leading businesses from various industry domains will host 17 Labs, co-working spaces for tomorrow' startups and today's big companies.

**300 conferences, 8 stages, 8 themes**

Coming from the United States, China, Israël, the United Kingdom, Sweden, Germany, France and dozens of other countries, opinion leaders will present their visions for the digital world and shed light on emerging trends, disruption factors and best practices. Who will be there? Eric Schmidt (Alphabet/Google), John Chambers (Cisco), Jimmy Wales (The Wikimedia Foundation), David Marcus (Facebook), Yuanqing Yang (Lenovo), Sandra Rey (Glowee), Robin Li (Baidu), SY Lau (Tencent), but also the rising Centaurs and Unicorns such as BlaBlaCar, Airbnb, Houzz, WorldRemit, Criteo...and many more.

The keynotes, firesides and panel discussions during the first two days focused on B2B will be organized around the following 8 themes:

- Business & Society
- Banking & Insurance services
- Retail, Lifestyle, Luxury, Fashion Design & Beauty
- Media, Entertainment, Gaming, Telco & Marketing
- Energy, Environment, Smart Cities, Defense & Transport
- Tourism, Hospitality & Foodtech
- Health, Education & HR
- Startup Growth & Digital Transformation

Some highlights you will not want to miss

- Disruption, what does it mean? Find out with Jimmy Wales, founder of The Wikimedia Foundation; Jay Carney, CCO of Amazon, and Oliver Samwer, CEO of Rocket Internet
- The Chinese digital revolution explained by Yuanqing Yang, Chairman and CEO of Lenovo; Robin Li, CEO of Baidu and SY Lau, President of Online Media Group, Senior Executive Vice President, Tencent Holdings Inc. (Wechat)
- An exclusive interview of Eric Schmidt, Executive Chairman of Alphabet Inc. and John Chambers, Executive Chairman of Cisco
- The battle of AI with David Kenny, General Manager of IBM Watson and Demis Hassabis, Co-Founder and CEO of Google DeepMind
- A keynote from Stéphane Richard, Chairman & CEO of Orange about The Human Benefits of Innovation
- Rising Centaurs and Unicorns such as BlaBlaCar, Airbnb, Houzz, WorldRemit & Criteo will present their latest innovations and visions.

## 17 labs shaping the digital transformation of 17 market leaders

Leading global players from each major industry and services sector will welcome the sharpest startups, investors, researchers and thousands of talents to their labs. Together, they will build tomorrow's ecosystem that will shape the global economy.

Hospitality & Tourism	Accorhotels	Telco & Connectivity	Orange
Insurance	AXA	Sport, Gaming & Entertainment	PMU
Retail	Carrefour	Urban Mobility & Services	RATP Group
Urban Transformation & Innovation	Cisco & VINCI Energies	Open Transportation	SNCF
Energy & Environment	Engie	Media Lab	TF1
Luxury	LVMH	Automotive Tech	Valeo
Govtech	EY	Customer Experience	Webhelp
Health Tech	Novartis	Tech4Good	NextWorld
Financial Services	BNP Paribas		

## Exclusive innovations unveiled in the Hall of Tech

Come and see the latest technological innovations first-hand, including: virtual or augmented reality, robots, drones, 3D printing, and a driverless car.

- The Sony Playstation Virtual Reality helmet will be presented as a world premiere.
- The Google Self-Driving Car project and the SeaBubble will be exhibited for the first time in Europe.
- IBM Watson, Facebook and Google DeepMind will present the latest progress made in artificial intelligence.

Join us from June 30<sup>th</sup> to July 2<sup>nd</sup> in Paris to discover the most innovative technologies. Download the full pre-program and sign up for your ticket here: [www.vivatechnologyparis.com](http://www.vivatechnologyparis.com)

## 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 30<sup>th</sup> June until 2<sup>nd</sup> July 2016, in its first edition, 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](http://www.vivatechnologyparis.com) and @VivaTech

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