



Mr. François Bitouzet
Managing Director
Viva Technology

Mr. Erkki Keldo
Minister of Economy and Industry
Suur-Ameerika tn 1, 10122 Tallinn
Estonia

Paris, 23 January 2025

Subject: Official invitation to attend Viva Technology – June 11-14, 2025

Dear Minister,

Since its debut in 2016, Viva Technology has become Europe's biggest startup and tech event. As a driving force for innovation, VivaTech accelerates innovation by connecting startups, tech leaders, major companies, and investors responding to our world's biggest challenges. VivaTech has grown into a unique crossroads where public officials, governments, companies, investors, and global media come together to shape the future.

In 2024, VivaTech welcomed more than 165,000 attendees from 174 countries, along with 3,500 exhibitors, 14,000 startups, and 180 globe-spanning companies such as LVMH, Audi, Google, Salesforce, AWS, and L'Oréal. The event featured 80 public entities and attracted 2,600 investors from around the world. Additionally, 450 prominent speakers – among them Elon Musk, Bernard Arnault, Christel Heydemann, and John Kerry – took the stage to explore key topics such as artificial intelligence, sustainability, and diversity in the tech sector.

In 2025, we will elevate the experience with the central theme: "New Frontiers of Innovation." From June 11 to 14 in Paris, this new edition will dive into rapidly transforming sectors, from Agri-Tech to aerospace, while showcasing innovations that deliver positive societal and environmental impact.

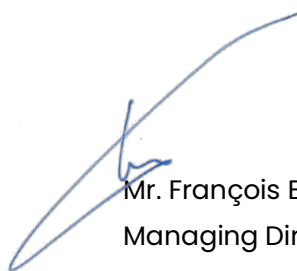
The public sector plays a crucial role in driving the economy forward and fostering innovations that serve both people and our planet. That's why VivaTech has proudly hosted key world leaders, including Mr. Emmanuel Macron, President of France; Ms. Margrethe Vestager, Executive Vice-President of the European Commission; Mr. Narendra Modi, Prime Minister of India; Mr. Justin Trudeau, Prime Minister of Canada; Mr. Paul Kagame, President of Rwanda; and Mr. Félix Tshisekedi, President of the Democratic Republic of Congo.

Your country, with its vibrant tech ecosystem, has a unique opportunity to shine among the 50 international pavilions featured this year. VivaTech offers the perfect platform to showcase your startups, attract investments, and demonstrate your leadership in technology and innovation.

The 2025 edition of VivaTech is already set to be a resounding success, and we would be deeply honored to see your country represented among the International Pavilions, showcasing the energy and excellence of your tech ecosystem.

We would be delighted to personally welcome you and your official delegation to represent your initiatives and share your successes at this must-attend event.

Thank you in advance for the attention you will give to this letter.



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