

Record-Breaking 60 Companies to Exhibit in Japan Pavilion at VIVA TECHNOLOGY 2024

1. This marks the first time Japan has been selected to exhibit as Country of the Year at Viva Technology and makes it only the third country in history to receive the honor – Japan follows in the footsteps of India and Korea.
2. 60 companies will exhibit, the largest ever number JETRO has supported at a startup conference, in a location very conveniently located to appeal to visitors.
3. This is an opportunity to draw attention to Japan's own ecosystem by having participating companies speak at sessions where key players in other country's ecosystems are gathered, by planning and/or participating in side-events, and by enjoying high-level exposure via online websites.

JETRO will open the Japan Pavilion at VIVA TECHNOLOGY 2024, one of the world's biggest startup and tech events, during 22-25 May in Paris, where [Japan will be honored as Country of the Year](#). It has been ten years since the French government launched its "French Tech" initiative to promote startup companies in France. During this time, open innovation with the involvement of private companies was encouraged, which has resulted in a sharp increase of the number of "unicorn companies".

VIVA TECHNOLOGY is a symbol of this, and as a pioneer of innovation that has dominated the automotive, electronics, gaming, and other fields in the past, and as a country that faces many social issues common to all humankind, Japan has a great opportunity to demonstrate to the world its ability to create new business models and deep-tech technologies that will help solve these problems. This is an excellent opportunity for Japan to demonstrate to the world its technological capabilities in deep tech and its ability to create new business models that can contribute to solving these problems. Furthermore, through business negotiations and exchanges with companies from around the world, new business opportunities can be created which will encourage the further development of Japan's ecosystem.



The 60 Companies to Exhibit at the Japan Pavilion have been Decided

As a result of JETRO's collaboration with the Tokyo Metropolitan Government, the number of Japanese companies to exhibit at VIVA TECHNOLOGY this year has increased and is now sitting at an all-time high! In addition to the numerous startups, large companies working in open innovation have agreed to come onboard, ensuring maximum international promotion of Japan's startup ecosystem.

Company list : https://www.jetro.go.jp/newsletter/ivd/2024/Viva_companylist_ENG.pdf

► **Event Information**

Event Name: VIVA TECHNOLOGY 2024

Location: Paris, France

Duration: May 22nd (Wed.) – May 25th (Sat.)

► **What is VIVA TECHNOLOGY 2024?**

VIVA TECHNOLOGY is a world-class event which brings large domestic and international companies (such as Google and the LVMH Group) together with startups from various countries and key industry figures in innovation, all held with the support of the French government and the President of France himself, who takes to the stage every year. Leading companies in technological innovation, startups, investors, and people interested in digital transformation gather to consolidate and share their knowledge, as well as to explore potential avenues for the future. The exhibition showcases the latest advances in a wide range of fields including AI, robotics, blockchain technology, and sustainability.

Official Website: [VIVA TECHNOLOGY 2024 公式サイト](#)

► **How is JETRO involved?**

JETRO provides support to Japanese startups exhibiting at overseas conferences, such as VIVA TECHNOLOGY 2024. Please refer to JETRO's website below for this year's exhibition schedule.

JETRO Official Website:

- [Events JETRO Supports by Year \(in Japanese\)](#)
- [Support for Japanese Startups Overseas \(in Japanese\)](#)

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