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BEYOND
INNOVATION ARENA

The
Beyonders^{EN}

Thursday, February 22nd 2024

BEYOND THE HORIZON

At the core of BEYOND's vision and proposition is the idea that Thessaloniki is fast becoming a thriving tech hub, putting Greece on the map of the global tech landscape. Part of our efforts towards that end happen all year long, with strategic visits to other countries and exhibitions that extend our reach.

These past weeks have been particularly busy in that respect, with members of the TIF-HELEXPO and wider BEYOND teams visiting Sofia, Bulgaria for a series of high-level meetings with institutional bodies. Late last year, the team visited the China Hi-Tech Fair in Shenzhen, while representatives of our team will also be attending next week MCW Barcelona, the largest and most influential connectivity event in the world.

With a firm international orientation and an emphasis on the development of its partnerships in the Balkans and the wider Med, BEYOND 2024 promises to be a one-of-a-kind experience, a hybrid "exhibition-meet-summit" happening with a rich program of B2B & B2G meetings, roundtables, side events, presentations and workshops, offering valuable opportunities for growth, networking and collaboration.

Mark your calendars for this year's event, taking place on **April 25-27 in Thessaloniki.**

If you would like to read this newsletter in Greek, please click [here](#).

SECURE YOUR PLACE

Exhibitors / Attendees

Join us as an exhibitor at BEYOND. Unlock new possibilities in a business landscape fueled by innovation.

- **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.
- **Seize** 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.

Be a catalyst for change. Reserve your spot now and become part of a tech revolution. Unleash the potential of tomorrow.

BEYOND awaits.

Q&A



We sat down with co-organizer of BEYOND 2024, Managing Director of Be Best **Evangelos Charalampous**, to find out more about this year's unique offering to exhibitors and participants alike.

How do you assess the journey of BEYOND so far?

When the idea of BEYOND was conceived about three years ago, our goal was to create an international exhibition to make Greece, and Thessaloniki in particular, a point of reference for the global tech community, promoting cooperation and the exchange of knowledge and fostering the development of innovative technologies. We are only two months away from BEYOND 2024 and we can't help feeling proud of what the event has managed to achieve in such a short period of time. It has essentially done precisely what its name suggests: reaching beyond boundaries by becoming a meeting point of the international scientific community, the most innovative companies, as well as cutting-edge technologies. BEYOND has already shown the way, as a pioneering exhibition in the field of digital technology and innovation. We move forward with the same enthusiasm and faith in our vision.

What does BEYOND 2024 offer exhibitors? What is its commercial proposition?

We are going through an undeniable growth period in the field of digital and emerging technologies, with artificial intelligence creating new opportunities and challenges. At the heart of this year's event is the AI revolution and the ways in which it is transforming every aspect of our lives. At BEYOND 2024 distinguished speakers on the national and international stage will discuss the tectonic changes brought about by AI and its contribution to the development of the economy and business. In an exhibition area of more than 20,000 m². Leading tech companies, which stand out for their successful business activity, state and private entities active in the technology sector, startups which have distinguished themselves for their innovative ideas, will present their products and services to a large number of targeted visitors and stakeholders who wish to learn about the future of emerging technologies. For 3 days, the most important digital technology and innovation companies will have the unique opportunity to strengthen their image, stimulate their extroversion and support cross-border investment. Achieving new trade partnerships based on strong foundations is our commitment to every participant.

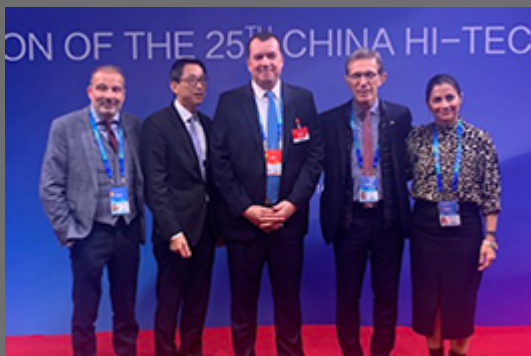
How important is the element of networking at BEYOND?

BEYOND strengthens networking to the maximum extent possible, a fact which has already been highlighted by participants acknowledging their satisfaction in this area over the past 3 exhibitions. This is also a key commitment for BEYOND 2024, with our B2B and B2G sessions (more than 5,000 of which took place last year) remaining a unique comparative advantage.

What conclusions do you draw from the 3 previous events?

The 4th edition of BEYOND, which returns stronger than ever, has a solid foundation after 3 successful events which made our exhibition a window for the extroversion of Greek businesses and organizations in the international business landscape. The dynamic participation of thousands of visitors from more than 30 countries, the presence of leading companies and distinguished speakers, shows that BEYOND is not just here to stay, but is now an institution, contributing to the consolidation of Greece's position on the global tech landscape. Our country has the potential to be a point of reference for leading companies and scientists, and BEYOND is the springboard for achieving that goal. This unique exhibition has managed to be a showcase for hundreds of new products and services, but also a unique point of exchange for opinions and ideas around some of the most important fields of science and the economy.

Photocall





3
DAYS



20.000m²
EXHIBITION SPACE



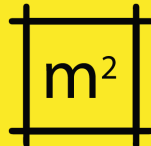
+5.000
B2B & B2G
MEETINGS



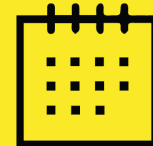
30+
COUNTRIES



450+
REPRESENTATIVES
OF MUNICIPALITIES
& COMMUNITIES



5
STAGES FOR SIDE
EVENTS & WORKSHOPS



400+
GREEK & **50+** FOREIGN
SPEAKERS

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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