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Thursday, February 27<sup>th</sup> 2025

# AI: Reality Bites - Explore, Innovate, Lead

This year's BEYOND Expo will dive into the theme "AI: Reality Bites", exploring AI's transformative potential while addressing its real-world challenges, ethical dilemmas, and societal impact.

# When & Where

Athens, Greece | April 4-6, 2025

BEYOND is more than just an event—it's a platform to **connect**, **innovate**, **and shape the future** of technology.

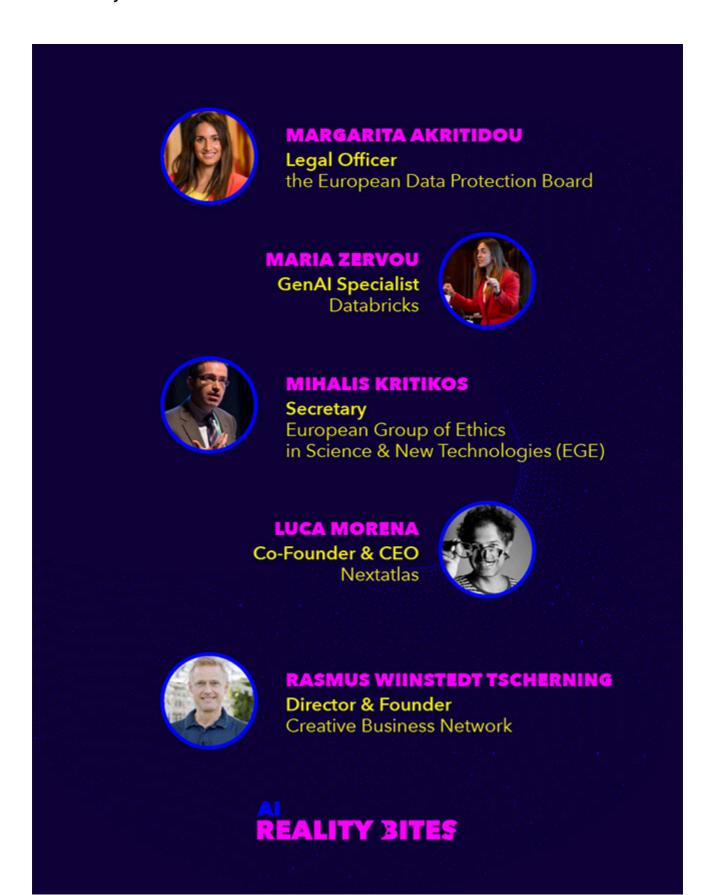
# What's in Store?

Join thought leaders, innovators, and visionaries for panels that will redefine your understanding of AI:

- Generative AI: From Prompt to Reality
- Al in the Hot Seat: Ethics, Accountability, and Regulation
- Al as the Doctor's Assistant: Innovations in Personalized Medicine
- Smarter Living: Edge Al for Everyday Decisions
- From Classrooms to Code: Preparing for an Al-Enhanced Future

- Greener Tech: How Al Powers Sustainabilityled Future
- The Al Investment Playbook

...and many more to come!



- Margarita Akritidou, Legal Officer the European Data Protection Board
- Maria Zervou, GenAl Specialist Databricks
- Mihalis Kritikos, Secretary of the European Group of Ethics in Science and New Technologies (EGE)
- Luca Morena, Co-Founder & CEO Nextatlas
- Rasmus Wiinstedt Tscherning, Director & Founder Creative Business Network

Stay tuned as we announce leading names from the worlds of AI, technology, and beyond!



### Don't Miss Out!

Secure your spot now and enjoy our early bird offer:

- Early Bird Ticket: €150 (Save €100 off the regular price of €250!)
- Grab Your Early Bird Ticket Here!

Let's shape the future together!

### **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 Ministry of Development, the Region of Central Macedonia, the Athens Chamber of Commerce and Industry, 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, the Ministry of Rural Development and Food and the Region of Attica. Supporters of BEYOND are ODAP, SEPE, SETPE, SEKEE and HETIA.

#### WHY BEYOND?

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 handson 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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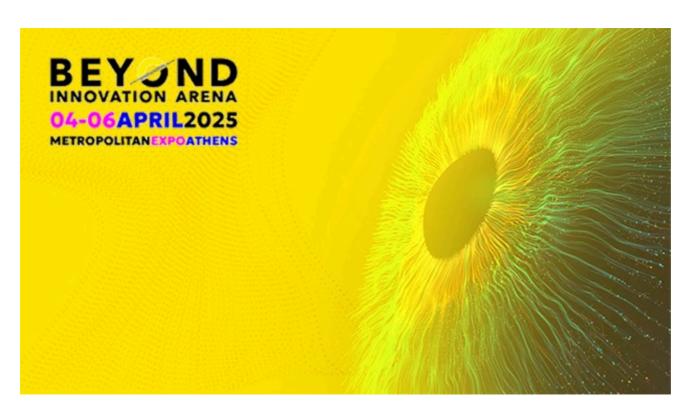




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