

Paris , May 16, 2024

VivaTech 2024: Choose Paris Region, an innovation catalyst

5 questions for **Lionel Grotto, CEO of Choose Paris Region**, who highlights Paris Region's strengths just a few weeks before the start of VivaTech 2024



1 - Why is Choose Paris Region present at VivaTech?

We are Paris Region's international attraction agency. Our mission is to promote and leverage the region's influence on the international stage, and ensure that the region's stakeholders are able to provide a quality welcome and services to investors, visitors and talents from all over the world, while allowing for sustainable and balanced development.

Clearly, being present at VivaTech makes sense in terms of our raison d'être.

A total of 120 countries will be represented at VivaTech 2024, including 40 countries with their own pavilions. The organizers are expecting 2,500 startups and 2,000 international investors, including: Accel, KKR, Lightspeed and Northzone.

Choose Paris Region will be present at the region's stand. **We'll be organizing a wide range of events before and during VivaTech, with a variety of formats to target the widest possible audience.**

We will therefore propose:

→ **Webinars by business sector**

Webinars in English will be available to all the companies that will be taking part in Vivatech and want to prepare their visit in advance, and anticipate meetings with key stakeholders in the ecosystem during their stay. They will also be addressed to all companies that are interested in the Paris Region market. The sessions will be recorded.

→ **Round tables**

Free admission without any prior registration (stand J33). Open to all Vivatech attendees.

- May 22, 4.45pm – 5.30pm : **CleanTech & Energy**
- May 23, 11.45am – 12.30am : **AI**
- May 24, 14.30am – 15.15pm : **Healthtech**

→ **International support**

We have invited and will be welcoming 80 international startups and 26 international delegations from 19 countries who will be taking part in the expo tours.

Visits to the Expo will take place on May 22, and are open to the startups of the foreign delegations. A one-hour tour with 3 stops at local stakeholder stands, the ideal way to make contacts and discover business opportunities. Very limited number of places.

2 - How does the region stand out in the field of AI?

→ A region at the forefront

Paris is the 2nd European city, behind London, in the field of artificial intelligence according to [StartupBlink](#) (a research platform on the global innovation economy, that provides public sector ecosystem developers, company start-up programs, multilateral organizations and researchers with the knowledge and tools to map, brand and accelerate innovation). The presence of major tech companies in Paris Region such as Google, Meta , Apple and Microsoft, who have set up AI labs and research teams in Paris, underlines the region's attractiveness for the development of cutting-edge technologies.

Mistral AI, which achieved unicorn status just seven months after its creation, highlights the dynamism and success of the AI sector in Paris Region.

The capital city is also home to **AI startups** such as **Snips**, which was acquired by Sonos for its voice recognition technology, and **Shift Technology**, which focuses on using AI to uncover insurance fraud.

→ **An ecosystem of startup excellence in France and Paris Region**

At a time when Artificial Intelligence is emerging as the unavoidable technological revolution of the next few years, startups in France and Paris Region are investing massively in these technologies, which promise to revolutionize all sectors of society.

Here are a few key figures:

- 590 AI start-ups, 60% of them in Paris Region
- 1 in 2 companies employs between 11 and 50 people
- 3.2Bn € raised in 2022
- 50% are profitable or plan to be within 3 years
- 11% are self-financed
- 16 unicorns with an AI value proposition
- 1.5 billion euros total in national and regional aid in conjunction with Bpifrance's structural financing windows
- France ranks 7th worldwide for publications at scientific conferences on AI

Artificial intelligence is gradually integrating all sectors. **While 20% of startups develop AI that can be applied to all sectors ("pure-player technology" companies), the remaining 80% apply these technologies to a specific sector. This is particularly the case for healthcare (15% of startups) and fintech and assurtech (nearly 10%).**

Useful links:

- [Artificial intelligence in France: an ecosystem of excellence](#)
- [2023 mapping of French AI startups](#)
- [Deeptech](#)

3 - More generally, what makes Paris Region Europe's innovation hub?

Our region is a world-renowned breeding ground for innovation.

- **Paris Region is No. 1 in Europe for its R&D workforce and researchers**
- **The R&D workforce numbers 182,772, including 135,196 researchers.**
- **774,200 scientists and engineers work in Paris Region**, the highest number in Europe

Paris Region is home to **40% of France's R&D researchers**. They work in public and private R&D centers and institutions.

Companies can recruit numerous PhD students, researchers, scientists and engineers to develop their activities in the region.

R&D talents such as professors, researchers, engineers, technicians and support staff work in universities, grandes écoles, public institutes and companies.

R&D talent in Paris Region represents:

- **5.6% from the European Union**
- **37.9% of French R&D employees**
- **41.2% of researchers in France**

The region has an international R&D reputation, with researchers who work here having received numerous awards and distinctions. The region is home to some of the world's most prestigious mathematicians.

The region is home to **34 Nobel Prize winners** as well as a number of prestigious mathematics prize winners: **4 Abel prizes and 11 Fields medals**.

Paris Region brings together **the best of the country's scientific talent**, as well as many international talents:

- **26,846 doctoral students, i.e. 38% of the doctoral students in France, including 7,112 international doctoral students, i.e. 32% of the international doctoral students in France**
- **5,671 international researchers, or 36.6% of all the international researchers in France**

Useful link: [Paris Region Facts & Figures 2024](#)

4 - Which international companies will be setting up in Paris Region in 2024 and 2023?

The Choose France Summit, which was held in the presence of the French President Emmanuel Macron on May 13, 2024, revealed **the many investments that are planned for 2024 in Paris Region**. These innovation-related investments include: Accenture (Ireland) which will open a new artificial intelligence center in Paris, Amazon (USA) which has announced an investment of more than 1.2 billion euros, IBM (USA) which has announced plans to hire 50 researchers/engineers in the quantum field by the end of 2025 in the Paris Saclay AI lab, with an investment of 45 million euros, Microsoft (USA) and its high-profile investment of 4 billion euros,

including a major reinvestment for the expansion of its Issy-les-Moulineaux venue, Tata Group with a project to create an AI R&D center for Tata Consultancy Services at La Défense, with the recruitment of 150 people over the next 3-5 years, and ProLogium, which is going to invest in R&D on batteries for electric vehicles, with 100 jobs over the next 3 years.

Choose Paris Region has supported the latter project from the outset, with visits to land sites and specialized laboratories in Saclay, and assistance with the mobility and relocation of researchers and R&D staff with Science Accueil.

In 2023, many projects on innovation topics have also been confirmed:

→ **AI Redefined (Canada)**

AI Redefined, a Canadian artificial intelligence company specialized in aligning human values with AI, plans to create 25 new positions over the next three years at its Paris-based European decision center.

The company aims to strengthen its position with existing customers and increase its presence in the French market by attracting new customers. It has chosen Paris Region for its economic dynamism, its central role in Europe and its proximity to the numerous headquarters of its target customers in the energy, aeronautics, space and defense sectors.

AI Redefined received support from Choose Paris Region, which provided information on the booming AI and innovation ecosystem, helped find the right premises, and put them in touch with service providers for legal matters, financing and recruitment.

→ **ECOCEM Materials France (France/Ireland)**

*See the success story on page 9

→ **Google France IAI (USA)**

At the inauguration of a new Google France building dedicated to artificial intelligence, Google CEO Sundar Pichai said: "Paris is a magnet for tech talent. The government's pro-innovation approach is helping France take a leading role in AI. The opening of this hub, where 300 engineers and researchers will be working on next-generation AI breakthroughs, will mark a new chapter in Google's history in France.

Joëlle Barral, director of AI research at Google Deepmind and co-director of the "hub" added: **"There's a real buzz around AI in Paris Region. All the pieces of the puzzle are there: 5000 researchers, specialized start-ups, and major laboratories such as the ones at Google".**

Sundar Pichai: "Paris is a magnet for tech talent", Le Figaro, 02/16/2024

→ **Heico Corp**

In 2023, Heico Corporation finalized the acquisition - for €453 million - of Exxelia, a world leader in the manufacture of complex, high-reliability passive electronic components that are mainly used for aerospace and defense applications, as well as other high-end applications, such as medical and energy uses, including new "clean energy" and electrification applications. **Following this acquisition, Exxelia - headquartered in Paris and employing 800 people in France - created 24 jobs in 2023 in the East of France.**

In addition, 3D Plus, a subsidiary of Heico (the world leader in advanced 3D microelectronics), has expanded its R&D facilities in Buc (Paris Region), and plans to create 40 new jobs.

→ **JR Farms France (Nigeria)**

JR Farms France, a Nigerian SME specialized in the agro-industrial sector, has set up the headquarters of its European subsidiary with R&D activities (10 jobs within 3 years), in Lieusaint, Seine-et-Marne. This subsidiary will allow for increased exports and imports of agricultural resources, the implementation of a skills exchange program and the launch of an agro-trading platform to increase opportunities in the agro-industrial sector, particularly with English-speaking Africa. **The company received information on the Paris Region ecosystem. Choose Paris Region helped it set up a legal structure, open a business bank account and provided advice on international mobility and the type of visa to apply for.**

In terms of impact, it aims to **guarantee food security, eliminate hunger in Africa and create decent jobs for African women and young people**, thanks in particular to an agreement with the FAO (UN Food and Agriculture Organization).

→ **Moleaer (USA)**

Moleaer™ is the world leader in nanobubble technology which is about doing more with less water. The company reinforces and improves the performance and productivity of the world's most critical industrial processes. Its proprietary nanobubble technology unleashes the power of water to help farmers produce more food, empowers companies to manage water more effectively and efficiently, and restores aquatic ecosystems sustainably without the use of chemicals. **Moleaer opened a research laboratory in Paris in 2023 and has collaborated with several universities and research institutes around the world. Based in Los Angeles, with offices in Spain, Norway and the Netherlands, Moleaer is rapidly expanding its presence in Europe.**

→ **Mimecast (UK)**

The British company Mimecast, which boasts over 40,000 customers worldwide, is continuing to expand in Europe. **Specialized in e-mail cybersecurity, it has now opened an office in Paris to serve the national market, with a focus on sales, marketing and support, and employs around ten people. Paris was chosen for its easy access from London, its ecosystem and proximity to customers.** As a Cybersecurity stakeholder, Mimecast can actively contribute to reducing spam, phishing, ransomware and other email attacks. These threats hamper the profitability of companies and overload energy-hungry IT networks.

→ **Poolside (France/USA)**

The French-American start-up Poolside has chosen Paris as the location for all its R&D, production and marketing activities. To finance its development, the start-up raised \$126 million. Poolside's ambition is to create an artificial intelligence solution for assistance and automation in software engineering, a tool that could revolutionize the development of IT applications. **The company has already recruited over twenty Artificial Intelligence talents, and intends to accelerate its development in Paris Region over the next 3 years. Choose Paris Region helped the company find its site.**

→ **Samsung Electronics (South Korea)**

The South Korean electronics giant has opened a Samsung Computational Design Lab in Paris Region. This innovation lab, which is staffed by a dozen designers and engineers, aims to improve traditional design processes by applying advanced technologies such as artificial intelligence, machine learning and computational design. **Launched in Paris within the Samsung Electronics France subsidiary, the design laboratory will implement a new form of collaboration between designers and machines to simulate real products and improve the user experience.**

→ Zendar (USA)

This San Francisco Bay Area-based startup develops advanced perception systems for autonomous driving and driver assistance systems. Zendar's mission is to ensure that the future of autonomy is both safe and accessible to all. Using low-cost sensors, proprietary signal processing techniques and artificial intelligence, Zendar offers accurate real-time perception at a fraction of the cost of Lidar-dependent systems. **In 2023, Zendar decided to open an office in Paris to further develop its European operations and strengthen its R&D.**

5 - Why are the Olympic and Paralympic Games such a powerful catalyst for the region?

→ The 2024 Olympic and Paralympic Games, an economic adventure

The Paris 2024 Olympic and Paralympic Games will provide an unprecedented opportunity to innovate in numerous sectors ranging from the restaurant industry to transportation, security and logistics.

A few figures illustrate the scale of the business and innovation opportunities that the **Paris 2024 Olympic and Paralympic Games** will offer:

- **140,000 jobs mobilized** for the preparation and organization of the Games.
- **Hundreds of public contracts** launched on [a dedicated platform](#)
- **More than 45 million hours of labor to deliver the Olympic structures**
- 25% of the total value of the contracts for the construction and renovation of Olympic and Paralympic facilities reserved for SMEs and companies in the Social and Solidarity Economy (SSE).
- 10% of the hours of work involved in the construction and renovation of these structures will be allocated to people in work integration schemes and/or who live in the areas where the Olympic Games will be held.
- Some **80 competition, training and reception venues** built, modernized or redeveloped
- **15,000 athletes** to be welcomed
- Over 13 million spectators expected

Useful links:

→ [The Observatory of international investments linked to the 2024 Olympic and Paralympic Games](#)

→ [The heritage of the 2024 Olympic and Paralympic Games in Paris Region](#)

→ The 2024 Olympic Games, a booster for innovation

Paris Region is showing a strong commitment to innovative construction and sustainable development during the 2024 Olympic and Paralympic Games. Indeed, the use of 95% existing or temporary infrastructures during this major event will allow for a reduced construction footprint and emphasize a responsible and sustainable approach.

Here are just a few examples of the innovative, environmentally-friendly projects:

→ The Olympic and Paralympic Village: Athletes' Village at L'Ile-Saint-Denis

Built on former wasteland, it was designed using materials dedicated to energy efficiency. The construction site benefited from a low-pollution river transportation system, thus avoiding the

use of over 2,000 trucks and reducing the environmental impact of the project by a factor of 5. This village will not only be a temporary residence for athletes, it is the project for a new eco-district, a showcase for environmental excellence that will soon be transformed into housing, student residences and community infrastructures.

→ **Maxwell Hall**

Built in 1903, this historic building has been entirely preserved and restored. As part of the Olympic Village, it will house offices and reception services for Paris 2024. After the Games, it will be home to 2,500 Ministry of the Interior employees, with work scheduled for completion by the end of 2025.

The Olympic and Paralympic Village, a titanic project built over seven years, was inaugurated in early March 2024 with the delivery of 82 buildings, 3,000 apartments and 7,200 rooms on a 52-hectare site between Saint-Denis, Ile Saint-Denis and Saint-Ouen.

It is therefore helping to transform part of Saint-Denis and Plaine Commune, and has helped to create an arsenal of urban planning measures to speed up procedures and limit the possibilities of appeal, through the law of May 19, 2023 relating to the 2024 Olympic and Paralympic Games. The construction of this emblematic project will allow for the legacy of an innovative method. The next step is to make these schemes permanent, by incorporating them into various legislative vehicles.

→ **The media village**

Created for the 2024 Olympic Games in France, the Media Village is located in the Aire des Vents district, across 3 cities: Dugny, Le Bourget and La Courneuve (near Le Bourget Exhibition Center). The housing units (created using low-carbon concrete and eco-materials) in this "**Media Cluster**" will be used after the Olympic Games, and will create a new district that aims to be a new-generation Garden City with high-quality planted areas (green roofs, open spaces).

Dugny will be home to a brand-new district in the shape of a modern garden city, directly connected to the Parc Georges Valbon (3rd largest park in Paris Region) and the new sports and school park at Le Bourget, which will be given to the local residents as a heritage after the Olympic Games.

→ **The Olympic Aquatics Center**

It meets a strong mutability challenge and will offer innovative, high-performance infrastructures for hosting the 2024 Games. Constructed using bio-sourced or reclaimed materials, such as sustainable wood and recycled plastic for the entire structure and furnishings, it is a positive-energy building with a high environmental performance. It will allow Paris Region to have one of the largest urban solar farms in France with energy self-sufficiency. By 2024, the Olympic pool should also be able to recover heat from the Equinix data center, and reach 75% renewable energy, thanks to the heating network deployed in the Saulnier urban development zone.

→ **The Adidas Arena, the only venue for the Olympic Games to be built in the Paris inner suburbs and dedicated to top-level sports. (8,000 seats)**

Designed to meet unprecedented environmental ambitions for such a facility, the project has been a model in environmental and social terms right from the start. An architectural and technical feat, this remarkable structure features:

- The use of low-carbon concrete created on site (on-site concrete batching plant to limit the number of concrete mixer rotations)
- The recycling of 95% of the construction site waste
- 110,000 hours of social integration thanks to the construction site

The Olympic Aquatic Center / Adidas Arena facilities are part of two urban development projects and have been designed to be modular.

After the Games, they will be able to host sporting and cultural events that will generate economic and tourism spin-offs.

→ **The 2024 Olympics, a booster for new mobility**

The Olympic Games are an event during which the eyes of the world are focused on a particular city or region for several weeks. These events are often the occasion for innovative demonstrations.

For the 2024 Olympics in Paris, one such demonstration will come from **Volocopter's** electric flying cab lines that will run shuttles between airports and sports venues.

Volocopter will be able to operate the **VoloCity**, which is propelled by eighteen small "low-noise" electric motors, has a range of 21 km and can carry just one passenger in addition to the pilot.

There should be between three and five flights a day on three routes:

- between the Issy-les-Moulineaux heliport and the Paris-Austerlitz "vertiport", which is installed on a temporary barge on the Seine,
- between Issy-les-Moulineaux and the Saint-Cyr-l'École aerodrome and
- between Le Bourget and Roissy-CDG airports.

These flights will be reserved for a happy few: politicians, local officials, air traffic controllers, journalists and sportsmen and women, who are invited by **Volocopter** and its partner Groupe ADP, the Paris airports operator.

Paris will thus be the first capital city in the world to implement this new urban air transportation system.

Discover the beautiful stories that are unfolding within our region

***The Olympic and Paralympic Games, a showcase for innovation: the example of ECOCEM Materials France (France/Ireland)**

ECOCEM is a Franco-Irish company specialized in the production of very low-carbon cement. Present in France since 2007 following a joint venture with Arcelor Mittal, the company has set up its worldwide R&D center in Champlan (Essonne). It has set up a circular economy circuit that allows for the production of a cement substitute from a steelmaking by-product that emits 8 times less greenhouse gases than traditional cement. This allows for the production of high-performance, low-carbon concrete.

This technology was used in the construction of the Athletes' Village for the 2024 Olympic and Paralympic Games, further contributing to the efforts to reduce the carbon footprint of the games set by the Paris 2024 team. The cement is also used in the composition of the block beams (wall elements) for the tunnels on the Grand Paris Express construction site. Finally, Ecocem is developing ACT technology, which will allow for the decarbonization of cement by 50% by 2030.

Choose Paris Region is the Paris Region's international attraction agency, which promotes the region's international standing and ensures that investors, visitors and talents from all over the world are welcomed and well served, while ensuring the region's sustainable, balanced development.

Press contact: chooseparisregion@oxygen-rp.com