

Beat: Vips

## **PDT MACRON LAUNCHES VIVATECH KICKS OFF ENCOURAGING THE TECH GOOD CONCEPT**

**MOUNIR MAHJOUBI MIN OF DIGITAL ATTENDING**

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**USPA NEWS** - President Emmanuel Macron received on Wednesday May the 22rd at the Elysee Palace, the elite of tech from all over the world, in parallel to Vivatech Forum, to be held for the three following days in Paris. The guest list is just so prestigious that would make envy, from other countries. It is a one of a kind event celebrating the Tech, and digital entrepreneurship, celebrated the TECH FOR GOOD, by the so rare meeting of the major Global Tech Leaders gathered here In Paris and brainstorming, trying to find out how technology can serve humanity driven by the goodwill, under the French slogan " Tech For Good". Many announcements were then expected on the digital inclusion and management of the problems posed by the development of technologies in society and in the world of work.

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The Fifty four fifty major digital bosses for a summit "Tech for good" on the eve of the opening of the show VivaTechnology..Among the guests, the leaders of the largest French digital companies and international, were the following : Jean-Paul Agon (CEO, L'Oréal), Angela Ahrendts (Senior Vice President Retail, Apple), Audrey Azoulay (Director General of UNESCO), Mitchell Baker (President, Mozilla Foundation), Sunil Bharti Mittal (President, Bharti Entreprises), Jean-Laurent Bonnafé (CEO, BNP Paribas), Nick Bostrom (Future Director, Humanity Institute), Olivier Brandicourt (CEO, Sanofi), Thomas Buberl (CEO, Axa), Stewart Butterfield (CEO, Slack), Patrice Caine (CEO, Thales), John Chambers (French Tech Ambassador), Tim Collins (CEO, Ripplewood), John Collison (CEO, Stripe), Alexandre Dayon (President, Salesforce), Pierre Dubuc (CEO, OpenClassrooms), Tony Elumedu ( President, United Bank of Africa), Tom Enders (CEO, Airbus), Jacqueline Fuller (President, Google.org), Catherine Guillouard (CEO, RATP), Tristan Harris (Executive Director, Center for Humane Technology), Eric Hazan (CEO Digital in France, Mckinsey), Paul Hermelin (CEO, Capgemini), Charlotte Hogg (CEO Europe, Visa), Tim Hwang (Director, Harv ard MIT), Mo Ibrahim (President, Mo Ibrahim Foundation), Axel Karp (CEO, Palantir), John Kerry (Senior Fellow, Carnegie Foundation), Dara Khosrowshahi (CEO, Uber), Octave Klaba (Founder and CEO, OVH), Isabelle Kocher (CEO, Engie), Brian Krzanich (CEO, Intel), Sy Lau (President, Tencent), Eric Leandri (CEO, Qwant), Maurice Lévy (co-founder, VivaTechnology), Bernard Lioutaud (Partner, Balderton), Bill McDermott (CEO, SAP), Yves Meignié (CEO, Vinci Energies), Satya Nadella (CEO, Microsoft), Pierre Nanterme (CEO, Accenture), Xavier Niel (CEO, Free), Gilles Pelisson (CEO, TF1), Guillaume Pepy (CEO, SNCF), Julie Ranty (Managing Director, VivaTech), Stéphane Richard (CEO, Orange), Virginia Rometty (CEO, IBM), Alain Roumilhac (CEO, Manpower Group France), Joe Schoendorf (Partner, Accel), Will Shu (CEO, Deliveroo), Kevin Sneader (CEO, Mckinsey), Young Sohn (President, Samsung), Gillian Tans (CEO, Booking), Yossi Vardi (Entrepreneur), Philippe Wahl (CEO, La Poste), Jimmy Wales ( PD G, Wikimedia), Niklas Zennstrom (CEO, Atomico), Mark Zuckerberg (CEO, Facebook).-----

From the French side, At the French level, several leaders were also invited. Xaviel Niel, boss of Free, and Stephane Richard of Orange will be responsible for representing the telecoms sector. Tom Enders of Airbus and Patrice Caine of Thales will put, them, ahead of the French industry. More surprisingly, the bosses of La Poste or Axa were also invited. This invitation can be explained by the type of announcement that must emerge from this summit, according to the Elysee. Announcements on digital inclusion at the French, European and global levels will be made on Wednesday, warns a connoisseur of the dossier.

EXCERPT FROM THE STATEMENT BY PRESIDENT EMMANUEL MACRON AT VIVATECH 2018-----"Dear friends, I am very happy to be here today, one year after the launch of Viva Tech, and I remember last year's first steps and first successes of

companies already, and I wanted to tell you how much today, some and others, I'm proud of you, really. This is only a step! Because this year's Viva Tech is much bigger than last year's, a lot more international. Yet, within a year, we can do so many things, and so next year, this show must grow even more. And I challenge you to become the new CES. I want here, in Paris, you, to manage creating this international rendezvous of innovation, business creation, entrepreneurship in the world! That's the challenge! That's yours now. "¶ This is what President Macron stated as a preamble of his key note, at the opening session of Viva Tech World Trade, held in Paris, Porte Versailles, for the three days, 23-26May 2018.-----

"I WANT YOU TO CREATE HIS INTERNATIONAL TECH RENDEZ VOUS OF INNOVATION ENTREPRENEURSHIP HERE IN PARIS"¶ MACRON SAID

I say yours, because I may have bad news for you: In this regard, a President, nor a government radically changes things. I have to hold the humility that is appropriate, but which is combined with a requirement for you: it is you who will carry this success. And when I talk about France undertaking, I'm talking about YOU, what you have done, what you are doing, start-ups, SMEs, large groups who have decided to accompany and cover this event. That's what you're going to continue to do so.

Something is happening in France today. There is what is called a momentum. Of

What is it ? There are, everywhere in the country, women and men who want to do

invent, innovate. There are women and men all over the country who want to upscale of the world. And there are everywhere in the country, women and men who want to win at the global scale, for France to succeed, and proud of their country. And there are today, everywhere in the world, women and men who watch you do, who come to France, and who will continue, more and more, to undertake here! That's it, this momentum! This dynamic, is that of hyper-innovation, that of talents, the one you play."¶ President Emmanuel Macron, acknowledged before a large audience, including a bunch of French ministers and President of Rwanda, Paul Kagame.

#### THE MOMENTUM IS NOW HERE IN FRANCE FOR DIGITAL INNOVATION

The French president Macron who invited more than fifty global leaders for digital economy, including the CEO's of the largest blue chip companies, (At Elysee Palace, for a giant brainstorming about "TECH FOR GOOD"¶ aspects, under the umbrella of the French Presidency, and Prime Minister Edouard Philippe, for the delivery of results, at Matignon) recalls the importance of this momentum, and the importance of what is happening in Paris, during this Viva Tech World Fair Trade :

"This something that is happening in our country is already great! But I tell you very frankly, we cannot stop here. That cannot be enough for us, and we must go further. Today, France is becoming the nation of start-ups, and she must succeed this bet. That's what I want to do with you in the years that come: precede, anticipate, carry this movement. Yes, what you started doing, what you play here today, and that we will continue together means to be, as far as we are concerned, more enterprising, stronger, more demanding. I do not want to do it anymore, in France, too often only interesting when we do not make money yet. I've seen too many startups tell me "it was great, we have launched things, and then when it came to developing innovation, we left the country. " We want the pioneers, the innovators, the entrepreneurs of the whole world to come to France and work with us on green technologies, food technologies, artificial intelligence, on all the possible innovations. I want France to be the country where new mobility, new energy will be invented and developed. For that, I will ensure that we create the most attractive and creative environment. I will insure that the State and Government act as a platform and not as a constraint. To put it in one word: "Entrepreneur is the new France"¶. Thanks a lot. Merci pour votre attention." President Macron, concluded, while giving his keynote, at the Vivatch 218, opening session, in Paris.

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