

Beat: Vips

## **VIVATECH IS PROUD TO ANNOUNCE THE PRESENCE OF ELON MUSK, 14-17 JUNE, PARIS**

### **CONVERSATION WITH MAURICE LEVY, ON STAGE**

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**USPA NEWS** - Notorious Elon Musk, boss of Tesla, Space X and recently owner of Twitter, confirmed his presence at the 7th edition of the VivaTech show. It is Maurice Levy, chairman of the supervisory board of Publicis groupe, and founder of the event with the group Les Echos-Le Parisien, who will do the conversation with him, on stage. Since his recent visit to Paris and Versailles, at the Choose France Summit, Elon Musk had been invited to the Elysee Palace, received exclusively by the President of the Republic. Since mid-May 2023, American billionaire Elon Musk has said he is "confident that Tesla will make significant investments in France in the future", on the sidelines of the summit at the Palace of Versailles. "I won't be making an announcement today, but I'm very impressed with President Macron and the French government, how welcoming they are to the industry. So I'm hopeful that Tesla will make some significant investments in France", explained Elon Musk. , he also replied to journalists, at the end of an exchange with the French Minister of Economy and Finance, Bruno Le Maire.

President Emmanuel Macron will also participate in VIVATECH on June 14, faithful to this unmissable TECH meet

### **ACCORDING TO MAURICE LEVY, "EMMANUEL MACRON IS AN "INNOVATION" ACCELERATOR**

Maurice Levy, (Ex CEO, of Publicis Groupe, VP of the Board) co-founder of ViVatceh with Pierre louette CEO of the media group Les Echos, had already mentioned the role of President Macron in 2017 "Emmanuel Macron is an accelerator of innovation "...It recalls its beginnings at this major Tech fair, versus the CES in Las Vegas "Viva Technology can, on the other hand, become a very large global event devoted to innovation. I have been carrying this project within me for more than ten years. It began to materialize when I organized, during the G8 in Deauville in May 2011, an "e-G8" with the biggest names in digital "... "A conviction that recent initiatives such as French Tech, under the impetus of Emmanuel Macron when he was Minister of the Economy, have reinforced. He adds, always avant-garde in his remarks in 2017 "He embodies a hope. He affirms that it is not a sin to earn money, to be an entrepreneur and even to want to be a billionaire. This speech was terribly lacking. You will see, an economic crystallization will take place. (Source: Interview, Le Temps, 13 June 2017)

Among the other speakers are expected the technical director of Amazon Werner Vogels, the general manager of Orange Christel Heydemann as well as the bosses of Paypal Dan Schulman, Alibaba J. Michael Evans or the billionaire French CEO of LVMH, Bernard Arnault whose media appearances are rare. On the sporting side, Tony Estanguet, head of the organizing committee for the 2024 Olympics in Paris, will of course also be present, 400 days before the Olympic and Paralympic Games take place in Paris, in August 2024.

### **VIVATECH IS PROUD TO ANNOUNCE THE PRESENCE OF ELON MUSK IN A CONVERSATION WITH MAURICE LEVY, ON STAGE**

VivaTech is proud to announce that Elon Musk (Tesla, SpaceX, Twitter) will be a keynote speaker at our upcoming edition taking place 14-17 June. Also joining us will be Marc Benioff, Chair, CEO and co-Founder of Salesforce, which means that two giants of tech and Silicon Valley will be with us in Paris. This 7th edition of Viva Technology promises to be truly exceptional, and will be, this year more than ever, the must-attend event for world innovation. "I'm extremely pleased to welcome Marc Benioff, Chair, CEO and co-Founder of Salesforce, and Elon Musk, who needs no introduction. I'll have the pleasure of interviewing both of them and showing them around Vivatech, which has established itself over the years as the world's leading event for tech and startups. Paris is becoming the capital of the future," said Maurice Lévy, Chairman of the Supervisory Board of Publicis Groupe.

### **ABOUT VIVATECH LARGEST EUROPEAN DIGITAL MEETING FOR START UPS, AI, UNICORNS..**

VIVATECH accelerates innovation by connecting startups, tech leaders, major corporations and investors responding to our world's biggest challenges. This is where business meets innovation. Vivatech organizes Europe's biggest technology and startup event each

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. VivaTech is a global community including thousands of visionary startups, investors, organizations, corporations, researchers, media, and talent. The seventh edition of VivaTech is taking place 14-17 June 2023. Source: VIVATECH

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