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

**AI**  
**REALITY BITES**

Tuesday, March 4<sup>th</sup> 2025

## ODAP supports BEYOND 2025!

ODAP (Hellenic Organisation of Cultural Resources Development) supports BEYOND, the leading international exhibition and conference on digital technology and innovation in Southeastern Europe, which, under the title AI Reality Bites, will take place from April 4 to 6, 2025, at the Metropolitan Expo Exhibition Center in Athens.

ODAP (Hellenic Organisation of Cultural Resources Development) is committed to enhancing the visitor experience at Greece's archaeological sites, historical landmarks, monuments and museums. Our mission is to showcase and promote Greek cultural heritage while supporting the operation of historical sites and fostering synergies with contemporary cultural creators and intangible cultural heritage organizations. We facilitate communication and collaboration between archaeological services, local communities, municipal authorities and tourism professionals at key cultural destinations. By placing culture at the heart of sustainable development, we attract travelers from around the world to both renowned and lesser-known archaeological sites and museums.

Q&A



ODAP

On the occasion of ODAP being recognized as a supporter of BEYOND 2025, we had the opportunity to ask a few questions:

### **What was the reasoning behind ODAP's decision to support BEYOND 2025?**

We support BEYOND because we believe that digital innovation has the power to revolutionize the world of cultural heritage. Through our pioneering initiatives, we are building bridges that connect tradition with the future, inspiring new generations to discover the beauty and the civilization of Greece.

### **How do you believe that BEYOND helps ODAP support its mission?**

BEYOND gives us the opportunity to showcase ODAP's vision, where technology becomes a tool to enhance cultural experiences and accessibility to historic sites, transforming every visit into an unforgettable journey.

### What is ODAP's commitment to society?

As supporters of BEYOND, we are committed to realizing our vision of a world where Greece's cultural assets shine through innovation, inspiring collaborations that transcend borders and illuminate the Greek spirit.

### In your opinion, what makes BEYOND stand out?

BEYOND stands out because it unites the leaders in technology with our invaluable cultural heritage. With every digital innovation, we open new horizons, transforming the past into a vibrant, shining future.

## 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.

## 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 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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