Beat: Technology

ITVW OF JULIE RANDY YOUNG & DYNAMIC CO DIRECTOR VIVATECH PROUD OF ITS SUCCESS

OVER 100 000 VISTORS

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USPA NEWS - The young and dynamic Julie Ranty, co-director of Vivatech explains to us, the time of a short interview, so much it is is very much sought after by the media, i.e the radios and TV, the few main lines and reasons of the success of this world exhibition become essential of the world Tech and start-ups, held at Porte de Versailles, from 16 to 18 May 2019.
Julie Ranty, 30, a graduate of HEC, one of the most prestigious business school in France, was at the origin of Echos Start, in the daily newspaper Les Echos, leading economic newspaper in France, as well as a good part of her career up at Canal Plus (French TV) in Strategy and Marketing.
Mrs. Ranty, is one of the rare exceptions, which confirms the rule: Young, woman and co-directs the Salon Vivatech alongside Maxime Baeffert, Managing Director, holds this role of high responsibility with brilliance after having crossed the stages of the exponential progression career, at the mercy of the celebrities of the digital world. She explains that she is "optimistic about the use of the Vivatech show, given the crossing of the bar of 100,000 visitors ...

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JULIE RANTY DIRECTOR OF VIVATECH IS PROUD OF HIT OVER 100,000 VISITORS & 19 COUNTRIES FLAGSHIPS----------
"We have surpassed 100,000 visitors, very international, the first figures, are optimistic, it starts very amazingly. The hit record is very impressive and started very strongly, with Rometty Justin Trudeau, the Canadian PM who hosted the opening, followed by the presence of the President of the republics Emmanuel Macron and African Heads of State, such as the President of Senegal Macky Sall came in force with a delegation of about thirty Start upper, as well as Globals Leaders like Ginni Rometty, the CEO of IBM, Jimmy Wales CEO of Wikipedia, Mickey Mikitani CEO of Rakuten, Stephane Richard CEO of Orange, Borgje Ekholm CEO of Ericsson, without count the legendary tycoon of the web, President of Alibaba, Jack Ma, in conversation with Maurice Levy, former CEO of Publicis. Other prestigious Global Leader celebrities, like Garry Kasparov, on behalf of Avaast, and Usain Bolt, introducing electric scooters.Julie Ranty explains her enthusiasm, faced with the widening of the participation more and more international, with "The target countries of the 21 pavilions who come to present their start ups and their beautiful high tech is a sign of success and interest growing, and exchange, knowing that last year a hundred countries from all continents were represented, because they trusted us " Regarding the emergence of European giants, Julie Ranty, welcomes "the emergence of small start ups, Europe, has the dynamic and innovative."

ACCELERATORS PERMIT TO PASS THE SENSITIVE PASSAGE OR START UP LEFT THE INCUBATOR EXPLAINS JULIE RANTY----------
To the question of difficulty due to the fateful step of going to the next level, when a start up leaves the incubator before living on its own? Julie Ranty replies: "The round tables are the gateway for start ups, to raise funds and gain support to grow. This step is crucial for them to grow quickly and surely, while raising tickets from 20k to 30 €M and BPI (The French Public Bank of Investment) has proven to accompany very well, the Starts ups of middle age and the second challenge is to seek talent, and how to retain that talent,

and especially, international talent, and retain that talent, for as longer as possible“¦.acknowledges Julie Ranty, in her expert opinion.----------
The Ability of Vivatech to accompany thanks to the accelerator of start up gives a direct access to their customers, via the strategic points of events, reaching out strategies and leverage key places.----------
Added Julie Ranty, when it comes to start ups, and SME´s which reached an average age and almost ready to deploy their wings to evolve in the global market“¦. As far as the accelerators are concerned, it is the best place for a start up to be under the spotlight for the investors ready to pick them up, right away for making the last secret towards reaping up the path to the cashflows and seeking maturity“¦----------
Furthermore, investors are more and more present, as we received more than 20 000 investors who came at Vivatech, because they are hunting these are beautiful nuggets, making them very attractive as they are the best of the shoots. This is frankly, what has retain them here, they eventually aimed to invest in women´s entrepreneurship, where we are proud to have convinced them, in that way also with a air wish to balance to gender equity, in the Tech ecosystem that has been historically more masculin few years ago“¦yet times are changing, in a very slow pace, because women are only representing 10% of women's investments, and we are committed to get them onto a positive swing. » Julie Ranty highlighted. When it comes to regulation in France, Julie Ranty, emphasies on the recent announcement made by the French President Macron : « : the average size, it needs a certain stability in the fiscal side, the permanent changes for taxation, since the arrival of Macron, Axel, American participant, atomic, are ready to invest in Europe.

DIGITAL INNOVATION MUST BE AT THE SERVICE OF THE HUMAN BEING EXPLAINED JULIE RANTY
As far as Innovation is concerned, Artificial investments are very heavy, especially with regard to cyber-security and augmented reality. It is noted that these sectors require a lot of research, and then the implementation and the concrete application of the solutions, are expensive. Julie Ranty explains. The latest innovation that is more and more trend is the augmented reality that until now was confined to entertainment is now improved for all that concerns the equipment in the industrial field, and this allows among other things the training of remote teams and allows ansi to accompany the technicians, the assemblies, as it was the case with Oracle and Yamaha for example who make demonstrations, on prestigious stands at Vivatech "exclaims Julie Ranty.
The booths are also multiplying for Artificial Intelligence, which have had a lot of success other curious and connoisseurs, because it allows the involvement of new solutions, and can be done on editing, with incredible speed of deployment . Julie Ranty explains.----------
The new ethical approach of our Salon Vivatech is that we have added a disability focus, so that applications, innovations and other digital techniques that are at the service of Handicap, have a great visibility to Vivatech. This comes from the belief that the tech for tech is not as interesting as if the technology is at the service of the societal and the human, as being a vector of inclusion and improvement for a better health like for example , the exoskeleton of the Twiice sciotte, demonstrated at Vivatech, which has attracted many visitors and has attracted many visitors, thanks to the prowess of this technological jewel which restores hope to paralysis towards the path of the march; It's really very impressive! Julie Ranty concludes this candid interview with a humanist and philosophical note on the digital in the service of the human and not the opposite, like motto of Vivatech.

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