

VIVA 17-20 JUNE 2026 / PARIS TECHNOLOGY



We're excited to announce that Germany will be Country of the Year at **VivaTech 2026, taking place in Paris from June 17th to 20th**. Celebrating its 10th anniversary, VivaTech is Europe's leading startup and tech event, globally recognized as a catalyst for business transformation, startup growth, and innovation for the common good. For four days in Paris, VivaTech will unite disruptive trends, bold entrepreneurs, and groundbreaking technologies, creating an ecosystem where real business happens.

About VivaTech:

Since its inception in 2016, VivaTech has brought together the world's top business leaders, startups, investors, researchers, and visionaries for an unparalleled experience filled with inspiration, networking, and cutting-edge innovation. Hosted by Publicis Groupe, VivaTech is where game-changing ideas take center stage — tackling the world's biggest challenges and shaping the future of tech.



JUNE 17TH - 20TH 2026



Paris Expo Porte de Versailles 1
Place de la Porte de Versailles
F-75015 Paris France

GERMANY, COUNTRY OF THE YEAR FOR VIVATECH 2026



Showcasing German innovation, excellence and collaboration at Europe's biggest tech & innovation event.

The "Country of the Year" concept:

The COTY shines on the global stage during VivaTech's — where your nation showcases excellence, innovation, and influence.

With the "Country of the Year", your nation becomes a central voice in the global tech conversation, highlighting your startups, policies, innovations, and leadership.

With exclusive visibility, premium content opportunities, and tailored diplomatic and business activations, COTY's delegation leads with impact—driving partnerships, attracting investment, and amplifying your ecosystem.

At VivaTech, Country of the Year isn't just a title. It's a platform to shape the future—and be seen shaping it.

A one-time opportunity to elevate Germany's innovation voice in Europe.

What's in for German participants:

- Be part of Europe's largest tech and innovation event.
- Showcase the strength of the German ecosystem — from deeptech to sustainability, from AI to industry 4.0.
- Connect with top international decision-makers across public and private sectors.
- Gain international exposure through VivaTech's media reach and global audience.

The goal: position Germany as a driving force for Europe's tech sovereignty and competitiveness.



A WRAP ON VIVATECH 2025

180,000 Attendees

3,600 Investors

640,000 New Companies

4,000 Partners

14,000 Startups

30 Industries

PREVIOUS VIVATECH SPEAKERS



Emmanuel Macron
President
of France



Jen-Hsun Huang
CEO
NVIDIA



Mark Zuckerberg
CEO
Meta



Elon Musk
CEO
Tesla, SpaceX



Bernard Arnault
CEO
LVMH



Vanessa Wyche
Acting Associate Administrator
NASA



Joe Tsai
Co-founder and Chairman
Alibaba



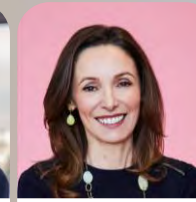
Maya Rogers
CEO
Tetris



Nicolas Hieronimus
CEO
L'Oréal Groupe



Stanislas Niox-Chateau
CEO and Co-founder
Doctolib



Teresa Barreira
Global CMO / CCO
Sapient

PREVIOUS CLIENT ATTENDANCE

PARTNERS

L'ORÉAL

LVMH

RENAULT

Bank

verizon



ACCOR

SANOFI

Carrefour

Saudi
Welcome to Arabia

Nestlé

NOVARTIS

SAMSUNG

HALEON

PUIG

Santander

NISSAN

Unilever

COTY

VISA

LLOYDS

DIGITAL MARKETING
EXPO & CONFERENCE 2026

DB

KÄRCHER

SIEMENS

Carlsberg

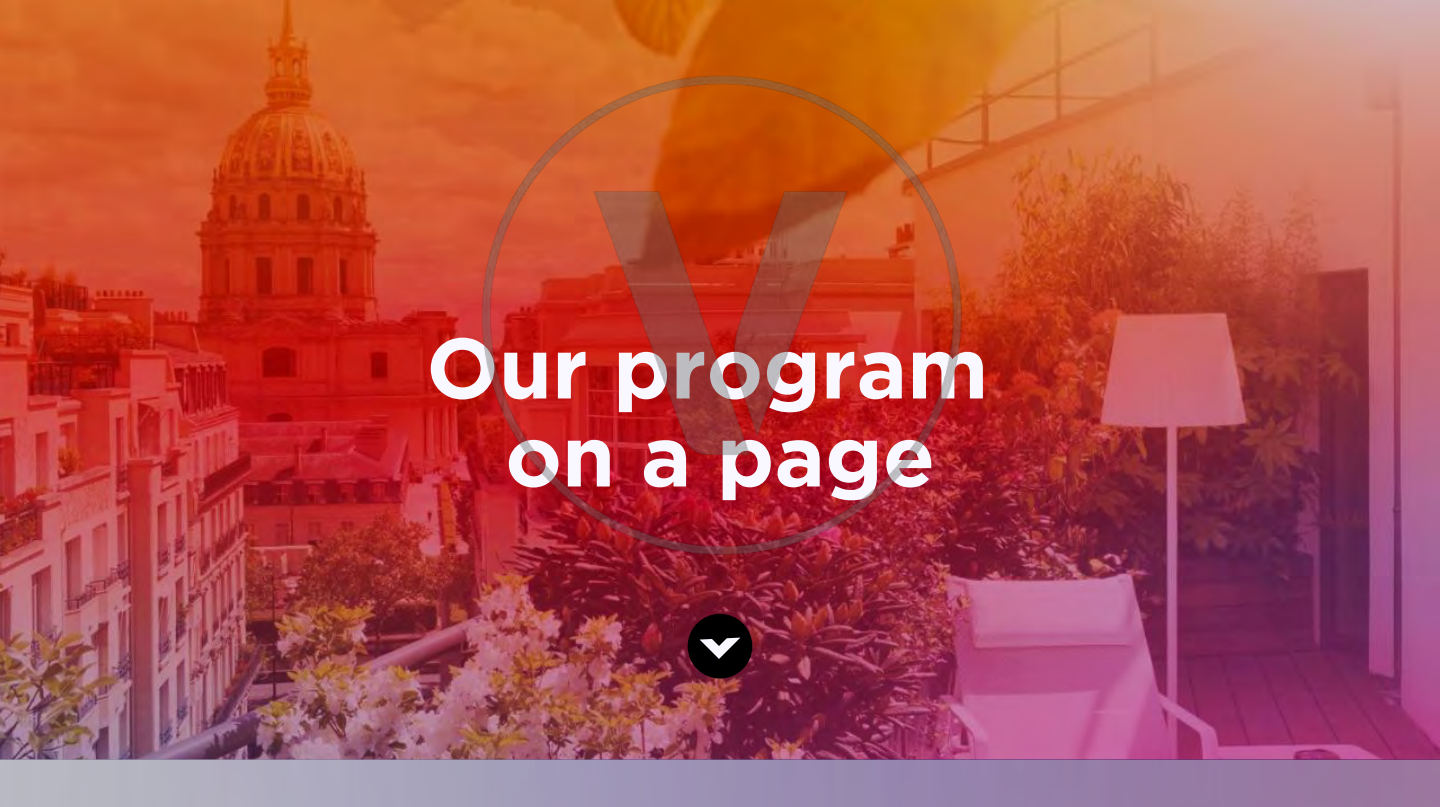
sonepar

Altria

STELLANTIS

Pfizer

Telefónica



Our program on a page



THREE DAYS IN PARIS

16TH
OF JUNE

3:00 PM ONWARDS

Arrival in Paris

Welcome to the city. Settle in, explore, and get ready for an exciting journey ahead.

ALL DAY

Connect & Meet

Whether at a Parisian café, or a private meeting space, take advantage of the buzzing atmosphere to engage with fellow innovators, partners, & industry leaders.

6:00 PM

Rooftop Reception & Cocktails

Join us at the exclusive Publicis Groupe Rooftop for a spectacular evening with breathtaking views of Paris. Expect great conversations, fine drinks, and a relaxed atmosphere to kick off this unforgettable experience.

ACCOMODATION



LE CLARIDGE FRASER SUITES CHAMPS-ÉLYSÉES

74 Av. des Champs-Élysées
75008 Paris
France

Check-In
16th of June 03:00 p.m.

Check-Out
18th of June 12:00 a.m.

ROOFTOP RECEPTION & COCKTAILS

Welcome to Paris – and welcome to VivaTech!

You are invited to join us for a special **rooftop terrace of Publicis Groupe's headquarters** Franch-German side event, directly on the iconic Champs-Élysées.

From **6:00 PM onwards**, we'll gather for a **Rooftop Reception & Cocktails** — an evening above the city lights with breathtaking views of Paris. Enjoy fine drinks, inspiring conversations, and a relaxed atmosphere as we kick off an unforgettable night of networking and exchange between France and Germany.



ALL DAY

VivaTech Exploration & Networking

With your VivaTech Pass, you can dive into a world of innovation. Meet trailblazers, game-changers, and industry disruptors while exploring cutting-edge tech, attending inspiring talks, and forging valuable connections.

Join Us for Special Experiences

Beyond VivaTech, you have the opportunity to:

Attend a special side event in Paris

A special gathering outside the main exhibition, offering valuable insights and networking opportunities.

Experience a guided innovation tour

Get exclusive insights into the latest breakthroughs on a specific topic.

8:00 PM

Exclusive Dinner in Paris

Unwind and connect over an elegant dinner in the heart of Paris. This is the perfect setting to continue conversations, strengthen partnerships, and celebrate innovation together.

*Locations will be communicated soon

17TH
OF JUNE

Day 2 is all about exploration, inspiration,
and connecting — your VivaTech journey
continues in the heart of Paris.



Inspiring
conversations
& atmosphere



18TH
OF JUNE

ALL DAY

Morning – Breakfast & Conversations

Start your day with a Parisian breakfast, sharing insights and reflections from VivaTech. A perfect moment to exchange ideas before the final day begins.

Day – VivaTech at Your Own Pace

With your **VivaTech Day Pass**, explore at your leisure—whether it's attending last-minute sessions, meeting with partners & clients, or discovering groundbreaking innovations.

Day Program (*Flexible & agenda-free*)

Spend the day your way—connect with your network, explore Paris, or dive deeper into areas of interest at VivaTech.

DEPARTURE

Please check out from the Le Claridge Fraser Suites Champs-Élysées **by 12:00 PM**. Safe travels and see you at the next big gathering.