

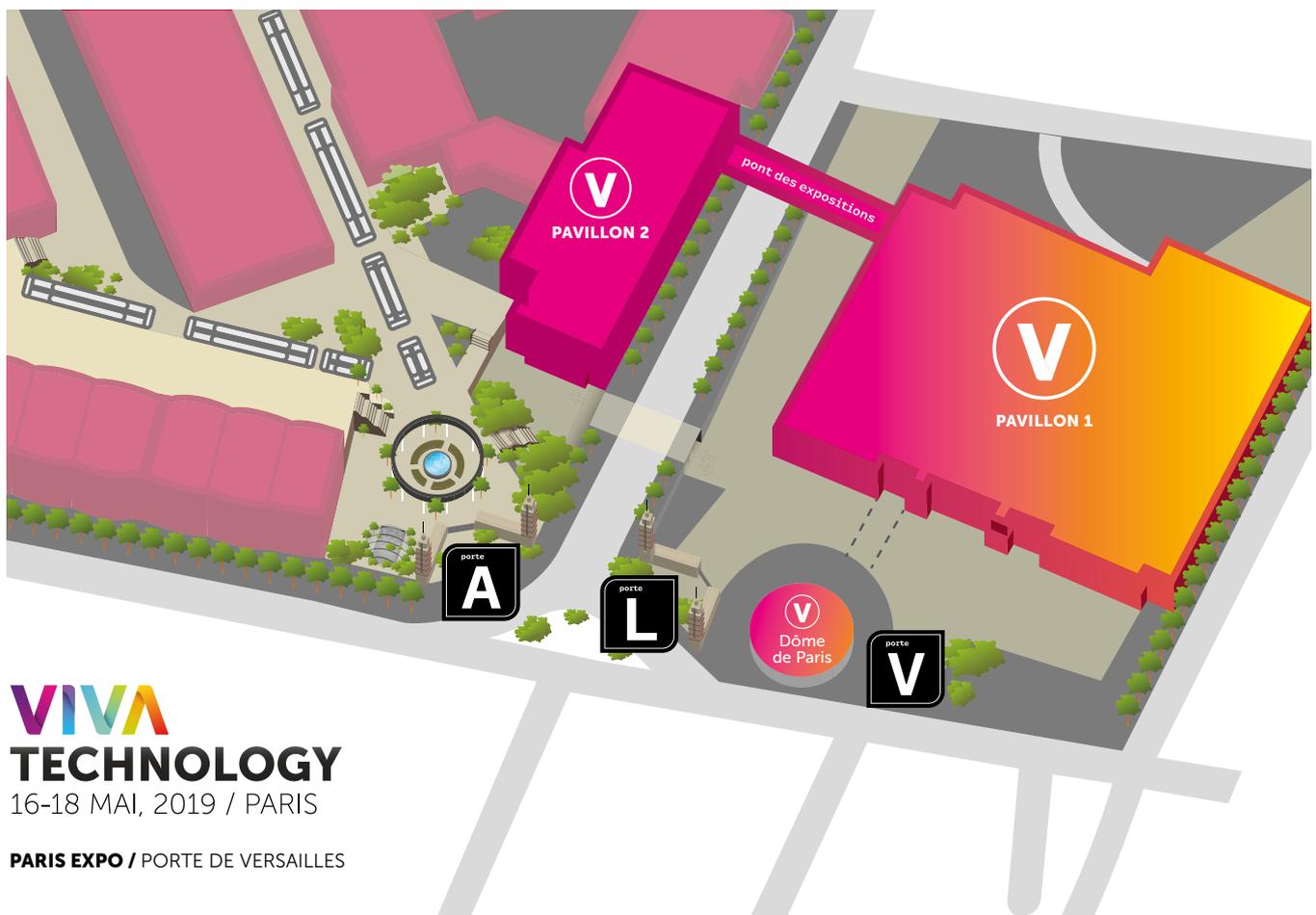
## **VIVATECH 2019 : more space(s) for more comfort and innovations!**

**Paris, the 17th of September, 2018** – Viva Technology is actively preparing its 4th edition which will take place next year from May 16th to 18th at Porte de Versailles, Paris. Since its 3rd edition, the world's rendezvous for startups and innovation has confirmed its position as a major "Tech" event on a global scale and structured its growth on the fundamental elements which have made it successful since its creation.

For its next edition, VivaTech has new ambitions and aims to consolidate its position as a leading event in Europe for innovators from all over the world. To achieve this, the event will offer more comfort and services to startups, exhibitors, speakers and visitors, to ensure a quality of welcome that meets the standards of major international events. Thus, in 2019, VivaTech will not only take place in Hall 1 of Paris Expo Porte de Versailles but also in Hall 2.2 and the Dôme de Paris - Palais des Sports.

### **For Julie Ranty and Maxime Baffert, co-managing directors of Viva Technology,**

*"With more than 100,000 visitors and 9,000 startups this year, VivaTech has changed its scale to establish itself as the leading global technology event in Europe. The 2019 edition will be even more ambitious and the extension of the event to new venues will make it possible to welcome visitors and exhibitors in the best conditions while offering new experiences".*



## **New spaces**

Hall 1 remains the core of the event and will continue to host:

- The Hall of Tech, the heart of innovation
- The Open Innovation Labs where major international corporates welcome startups (1,800 last year) to accelerate their digital acceleration and growth opportunities
- The conference stages with expert and forward-looking content
- As well as astonishing and exclusive innovations

VivaTech will take over the Dôme de Paris (Palais des Sports) opposite Hall 1 - 4,400 seats - to host encounters with the top global tech speakers, as in 2018 when Mark Zuckerberg, Satya Nadella, Ginni Rometty and Dara Khosrowshahi were among the top speakers at the event.

Finally, a second hall (Hall 2.2) will be dedicated to networking and business opportunities. It will include a business center, lounges, a food court, spaces for recruitment... This new hall will enable VivaTech to increase the number of entry points and reduce queues. The outdoor areas will further be used, with food trucks and many activities to test, create, enjoy and celebrate innovation.

The new configuration of the premises will thus allow for facilitated access to the site and conference stages, an improved connectivity, air conditioning and catering offer, for a more fluid experience throughout the event and an even rich program.

## **Viva Technology in 2018**

- +100,000 visitors over 3 days, representing an increase in attendance of more than 47% in one year, 30% international with more than 125 nationalities present
- 9,000 startups, 1,900 investors, 2,000 exhibitors, 300 partners, 23 Open Innovation Labs
- +300 speakers, 80 % of whom are international, 2 new conference tracks: CMO et CEO Forum and an unparalleled line up of speakers
- 77% of visitors were key decision-makers (source 2018 satisfaction survey - Cabinet Goudlink)
- The VivaTech app generated +42% new leads between participants and exhibitors, exhibitors met +58,000 people, with 90,000 conversations initiated and +120,000 new contacts (source Swapcard 2018)
- Online visibility doubled with 113 million people reached and 1.4 billion views

## **About Viva Technology**

Co-organised by Publicis Groupe and Groupe Les Echos, VivaTech is the world's rendez-vous for startups and innovation. This international event, dedicated to the growth of startups, digital transformation and innovation, will take place from May 16th to 18th 2019 at Porte de Versailles, Paris. More than 100,000 visitors attended the 3rd edition, an increase of more than 47% in one year. Viva Technology 2019 will build on this success and will bring together startups, business leaders and executives, investors, academics, students and media from across the globe.

Further information available at [www.vivatechnology.com](http://www.vivatechnology.com) and @VivaTech.

## **PRESS CONTACT**

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