**Beat: Technology**

# ACCELERATING BUSINESS, DEEPENING PARTNERSHIPS, AND BROADENING PERSPECTIVES

## A DECADE IN, VIVATECH IS EXPANDING

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**USPA NEWS -** Each Year, over Four Exciting Days in Paris, VivaTech creates Europe's Biggest Startup and Tech Event, exploring the Most Disruptive Topics in Tech with World-Premiere Demos, Launches, and Conferences in a Collaborative Ecosystem. This is where Business meets Innovation... It will be the Tenth Edition of VivaTech, 17–20 June 2026.

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Founded in 2016 by "Publicis Groupe" & "Les Echos-Le Parisien", VivaTech launched as a Hub for Startups and Corporations to collaborate. "It was a Crazy Adventure, but the Result exceeded Expectations—45,000 Visitors, 5,000 Startups, and Global Speakers." - Julie Ranty, Co-Managing Director (2016-2022)

- 2026 Themes:

* Artificial Intelligence Impact, Not Illusion?
AI isn't a Theme at VivaTech this Year, it's the Weather. You can discuss it or try to ignore it, but you can't escape it. It's being adopted Across the Economy, but now that the Initial Spectacle is wearing out, the Reckoning begins. Who is creating Real Value in Factories, Hospitals, Content Studios, Supply Chains, and City Streets? Which AI delivers Measurable Progress, and which is Algorithmic Theater? As Intelligence embeds Itself in Every Product and Service, who captures the Value, and who gets Left holding the Illusion?

* Productivity Reimagined Is the Future of Work still working?
Productivity Reimagined
The Rules of Productivity are being rewritten. As AI Agents become Colleagues and Automation transforms Factory Floors, we're confronting Fundamental Questions: What does Productivity truly mean—not just in Quarterly Reports, but as an Engine that shapes Societies? Can Technology liberate Us from Burnout Culture while making Manufacturing Smarter and Education more Personalized? Beyond the Office Walls, we examine AI's Influence on Productivity at Every Scale: from Individual Fulfillment to National Competitiveness, from Factory Efficiency to Economic Resilience. Is Productivity about Producing More, or Producing What Matters?

* Sovereignty & Ethics
Who controls the Future: Nations, Platforms, or Algorithms? Sovereignty & Ethics
Rising Geopolitical Tensions are rewriting the Global Order: Europe seeks Digital Sovereignty, China fills Power Vacuums, and New Alliances between the Global South and Emerging Superpowers challenge Old Hierarchies. Meanwhile, AI generated Deepfakes and Disinformation erode Public Trust, testing Democracies and Elections Worldwide. As Technology outpaces Regulation, AI and Digital Platforms stand at a Crossroads: they could Deepen Polarization or Bridge Divides. Between Regulation, Innovation, and Ethics lies a Critical Question: how can Technology reinforce, not replace, Trust and Shared Values?

* Energy, Greentech & Mobility
Our Planet at a Turning Point
Electric Vehicles are transforming Transportation, supported by Hydrogen and Next-Generation Batteries, and Autonomous Mobility and Smart Cities are redefining how we live and move. AI is Part of the Equation,from optimizing Energy Grids to powering Data Centers. Still this raises Questions: can AI be Truly Sustainable, and how do we balance Computational Demand with Environmental Impact? Can Renewables scale Fast Enough to meet Global Demand? Who pays for Electrification, and who profits? Dive Deep into how Green Innovation is shaping Climate Action, Economic Growth, and the Future of Our Planet.

* Cybersecurity & Defense

Can Innovation outsmart the Next Threat?

Cyberattack Rates are rising faster than Cybersecurity can keep up. AI is accelerating both Offense and Defense, Quantum Computing threatens to break Current Encryption, and Supply Chains are increasingly Vulnerable. The Question is no longer if Systems will be breached, but who pays the Price: Governments, Corporations, or the Citizens left exposed? At the Same Time, Shifting Geopolitics are turning Defense into a Major TechSector. With Governments pouring Capital into Security; Private Companies racing to capture their Share of Defense Investment. To see how Innovators are integrating AI, building Resilient Systems, and whether Security Culture can keep Pace with Rapid Technological Change.

* Health & Longevity

What happens when Humans become Upgradeable?

From AI-powered Drug Discovery to Brain-Computer Interfaces and Bioprinting, Technology is rapidly reshaping how long, and how well we live. With the Global Healthcare Market on Track to reach about US $22.3 trillion by 2033, Investment is flooding in, but Access and Equity lag behind. Who gets to be the “Augmented Human”? Where do the most Cutting-Edge Breakthroughs go, and can AI and Tech close the Healthcare Gap? As Medicine becomes more Automated and Data-Driven, other Questions multiply: how do we protect Data Privacy, ensure Regulation keeps Pace with Innovation, and preserve the Human Touch in a Field built on Individual Care? They will explore the Frontier where Science, Data and Ethics collide, asking not just whether we can extend Life, but whether we can make it Worth Extending.

* Risk, Build, Scale

High Stakes, New Tech and Uneven Odds

Global Venture Funding is on the Rise, yet Founders and Investors are navigating a Landscape full of Questions and Contradictions with Fewer Deals, Larger Rounds and Concentrated Capital Flows. In the US, North America’s Venture Market has seen Substantial Increases in Funding, especially for AI Startups securing Mega-Rounds, while Financings in Europe and Other Regions remain more Modest in comparison, prompting Questions about Regional Competitiveness.

Is the AI Boom creating a Bubble or unlocking a Wave of Sustainable Growth? How do Startups balance Sky-High Valuations with Profitability and Long-Term Viability? As Unicorns multiply and exit Pipelines grow congested, bootstrapped Ventures prove there’s more than One Path to success. This Theme unpacks the Forces shaping the Next Generation of Innovation and Investment, exploring what makes Venture Ecosystems Truly Healthy.

* Creative Industries

Technology can generate. But can it create?

AI has entered the Studio, the Editing Suite, the Concert Hall, not only as a Tool, but increasingly as a Collaborator, Competitor, and in Some Cases, a Replacement. This Shift raises Questions about Value and Authenticity. Will AI-Generated Content overwhelm Us? How do we preserve Cultural Meaning when Synthetic Content dominates Our Feeds? And as the Boundary between Human-Made and Algorithm-Generated Art blurs, what becomes of the Creator's Voice, Vision, and Livelihood?

* Tech Beyond the Obvious

From Deeptech and Radical Science to Practical Ingenuity

From Outer Space Missions to Frugal Design, the Frontier of Innovation is expanding at Both Ends of the Scale. Deep Tech – Robotics, Aerospace, and Advanced Materials – are reshaping Industries through Long-Term Scientific Breakthroughs, while Low-Tech and Frugal Innovation offer Simple, Sustainable Answers to Urgent Global Challenges. Together, they reveal a New Equation for Progress: One where Big Picture Ideas and Small Scale Solutions define the Next Wave of Meaningful, Responsible Technology.

* CMO Summit

Powered by Adobe & The New York Times - Rewriting the Playbook for Attention

Marketing is being rewritten in Real Time. AI has transformed how we understand Audiences, measure Impact, and build Brands in a World of Infinite Content and finite Attention. The Modern Marketing Leader now sits at the Intersection of Product, Data, and Culture, responsible not just for Storytelling, but for Growth, Reputation, and Long-Term Trust. This Forum brings Together the Marketing Leaders rewriting the Rules: Brand Stewards scaling at the Speed of Technology, Creators breaking through Algorithmic Noise, and Strategists redefining Creativity with Intelligence at its Core. How do you build Attention that lasts when everyone is optimizing for the Same Eyeballs? What separates Personalization from Surveillance? And when AI can generate Infinite Content, what makes a Brand Worth remembering?

* Tech Leaders Summit
Powered by QuantumBlack AI, by McKinsey & Nebius & Orisha - Make It Work. Make It Scale.
Digital Transformation never ends, and neither do the Threats. AI is reshaping Architectures and Adversaries at the Same Time, forcing Tech Leadership into a New Era of Vigilance and Velocity. CTOs, CIOs, CISOs, and CDOs must deliver Innovation that is Safe, Scalable, and Sovereign, without slowing down Growth. This Forum brings Together the Leaders who protect Critical Systems while powering Business Reinvention. The Mandate is Clear: modernize Infrastructure, harden Defenses, govern Data, maintain Resilience, all while the Organization demands Faster Deployment and Lower Friction. How do you secure Systems that change Faster than your Threat Models? Where does Sovereignty end and Paranoia begin? And when Every Layer of the Stack becomes Intelligent, who actually controls it?

- A New Dimension For A New Decade
* Over Ten Years, VivaTech has seen 300% Audience Growth, going from 45,000 to more than 180,000 Visitors in 2025, representing 171 Countries. The Number of Startups has Tripled, and Investors have multiplied by 12.
* In 2026, VivaTech takes over Hall 7, with Three Floors, 30% more Exhibition Space, doubled Seating Capacity, 15,000 Startups, 1,500+ Demos, 4,000+ Business & Networking Meetings, and an Investors Office Hours Program to connect Founders with Leading Investors.

- GERMANY, A "Country Of The Year" sending a Strong Signal for European Tech
Germany is VivaTech's 2026 Country of the Year, with the Largest Booth in VivaTech's history (800 $m^2$) and an Unprecedented Delegation: 200 Startups and Numerous Federal and Regional Partners, 14 Länder, 12 Government Entities, and Two Federal Ministers — Karsten Wildberger, Germany's Federal Minister for Digital Transformation and Government Modernisation; and Dorothée Bar, Germany's Federal Ministry for Research, Technology and Space. At a Time of Growing Global and Technological Fragmentation, this Spotlight underscores Europe's Ambition to assert its Sovereignty and Lead in Innovation.

- Tech within Everyone's Reach
* On 20 June, the VivaTech Festival opens Tech to 18-35-year-olds on the Themes of AI & Society, the Creator's Economy and Talents of Tomorrow — with a Careers Festival, Coaching Formats and Exclusive Demonstrations.

* For the First Time in its History, and in Celebration of its 10th Anniversary, VivaTech will take over the Champs-Élysées on Sunday, 14 June. For One Day, "The World's Most Famous Avenue," pedestrianized for the Occasion, will be transformed into an Exceptional Showcase of Innovation where Startups, Businesses and Tomorrow's Talents can engage with Parisians, Île-de-France Residents, and Tourists from around the World while introducing Them, through a Free and Open Immersive Journey, to the Tech transforming our Daily Lives: AI, Robots, Mobility, Climate, Health, and more.

Source:
Press Conference held on April 14, 2026 @ Palais De La Découverte (Paris)
* AI Country Patner: India
* Germany named Country of the Year — the Largest Delegation in VivaTech's History
* Two Events dedicated to the General Public on the Champs-Élysées and at VivaTech on 14 June and 20 June 2026
With the Presence of:
* Maurice LEVY, Co-Chairman of VivaTech and Honorary Chairman of Publicis Groupe
* Michèle BENBUNAN, Co-Chairman of VivaTech and CEO of the LVMH Press Division
* François BITOUZET, CEO of VivaTech
* Marc-Antoine JAMET, President of Comité des Champs-Élysées
* Christophe CHAUFFOUR, Deputy General Manager of Réunion des musées nationaux - Grand Palais
* Sylvie RETAILLEAU, President of Universcience and Professeur of Université Paris-Saclay

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