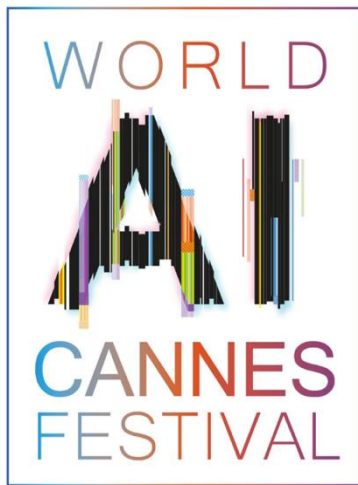


Press Information - Summary  
February 16, 2024

**World AI Cannes Festival – February 8, 9 & 10, 2024**  
Palais des Festivals & des Congrès de Cannes

**WAICF 2024 confirms its status as an essential meeting for international AI players**



World AI Cannes Festival, the leading international event dedicated exclusively to AI and its economic, human and societal challenges, celebrated its third edition from Thursday February 8 to Saturday February 10 at the Palais des Festivals et des Congrès in Cannes. The event, created at the initiative of the city of Cannes, the Alpes-Maritimes department, the EuropaIA Institute and organized by RX France, was a great success this year marked by an increase in participation with **more than 8,000 professional visitors** (i.e. + 36% vs. 2023 ) over the two dedicated days, and **more than 5,000 general public visitors** on Saturday.



**WAICF 2024 in figures**

- **70** countries represented
- **230** exhibitors & sponsors including industry leaders (IBM, DELL, ORACLE, INTEL, HP, NVIDIA, HUAWEI, INETUM, AMD, etc. )
- **126** startups present
- More than **300** expert speakers of their topics
- **250** technical sessions
- **5** thematic zone

## WAICF: a key driver for innovation and economic development in the AI sector



The main trends of 2024 for AI, whether they are the development of generative AI, foundation models, sustainability, open source, trusted AI, ethics, Cloud or even data security, punctuated and animated the major debates and exchanges of this 3rd<sup>edition</sup> of the Event, thus placing it at the heart of the major issues and problems of businesses and society.

Among the notable speakers and interventions this year, we can cite:

- Yann LE CUN, Vice-President and Chief AI Scientist, META AI,
- Adam CHEYER, Inventor, Entrepreneur and Pioneer in AI and computer human interfaces,
- Luc JULIA, Scientific Director, RENAULT,
- Antonio KRÜGER, Chief Executive Officer, German Research Center for Artificial Intelligence,
- Esma AIMEUR, Professor at the Department of Computer Science, University of Montréal,
- Pascale FUNG, Director Of CAIRE, HONG KONG UNIVERSITY OF SCIENCE & TECHNOLOGY (HKUST)
- Francesca ROSSI, IBM Fellow and AI Ethics Global Leader, IBM



This 3rd<sup>edition</sup> of the WAICF was also marked by the visit of **Marina Ferrari**, *Secretary of State in charge of digital* and the exclusive intervention of **Bruno Le Maire**, *Minister of the Economy, Finance and Industrial Sovereignty and digital*, which recalled the importance of innovation to make France, which already has considerable assets to become the nerve center of artificial intelligence, and advocates a single European data market.



The show also saw the notable presence of academic, institutional and associative ecosystems with, for example, the interventions of several academicians from the universities of Montreal, Stanford, Sorbonne, Hong Kong and Bocconi, two analysts from the European Commission as well as partnerships with ITU (United Nations), MEDEF, BPIFrance, NUMEUM and La French Tech.



## 5 Thematic Zones: reflections of the multiplicity of everyday applications of AI

This year again, WAICF offered 5 thematic zones rich in immersive experiences with a space dedicated to demonstrations of everyday innovations:

- **Art & AI** : visitors were able to discover how AI impacts and revolutionizes the world of culture and artistic creation today
- **Robotics & AI** : meeting many ambassadors of the future, the robots ; these new generation companions presented to the general public their progress, their intelligence, their agility and the possible interactions.
- **Gaming & AI** : with an experience that transcends reality in the future of Gaming; cutting-edge animations took visitors into a world where AI merges with gaming, virtual reality and augmented reality, creating an epic symphony of interactive adventures.

- **Beauty & AI** : demonstrations which illustrated the advances of AI in the field of beauty and health; a series of immersive and captivating animations to discover the revolutionary impact that AI can have on well-being;
- **Sports & AI** : analysis of players' movements and performances, injury prevention and new training methods... AI is at the service of the world of Sport.

### “Cannes Neurons Awards”: innovation at the heart of the WAICF

The “**Cannes Neurons Awards**” aim to highlight the most innovative, original and daring actors and projects to meet the challenges of tomorrow’s world. Divided into three categories, **Inclusive AI, Creative AI and Sustainable AI**, the finalists, selected by a jury of experts of 11 internationally renowned personalities, presented their projects during the “Battles” in turn in front of the public who then voted online to elect the big winners of the 2024 edition.

A **special Jury prize** was also handed over.

The 2024 winners are:

- **Inclusive AI** : [SoundX](#)
- **Creative AI** : [Audio Innova](#)
- **Sustainable AI** : [Latitudo 40](#)
- **Special Jury Prize**: [Warden Machinery](#)

*Opposite (from left to right): Andrea Montieri , Business developer of Latitudo 40; Daniela Garcia, General Director of SoundX ; Yannick Tranchier , Partner & Investor at Warden Machinery ; Anna Zuccante of Audio Innova, R&D Manager.*



### A general public day dedicated to discovery and curiosity

On **Saturday February 10** , the WAICF opened its doors to the general public. This day highlights the general public's interest in the major questions of AI. The objective? Arouse curiosities and allow them to explore the new societal perspectives offered by AI. Nearly 5,000 visitors came to discover innovations linked to AI through the **5 thematic zones** offered this year.





The general public day was also marked by the presence of **Jean-Michel JARRE, Author-Composer** at **AERO PRODUCTIONS** and his Keynote intervention on the theme of AI, an opportunity for the world of Culture and Music.

[Download the WAICF 2024 PRESS KIT](#)

**CLOSE YOUR CALENDARS!**

**[BIG DATA & AI PARIS 2024](#)**

See you on **October 15 and 16, 2024**, at **Paris Expo Porte de Versailles – Pavilion 3** for a new edition of Big Data & AI Paris which will take on a whole new scale for its 13th<sup>edition</sup>.

**[WAICF 2025](#)**

See you from **February 13 to 15, 2025**, at the **Palais des Festivals & Congrès in Cannes**.

**About the World AI Cannes Festival**

The World AI Cannes Festival brings together industry experts, professionals and the general public around exhibitions, workshops, happenings, conferences, networking and meetings of an international dimension. The rich and varied programming highlights the latest applications of AI in businesses and in everyday life. A unique opportunity for national and international institutions, associations, companies and startups from around the world to meet their audiences, promote their know-how and demonstrate their commitment to ethical and sustainable AI.

**About RX**

[RX](#) serves the development of businesses, communities and individuals. We combine the power of face-to-face events with data and digital products to help our clients understand markets, research products and transact with more than 400 events in 22 countries and 43 activity sectors.

[RX France](#) organizes face-to-face, digital or hybrid events, leaders in around fifteen different markets. Among the emblematic trade fairs of RX France and essential nationally and internationally, are MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, MIPCOM, MIPTV, Paris Photo, Maison&Objet\*, Big Data & AI Paris, World AI Cannes Festival and many more... Our events take place in France, Hong Kong, Italy and Mexico.

[RX](#)'s desire is to have a positive impact on society and to create an inclusive work environment for all our employees.

RX is part of RELX, a global leader in information and data-driven analysis and decision-making tools for professional customers.

[www.rxglobal.com](http://www.rxglobal.com)

\* organized by SAFI, subsidiary of RX France and Ateliers d'Art de France

**WAICF 2024 press contacts: Agency Profile**

Jennifer Loison – 01 56 26 72 12 – [jloison@agence-profile.com](mailto:jloison@agence-profile.com)  
Gwen Coupigny – 06 43 11 51 67 – [gcoupigny@agence-profile.com](mailto:gcoupigny@agence-profile.com)  
Shérazade El Houari - 01 56 26 72 03 – [selhouari@agence-profile.com](mailto:selhouari@agence-profile.com)