

Beat: Miscellaneous

## **MAURICE LEVY, WHO INTERVIEWED ELON MUSK IN VIVATECH THRILLED WITH HUGE SUCCESS**

**OVER 150,000 VISITORS IN 5 DAYS**

Paris, Washington DC, 18.06.2023, 22:41 Time

**USPA NEWS** - The 7th edition of the European largest Tech Fair, VivaTech was marked this year 2023, by an absolute record of visitors, 150,000 visitors in four days, from June 14 to 17, 2023. in particular by the visit of the President of the Republic Emmanuel Macron , who spent an hour on Stage One at VivaTech with a panel of startups. President Macron asked for a challenging competition versus VIVATECH/C.E.S. Yet, the real scoop is the exceptional presence of Elon Musk, who gives very rare interviews and was interviewed by Maurice Levy, co-founder of VIVATECH. We had the chance to interview exclusively Mr Levy, the so called "great lord of TECH, of Advertising". Apart from the charisma of this former CEO of Publicis Group, having directed the Women's Forum, and recently launched YOURART, a new platform accessible to all artists, online. The benevolence of this great gentleman allowed us to have a candid conversation, in the VIVATECH lounge, on the last day of the B-to-B meetings, which we publish.

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**VISIONNARY COFOUNDER M. LEVY, IS FULLY SATISFIED WITH SUCCESFUL VIVATECH FAIR & HAVING BRINGING ELON MUSK**

On the other hand, this year artificial intelligence was at the heart of the themes discussed on the stages of VivaTech, which has now become THE unmissable, the annual meeting devoted to technological innovation and start-ups created in 2016. he 2023 edition was marked by the arrival of Elon Musk, the boss of Tesla, SpaceX and Twitter, who rarely gives interviews. Maurice Levy did it and he tells us about it, during this candid conversation at VIVATECH Lounge, a stone's throw from the Dome where he interviewed Elon Musk, in front of four thousand guests. Here is the content of this exchange, with our correspondent from the United States Press Agency.

**USPA QUESTION:** Often the media compare VIVATECH with C.E.S, when it is not very comparable. What's your opinion ?

**ANSWER MAURICE LEVY:** It has nothing to do, C.E.S is a show like for the automobile, or all the major producers of innovation, like Samsung, etc., it's essentially that. at C.E.S, we are in Tech, Cold, machines. Here at Vivatech we are in the passion, the show, the human, and the creativity and the innovation. These elements are in the spotlight, so that start-ups work with large companies, that they meet investors, that innovations are brought to everyone's attention and that everything is shown and discussed. that. At the C.E.S, there are not the conferences that we have here, nor the presence of the general public and at the C.E.S there is not a big conference like the one here with Elon Musk. At the C.E.S, there are very good things, and it is very good that they exist and I have a lot of respect for what they have accomplished, but that has nothing to do with what we have wanted to do at Vivatech, which is the place of innovation, intelligence and passion.

**USPA QUESTION:** Can we say that it is a crossed specificity and the word VIVATECH, shares the word "living"?

**ANSWER MAURICE LEVY:** Absolutely, by the way the combination of "Viva" and "Tech" means Life, enthusiasm, celebration and Technology.

USPA QUESTION: You managed to bring Elon Musk to Vivatech and interview him on stage yesterday in front of 4,000 spectators present at the Dome. Knowing that even in the USA, it is rare and difficult to interview Elon Musk, what is your secret? At this uncanny moment of the interview,, Maurice Levy, look up and raise his hands towards the sky, as if he was meaning that it was a gift from heavens, for being able to succeed in each steps of his VIVATECH, 7th edition, that not only broke the records with 150 000 visitors, surpassing, C.E.S, Vegas, and managing to interview Elon Musk, the American billionaire, owner of Twitter. He drops a private joke (The secret is Maurice Levy) before answering seriously to the question of our USPA reporter, RSR, by a down to earth reply.

ANSWER MAURICE LEVY : No, I don't think am transforming everything i touch into gold !...

**Article online:**

<https://www.uspa24.com/bericht-22981/maurice-levy-who-interviewed-elon-musk-in-vivatech-thrilled-with-huge-success.html>

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