



Viparis joins the new eSport task force to propel Paris to a leadership position in the hosting of major eSport events

Paris, 9 June 2023

A task force for the hosting of major eSport events was launched on 16 May 2023, on the initiative of Paris City Hall and Paris je t'aime – Tourist Board, and in the presence of Pénélope Komitès, Deputy Mayor of Paris responsible for innovation, appeal, Paris 2023 foresight and resilience, and Karim Ziady, Special Adviser to Pierre Rabadan, whose responsibilities include sport and e-sport, with the support of other major Parisian organisations including Viparis.

Paris City Hall has commissioned Paris je t'aime – Tourist Board to coordinate the eSport task force that will support candidacies for these unmissable meetings, in particular by supporting all stakeholders involved: practical assistance to organisers, implementation of dedicated actions in addition to the venues themselves (special features, fan zones, etc.).

Viparis is working alongside other event management partners, Paris je t'aime and institutional bodies to create shared synergies that will deliver the benefits of all the assets available to promote this sector that is essential to both the tourist-focused and the economic appeal of Paris.

Creating these synergies will offer a genuine platform for these events in the city by mobilising the economic and non-profit fabric from the Paris region and nationwide, making Paris the leading destination in a fast-growing sector which in France boasts a community of nearly 10.8 million active players and consumers.

Nicolas Bianco, Business Development Manager– Sport & eSport & Gaming at Viparis, says: “The launch of this eSport task force is a powerful signal of an awakening to a sector that is enjoying growing momentum. This initiative illustrates the determination to bring together all key players to make Paris the indispensable destination at which to hold these fast-growing events. Viparis has been hosting e-sport competitions for several years, and this task force will help to reinforce the hosting of these events on Viparis sites.”

About Viparis

A joint-owned subsidiary of the Paris Île-de-France Chamber of Commerce and Industry and the Unibail-Rodamco-Westfield group, Viparis is the leading holder of congresses and exhibitions in Paris.

Operating 12 major event venues in the Paris region, Viparis strives every day to make its venues and service offering ever more efficient and flexible. Viparis has created the Guest Attitude dedicated to the well-being of its clients: a unique blend of prestigious venues and premium-quality services deployed for the benefit of its 11 million visitors (general public, professional visitors, spectators) and the 800 events hosted every year on its various sites (CNIT Forest, Espace Champerret, Espace Grande Arche, Hôtel Salomon de Rothschild, La Serre, Les Salles du Carrousel, Palais des Congrès d'Issy, Palais des Congrès de Paris, Paris Convention Centre, Paris Expo Porte de Versailles, Paris Le Bourget, Paris Nord Villepinte).

Viparis moreover encourages positive impact synergies between stakeholders in the event sector through French Event Booster, a unique sector-focused innovation platform of which it is one of the co-founders. Furthermore, as part of its CSR strategy entitled Better Events 2030, Viparis is deploying actions across all its sites in the aim of reducing its impact and offering venues and services for responsible and value-creating events.

For further information, visit [Viparis.com](https://viparis.com), or join us and follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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