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Korea to Participate as the ‘Country of the Year’ in VivaTech 2023, Europe’s Biggest Start-up Event

- Korea will be participating as the ‘Country of the Year’ among top partnerships and promoting Korean start-ups at Viva Technology 2023, a start-up event to be held in France this June.
- This partnership was announced in an official press conference of Viva Technology 2023 in France, Minister of SMEs and Startups LEE Young responded with a video congratulatory speech

The Ministry of SMEs and Startups (Minister LEE Young) announced that Korea has entered into a partnership as the ‘Country of the Year’ with Viva Technology 2023, the biggest start-up event in Europe. This partnership is entered into with only one country in the world.

* (June 14-17, 2023, Paris) The biggest start-up and tech event in Europe

The partnership was officially announced by the organiser at the Viva Technology press conference in Paris.

* March 21 (Tuesday), 2023, 10 a.m. (local time) / Announced by Maurice Levy (Co-Chairman of VivaTech) in Paris, France

Held since 2016, Viva Technology is the largest start-up event in Europe. This year, the event is specially operated in a hybrid online-offline format with various programmes. Start-ups will have the opportunity to participate with offline booth exhibitions, conferences, and pitching opportunities, as well as online promotion opportunities (e-booth).

The ‘Country of the Year’ partnership signed by VivaTech and Korea is a top-level partnership established in 2022. ‘Country of the Year’ Korea, along with participating Korean start-ups will be given the opportunity to take part in exhibitions, give the keynote speech, and participate in major programmes, as well as pitching and active media promotion opportunities.

In particular, Korea’s ‘K-Startup Integration Pavilion,’ together with Viva Technology’s founding partners,* will be installed at the center of the main hall.

* BNP Paribas, Google, La Poste, LVMH, Orange, etc.

About 30 Korean start-ups and SMEs will participate in Viva Technology 2023, and the ‘Country of the Year’ partnership will give Korean start-ups and SMEs seeking to enter the European market more opportunities for business promotion, programme participation, investor meetings, and networking.

Minister LEE Young gave a congratulatory speech, responding to the announcement of the partnership at the official Viva Technology press conference in France.

In her congratulatory remarks, the Minister discussed the start-up ecosystem of ‘Seoul, which ranks 10th among 280 cities in the world in terms of start-up ecosystems, as well as the Republic of Korea, which ranks 10th in terms of unicorn companies in the world.’ LEE also described the Korean government’s policies that actively foster Korean start-up growth in the global market.

The Minister also requested to “look forward to the Korean start-ups and SMEs that are participating in Viva Technology 2023. These organisations demonstrate high technological competitiveness and significant growth potential.”

LEE added, “We hope that these opportunities will enhance the status of K-startups, as we have similarly seen in the rise of K-pop and K-dramas.”