

June 9, 2022

Press Release

At the Viva Technology 2022 trade show, Choose Paris Region has announced that several innovative companies have recently set up operations in Paris Region, thereby confirming the attractiveness of its tech ecosystem.

As the leading region in Europe in terms of R&D spending, the number of researchers and high-tech patents, Paris Region offers one of the most dynamic innovation ecosystems in the world.

Viva Technology provides an opportunity for Paris Region to showcase the specific nature of this ecosystem, which is characterized by a concentration of major technology startups, major industrial groups and world-class public and private research centers. The region has eight competitive clusters that illustrate the power and multidisciplinary nature of the innovation in Paris Region, with a strong social and environmental responsibility dimension, in sectors such as artificial intelligence, biotechnology, telecommunications, nanotechnology, augmented/virtual reality, 3D animation and quantum mechanics.

But Viva Technology is also and above all an opportunity for the Region to present the assets that allow it to envision the Paris Region of tomorrow: a greener region, with a better quality of life. With 40% of French green patents have been filed by stakeholders located in Paris Region, the Paris Region ecosystem is dynamic and innovative, and also sustainable. Many companies that specialize in urban agriculture, air quality, recycling or intelligent energy are now choosing Paris Region as their location and are establishing themselves as key stakeholders in economic development.

In addition, Paris Region remains the leading region in continental Europe for the startup ecosystem. With several startups worth more than €1 billion, and 98% of French unicorns headquartered in the Region, the maturity of this ecosystem is an additional factor of attractiveness and an illustration of the very favorable conditions offered by the Region to innovative companies that wish to develop their technological projects.

These conditions include the availability of talent, which is supported by an internationally recognized academic system, as well as the massive investments made by the Region and local authorities to provide very high-speed networks throughout Paris Region, thus enabling all economic and research stakeholders to implement new ways of working that combine efficiency and a better quality of life.

" With its open and cosmopolitan environment, Paris Region attracts talent from all over the world thanks to one of the world's most dynamic innovation ecosystems, which combines a concentration of major corporations, SMEs, startups, academics and researchers. Our potential for innovation will allow us to build the world of tomorrow; it continues to attract many startups, which are seduced by the diversity of Paris Region. Paris Region, the European capital of R&D, is proud to present its strengths at this 2022 edition of Vivatech!"

Alexandra Dublanche, Vice-President of Paris Region in charge of Recovery, Attractiveness, Economic Development and Innovation and President of Choose Paris Region

Vivatech, Europe's leading tech show, with which we have been proud to work for several years to promote the attractiveness of Paris Region, was also an opportunity for Choose Paris Region to carry out a strong promotion and prospecting campaign abroad aimed at companies in strategic sectors, particularly those that will help make the Region even more innovative, sustainable and inclusive.

Thanks to this initiative and our partnership with Vivatech, over 250 international innovative companies will participate in the show. These companies come from Europe (60%) and North America (20%), with Asia and Africa accounting for the remaining 20%, making a total of 42 different countries.

Finally, the prospect of the Olympic and Paralympic Games in 2024 is already an opportunity for the Paris Region tech ecosystem to attract new companies. Viva Technology is an opportunity for them to highlight the reasons that led them to join us:

Volocopter

Volocopter is pioneering new solutions for urban air mobility for cities around the world, including for Paris. Together with the Choose Paris Region, Groupe ADP, and RATP Group, the company is gathering the stakeholders and resources to launch a new shared mobility service with electric vertical take-off and landing vehicles (eVTOLs). These 100% electric passenger vehicles, VoloCity & VoloConnect, and delivery drones, the VoloDrone, are poised to bring mobility into the third dimension for the Paris Region by offering point-to-point connections between vertiports, or VoloPorts, in an around the city. A Commercial Lead for France has already been hired by the German-based company with the goal to build a team in Paris for commercial service launch in time for the 2024 Olympic Games. Volocopter's VoloCity air taxi model will also be on display at VivaTech from 15-16 June, and Volocopter's CCO and Jean-Christophe Drai, Commercial Lead France Volocopter will be on Choose Paris Region's panel discussion on 14 June.

*"Paris has offered Volocopter the unique opportunity to soon launch our services on the global stage for the 2024 Olympic Games," says **Christian Bauer, Volocopter Chief Commercial Officer and Interim Chief Financial Officer**. "With the right combination of innovation, stakeholder support, and a soon to come Paris team, Volocopter is excited to provide fully electric and silent passenger, cargo, and emergency services to the inhabitants and tourists of the Paris region."*

SoSafe

SoSafe, a German startup, helps companies develop a culture of cybersecurity and mitigate risk through its RGPD-compliant awareness programs. SoSafe has become the European leader in safety training and awareness.

*"We have seen a tremendous interest in our security awareness and human risk management platform within the French market. This has led us to open a local office to better serve our French customers. We chose Paris as an excellent starting point for our development. Moreover, in terms of economic potential and talent recruitment, the Paris ecosystem remains second to none in France," said **Niklas Hellemann, CEO of SoSafe**.*

Cortexia

Cortexia's solution adds a new dimension to urban cleanliness management: by providing a real-time cleanliness measurement, the cleaning services can manage their resources according to real needs and objective indicators. Our automatic measurement system consists of a camera and a computing unit installed on the city's vehicles (AI, deep learning). Cleaning departments optimize cleaning frequency and routes to deploy sweepers when needed. Our customers achieve a cleaner city while saving about 20% in CO2 emissions and machine hours.

*"We choose Paris to be close to our first customers, among them Grand Paris Seine Ouest and Rueil Malmaison who are leading the way but also because of the great eco system in the deep tech and in the cleanliness service industry (The headquarters of the main companies like VEOLIA, SUEZ or PAPREC are located in Paris region). Thanks to Choose Paris Region we met lot of large companies to team up with and especially RATP with whom we have a very promising collaboration.", **Laurent Dalibon Directeur France, Cortexia**.*

Altada Technology Solutions

Founded in 2017, Altada Technology Solutions (“Altada”) is a global provider of artificial intelligence (AI) solutions that supercharge data-driven decision making in the financial services, travel/security and healthcare sectors.

The company’s Data Intelligence Platform integrates the first AI engine that leverages optical character recognition (OCR) and natural language processing (NLP) to analyze large volumes of structured and unstructured data, enabling users to not only make sense of their information but to also gain meaningful market insights that drive competitive advantage.

Altada is headquartered in Cork, Ireland, with offices in six countries across the globe, including offices in London, New York and San Francisco.

“The Paris Region has a huge potential for Altada as we aim to bring our AI solutions to customers across the globe. The regions’ keen focus on innovation and technology makes it a strategic choice for expanding into the European market and beyond. Altada’s investment in the Paris Region would unlock extensive opportunities for the company, and we are excited to explore opportunities to become part of such a diverse economic landscape. I know that we would be enthusiastically received by French customers and the larger tech community across the Paris Region.”, Allan F. Beechinor, CEO and Co-founder, Altada Technology Solutions.

Retail Robotics Solutions

Retail Robotics Solutions, French-Estonian startup presents FoodTech solutions for cafeteria and restaurants at Viva Technology in Paris (15-18 June 2022).

Estonian ‘Retail Robotics Solutions’ (RRS; resident of Tehnopol Startup Incubator) has based production in France and launched a subsidiary ‘RRS – Production & Export’. RRS companies are focused on Deep-Tech and Machine Learning-based solutions for catering and retail.

RRS flagship product is Robotic Cashier that is self-service terminal crucially improving the Clients Survey at any self-service restaurant or cafeteria. It is an integrated hardware and software suite built around a neural network-based dish recognition module and payment modules for bank card, RFID card, fingerprint or facial recognition payment.

Robotic Cashier has successfully passed pilot application in well-known European operators of public catering. Each Robotic Cashier allows self-service restaurants or cafeteria to save up to 2’000 euro per month. RRS is aimed on Global Contract Catering Market that accedes €255B and forecasted as much as €326B in 2026 (www.researchandmarkets.com).

“Thanks to support of Choose Paris Region, Viva Technology is our first public event outside Estonia. Our neural network allows to distinguish meals with exceptional accuracy within 1 second. RRS equipment is easy-to-be-integrated with POS systems, bank terminals and loyalty programs. We fight queues and it’s of special importance for our clients at lunch time. I’d like to emphasize that we not only crucially improve level of service and save pretty good budget, but we control the quality of each dish and collect statistics as well. We provide a real breakthrough for future market leaders. Our task is to make our equipment obligatory for public catering who cares about quality of both service and food”, Dmitry RODIN, CEO of RRS.

RRS Robot Cashier is presented at Viva Technology. Demo mode is available on demand.

Biolabs

The American company BioLabs develops and manages a network of innovation communities designed for Life Sciences startups. It offers coworking spaces that combine offices, fully equipped labs and technical support. Experts, industrial partners and investors are gathered around the residents.

“For its first location in Europe, BioLabs has chosen Paris Region for its dynamic Lifescience ecosystem and the excellence of its universities, research centers and hospitals. This ecosystem has resulted in the emergence of many high-quality startups. BioLabs will be a decisive factor in accelerating their development.”, Johanna Michielin, Head of BioLabs France.

Clinova

Clinova is a UK-based consumer digital healthcare company focused on wellness, nutrition and the prevention of health problems. Over the last decade, Clinova's brands – which include O.R.S Hydration Tablets – have delivered highly effective healthcare solutions. Clinova's latest product is the complete health search engine, Caidr, which puts great healthcare in its users' hands by providing medical content, trusted products and instant delivery.

As technology becomes more central in all our lives, we are leading the way in harnessing digital opportunities to improve consumer health by adding artificial intelligence and predictive health management features to the Caidr platform.

“We believe that Paris, being a global city at the centre of Europe with a strong start-up and e-health pedigree and a deep pool of high-quality talent, is the perfect location from which to launch Clinova's European operations. As well as the opportunity to tap into that high-quality talent pool, Paris provides a great platform to leverage and cross-pollinate ideas with other like-minded companies – an ideal base for our European offices that would manage our EU activities. We are confident and excited about this new phase of Clinova's expansion in France.”, Charles Ebubedike, CEO

The Choose Paris Region Program at Viva Technology 2022:

June 14 at Sciences Po Paris:

- Event between innovation managers from major groups in Paris Region and international startups: "Techmeeting: Best of DeepTech"
 - Expert panel "How will the Metaverse impact our business tomorrow?"
 - Gil Doukhan, Partner IRIS Capital,
 - Thierry Gruszka, Head of Cisco Innovation Lab France.
 - Around a hundred pre-organized events
- Conference *“Scaling Up Your Business: Get Key Advice From Digital Champions”* for international companies
 - Gilles Babinet, National DigitalTechnology & Digital Entrepreneur Council
 - Birgitta Finnander, Head of R&D Center France, Ericsson
 - Jean-Christophe Draï, Commercial Lead France, Volocopter
 - This conference is part of the official VivaTech side-events program

An emblematic Parisian educational institution, full of history and resolutely focused on the future, Sciences Po. will host this event that highlights its international focus.

June 15-18 at VivaTech:

- Explore Tours: discover the region's innovation ecosystems in the e-commerce, AI R&D, energy, mobility and deepTech sectors. These Explorer Tours are invitation-only and are reserved for international companies that are particularly innovative and interested in the Region
- One-to-one meetings between Choose Paris Region experts and international investors
- Welcoming of foreign delegations

June 15 at VivaTech:

- 11 a.m. Inauguration of the Greater Paris Metropolis stand (Hall 1 - Stand D-21)
- International "Tech along the Seine River" evening upon invitation, organized by Choose Paris Region in partnership with Paris Region, Business France, the AFNUM, the MEDEF and the Greater Paris Metropolis. Evening included in the official VivaTech side-events program

June 16:

- 10.30am - 11am, Paris Region stand: roundtable “*Unlock your business potential in Paris Region / Benefit from a thriving ecosystem and tailored expansion services*”
 - Paris Region's support programs
 - Key elements for innovation development and talent recruitment
 - Tips and best practices
 - Presentation of Paris-Saclay and its ecosystem

17 June:

- Explorer Tour in Paris Saclay: meeting with key stakeholders in the energy, smart city, mobility, AI & R&D, EdTech, e-commerce and retail Tech sectors.

We can arrange an interview with a Choose Paris Region spokesperson and the companies mentioned in this press release.

About Choose Paris Region

Choose Paris Region is the international and cinematographic promotion agency of Paris Region. The agency works in partnership with representatives of the Paris region across the board to develop the region's offer, ensure promotion, and provide customized service to international companies and professionals in the image sector.

Choose Paris Region is a catalyst for business and innovation that supports international companies in their development in Paris Region. The Agency combines market expertise with a strong local network to help over 1,200 international companies each year. The agency helps to develop technological and business partnerships and establish their growth strategy in Paris Region, for both newcomers and existing businesses.

The agency's Film Paris Region team assists French and international professionals in the film and audiovisual industry with projects in Paris Region. As such, the agency is involved in the animation of the Paris Region ecosystem, the listing of the Paris Region offer, the international promotion of the sector, and the support of over 250 film and audiovisual productions every year.

With 90 employees in Europe, the United States and China, Choose Paris Region is helping to make Paris Region one of the world's leading regions in terms of economic activity, innovation and film and audiovisual production.

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