

African startups urged to participate in VIVA Technology Paris

Popimedia, wholly owned subsidiary of Publicis Africa Group, is encouraging local tech startups to participate in technology conference VIVA Technology Paris, running from 30 June to 2 July 2016.



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Co-hosted by Publicis, the inaugural event aims to provide a “real-time platform for collaboration and a high level stage for discussions around the impact technology has on both businesses and society”. Touting an expected 30,000 visitors, comprising entrepreneurs, corporate executives, and venture capitalists, the event promises to be a melting pot of tech, interaction and innovation.

VIVA Technology Paris is based on four cornerstones: Labs, which is a collaborative, co-working space focused on 20 industry sectors; Challenges, an open-innovation platform aimed at solving business challenges through technology; Imagine, keynotes and panel discussions, and Hall of Tech – devoted to technology innovations that are changing business and society.

Says Daniel Levy, CEO of Popimedia, “VIVA Technology Paris presents an incredible platform, which local startups could use as a springboard to the next level of innovation and development. Understanding the journey of the tech startup ourselves, we can attest to the benefits of collaborating with large corporations. VIVA Technology Paris will provide startups incredible networking opportunities, insight into the most sophisticated technology developments on the planet, and inspiration for future collaborations and projects.”

Popimedia is facilitating African participation in the event. “As part of the Publicis Groupe, we want to form an African delegation that has access to the world’s best tech players, experts, and success stories,” says Levy.

More information on VIVA Technology Paris is available [on the website](#).

For startups wishing to attend, please contact Lisa at lisa.steingold@popimedia.com.

