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PRESS RELEASE

VivaTech 2025: Artificial intelligence, the driving force behind Paris Region's international attractiveness

Artificial intelligence (AI), the central theme of the 2025 Viva Technology fair, perfectly illustrates the innovation dynamic that drives Paris Region and boosts its attractiveness across the world.

With **500 start-ups specializing in AI**, the presence of world leaders such as **Meta AI, Google, DeepMind and OpenAI**, and an ecosystem enriched with **more than 150 public and private research laboratories**, Paris Region confirms its position as the European AI capital and a key location for foreign businesses and investors.

As such, Paris Region's technology firms attracted some **€3.8 billion of foreign investment** in 2024. For Viva Technology 2025, the **Choose Paris Region** international attraction agency looks set to continue enhancing the Region's standing as it plays host to **80 innovative foreign companies** and **13 international delegations**, for an immersive experience at the very heart of local AI technology.

Through the voices of its President, Valérie Pécresse, and its Vice President, Alexandra Dublanche, who is in charge of Recovery, Attractiveness, Economic Development and Innovation, and President of Choose Paris Region, the Paris Region council will also take this opportunity to unveil new strategic initiatives relating to artificial intelligence. These initiatives will help boost the growth of AI in key sectors and at the same time encourage collaboration between the research and industry sectors while supporting foreign companies looking to establish themselves in Paris Region.

The 2025 event is to shine the spotlight on Canada, the country at the heart of this year's discussions. **Choose Paris Region**, the attraction agency that supports **more than 1,300 foreign investment projects** here each year, is to strengthen its economic and scientific partnerships with this strategic nation which is already among the Region's main investors.

This momentum is demonstrated in two examples: **Happy.ai**, a Canadian artificial intelligence company, is increasing its Parisian presence. Its innovative platform aims to allow marginalized entrepreneurs greater independence by facilitating access to funding.

Drawn by the dynamic Parisian ecosystem, the company finds this Region favorable to the roll-out of its technology and hence supports growth and employment here.



The iconic **Funartech**, another Canadian example, plays an active part in artificial intelligence research and development within the Paris-Saclay ecosystem. There, the company promotes a frugal approach based on a combination of automatic learning and operational research. It plans to create a top-level research laboratory with a team of experienced researchers, helping to optimize industrial processes in French companies with estimated gains of between 20 and 40 per cent.

Click [here](#) to view a video presentation of Choose Paris Region at VivaTech.

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Choose Paris Region is Paris Region's attraction agency, which promotes the region's international standing and ensures that investors, visitors, image producers and talents from all over the world are warmly welcomed and properly served, while ensuring the region's balanced and sustainable development.