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**BEYOND**  
INNOVATION ARENA

**The**  
**Beyonders**<sup>EN</sup>

Thursday, March 14<sup>th</sup> 2024

## SIDE EVENTS

BEYOND 2024 is fast approaching and this year's exciting roster of side events is starting to take shape. Side events play a crucial role in enhancing the overall experience and impact of BEYOND, highlighting its unique hybrid status as both commercial expo and conference.

AI is the thematic anchor of this year's event and, as such, remains top of mind throughout, with a diversity of topics being covered, allowing for a more specialized focus that will cater to the diverse interests of the exhibitors and the attendees.

Make sure you get a first taste of the side events we have planned for BEYOND 2024 below, complementing the main event by offering a more personalized and interactive experience, fostering networking, enabling the in-depth exploration of topics, and providing a platform for innovation and community building.

The countdown for BEYOND 2024 has begun! Don't forget to mark your calendars for this year's event, taking place on **April 25-27 in Thessaloniki**.

*If you would like to read this newsletter in Greek, please click [here](#).*

**SECURE YOUR PLACE**

*Exhibitors / Attendees*

**EXPLORE THIS YEAR'S SIDE EVENTS**

## **1. Artificial Intelligence Conference: The Age of AI. Unlocking Potential**

The artificial intelligence conference “The Age of AI. Unlocking Potential” will dive into the potential, the challenges and the impact of AI on both industry and society. It aims to provide a platform for visionaries, renowned industry leaders, pioneers and technology enthusiasts to interact, mingle and explore the limitless possibilities of AI, but also position themselves on important ethical issues that lead us towards a human-centric approach. Distinguished speakers from Greece and abroad will participate in the conference.

## **2. SEE Beyond Ministerial Leadership Dialogue 2024 / Chaired by the Minister of Digital Governance of the Hellenic Republic | Powered by IDGC**

The SEE Beyond Ministerial Leadership Dialogue 2024 focuses on the opportunities and barriers related to digital innovation, the importance of investing in building strong digital infrastructure and the challenges that must be addressed to facilitate effective digital collaboration across South East Europe. The SEE Beyond Ministerial Leadership Dialogue 2024 will also focus on the first structured dialogue on global digital challenges between South East Europe and the countries of the Global South.

## **3. Artificial Intelligence & Digital Administration in Local Authorities**

The Panhellenic Association of General Secretaries of Local Authorities “Kleisthenis” will organize a two-day scientific conference that will touch upon numerous current scientific issues that directly concern the present and the future of local authorities.

## **4. 11<sup>th</sup> Technology Forum**

Organized by 25 prominent organizations, the 11<sup>th</sup> Technology Forum will provide a unique platform for the industry and research communities to share ideas and spark breakthrough innovations that shape the future. This year’s Technology Forum promises to bring together a wide range of experts, thought leaders and innovators from around the world, also featuring the inaugural Innovation for Society Awards 2024. Visit the Technology Forum [website](#) for more information and registration details.

## **5. Artificial Intelligence in Agriculture | Powered by EIT Food**

How can AI respond to the unprecedented challenges facing agriculture today due to global population growth, climate change, resource scarcity and the pressing need for sustainable practices? The role of technology will be examined, and innovative applications and solutions will be explored to address current and future challenges, as well as how to move the agricultural industry towards a more productive, efficient and sustainable future.

## **6. Artificial Intelligence & Creativity: Shaping the Future Through Innovation & Policy | Powered by EKIP & IDGC**

The “AI and Creativity: Shaping the Future Through Innovation and Policy” conference is a truly innovative 4-hour event focused on exploring the intersection of AI, creativity and sustainability within the Cultural and Creative Industries (CCIs). The conference seeks to engage policy makers, creators, industry professionals and tech enthusiasts in a dialogue around harnessing the duality of AI and the power of creativity to address pressing societal challenges and redefining the future of Europe’s cultural landscape.

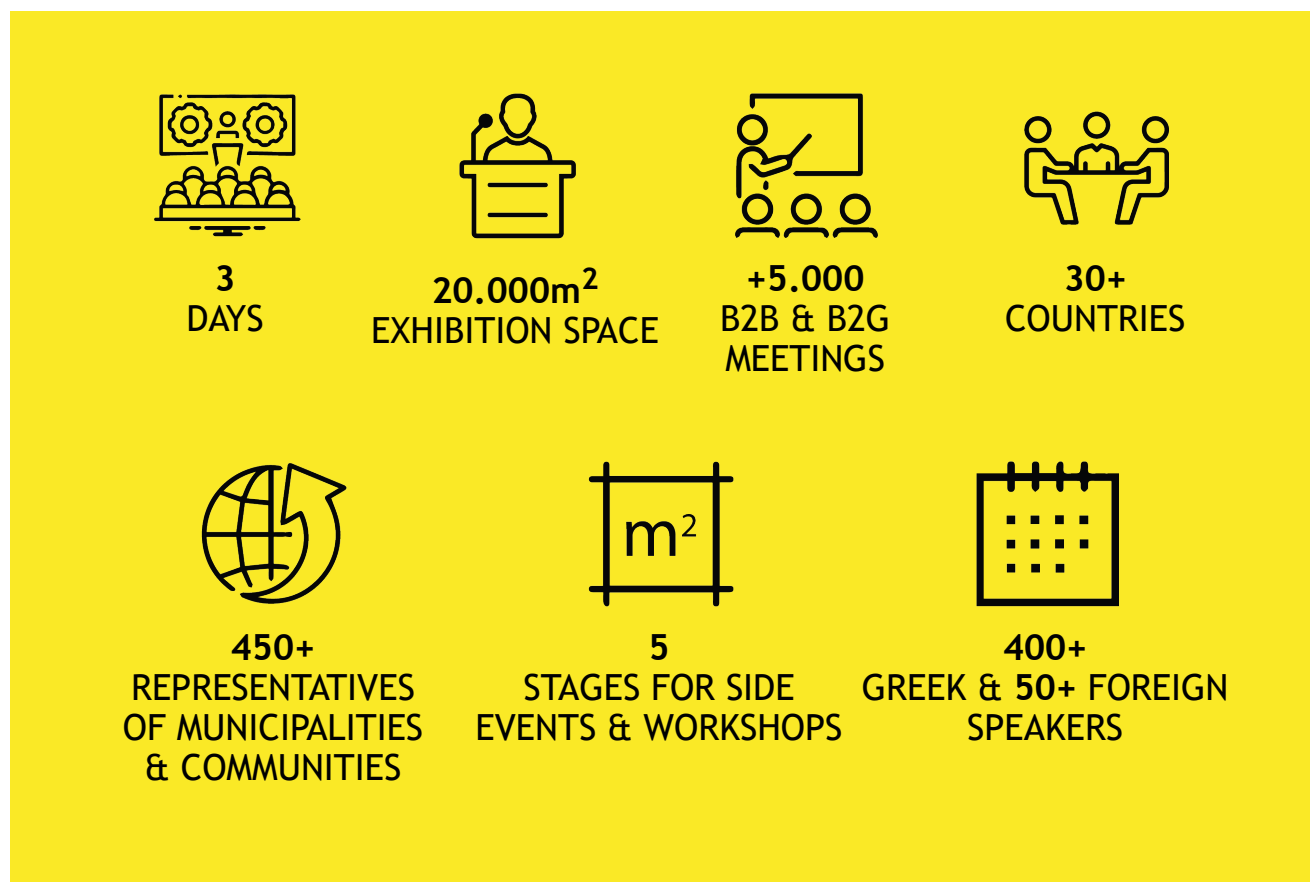
## **7. Innovation Greece 5.0: The Innovation Initiatives and the Institutions that Support them**

The two-day conference “Innovation Greece 5.0: The Innovation Initiatives and the Institutions that Support them” aims to trace the landscape of innovation in Northern Greece by thoroughly investigating every aspect of it, starting with the definition of innovation in the specific geographical area, the potential beneficiaries, the sectors of the economy impacted, the organizations that support innovation-seeking groups and companies, the financial instruments available and any other possible form of support provided.

## 8. Female Entrepreneurship and Gender Equality in the Workplace

The 3-hour seminar/workshop on “Female Entrepreneurship and Gender Equality in the Workplace” will feature presentations from distinguished speakers on topics relating to the current situation in Greece, opportunities available in the business arena, funding opportunities, awareness-raising policies, and an open panel discussion.

### Side Events Program



## BECOME AN EXHIBITOR

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Join us as an exhibitor at BEYOND. Unlock new possibilities in a business landscape fueled by innovation.

- **Engage** with industry leaders to gain insights into the latest trends, emerging technologies and market dynamics.
- **Immerse** yourself in interactive demos, workshops and thought-provoking sessions, led by visionaries shaping the future.

- **Accelerate** your professional development through meaningful connections and a stimulating knowledge exchange.
- **Seize** the opportunity to network, demonstrate your products and services, and forge strategic partnerships with a bespoke audience from the wider Southeast Europe, Mediterranean and MENA region.

Be a catalyst for change. Reserve your spot now and become part of a tech revolution. Unleash the potential of tomorrow.

BEYOND awaits.

## 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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