

## Web Summit welcomes Pharrell Williams and Frank Cooper from Visa to talk Culture and Commerce



Lisbon – October 29, 2024

**Today, global technology event, Web Summit, announced that Pharrell Williams will join Opening Night in conversation with Frank Cooper III, Chief Marketing Officer of Visa, on Monday, November 11<sup>th</sup>. Web Summit will gather more than 70,000 attendees, a record breaking 3,000 startups, 1,000 investors and 2,000 global media in Lisbon, Portugal from Nov 11 - 14.**

The GRAMMY Award-winning, Academy Award®-nominated Musician and Filmmaker, Philanthropist and Louis Vuitton menswear Creative Director is among the speakers announced at the world's largest gathering of tech entrepreneurs, investors and cultural icons alongside Microsoft President Brad Smith, NBA legend Carmelo Anthony, Signal President Meredith Whittaker, Amnesty International Secretary General Agnès Callamard, University of Massachusetts Professor of Economics Emeritus William Lazonick, Peaky Blinders creator and producer Steven Knight and [many more...](#)

### Web Summit

Web Summit HQ, Tramway House, 32 Dartry Road  
Dartry, Dublin 6, Ireland, D06 XT86.

A brand advocate and star of Visa's brand film, "Prodigies", Pharrell and Frank will discuss how in the age of social media, creators play a crucial role in shaping culture, which is having a significant impact on commerce. They will explore the process of "making it," the integral role of technology, the importance of philanthropy, and how businesses and individuals can harness the power of the creator economy. They will also touch on Pharrell's remarkable journey, including how he's achieved extraordinary success across multiple industries and the small steps he's taken along the way. Pharrell most recently debuted his animated biopic from Focus Features, Piece By Piece, directed by Academy-award winning director Morgan Neville, which tells the story of his life through LEGO animation.

Other artists who will be discussing the intersection of creativity and technology include Peaky Blinders creator Steve Knight and music innovator Imogen Heap.

As well as speakers, Web Summit will gather a record breaking 3,000 startups, 1,000 of these women founded. They will join hundreds of partners who will be exhibiting on a now sold out show floor. Partners include Adobe, IBM, Alibaba, SAP, Meta, Dell, Visa, Qualcomm, KPMG, Boehringer Ingelheim, Niantic, Pitchbook, EDP, Samsung Next, American Express, Invest Qatar, Togg, Hubspot, El Corte Inglés, Intercom, JC Decaux, European Commission, and more.

The conference will also tackle how technology is addressing some of the world's most serious global issues like climate change, healthcare, and education. Co-founder and Chief Science Officer at Twelve - the carbon transformation company that recently raised \$645 million - Etosha Cave will discuss the company's mission of decarbonising the aviation industry, turning carbon into jet fuel, while Nicolaj Reffstrup, founder of Danish fashion brand Ganni and Dennis Nobelius, CEO at textile impact company Syre will discuss how the fashion industry can tackle its pollution problem. Markus Villig, CEO of Bolt - who earlier this year secured a €220m credit facility as it works towards being IPO-ready - will discuss the future of cars, and what it means for the environment and the consumer.

This Web Summit will host hundreds of community meetups in Lisbon powered by Summit Engine. It's part of Web Summit's renewed focus on creating meaningful communities through meetups based on shared backgrounds, interests, and goals, making events feel more intimate as the organisation scales globally.

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## **About Web Summit:**

Web Summit is a technology events company, bringing together a global community of founders, entrepreneurs, business leaders, and investors to connect and exchange ideas about the technology and trends shaping the world. Web Summit events – including Web Summit in Lisbon, Web Summit Rio in South America, Web Summit Vancouver in North America, Web Summit Qatar in the Middle East, and RISE in Asia – have gathered nearly one million people since Web Summit's beginnings as a 150-person conference in Dublin in 2009. Its newest event, Web Summit Vancouver, will launch in May 2025.

## **About Web Summit 2024:**

Web Summit will return in 2024 with more than 70,000 attendees, including 1,000-plus investors and an all-time record of 3,000 startups. The event will have a fresh focus on promoting meaningful connections and communities through meetups, powered by Summit Engine, Web Summit's proprietary software. "This will be our biggest, but also our smallest, event yet", explained Web Summit founder and CEO Paddy Cosgrave. Web Summit will invite attendees to at least one curated meetup based on their interest and backgrounds.

Companies that will be partnering and speaking at this year's event include Microsoft, Meta, Alibaba.com, Adobe, Visa, KPMG, Signal, LVMH, SAP, Salesforce, Qualcomm and more. Web Summit will also host trade delegations from Italy, Ukraine, Brazil, the UAE, Kosovo, Latvia, Turkey, Qatar, Serbia, France and Austria, and welcome Ozempic creator and Europe's most valuable company, Novo Nordisk, to the event for the first time.

## **Useful links:**

- [Web Summit website](#)
- [Web Summit Flickr](#)
- [Web Summit YouTube](#)

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