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BEYOND
INNOVATION ARENA

The
Beyonders^{EN}

Wednesday, May 8th 2024

THE TOTAL NUMBER OF ATTENDEES AT THIS YEAR'S BEYOND MORE THAN DOUBLED!



This year's BEYOND (April 25-27) exceeded expectations, achieving more than double the total number of attendees compared to the previous year. Moreover, there was an increase in commercial visitors compared to last year's event. Notably, there was a significant increase in both Greek and foreign commercial visitors, who came from countries such as Austria, Belgium, North Macedonia, Bulgaria, France, Germany, Denmark, Switzerland, the United States, Israel, Italy, Canada, Cyprus, Latvia, the United Kingdom, the Netherlands, Puerto Rico, Romania, Sweden, Finland, Norway, the United Arab Emirates, Turkey, and Serbia.

In addition to the quantitative improvements, the qualitative upgrade of the International Exhibition of Digital Transformation, Technology, and Innovation was recognized by both exhibitors and visitors. Significant commercial agreements were made during the three-day event. Moreover, the prearranged business meetings approached 500 within the framework of the Matchmaking Event organized by the Hellenic Association of Mobile Application Companies (SEKEE) and the Enterprise Europe Network, with participation from over 200 attendees from Greece and 8 foreign countries. The Career Day organized by the Greek Association of Mobile Application Companies (SEKEE) also

attracted great interest, with 41 purely technological companies and over 500 job positions.

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THE FORUMS AND EVENTS WERE SOLD OUT!



At BEYOND 2024, the significant challenge of Artificial Intelligence set the tone and served as the thematic focus of the events, with notable examples being the AI FORUM and the TECHNOLOGY FORUM, which attracted a large audience. However, similar success was achieved by the entirety of BEYOND's events across its 5 stages, which were consistently filled with creative individuals and innovative ideas. From events on AI Health, AI in Agriculture, AI in Creativity, and workshops by major companies on the Digital Work Card to Leadership Dialogue, the Conference of Greek Regions, and the Conference of General Secretaries of Municipalities "Klisthenis," this year's BEYOND had it all. Overall, there were 440 speakers, both Greek and foreign.



Indeed, the Ministerial Leadership Dialogue evolved into an informal ministerial summit, with the participation of ministers and government representatives from the Balkans, Southeast Europe, and Turkey, as well as representatives from international organizations such as the Council of Europe, ENISA, and ITU. Specifically, the ministerial dialogue included the Greek Minister of Digital Governance, Mr. Dimitris Papastergiou, the Minister of Industry and Technology of Turkey, Mr. Mehmet Fatih Kacir, the Minister of Education, Science, and Innovation of Montenegro, Ms. Angelica Jaksic-Stojanovic, the Deputy Minister of Internal Affairs of Albania, Ms. Romina Kuko, the Secretary General of the Ministry of Science, Innovation, and Technology of Serbia, Mr. Miroslav Trajanovic, the

Secretary General of the Ministry of Regional Development of Croatia, Ms. Spomenka Djuric, and the Secretary General of the Committee on Artificial Intelligence, Council of Europe, Mr. Kristian Bartolin.

SOPHIA THE ROBOT STOLE THE SHOW AND LEFT A LASTING IMPRESSION



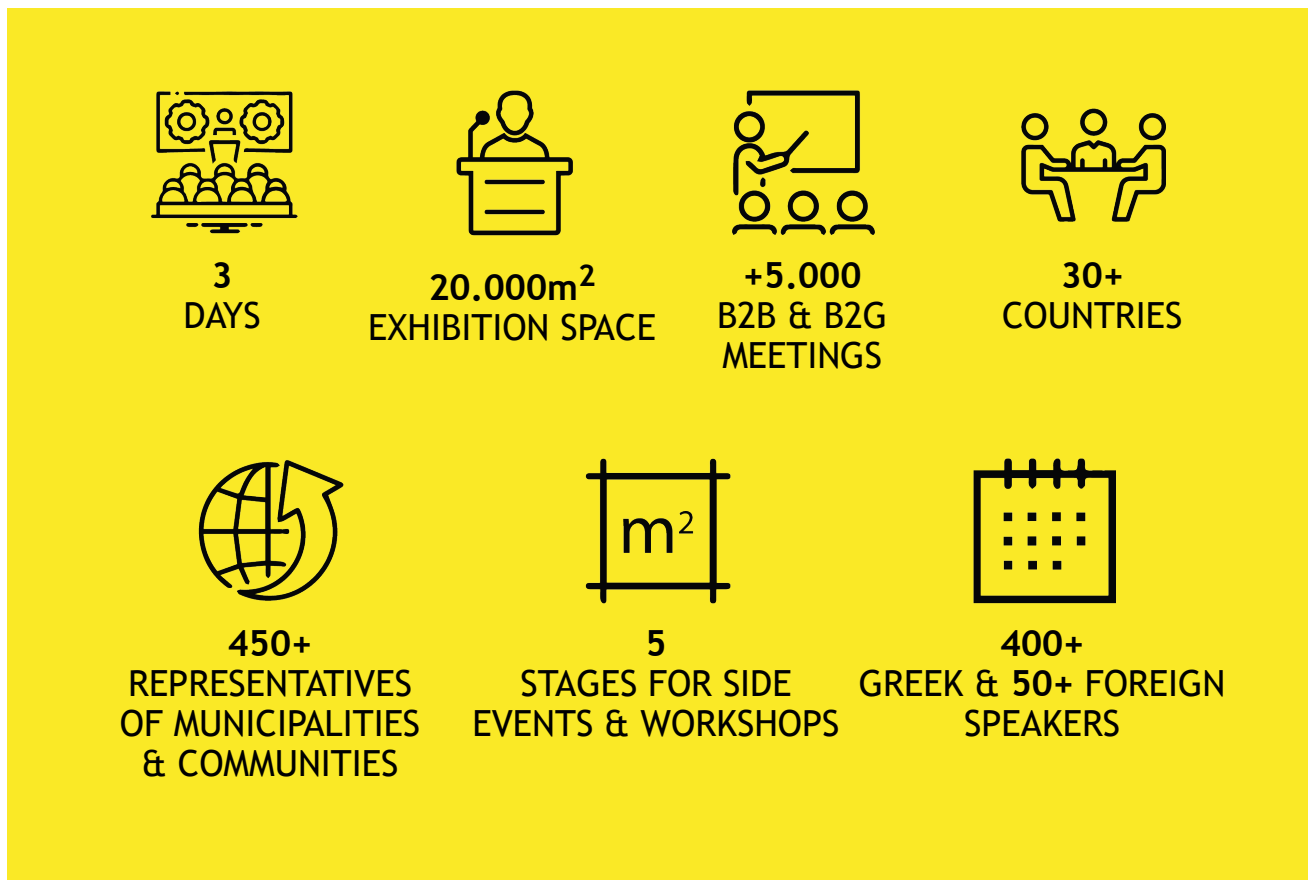
A particularly encouraging aspect was the expanded presence of young people, especially students, at this year's event. However, Sophia the Robot also garnered significant attention as the most famous artificial intelligence robot in the world, with visitors submitting all kinds of questions and rushing to take photos with her. Sophia, who stole the spotlight, appeared on the main stage of the Central Macedonia Region's booth and engaged in discussions with the Regional Governor, Mr. Apostolos Tzitzikostas, and the Director of the National Cyber Security Authority, Mr. Michalis Bletsas, while also participating in panels at the AI FORUM.

BEYOND, which brought together 275 direct and indirect exhibitors from 22 countries, proved to be more than any other year the ideal platform for international business leaders, pioneering thinkers, globally renowned scientists, and all those involved in consumer technology. It served as a launching pad for small and large companies from around the world to showcase their innovative products and services.



This year, the exhibition featured the Ministry of Digital Governance with its entire political leadership, the Independent Authority for Public Revenue (AADE), the Hellenic Federation of Enterprises (SEV), the Regions of Central Macedonia, Crete, Central Greece, and Epirus, the Centre for Research and Technology Hellas (CERTH), the Aristotle University of Thessaloniki (AUTH), the Technical Chamber of Greece (TEE), the

Democritus University of Thrace, the International Hellenic University, the Ionian University, the University of the Peloponnese, the Foundation for Research and Technology - Hellas (FORTH), the University of Western Macedonia, the National and Kapodistrian University of Athens (NKUA), the University of Ioannina, and the City College.



ABOUT BEYOND

BEYOND is organized by TIF - HELEXPO, Be-Best and Industry Disruptors Game Changers (IDGC) with co-organizers the Ministry of Digital Governance, the Region of Central Macedonia, the Central Union of Municipalities of Greece (KEDE) and the Municipality of Thessaloniki.

It is held under the auspices of the Ministry of the Interior (Macedonia-Thrace Sector), the Ministry of Tourism and the Panhellenic Union of General Secretaries of Local Government "Kleisthenis".

Gold sponsors of the event are INTRACOM TELECOM and OKTABIT and sponsors are MYTILINEOS, AVOCADO, POLITIS TECHNOLOGIES, AI LABS BY UBITECH and QUEST GROUP.

Supporters of BEYOND are SEPE, SEPBE, SEKEE. AGE, AIC, SOFTONE and AXAPTA MASTERS.

ABOUT THIS EMAIL

Enjoying this email? The Beyonders is a special newsletter brought to you by TIF-HELEXPO. BEYOND is an international tech event where industry professionals converge to explore the latest advancements in emerging technologies. From artificial intelligence to virtual reality, the expo serves as a hub for networking, knowledge exchange and hands-

on experience with groundbreaking innovations. It offers a glimpse into the future of technology and provides a unique platform for collaboration and discussion among leading experts and companies in the field. If you would rather read this newsletter in Greek, please click [here](#). Make sure to follow BEYOND on social media!

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