



PRESS RELEASE
Paris, June 15, 2026.

**11 BOOTHS AT VIVATECH, BHARAT INNOVATES 2026,
THE WMH AI TOUR AND NEW CLIENT WINS:
WMH PROJECT STRENGTHENS ITS POSITION AS A TRUSTED
PARTNER FOR THE TECH INDUSTRY.**

WMH Project is announcing one of the most significant seasons in its history within the technology sector, reinforcing a market position summed up in one statement: "Trusted by Tech." More than a tagline, it reflects an exceptional concentration of projects delivered across France and internationally, demonstrating the agency's deep understanding of the unique expectations, pace and challenges of technology companies.

VIVATECH 2026 : 11 BOOTHS ACROSS NEARLY 2,000 SQM

As VivaTech celebrates its 10th anniversary, WMH Project has designed and delivered the physical presence of **11 brands** across nearly **2,000 square metres** of exhibition space. Clients include **L'Oréal, Microsoft, Salesforce, Core42** and **La French Tech**. This remarkable portfolio positions the agency among the most sought-after partners within Europe's largest technology event.

BHARAT INNOVATES 2026: STRENGTHENING FRANCE-INDIA DEEPTech COOPERATION

This momentum extends internationally with **Bharat Innovates 2026**, a strategic summit dedicated to strengthening DeepTech cooperation between France and India. Announced by Indian Prime Minister **Narendra Modi**, the event will take place in Nice from **June 14-16** and bring together **120 Indian startups** representing **13 technology sectors**. WMH Project has been entrusted with the organisation of this landmark event, a strong endorsement that places the agency at the heart of international innovation and economic diplomacy initiatives.

A SYSTEMIC AND PRACTICAL APPROACH TO ARTIFICIAL INTELLIGENCE

WMH Project has adopted a comprehensive approach to artificial intelligence, viewing AI as a **cross-functional driver of transformation benefiting its business lines, teams and clients alike**.



This strategy combines the adoption of emerging AI practices, the development of proprietary **AI tools** designed to enhance efficiency, creativity and operational performance, and the **implementation of knowledge-sharing and AI literacy initiatives across the organisation.**

As part of this vision, the **WMH AI TOUR** serves as a travelling event series dedicated to exploring, demonstrating and contextualising the latest AI innovations for both employees and clients. More than a conference programme, it forms part of a broader strategy to embed artificial intelligence into the agency's culture, services and long-term capabilities.

LONG-TERM TRUST BUILT PROJECT BY PROJECT

Beyond these flagship initiatives, WMH Project continues to support a number of leading technology companies through long-term partnerships centred on business-critical events.

These enduring relationships reflect years of collaboration and a shared understanding of the standards, culture and strategic priorities that define the technology sector.

“TRUSTED BY TECH”: A MARKET REALITY

More than a signature, "**Trusted by Tech**" reflects the agency's trajectory. Over the years, WMH Project has learned to speak the language of technology companies (their pace, their culture and their business priorities) establishing itself as a trusted partner for their defining moments, from product launches and international summits to strategic executive communications.

« Trusted by Tech is first and foremost a recognition of the trust we've earned. Over the past several years, our focus has been on listening to technology leaders, understanding their challenges and ambitions, and delivering experiences that match the scale of their ambitions. This exceptional season reflects those long-standing relationships. It is now up to us to continue earning that trust every day. »

_ Mathieu COULON - Director, Spatial Design Division, WMH Project.



About WMH Project:

Founded in 1995 by Marc FISCHER and Franck CHAUD, WMH Project is one of Europe's leading agencies specialising in experiential and below-the-line communications. The Group employs 500 people across Paris, Lyon, Bordeaux, Marseille, Brussels and Los Angeles, generating annual revenues of €225 million. As a purpose-driven company, WMH Project supports corporate and institutional clients through five areas of expertise: Events, Incentive & Travel, Spatial Design, Image, and Influence. Each year, the Group delivers more than 2,000 communication projects across over 100 countries.

Learn more: <https://wmhproject.com/le-groupe/>



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