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**BEYOND**  
INNOVATION ARENA

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

Wednesday, February 14th 2024

## WHAT LIES BEYOND

The countdown has begun for this year's BEYOND - the international tech event which takes place annually in Thessaloniki, it is fast becoming the foremost digital technology exhibition in Southeast Europe, the Mediterranean and MENA; a veritable melting pot of the region's brightest minds, most innovative companies and cutting-edge products.

A hybrid "exhibition-meets-summit" happening, BEYOND is a one-of-a-kind event and a world-class trade show at a unique location, wrapped up in one.

Transforming every aspect of our lives, the AI revolution takes center stage at this year's event, on April 25-27. Investors, stakeholders, multinationals, but also startups, public and private entities, as well as research centers, universities and leading executives in the field of technology will participate in BEYOND 2024.

A rich program of B2B & B2G meetings, roundtables, side events, presentations, workshops, as well as distinguished networking opportunities provide ample opportunities for growth, networking and collaboration.

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**SECURE YOUR PLACE**

*Exhibitors / Attendees*

**BECOME AN EXHIBITOR**

Be a catalyst for change. Unleash the potential of tomorrow. Unlock new possibilities in a business landscape fueled by innovation. Join us as an exhibitor at BEYOND.

- Engage with industry leaders to gain insights into the latest trends, emerging technologies and market dynamics.
- Immerse yourself in interactive demos, workshops and thought-provoking sessions, led by visionaries shaping the future.
- Accelerate your professional development through meaningful connections and a stimulating knowledge exchange.

Greece's rich cultural and research backdrop, paired with your technological prowess, promise an unparalleled experience. Seize the opportunity to network, demonstrate your products and services, and forge strategic partnerships with a bespoke audience from the wider Southeast Europe, Mediterranean and MENA region.

Reserve your spot now and become part of a tech revolution. Ignite inspiration, forge connections and witness the future unfolding.

BEYOND awaits.

## Q&A



We sat down with **President of TIF-HELEXPO Anastasios Tzikas** to give you a firsthand idea of the vision behind BEYOND and this year's level-up.

### **What is the vision for BEYOND 2024, but also the event in the future?**

Our vision, not only for BEYOND 2024 but for the event in general, from its conception onwards, is for Thessaloniki to host an exhibition that reflects its potential as a technology hub, highlighting its rich reserve of people, companies and tech. The city deserves an event on the model of MWC Barcelona, where businesses, startups and ideas will converge in one place, promoting innovation.

### **What are the main pillars of this year's event?**

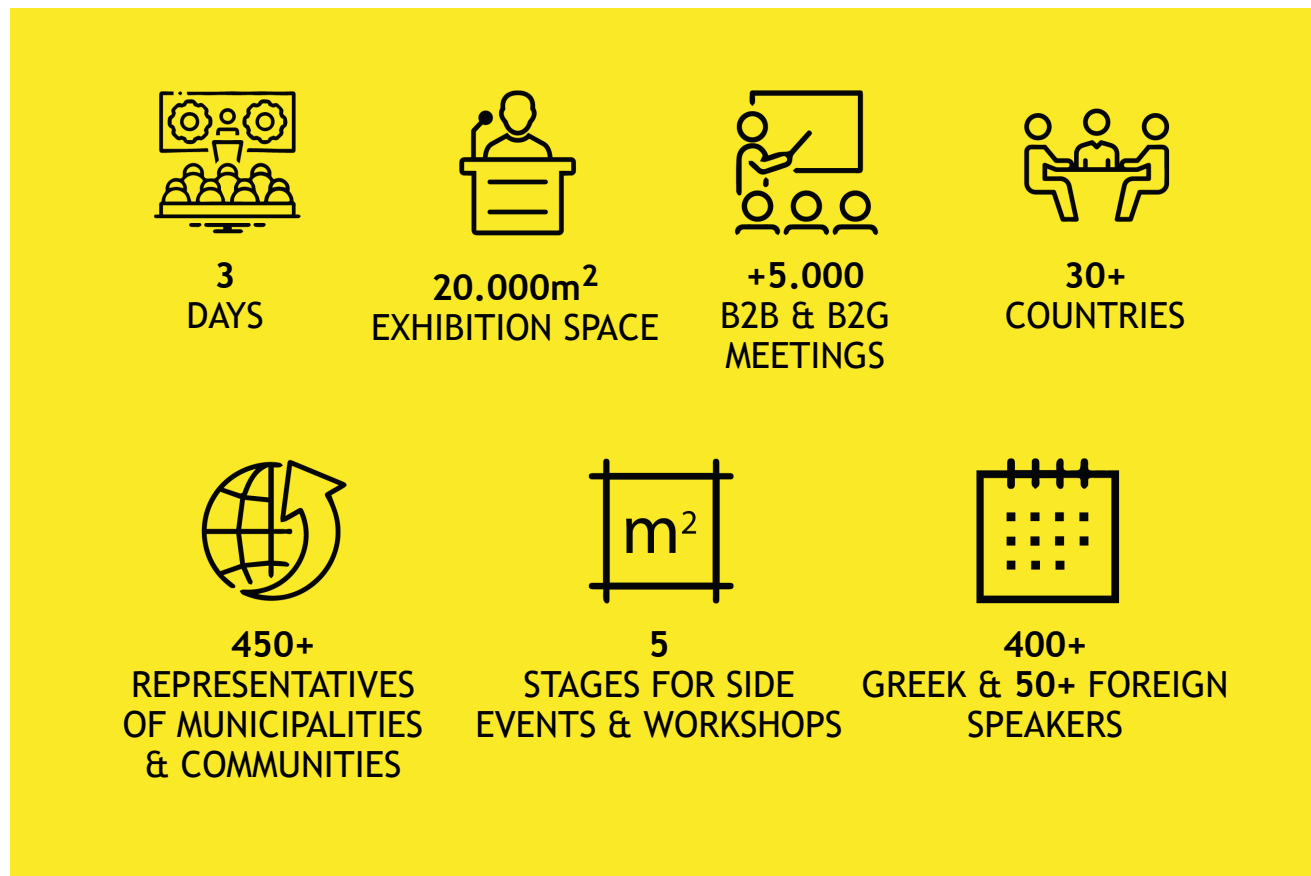
Artificial Intelligence and the revolution it brings with it to every aspect of our daily life, even if we don't realize it, is at the center of this year's event. We unlock its dynamic to see how it affects a range of sectors. Smart cities, green technologies, academic research, applications for industrial automated systems, quality and sustainability in agri-food, the future of healthcare and many more themes will be explored at this year's BEYOND.

### **What conclusions do you draw from the previous 3 exhibitions?**

BEYOND is maturing year by year, claiming the space it deserves in Thessaloniki, but also within the international technology community. From previous events, what was evident was the thirst of the city and its people, especially those active in the fields of new tech and innovation, for an exhibition where they could meet with creative minds, be informed and inspired, and exchange views. I truly believe that BEYOND contributes and will contribute significantly to the innovation ecosystem of the city.

### What is the importance, potential and strategic role of Thessaloniki as the organizing city of BEYOND 2024?

I often emphasize that Thessaloniki has all the necessary prospects to become a hub of new technologies and innovation in the region of Southeast Europe. And I'm not the only one saying it, the data also proves it. Its high-level, specialized talent, the critical mass of IT companies producing important work, the city's creative research community with universities and research institutions, the innovation ecosystem, which includes Technopolis Thessaloniki, ThessIntec, the incubators, but also the arrival of important foreign companies that see its potential are just some of the elements working in the city's advantage.



### 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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