

Is this email not displaying correctly? [View it in your browser.](#)

The
Beyonders^{EN}

AI
REALITY BITES

Tuesday, April 1st 2025

BEYOND 2025 | CISCO & SMART NS | GOLD SPONSOR | APRIL 4-6

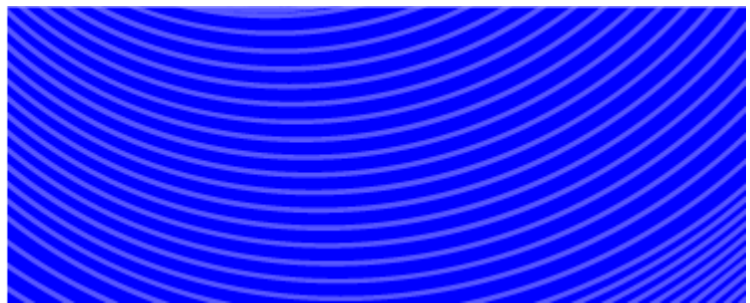
Cisco, a global leader in technology, is at the forefront of digital transformation, leveraging Artificial Intelligence (AI) and advanced solutions to drive innovation, productivity, and business resilience. At BEYOND 2025, Cisco will showcase cutting-edge technologies such as the Network Platform Experience, AI Ready Data Center, AI Enhanced Security, and Future-Proofed Workplaces, reaffirming its strategic role in the evolution of business and technology.

As part of the exhibition, one of Cisco's top partners, Smart NS, will be hosted at the Cisco booth as a **Cisco Advisor**, presenting the innovative Cisco Digital Buildings solutions. Through PoE Lighting and the Cisco Spaces platform, visitors will discover how technology is transforming modern buildings—enhancing energy efficiency, flexibility, and security—while real-time data improves visitor experience and space functionality.

Smart NS is an IT solutions provider specializing exclusively in Cisco products and technologies for networking and IT infrastructure security. With deep expertise, certified professionals, and extensive experience in complex projects, Smart NS is a trusted partner for the digital transformation of businesses and organizations.

In 2024, Smart NS became the first Greek company to earn the **Cisco Advisor** title, recognizing its active role in projects related to the digitalization of commercial buildings.

Cisco and its partner, Smart NS, will participate in **BEYOND 2025**, creating a unique environment for dialogue and innovation, where the technological solutions of tomorrow take shape. Visit the Cisco booth and experience firsthand the potential of Cisco and Smart NS solutions for the future of the digital world.



Cisco

As BEYOND 2025 prepares to open its doors, we had the opportunity to ask Cisco executives some key questions. Here are their insights:

We renewed our participation in BEYOND because...

We renewed our participation in BEYOND because it provides yet another opportunity to share our vision, showcase our latest innovative technology solutions, and engage in discussions about today's and tomorrow's challenges.

BEYOND gave us the opportunity to...

At BEYOND, we have the chance to present our initiatives to both the institutional and business ecosystems. Our focus is on leveraging technology as a tool to improve everyday life, enhance security, and promote innovation, creating new opportunities for businesses and society alike.

At BEYOND, we managed to achieve...

At BEYOND, we successfully highlighted technological solutions that redefine the concept of doing business. Through presentations and constructive discussions, we emphasized the importance of technology in business growth and competitiveness, while also sparking dialogue on the necessity of innovation as a key pillar of sustainable business development.

BEYOND stands out from other technology and innovation events because...

BEYOND stands out because it is not just an exhibition—it is an open dialogue platform where the core business ecosystem discusses the technological solutions that will shape the future, positioning technology as a driving force for sustainable development.

At BEYOND 2025, we will showcase...

At BEYOND 2025, Cisco will present cutting-edge solutions for businesses transitioning into a new era of efficiency and operations, including the Network Platform Experience, AI Ready Data Center, AI Enhanced Security, and Future-Proofed Workplaces. Additionally, we will highlight Cisco's lasting impact and strategic role, shaped by 40 years of global innovation.

17 When & Where

17 April 04-06, 2025

BEYOND is more than just an exhibition or conference—it is a platform for connection, innovation, and shaping the future of technology.

Metropolitan Expo, Athens, Greece

BEYOND 2025 Digital Technology & Innovation International Exhibition | Conference

<https://www.beyond-expo.gr/>

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 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!

GOLD SPONSORS:



SPONSORS:



SUPPORTERS:



ORGANIZERS:  think outside the box
BeBest 2014

HELEXPO  **GAME CHANGERS**

[Advertise](#) | [Talk to Us](#) | [Exhibitors](#) | [Conference](#)

CONTACT US
EXPO@BEYOND-EXPO.GR
210 2626267

FOLLOW US
    



You are receiving this email because you opted-in at our website or one of our initiatives or discussions or events & conferences.

[Unsubscribe](#) | [Contact](#)

Copyright © 2025 BEYOND, All rights reserved.