

# The Beyonders<sup>EN</sup>

## AI REALITY BITES

Friday, October 11<sup>th</sup> 2024

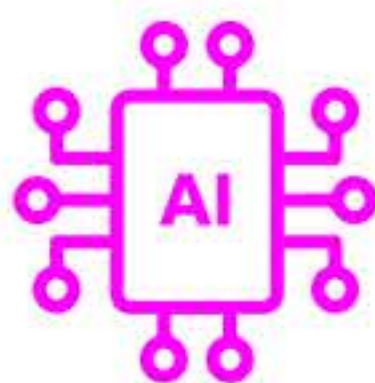
### WHERE AI MEETS REALITY

As the world of technology evolves at a rapid pace, BEYOND stands at the forefront of innovation, offering a platform for leaders to shape the future. BEYOND is an international exhibition on digital technology and innovation, held annually in Thessaloniki since 2021. It has quickly become a premier gathering of visionary leaders, groundbreaking companies, and cutting-edge technologies, with the ambition to become the leading event of its kind across Southeastern Europe, the Mediterranean, and the Middle East.

To further extend BEYOND's impact and reach into new markets, the exhibition will now alternate locations, taking place in Athens during odd-numbered years and in Thessaloniki during even-numbered years.

BEYOND 2025 will be held in Athens, leveraging the city's unique advantages to complement those of Thessaloniki, enhancing the overall impact of the event.

#### AI FORUM



The BEYOND 2025 conference will explore the transformative yet complex nature of AI technology—its potential to revolutionize industries and improve lives, alongside the real-world challenges and limitations that arise from its implementation. The theme, "AI Reality Bites," highlights the contrast between the optimistic vision of AI and the sometimes harsh realities faced by practitioners and users.

Generative AI will take center stage at this year's exhibition. It will also be a focal point of the AI Forum, a 2-day high-level conference and series of side events, where distinguished Greek and international thought leaders in technology and innovation will shape the conversation on global trends.



#### BEYOND 2025

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 and the Ministry of Development. Supporters of BEYOND are SEPE, SEPVE, SEKEE and HETIA.

Join us at BEYOND 2025 and be part of the conversation shaping the future of AI—where innovation meets reality, and vision turns into action.

#### 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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