



Contact : ManpowerGroup BeLux

Marc Vandeleene +32 495 24 05 43

marc.vandeleene@manpowergroup.be



ManpowerGroup to unveil the latest HR trends and innovations at VivaTech 2023

VivaTech takes place from 14 to 17 June in Paris and will welcome more than 2,400 startups from 50 countries. In its Lab, ManpowerGroup will explore the intersection between people and technology, in the presence of the winners of its startup challenge.

14 June 2023 – At a time when the world of work is undergoing profound changes, from advances in Artificial Intelligence to emerging needs for green skills and the changing priorities of workers ManpowerGroup is set to return to Viva Technology (VivaTech) in Paris, from June 14-17, to unveil people-centric innovations that will transform the way work gets done for people and employers.

Throughout VivaTech, Europe's largest event dedicated to start-ups and technology – which brings together more than 2,400 start-ups and will welcome more than 100,000 visitors – ManpowerGroup will explore the intersection between Talent and Technology (Talent+Tech) in its experimental “The New Human Age” Lab , hosting the winners of its startup challenge set up to stimulate innovation in the HR sector.

These guest entrepreneurs will be showcasing cutting-edge HR advancements, encompassing ethical applications of AI, immersive recruitment experiences and technology tailored to enhance the employee experience. Additionally, ManpowerGroup will share more about MyPath®, its personalized upskilling program offered through Manpower, Experis Academy's metaverse experience to develop IT talent, and PowerSuite™ Next for Career Transitions, the new digital solution for transforming and enhancing the outplacement experience and offering people the best possible outcomes during their career transition from ManpowerGroup Talent Solutions.

"Technology has proven to be a powerful ally, augmenting rather than replacing human capabilities. Now, as we enter 'The New Human Age,' we have an opportunity and a responsibility to ensure even more people develop their skills and access meaningful and sustainable employment," said Jonas Prising, Chairman and CEO of ManpowerGroup. *"At this step-change moment we are delighted to be once again at VivaTech – showcasing innovation to bridge the skills gap and leading discussions to prepare people for the future of work."*

ManpowerGroup will play a central role throughout VivaTech in panels featuring Jonas Prising and other ManpowerGroup leaders and experts on key themes such as the impact of technology on skills and employment, artificial intelligence, workforce diversity and inclusion, innovation and sustainability.



www.vivatech.com

Key ManpowerGroup Events at VivaTech

- **Wednesday, June 14, 10:30 am - "A Man's World? How to Advance Women in Tech"**
A panel of experts, including Muriel Pénicaud, former Minister of Labor for France and current ManpowerGroup Board Member, BNP Paribas Head of Group Human Resources Sofia Merlo, and ManpowerGroup Chief Innovation Officer Tomas Chamorro-Premuzic, will address the underrepresentation of women in the field of technology and delves into the persistent challenges and barriers faced by women in the industry.
- **Wednesday, June 14, 12:50 pm - "[The New Human Age](#)"**
ManpowerGroup Chairman and CEO Jonas Prising, Bob Moritz, Global Chairman at PwC, IBM General Manager of EMEA Ana Paula De Jesus Assis, with moderator Karen Tso of CNBC, will discuss "The New Human Age" and the importance of human skills in an increasingly tech-centric world.
- **Thursday, June 15, 1:15 pm - "iHuman: Tech + Talent in The New Human Age"**
Tomas Chamorro-Premuzic talks about his latest book, "I, Human: AI, Automation, and the Quest to Reclaim What Makes Us Unique" and addresses the highly topical issue of AI, how it can improve the way we work and live, but also its potential abuses.
- **Friday, June 16, 12:20 pm - "[Talent with Values: What Do Workers Want?](#)"**
Beyond earning fair wages, today's workers aspire to contribute to society through their work. ManpowerGroup Chief Commercial Officer Becky Frankiewicz is joined by Maud Alvarez-Pereyre, Chief People & Transformation Officer at LVMH Group, Publicis Groupe Secretary General Anne-Gabrielle Heilbronner, and Joshua Graff, Managing Director of EMEA & LATAM at LinkedIn, with moderator Victoria Turk from Rest of World, for a conversation about what workers want and how their employers can empower them.
- **Friday, June 16, 2:15 pm - "Why Positive Leadership Starts with You?"**
Jean-Philippe Courtois, Executive Vice President National Transformation Partnerships, Microsoft and current ManpowerGroup Board Member, AXA France Head of Human Resources Amélie Watelet, Tomas Chamorro-Premuzic, moderated by ManpowerGroup's Ruth Harper, come together for a fireside chat on how leaders who focus on building trust, empathy and well-being can energize their teams to achieve success for individuals, their organization, and society overall.



ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing, and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower, Experis, and Talent Solutions – creates substantially more value for candidates and clients across 70 countries and territories and has done so for 75 years. We are recognized consistently for our diversity – as a best place to work for Women, Inclusion, Equality, and Disability, and in 2023 ManpowerGroup was named one of the World’s Most Ethical Companies for the 14th time. We also earned globally and in Belgium a Gold Medal by EcoVadis, the world’s most trusted business CSR and sustainability ratings. ManpowerGroup Belgium won the 2023 Belgian HR Excellence Awards ‘Best Staffing & Sourcing Company’ for the third consecutive year. All these recognitions confirm our position as the brand of choice for in-demand talent.

See how ManpowerGroup® is powering the future of work à www.manpowergroup.com

Ready for the new era The Human Age, where talent is the engine of the economy? Visit our ManpowerGroup Knowledge Center à www.manpowergroup.be

Press contact ManpowerGroup BeLux

Marc Vandeleene – marc.vandeleene@manpowergroup.be - M: +32 495 24 05 43

Avenue des Communautés 110, 1200 Brussels - www.manpowergroup.be