

BEYOND

INNOVATION ARENA

25 | 27-04-24

INTERNATIONAL
EXHIBITION ON DIGITAL
TRANSFORMATION,
TECHNOLOGY &
INNOVATION

AI
THE
AGE
OF

UNLOCKING POTENTIAL

GREECE

Thessaloniki
International
Exhibition &
Congress Centre

REPORT

ORGANIZED BY:  **88Best**
think outside the box

HELEXPO



www.beyond-expo.gr
expo@beyond-expo.gr

WHERE

GREECE

THESSALONIKI
INTERNATIONAL EXHIBITION
& CONGRESS CENTER



WHEN

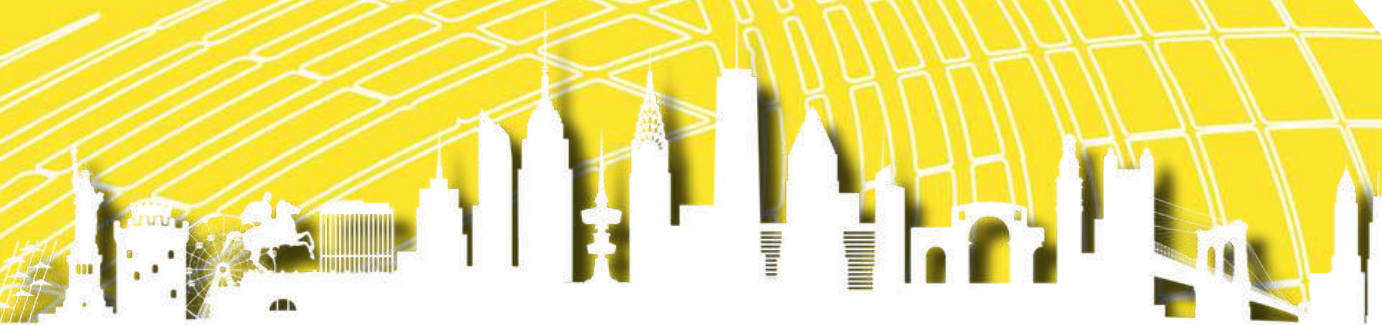
25-27

APRIL 2024

BEYOND
INNOVATION ARENA

25-27
APRIL
2024

HELEXPO
FAIRGROUNDS



BEYOND

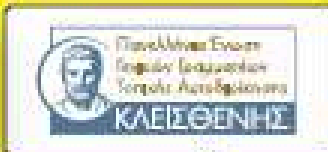
INNOVATION ARENA

ΔΙΕΘΝΗΣ ΕΚΘΕΣΗ | ΣΥΝΕΔΡΙΟ
ΨΗΦΙΑΚΟΥ ΜΕΤΑΣΧΗΜΑΤΙΣΜΟΥ,
ΤΕΧΝΟΛΟΓΙΑΣ & ΚΑΙΝΟΤΟΜΙΑΣ

INTERNATIONAL EXHIBITION | CONFERENCE
ON DIGITAL TRANSFORMATION, TECHNOLOGY & INNOVATION

25|27-04

ΔΙΕΘΝΕΣ ΕΚΘΕΣΙΑΚΟ & ΣΥΝΕΔΡΙΑΚΟ ΚΕΝΤΡΟ ΘΕΣΣΑΛΟΝΙΚΗΣ
THESSALONIKI INTERNATIONAL EXHIBITION & CONGRESS CENTER



3^ο ΣΥΝΕΔΡΙΟ ΚΑΙΝΟΤΟΜΙΑΣ
& ΝΕΩΝ ΤΕΧΝΟΛΟΓΙΩΝ
ΤΟΠΙΚΗΣ ΑΥΤΟΔΙΟΙΚΗΣΗΣ
11th TECHNOLOGY FORUM

THE AGE OF AI

UNLOCKING POTENTIAL



www.beyond-expo.gr



- A** ΓΡΑΦΕΙΑ ΔΕΘ HELEXPO
TIF HELEXPO ADMINISTRATION BUILDING
- B** ΣΥΝΕΔΡΙΑΚΟ ΚΕΝΤΡΟ "Ν. ΓΕΡΜΑΝΟΣ"
CONFERENCE CENTRE "N. GERMANOS"
- C** ΣΥΝΕΔΡΙΑΚΟ ΚΕΝΤΡΟ "Ι. ΒΕΛΛΙΔΗΣ"
CONFERENCE CENTRE "I. VELLIDIS"
- D** ΑΙΘΟΥΣΑ ΕΚΔΗΛΩΣΕΩΝ "Α.Μ. ΡΙΑΔΗΣ"
EVENT HALL "A.MILIOS RIADIS"
- +** ΙΑΤΡΕΙΟ
FIRST AID
- i** ΕΙΣΟΔΟΣ-ΠΛΗΡΟΦΟΡΙΕΣ
ENTRANCE-INFORMATION

ABOUT BEYOND

BEYOND is an international exhibition of digital transformation, technology and innovation that takes place annually in Thessaloniki. It is a meeting point for the brightest minds of the region, the most innovative companies, but also cutting-edge technologies, aspiring to become the leading event of its kind in SE Europe, the Mediterranean and the Middle East.

BEYOND aims to promote collaboration and exchange of knowledge and ideas among participants and to foster the development of innovative technologies and business opportunities. The exhibition is attended by companies from various sectors developing, among others, applications and solutions for smart cities, cybersecurity, health, smart farming and e-commerce.

At the heart of this year's event, which took place on 25-27 April, was the revolution of artificial intelligence (AI) and the ways in which it is transforming every aspect of our lives.

WHO PARTICIPATED

 Technology Leaders

 Startups

 Universities & Research Centers

 Conference & Workshops

4 Main fields

Focus on sectors

- Computerization / Software
- Cloud
- Cyber Security
- Data centers

sectors



ENERGY



MEDIA



SUSTAINABILITY



MOBILITY



EDU TECH



INSURE TECH



CREATIVE INDUSTRIES



TRAVEL TECH



MATERIALS | CONSTRUCTION



FIN TECH



AGRI FOOD TECH



DIGITAL HEALTH



GAMING



BIO TECH



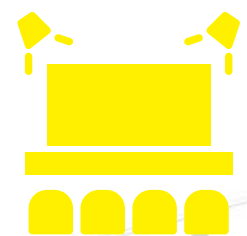
SMART CITIES

Egypt
Belgium
Bulgaria
North Macedonia
Germany
Georgia
Cyprus
Ecuador
Great Britain
Lithuania
Luxembourg
Slovakia

FOREIGN PARTICIPATIONS

PARALLEL EVENTS

BEYOND
INNOVATION ARENA



5
conference
areas



+440
Greeks &
foreign
speakers

- BEYOND AI FORUM "The Age of AI: Unlocking Potential"
- SEE BEYOND Ministerial Leadership Dialogue 2024 |
Chaired by the Minister of Digital Governance of the Hellenic Republic
- AI and Creativity | powered by EKIP & IDGC
- AI in Agriculture | powered by EIT Food
- AI in Health
- Two-day Conference of Greek Regions
- Innovation Greece 5.0: Innovation initiatives and the bodies supporting them
- 11th Technology Forum
- Conference by The Panhellenic Union of General Secretaries
of Local Government "Kleisthenis"
- Female Entrepreneurship & Gender Equality in the Workplace
and more.....



workshops

- Ψηφιακή Κάρτα Εργασίας
- Ταμειακή + POS + My Data All in One
- B2G INVOICING
- E-Commerce & AI

Keynote Speakers

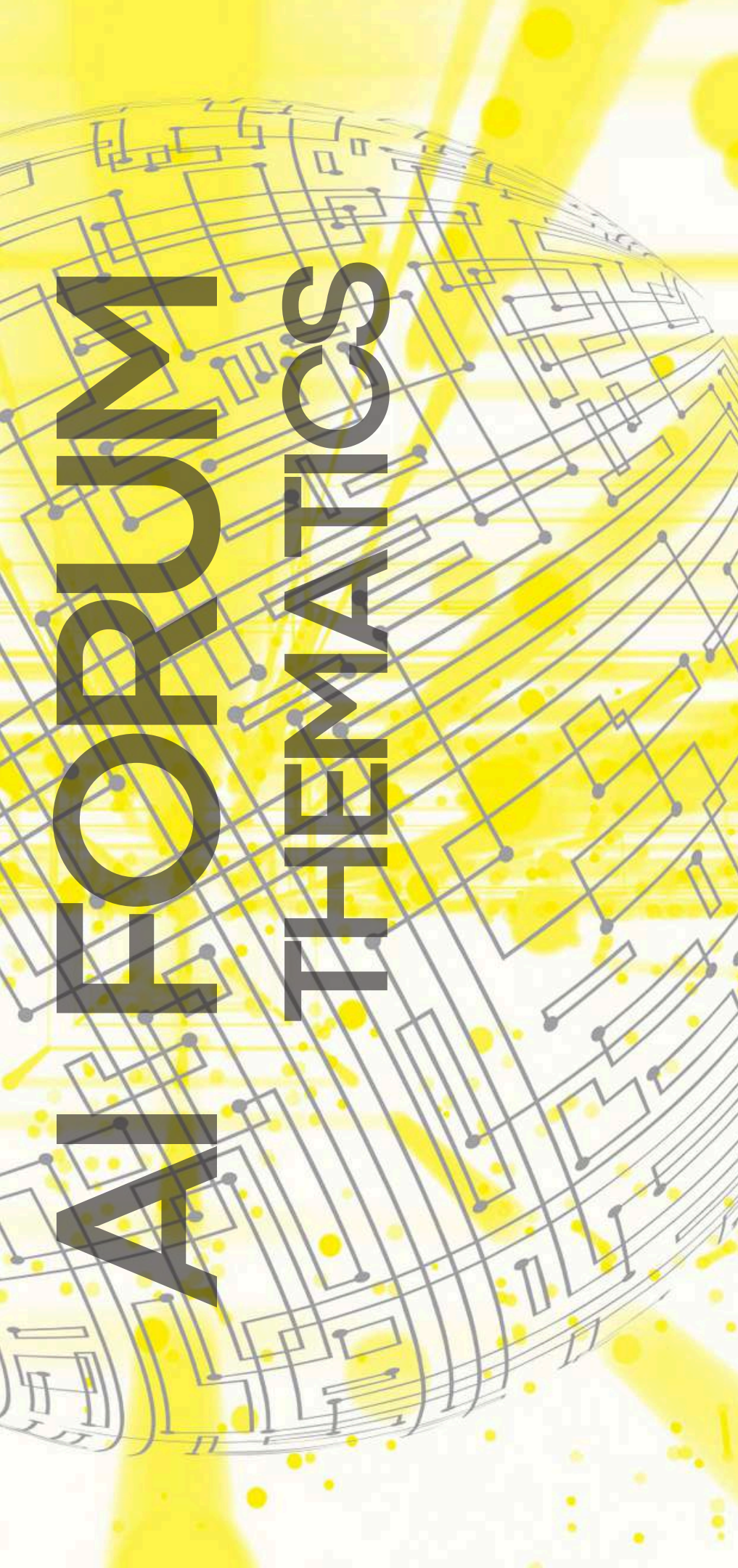
- Alvin Graylin, Global VP of Corporate Development, HTC
- Michail Bletsas, Director of Computing / Research Scientist, MIT Media Lab, US
- Eve Psalti, Senior Director, Microsoft AI
- Yannis Assael, Staff Research Scientist, Google DeepMind, MIT Innovators Under 35
- Yannis Paniaras, Principal-level design leader, Microsoft, Founding member of Microsoft Digital's AI Center of Excellence (CoE)
- Toli Lerios Former Mentor, Serial Entrepreneur & Engineer in Silicon Valey who mentors an eclectic menagerie of startups worldwide.
- Konstantina Palla, Senior Researcher, Spotify
- Marietta Lazana, Digital Analyst, McKinsey & Company, Managing Director, Girls in Tech
- Dimitris Dimitriadis, CIO, The Futurecats
- Theodoros Evgeniou, Professor, Director, INSEAD Executive Education program on AI, co-founder Tremau

A THE
AGE
OF
I
UNLOCKING POTENTIAL

FORUM

BEYOND
INNOVATION ARENA

25-27
APRIL
2024



- AI in Public Governance: Shaping Policies for Responsible AI Development and Deployment**
- Our Next Reality: How the AI-powered Metaverse Will Reshape the World**
- AI in the Public Sector: From Vision to Execution**
- Foresight Survey | GenAI Greece 2030**
- AI Evolution: Exploring China's Technological Frontier**
- Dialectica Survey | The Global AI Business Landscape**
- Roundtable | Greece's AI Seedbed**
- Roundtable | The Next Best**
- From Chrysalis to Butterfly: Transforming Your Business with AI**
- A Bottom-Up Revolution: Revitalizing Industrial Activity**
- The 3D Reset: Reshaping the Investment Landscape**
- AI-Powered Business Models: Reimagining Entrepreneurship**
- Ethics by Design and Ethics of Use: How to Apply in AI Development**
- AI and the Future of Work: Reshaping the Tomorrow of Tech & Talent**
- PwC Survey**
- Accelerating Innovation: The Role of Cloud-based AI Services**
- The Power of AI: Transforming the Startup Landscape**
- Playing by the Rules: The Role of AI in Responsible Gaming**

B2B EVENT

BEYOND
INNOVATION ARENA

UNLOCKPOTENTIALB2B@

25-26 April



+450 B2B Meetings

121
from Greece

63
from Foreign Countries



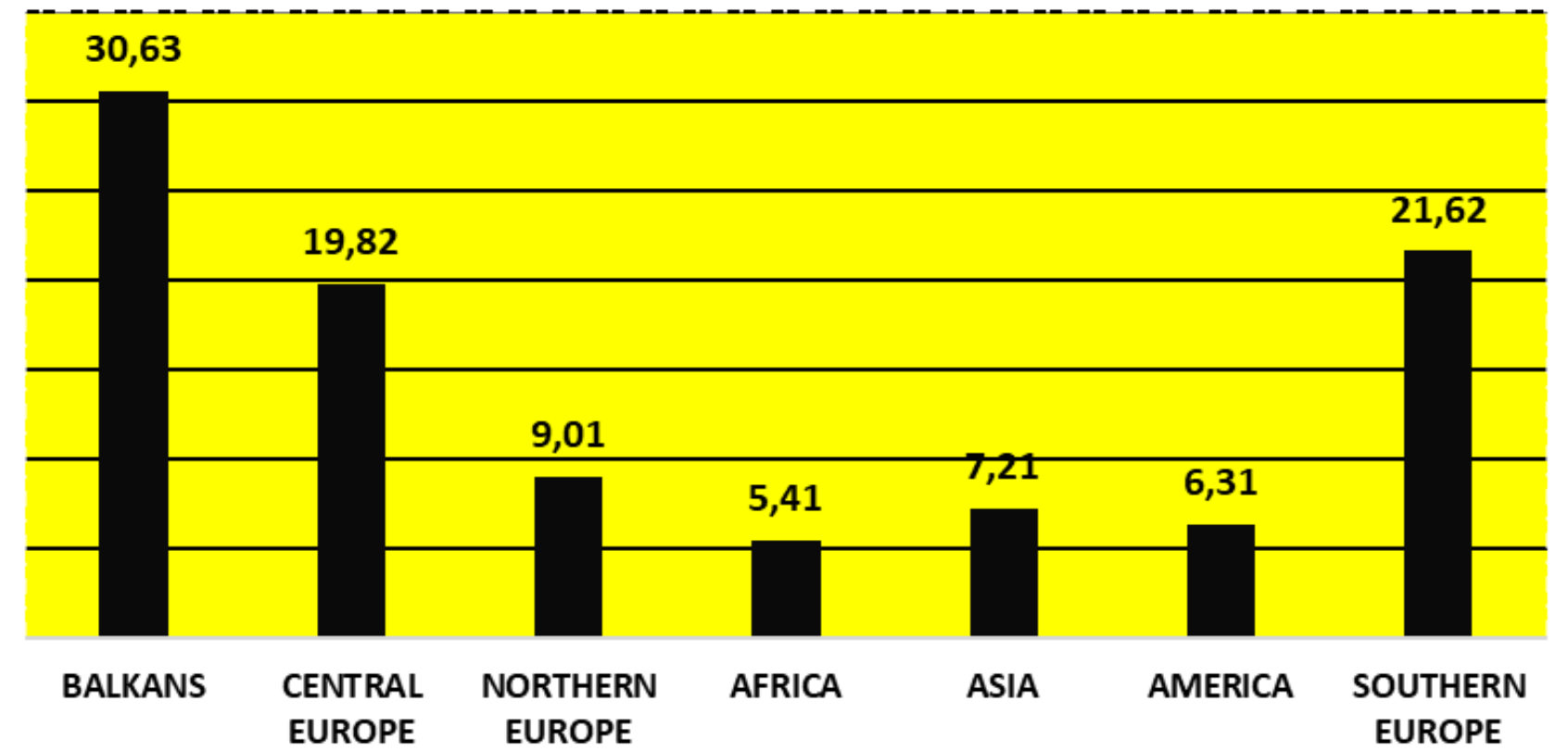
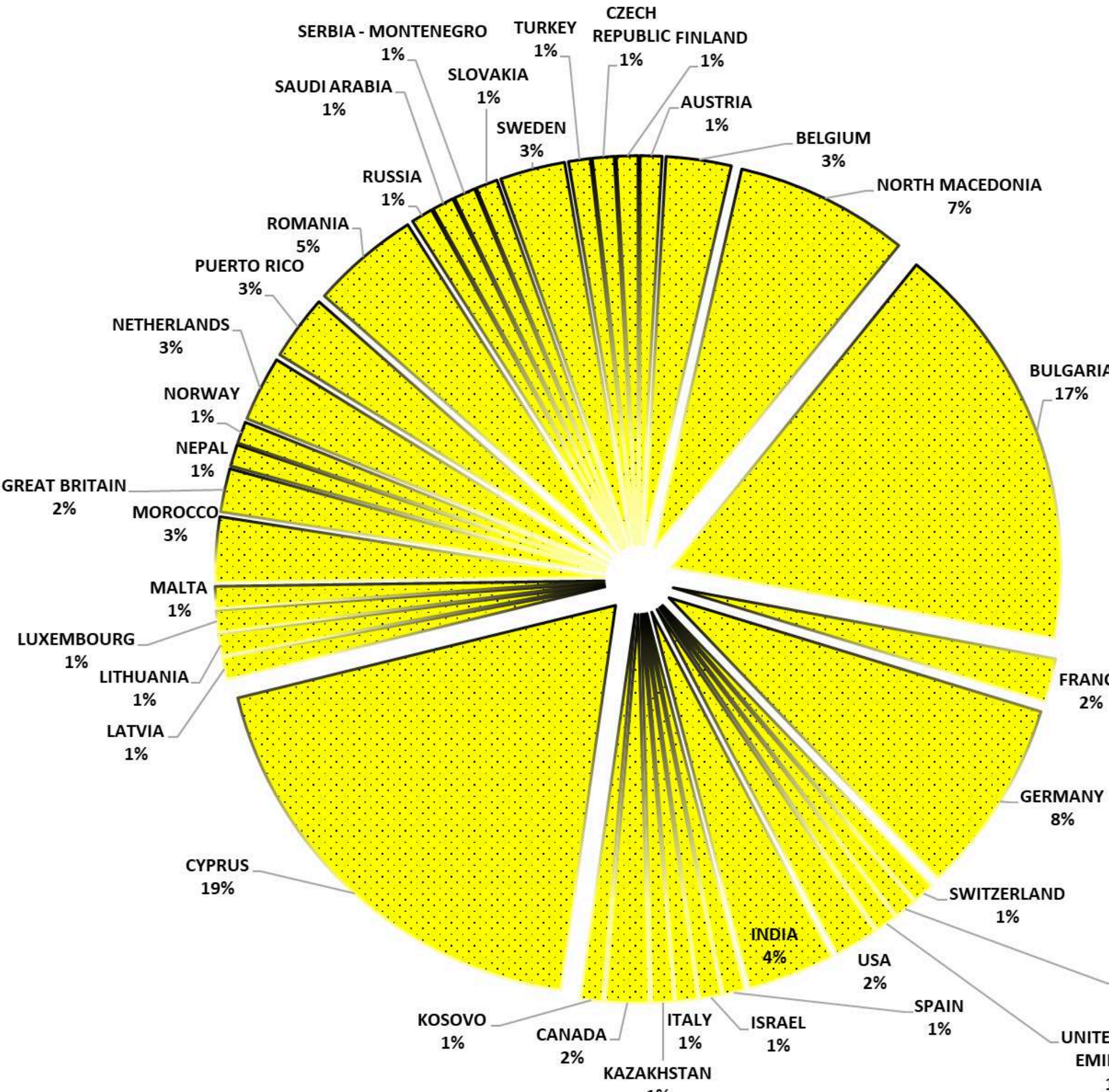


Data Statistics

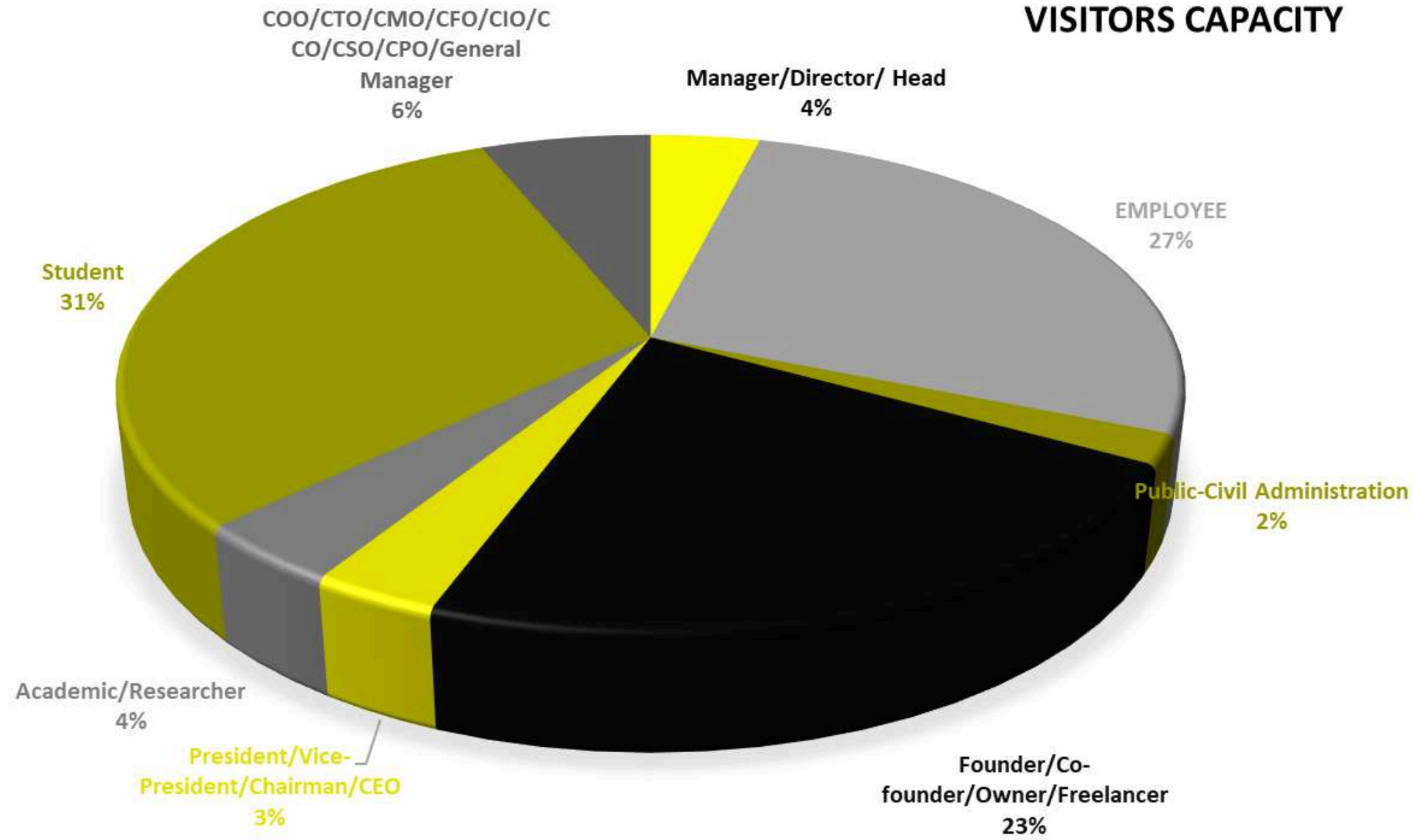
visitors

15.400

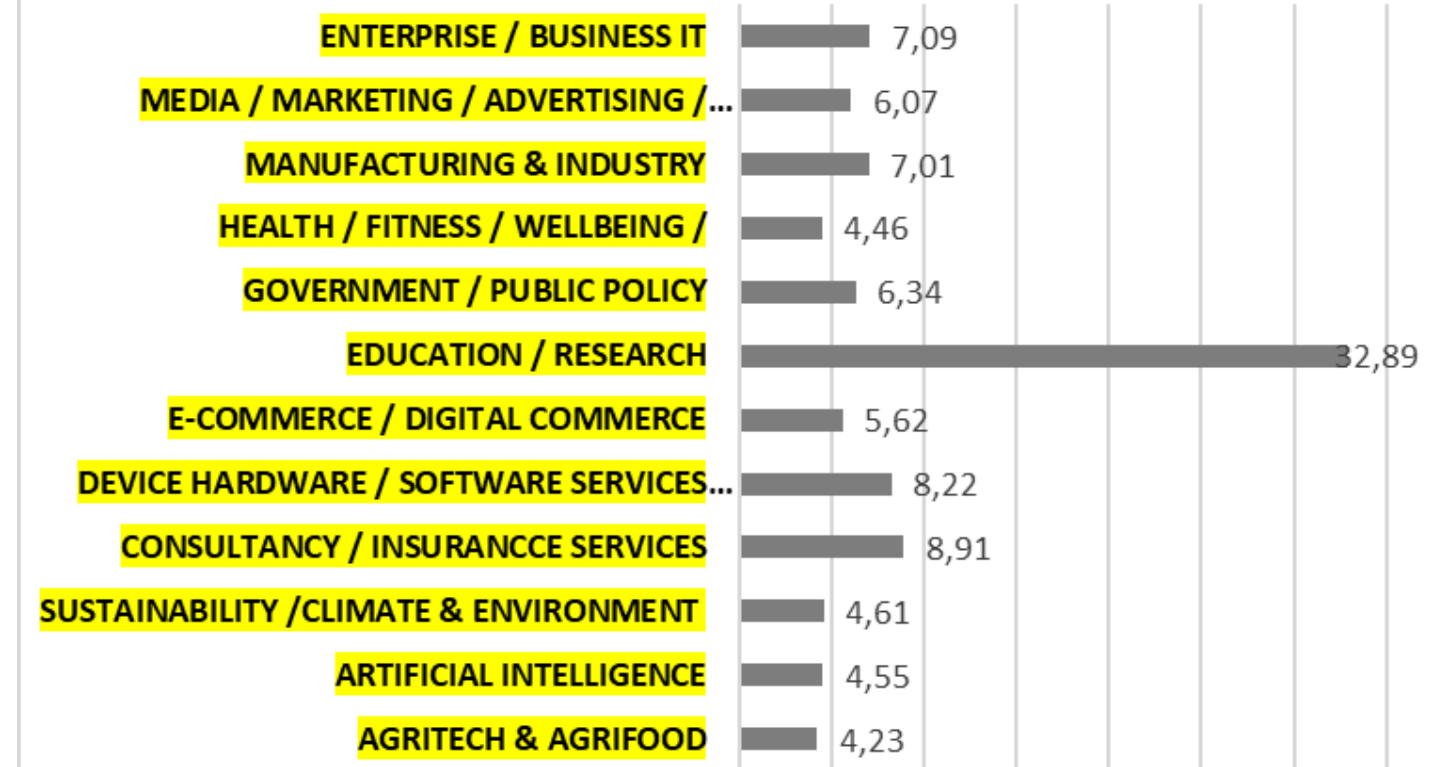
COUNTRY OF ORIGIN



VISITORS CAPACITY

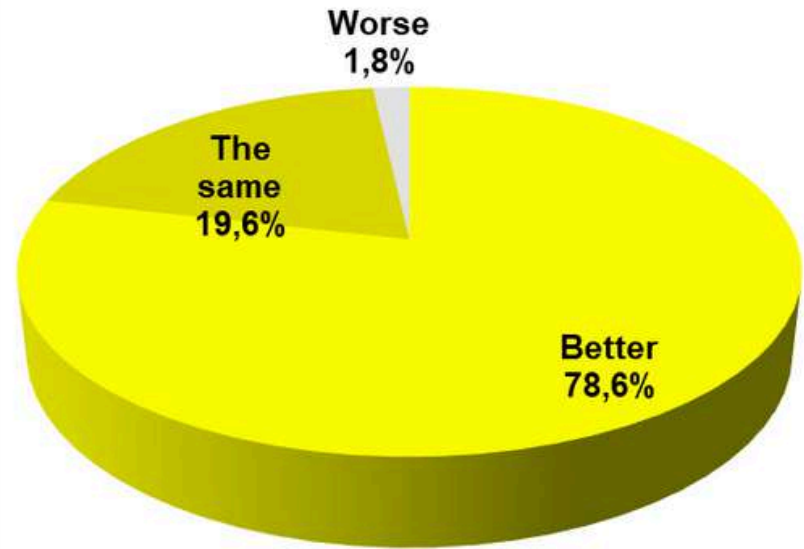


VISITORS ACTIVITY

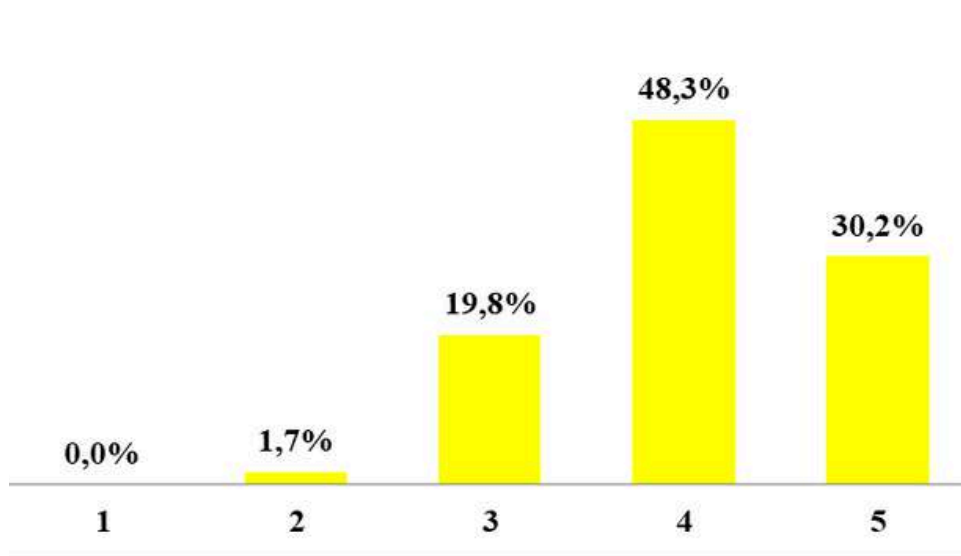


Exhibitor satisfaction survey results

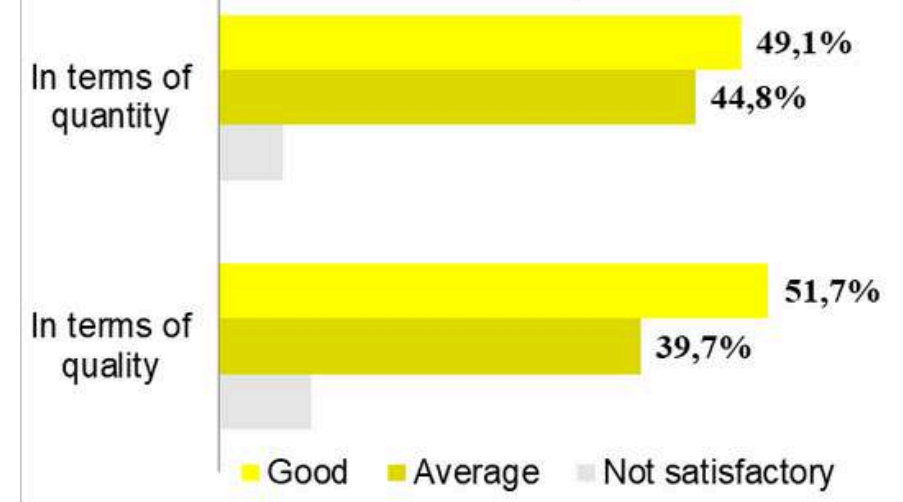
How do you rate this year's event compare to previous ones



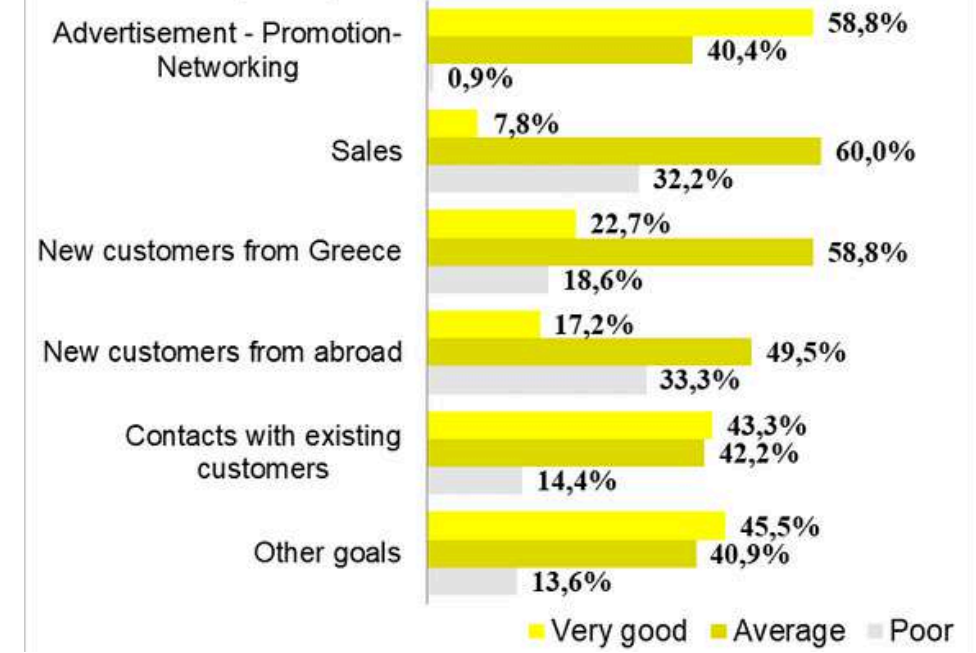
If you were talking to friends/acquaintances about Beyond, would you talk positively or negatively, on a scale of 1 to 5? (5 = very positive, 1 = very negative)



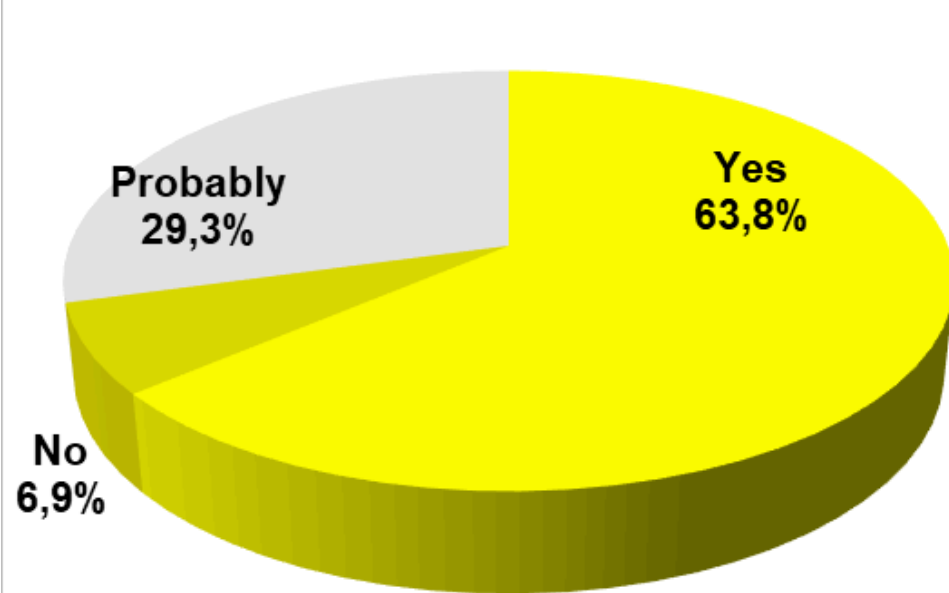
How do you rate the number and quality of visitors of the exhibition (in relation to the goals of your participation in the exhibition)



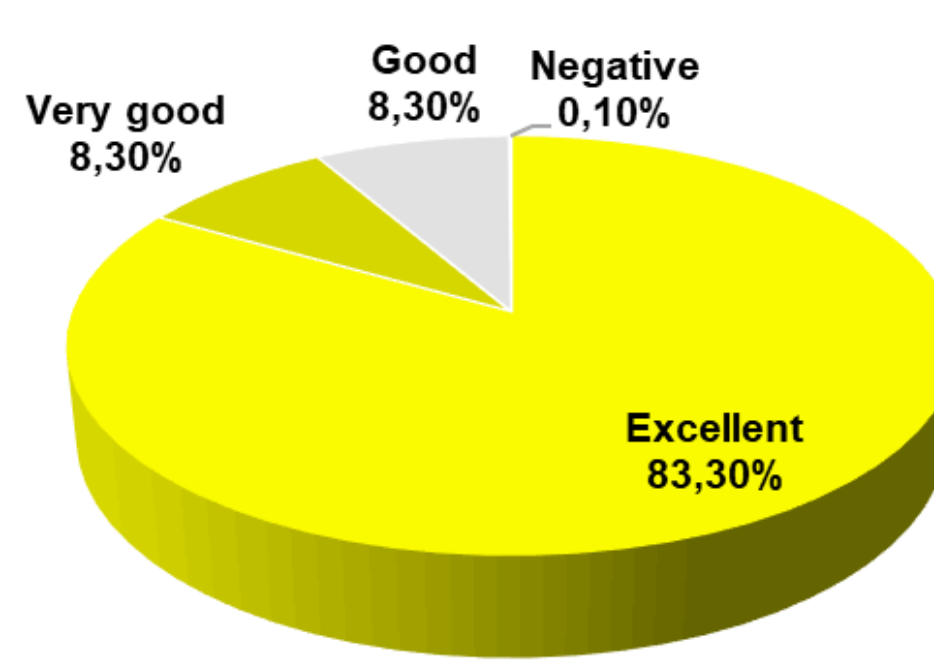
Please rank to what degree the goals of your participation in this Exhibition were met



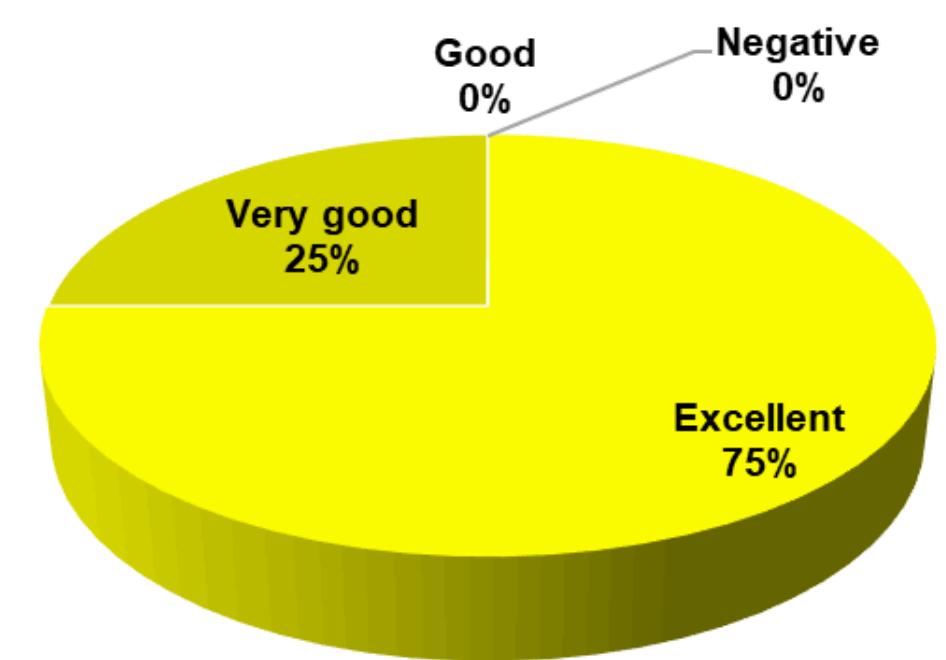
Are you planning to take part in the next version of Beyond?



General impression of BEYOND 2024

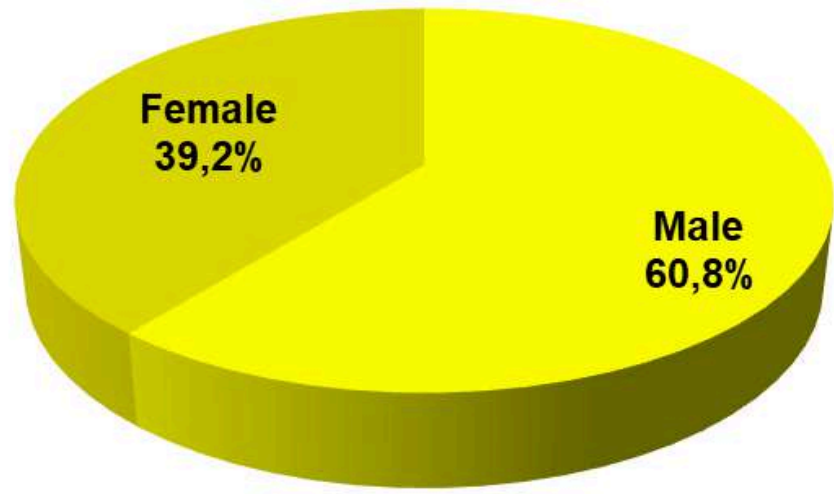


Rate the organizer's services

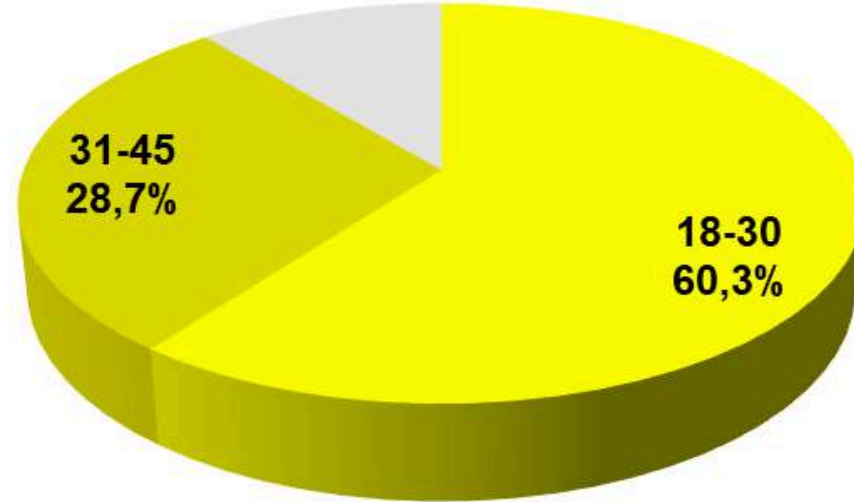


Guest satisfaction survey results

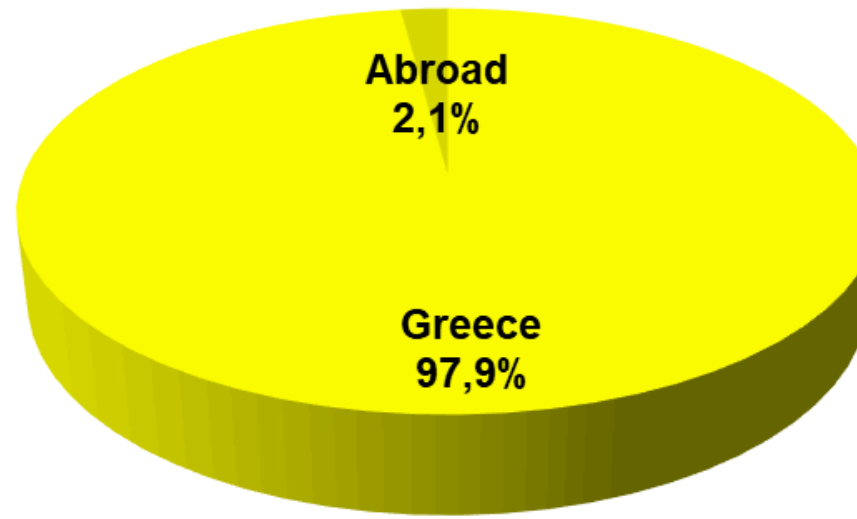
Gender



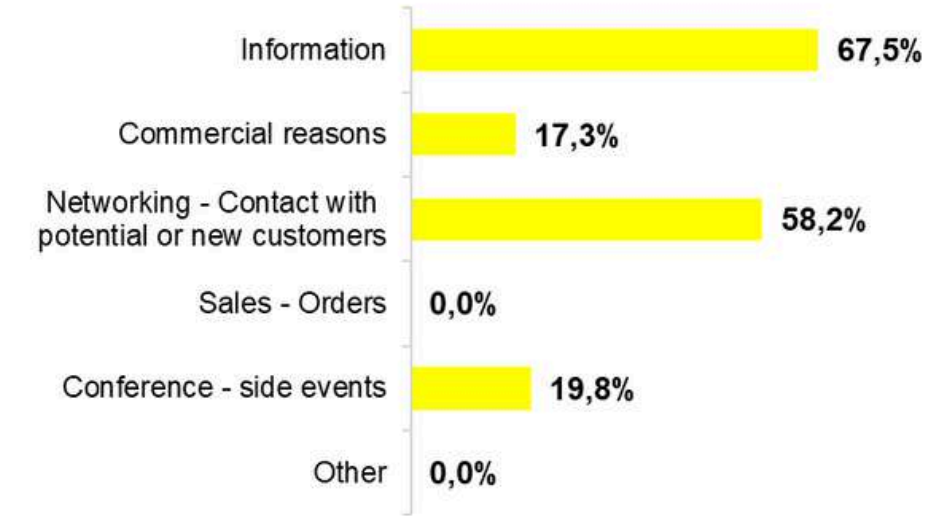
Age



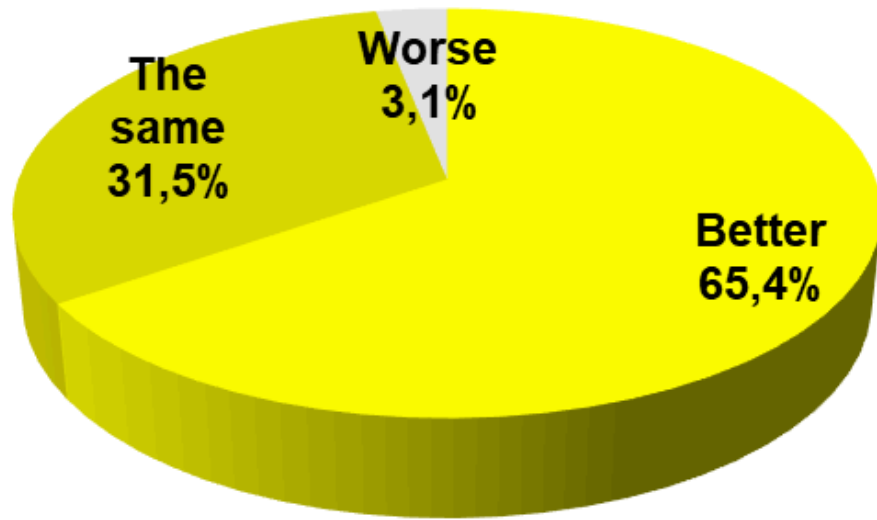
Where did you come from?



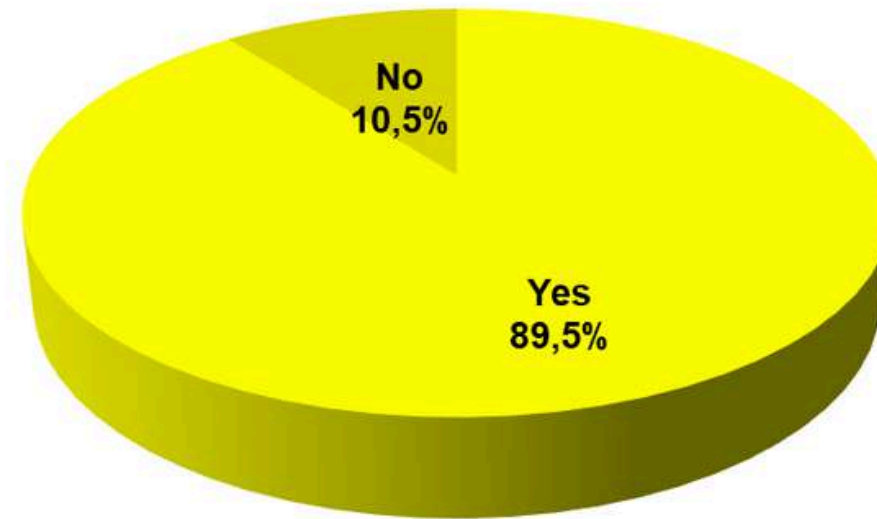
The main purpose of your visit to the Fair is:



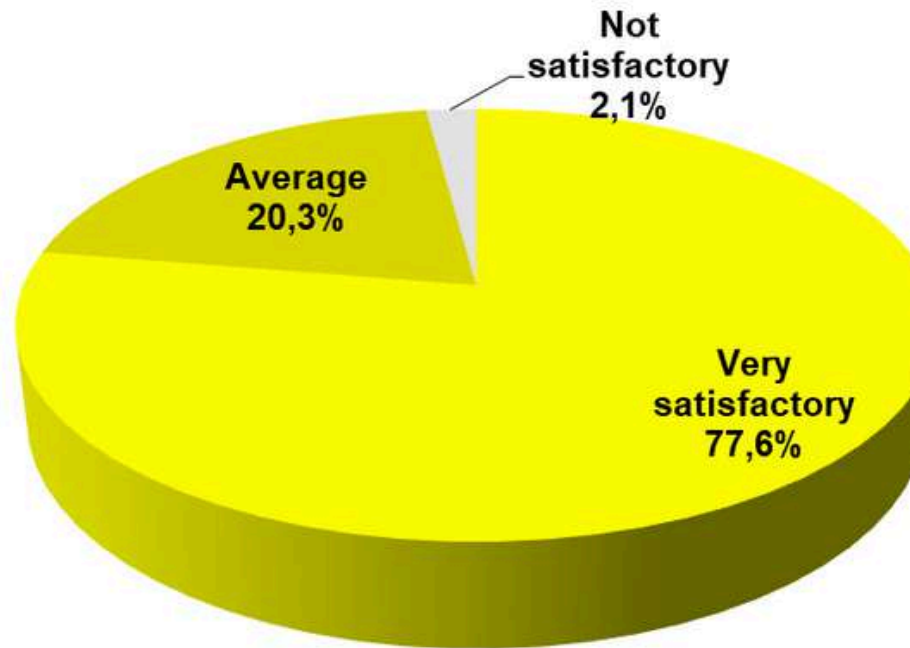
How do you rate this year's event compare to previous ones?



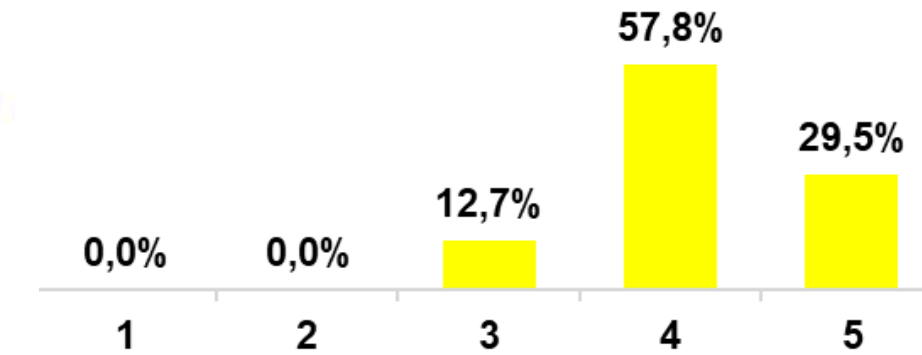
Is there a sufficiently representative number of Exhibitors?



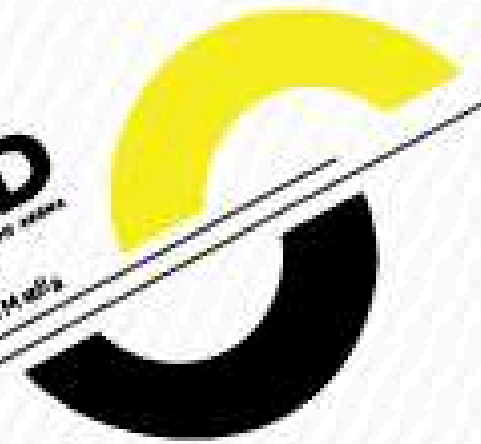
How do you evaluate the variety of Exhibits?



If you were talking to friends/acquaintances about Beyond, would you talk positively or negatively, on a scale of 1 to 5? (5 = very positive, 1 = very negative)



Who is our audience on Social Media?



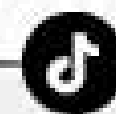
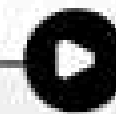
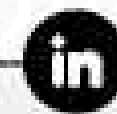
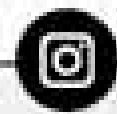
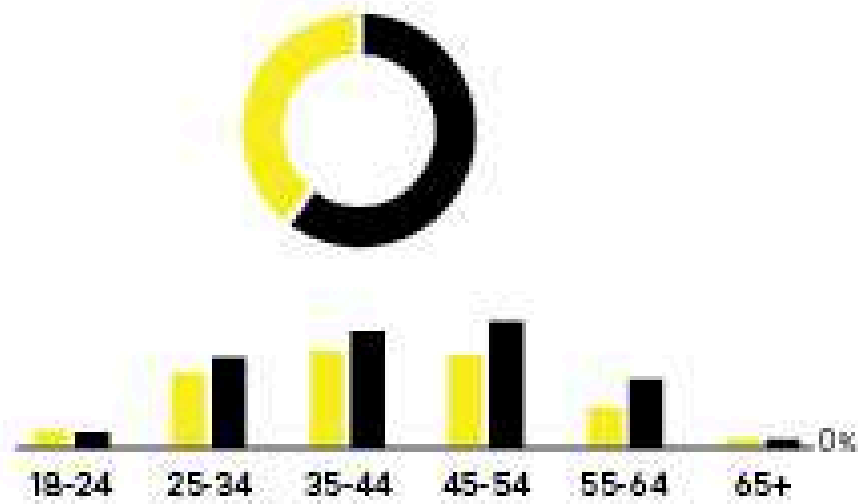
Age and Gender



Women



Men



Serbia



Greece



Poland



Romania



Cyprus



Germany



North Macedonia



Albania



Bulgaria



Turkey



Italy



India



United Kingdom



Netherlands



Egypt



United States of America



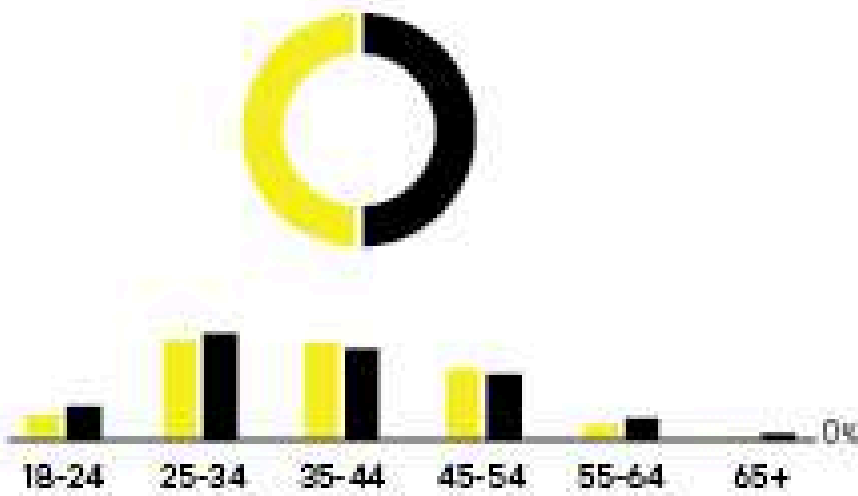
Age and Gender



Women



Men



TOTAL RESULTS



How many times has our content been viewed?

15.740.963
(Impressions)

How many people view our content?

4.706.752
(Reach)

How many times were our videos viewed?

7.389.626
(Views)

How many visits did our website receive?

115.713
(WebSite Views)

SPONSORS

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UNDER THE AUSPICES OF



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BEYOND

INNOVATION ARENA

SAVE THE DATE

**27 | 29 MARCH
2025**

GREECE

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AI THE AGE OF
EXPLORING THE FUTURE



The Team Behind The Scenes

HELEXPO

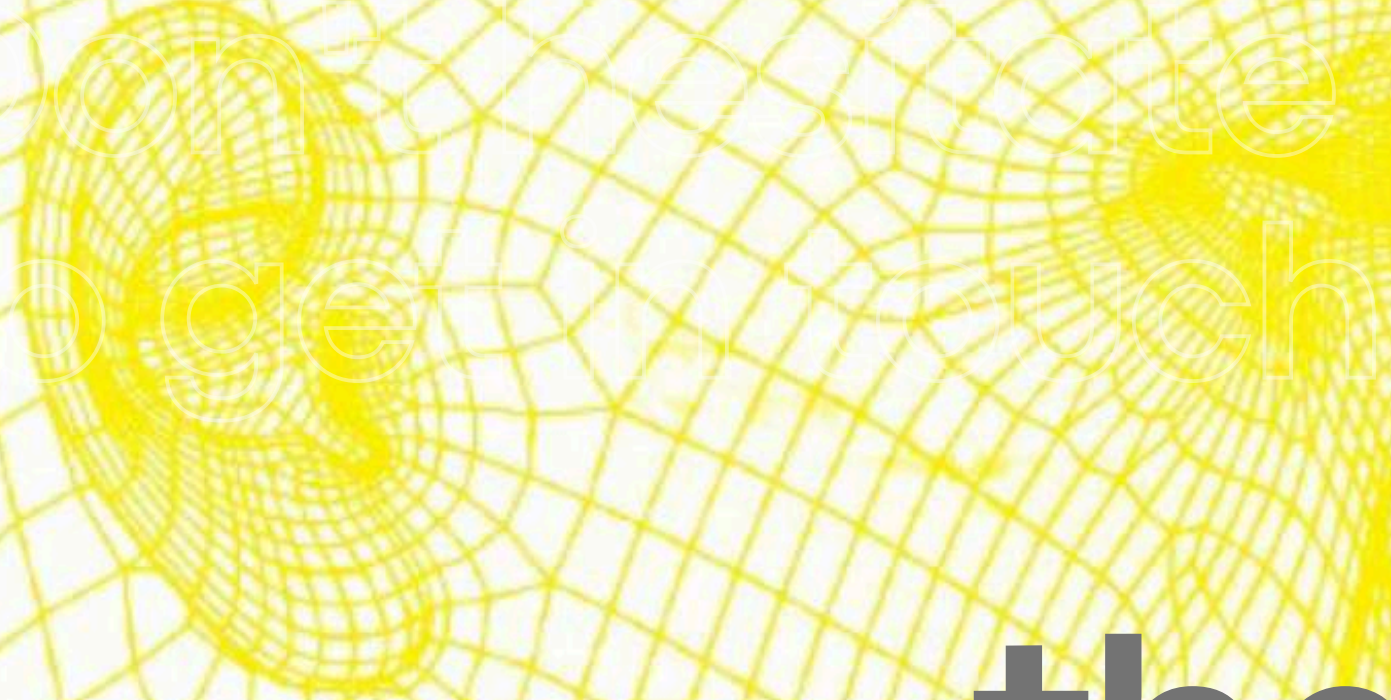
TIF HELEXPO SA is the national entity for the organising of exhibitions, congresses, and cultural events in Greece. It owns two important exhibition and congress centres, in Thessaloniki where it is based, and in Athens. It organises more than 20 trade fairs with exclusive brand names, Thessaloniki International Fair being its flagship, while at the same time it also operates as an official advisor to the State on exhibition matters.

BE-BEST

Be-Best is a greek awarded leading company that specializes in the Organisation of Fairs, Conferences and Events for more than 17 years. It is important to mention the many years of experience that it has in the field, counting more than 2,000 customers and having successfully organized numerous and varied exhibitions and related events. Mission of the company is the growth of customers through communication strategy.

ID-GC

Industry Disruptors Game Changers (IDGC) is an independent organization established with the vision to create an extrovert ecosystem that fosters innovative entrepreneurship on a global scale. Since 2012, IDGC has achieved organic growth in over 64 countries across 5 continents. Its strategy is focused on industry sectors that offer a competitive advantage, through the exploitation of the unique characteristics and business potential of the region.



**thank you
for your attention**

www.beyond-expo.gr/

**Don't hesitate
to get in touch**



expo@beyond-expo.gr

