

Beat: Technology

## **VENUS AND SERENA WILLIAMS WILL BE PARTICIPATING IN THE 8th EDITION OF VIVATECH**

**FROM 22 TO 25 MAY TOGETHER WITH STARTUP**

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**USPA NEWS** - VivaTech, the French Tech Fair, founded and chaired by Maurice Levy, Europe's largest Start up and Tech Event, is extremely pleased to announce the exceptional participation of Venus and Serena Williams on the VivaTech stage during the next edition, which will take place from 22 to 25 May at Paris Porte de Versailles. Their presence in Paris adds an exciting dimension to the event, especially in the context of the launch of Shares' campaign featuring Venus and Serena.

Seeing Serena and Venus Williams together on the same stage is a unique opportunity, and it's their involvement alongside startup Shares that brings them to speak at Europe's biggest startup and tech event.

Venus and Serena will be speaking in le Do?me de Paris on 24th May along with Benjamin Chemla, CEO of Shares, the investment platform empowering its users to make smarter investment decisions through innovative social features and a universe of thousands of US and EU stocks, ETFs and crypto.

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Renowned all-time sporting greats, the Williams Sisters have also extended their influence into the world of business and tech. Serena and Venus represent the values of collaboration

"We are extremely proud and honored to welcome the international stars that are Serena and Venus Williams to VivaTech. Their respective careers have thrilled sports fans around the world and we are delighted to share that same passion with new technology enthusiasts the year of the Olympics. We look forward to welcoming them and Benjamin Chemla, CEO of Shares, to present their new project to us" explains Maurice Le?vy, Co-president of VivaTech and Chairman of the Supervisory Board of Publicis Groupe.

Benjamin Chemla, Co-founder and CEO of Shares adds "We're humbled to be joined by The Williams Sisters at VivaTech to launch our campaign. As a French company, we're on a mission to empower as many people across the country to invest. To launch our campaign at VivaTech in Paris with two of the world's most iconic sporting stars is a dream come true for us and we can't wait to take to the stage together on May 24th."

### **ABOUT VIVA TECHNOLOGY**

VivaTech accelerates innovation by connecting startups, tech leaders, major companies and investors responding to our world's biggest challenges.

Each year, over four exciting days in Paris, VivaTech creates Europe's biggest technology and startup event, exploring the most disruptive topics intech with world-premiere demos, launches and conferences in a collaborative ecosystem. This is where business meets innovation. Join us for the eighth edition of VivaTech 22-25 May 2024.

For more information go to our website at <https://vivatechnology.com/media> and follow us on social media @VivaTech

## ABOUT SHARES

Shares is the investment platform empowering its users to invest smarter.

Shares offers thousands of US and EU stocks, ETFs and crypto and introduces a powerful social layer to the investing experience, allowing its users to follow fellow investors, see their investments and portfolios, and engage in investment conversations with the Shares community inside the app.

Users at all levels can invest together, sharing knowledge and insights to inspire long-term growth in their investments.

Built in France, Shares is the first investment app to be regulated by both the AMF and ACPR, has secured funding from top VCs and is backed by a \$40 million Series B funding round led by Valar Ventures. " Source: VIVATECH

### **Article online:**

<https://www.uspa24.com/bericht-24413/venus-and-serena-williams-will-be-participating-in-the-8th-edition-of-vivatech.html>

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