

BEYOND

INNOVATION ARENA

25 | 27-04-24



EXHIBITION | SUMMIT FOR DIGITAL TECHNOLOGY & INNOVATION

AI
THE
AGE
OF

UNLOCKING POTENTIAL

GREECE

Thessaloniki
International
Exhibition &
Congress Centre

ORGANIZED BY:  98Best

HELEXPO



www.beyond-expo.gr
expo@beyond-expo.gr

WHERE

GREECE

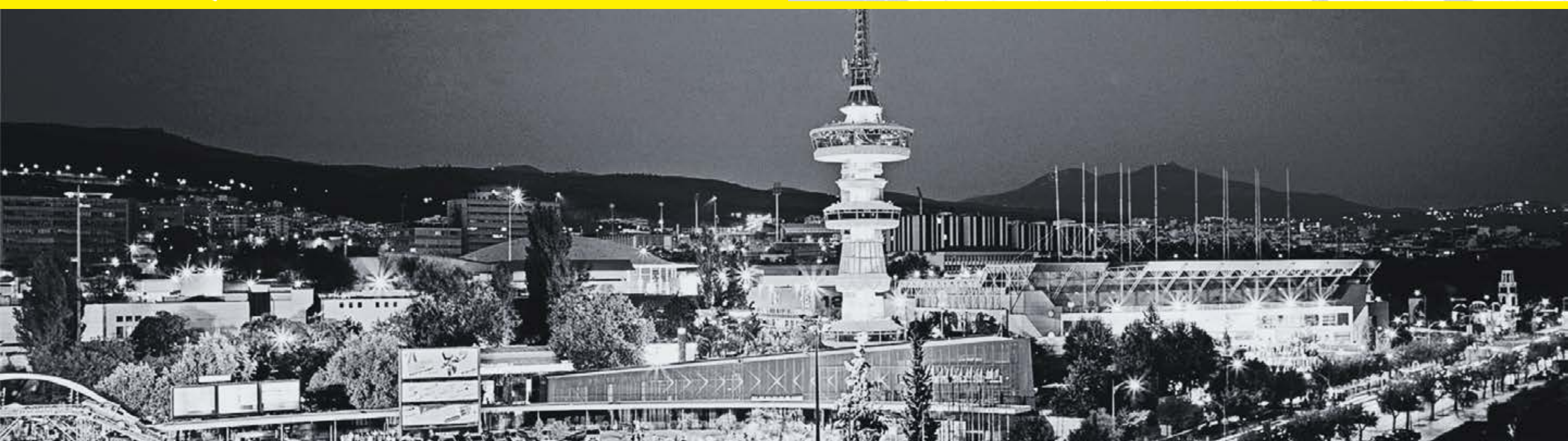
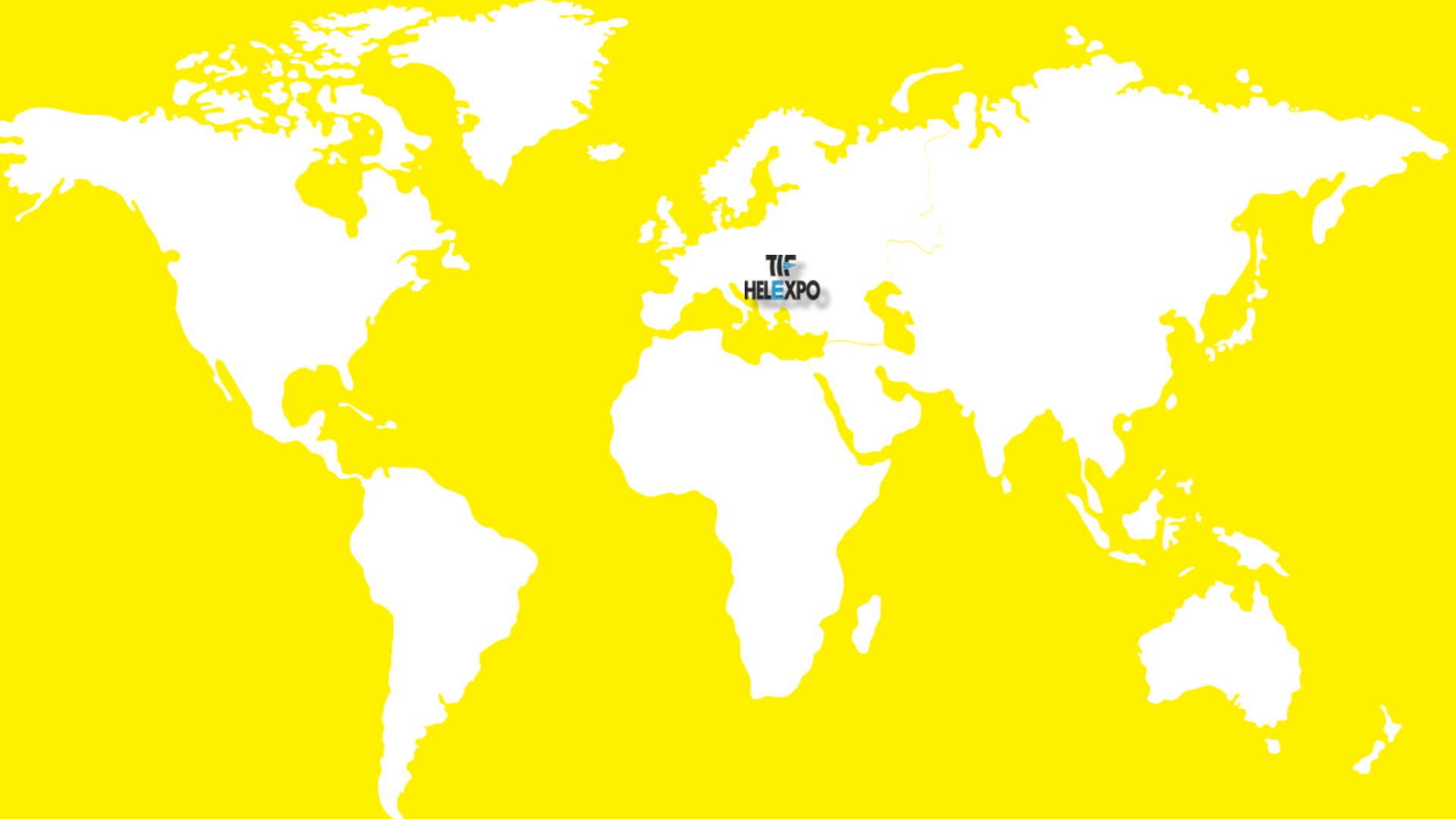
Thessaloniki
International Exhibition
& Congress Centre



WHEN

25-27
APRIL 2024





Skilled Workforce

Greek engineers and scientists are ranked by the Global Talent Competitiveness Index in the top positions in education level, skills and human resources in the ICT sector worldwide. Also, more than 70% of the Greek population speaks English.

Attractive Funding Opportunities

Investments in the Greek technology market can benefit from several funding opportunities provided both from public sources such as EU structural funds and PPP initiatives as well as from private sources. Supporting R&D and innovation activities, as well as creating new technology initiatives is always a central pillar in the design of entrepreneurship support programs.

ICT Infrastructure

Greece can cover all infrastructure needs for a major investment in ICT, including telecommunications (fixed, mobile, data, fiber-optic networks etc.), hosting and server facilities.

Research and Education

Greece possesses an extensive network of science and technology parks and higher education centers. During the past few years, Greece has seen the development of several new ICT clusters, incubators and accelerators.

Favorable Location

Greece is the EU country with the best access to leading Asian ICT markets such as China, Japan and Korea. This favorable location, coupled with the country's logistics infrastructure and skilled labor, makes Greece ideal for the establishment of assembly facilities for ICT products and devices.

Main investment Opportunities

- Data Centers
- Call Centers/Service Centers staffed by Multilingual staff
- Mobile Marketing & Advertising
- Software Development
- Information Security Services
- Smart cities
- Assembly and distribution of ICT devices
- B2B Cloud Services
- Innovation and Research Activities

Why Greece

States Digital Transformation

State's digital transformation is one of the key priorities of the new government for the next years. Ministry of Digital Governance and the government aim to improve the services that are provided to the citizens in order to meet their needs. The new public administration brings together for the first time digital policy, e-government and citizen service so as to facilitate country's digital transformation and to create upgraded citizen services



Thessaloniki

An International City

- Population 1,5 million
- 2nd largest & most important city in Greece
- Home of major international organizations



Thessaloniki

An innovation hub



Why Thessaloniki?

Thessaloniki is the best location in SE Europe to invest and pioneer featuring a vibrant ecosystem of people and resources highly receptive to international cooperation

The city is the largest research centre in Greece. Its 170.000-strong community of academics innovates by forming spin-off companies and institutions, acting as incubators for new enterprises and participating in the city's economic growth.

International Institutions

- The Black Sea Trade & Development Bank
- The European Center for the Development of Vocational Training – CEDEFOP
- Centre for Research & Technology Hellas – CERTH
- Digital research hub with a focus on artificial intelligence and big data – PFIZER
- International Innovation Centre – Cisco Thessaloniki International Technology Center
- DEloitte
- Thess INTEC

Thessaloniki

The Education Hub



170k academic community
= **150k** Undergrad students
+ **20k** Grad students



9 world respected
research centers



5 Major Universities
including the largest
in SE Europe



Seagate to Balkans



4 Major Incubators
the biggest in the country



**Thessaloniki Science Centre
& Technology Museum**



141
direct flights

The Innovation **hub**

HELEXPO FAIRGROUNDS



What is BEYOND?

The International Exhibition/Conference BEYOND is designed to be a focal point for innovative enterprises active in new technologies and their various fields of application. Moreover, developing companies, make their own impact by sharing their vision and innovations in a technologically friendly space, where the term “entrepreneurship” is highly celebrated.

During the last three years, the expo acted as an international platform for exchanging views and ideas that explore the social and economic impact of the 4th Industrial Revolution and the multiple opportunities created in the evolving sector of technologies.

How we make it work

3-day exhibition in an area of more than 20.000 sqm

Companies focusing on technology & innovation showcase their products & services, as well as cutting-edge technologies to a large number of visitors, a targeted audience eager to learn about the future of technology and how it may transform all the aspects of our lives.

3-day high-end Conference and Side Events

Distinguished, Greek and international, speakers in the field of technology and innovation set the frame of the global trends and share their thoughts and concerns for the future, through creative discussions and keynote speeches.

Investing into the startup ecosystem

Entrepreneurship is part of BEYOND's DNA and it is of highest priority to:

- a. Strengthen and support the entrepreneurs & the startup ecosystem
- b. Appoint the disruptive innovations which can then become the driving force for a sustainable and innovative future
- c. Dedicated area to innovative startups & scaleups in order to promote their products and services.

BEYOND

IN NUMBERS

3 DAYS

**20.000 m²
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**





Tech Industry Leaders



Startups & Scaleups



Research Centers & Universities



Visionaries & Thought-Leaders

4 MAIN AREAS

Exhibitors

ICT Companies
Innovative Companies
SMEs
National Trade Bodies
Chambers
R&D Corporate Departments
Start-ups
Research Centers
Universities
Incubators & Accelerators

Visitors

International & National Officers
Municipality Representatives
Chambers, Embassies & Consulates
Investment Funds & Venture Capitalists
Brands & Marketing Managers
Product Designers
Industrial Designers
IT specialists, developers
Business Executives
Corporate Visitors
Software Houses

ENERGY **MEDIA** **SUSTAINABILITY**

CREATIVE INDUSTRIES **TRAVEL TECH**

AGRI FOOD TECH **DIGITAL HEALTH**

MOBILITY **EDU TECH** **INSURE TECH**

MATERIALS|CONSTRUCTION **FIN TECH**

GAMING **BIO TECH** **SMART CITIES**

AI FORUM

"The Age of AI: Unlocking Potential"

As we enter an era defined by the rapid advancements and integration of Artificial Intelligence (AI), Beyond 2024 aims to delve deep into the possibilities, challenges, and impact of AI across industries and society.

The conference will provide a platform for thought leaders, industry experts, innovators, and enthusiasts to come together and explore the boundless potential of AI, while addressing ethical considerations and ensuring a human centric approach.

A THE AGE OF **A**
UNLOCKING POTENTIAL

- Automation
- ETHICS
- Sustainability
- HEALTHCARE
- Education
- CYBERSECURITY
- Future of Work
- GOVERNANCE & POLICY
- Creativity
- SOCIAL IMPACT

TOPICS

Why Attend

- BEYOND is a unique technology event, a hybrid combination of a world-class trade show and conference, in a unique strategic location.
- Focuses on artificial intelligence (AI) and its inexhaustible areas of application.
- Offers the best opportunity for growth, networking and new collaborations, through a targeted program of B2B & B2G meetings.
- Attended by investors, innovative companies, multinationals, but also startups, public and private bodies, as well as research centers, universities and top business executives in the field of technology.
- Includes a rich program of parallel events, keynote speeches, presentations, round tables and workshops.
- Takes place in an area of 20,000+ m2, ideal to accommodate a large number of visitors.

Attend as Visitor

Attend as Exhibitor

BEYOND
INNOVATION ARENA

UNLOCKING POTENTIAL

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2024

HELEXPO
SERVICES

ΕΓΓΡΑΦΗ ΕΠΙΣΚΕΠΤΩΝ
VISITOR'S REGISTRATION

Beyond 2024 // Εγγραφή Επισκεπτών // Visitors' Registration

ΕΛΛΑΔΑ // GREECE

Όνοματεπώνυμο // Full Name

Εταιρία // Company

Αντικείμενο Εταιρίας // Company Activity

Ιδιότητα // Job Description

Πόλη // City

Περιφέρεια // Region

Email Address

CLICK HERE TO REGISTER

<https://services.helexpo.gr/beyond2024visitorsregistration/>

Express your interest

Name

Surname

Email

Company

Country

Phone Number

Δεν είμαι πομπότ

CLICK HERE TO REGISTER

Send

<https://www.beyond-expo.gr/express-your-interest/>

B2B event UNLOCKPOTENTIAL B2B@BEYOND2024

On the occasion of the 4th BEYOND Exhibition (BEYOND 2024), the Federation of Industries of Greece (SBE), member of the Enterprise Europe Network – Hellas, is organizing a matchmaking event on **26-27 April 2024**



The B2B event UNLOCKPOTENTIALB2B@BEYOND2024 aims to bring Greek innovators and start-ups into contact with potential commercial and technology partners from abroad.

The b2b sessions will take place on the second and third days (26-27 April 2024) of the 3-day exhibition (25-27 April 2024), for the most efficient and concentrated timespan. In addition to performing their b2b meetings, participants will have the opportunity of attending the various special events organized in parallel to the exhibitions, focusing on new technologies.

The matchmaking event will bring together companies, research organisations and other relevant public and private sector bodies from a large number of European countries. This is a unique opportunity to generate new business contacts and contracts. Meetings will take place in a dedicated area and will be arranged in advance by means of this website.

<https://b2bbeyond2024.b2match.io/signup>



UNLOCKPOTENTIALB2B @BEYOND2024

Take part in the inspiring workshop sessions and perform targeted meetings with new business contacts for hi-tech knowledge gain and exchange

 UNLOCKPOTENTIALB2B @BEYOND2024

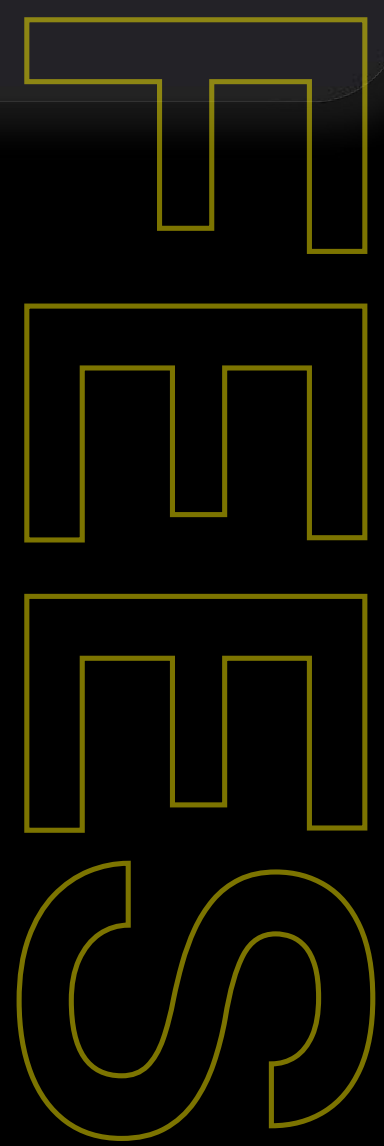
Be Exhibitor

Participation

Covered Area

Rented Space	€/m2
One Side Open	140
Two Sides Open	150
Three Sides Open	160
Four Sides Open	170
Open Air Space	105
Registration Fee	150
Start ups Fee	500

*All prices are without 24% VAT. The VAT will be applied where appropriate, according to national fiscal policy.



Type 1
/ Without
Equipment

Stand marked out on the floor, general cleaning charges.

Power supply and connection is not included (wiring plan is necessary).
Cost €35/kw

Discounts*

- I. From 50-99 sq.m. discount 5%
- II. From 100-149 sq.m. discount 10%
- III. From 150 sq.m. & over discount 15%

*All discounts are calculated on the price of space rent

TERMS OF PAYMENT

Bank transfer 40% of the total amount upon the signing of the agreement
The remaining 60% should be paid 20 days before the start of the exhibition

Types of Stands

Type 4

SHELL SCHEME
40€/sq.m.

FLOOR: ALMA ELEA CARPET IN PETROL COLOR
STRUCTURE: OCTANORM ALUMINIUM SYSTEM (H:2.50m)
WITH PANELS IN WHITE COLOR
SIGN: EXHIBITOR'S NAME IN RECTANGULAR SIGN
FURNISHING: INFODESK WITH ALUMINIUM STRUCTURE & WHITE PANELS,
1 PIECE, TABLE, 1 PIECE, CHAIRS, 3 PIECES, STOOL, 1 PIECE
POWER SUPPLY/ LIGHTS*: SINGLE SOCKET, 1 PIECE, SPOTLIGHTS, 10 PIECES



Beyond Special Construction SHELL SCHEME

78€/sq.m.

FLOOR: ALMA ELEA VEL CARPET IN GRAY COLOR
STRUCTURE: OCTANORM MAXIMA (H:3.00m.) WITH WHITE COLOR PANELS.
SIGN: MELAMINE 1.50x0.30m. WITH THE COMPANY LOGO IN VINYL
GRAPHICS*: DIGITAL PRINTINGS 4.00x2.50m., 2PIECES IN FRAMED CANVAS
FURNISHING*: INFODESK IN WHITE COLOR, 1PIECE, STOOL IN WHITE COLOR,
1PIECE, GLASS TABLE, 1PIECE, WHITE CHAIRS, 3PIECES
AUDIO VISUAL: FLOOR STANDING PLASMA 42", 1PIECE
POWER SUPPLY/ LIGHTS*: OUTLET SOCKET 500W, 1PIECE, LIGHTS, 4PIECES

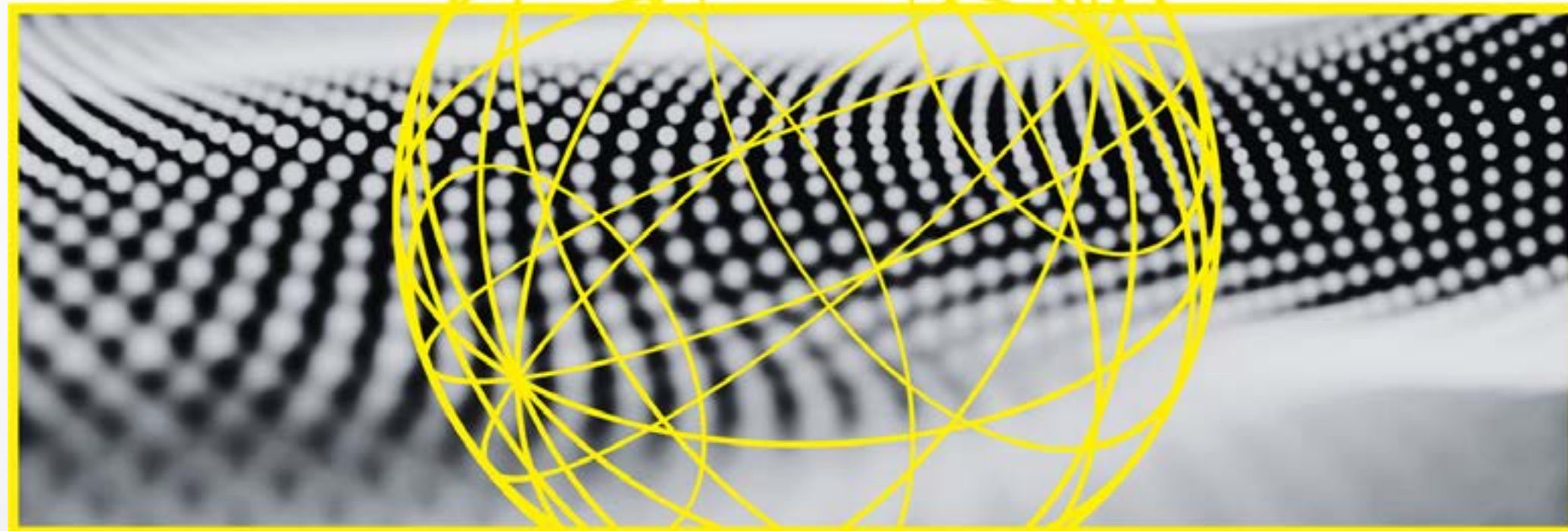


*All prices are without 24% VAT. The VAT will be applied were appropriate, according to national fiscal policy.

*The equipment depends on the sq.m. of the stand

BEYOND

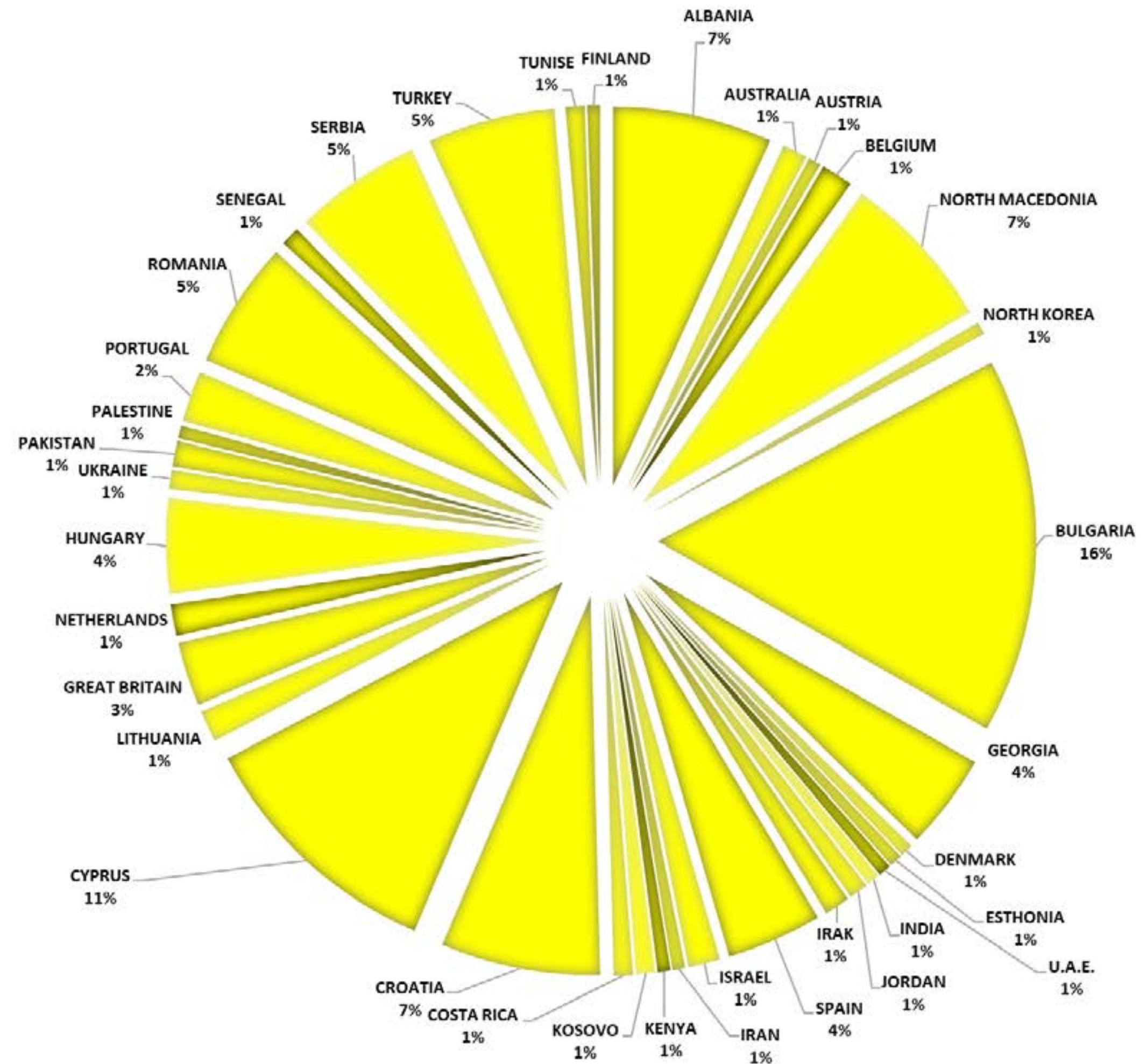
Dive into
moments





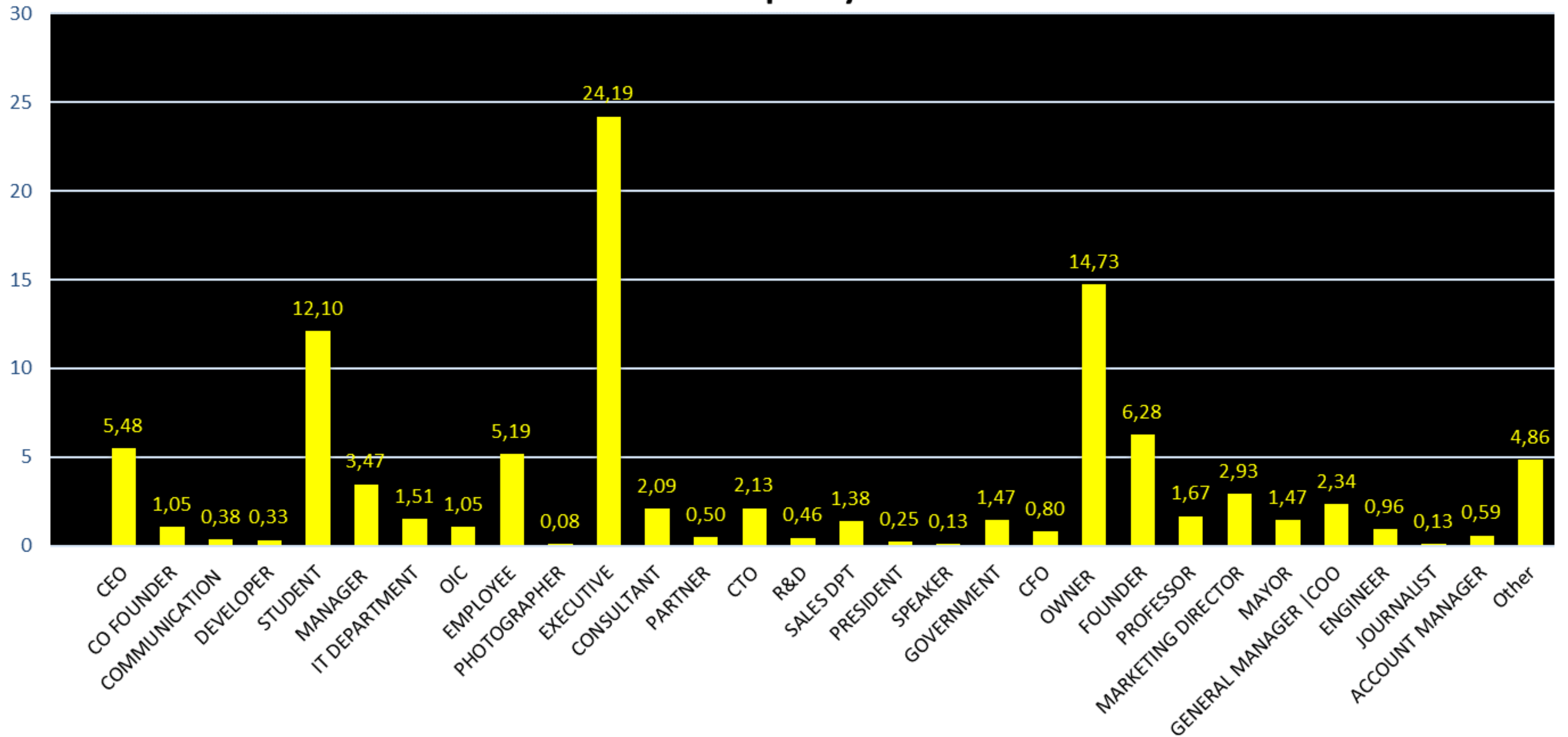


COUNTRY OF ORIGIN



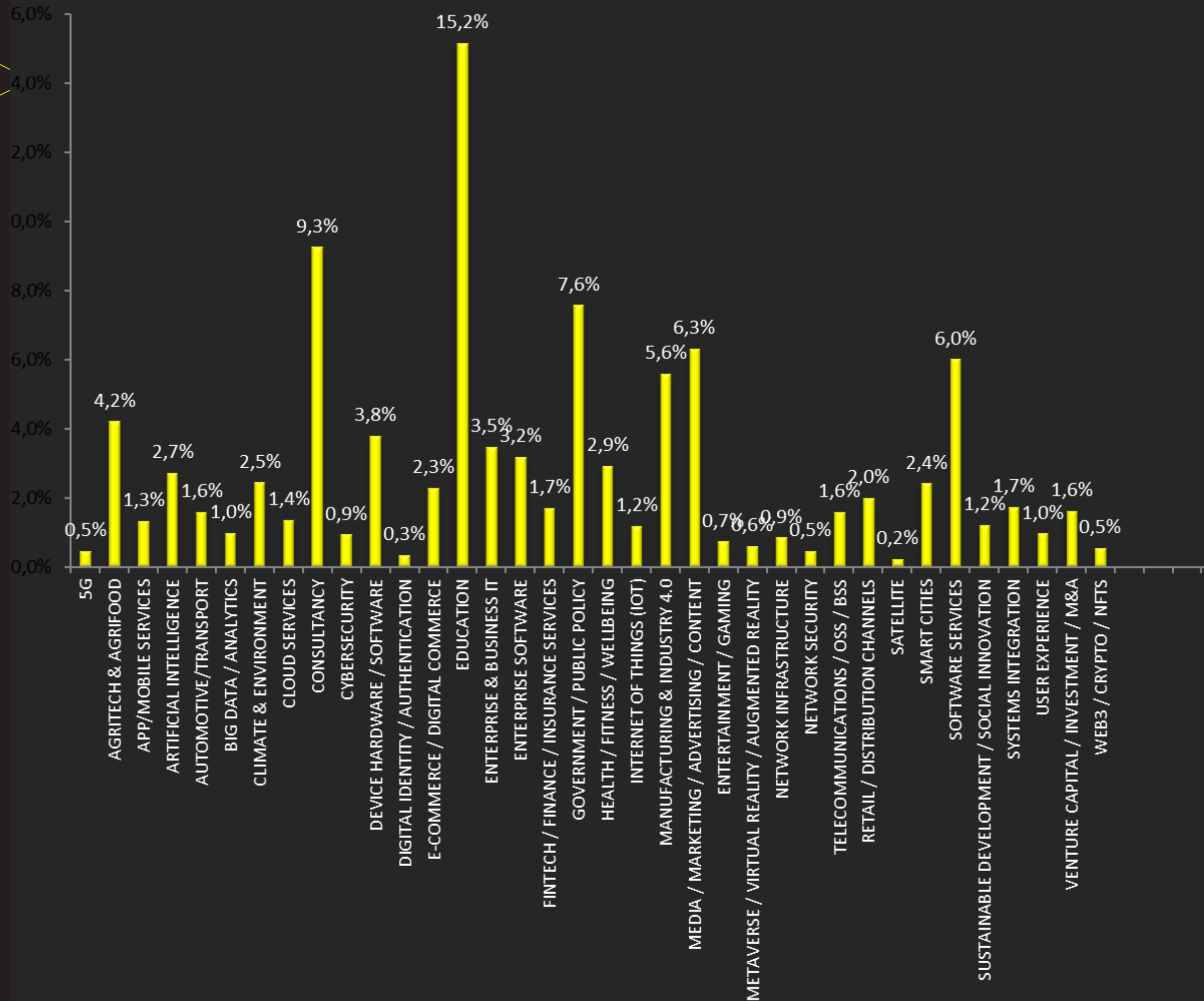
Statistics

Visitors Capacity



Statistics

Visitors Activity



Statistics

Media Talking

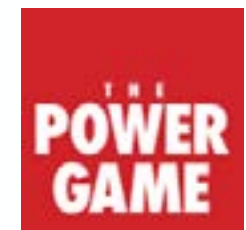
The importance of the organization is proved through the visibility in the Mass Media. Moreover, BEYOND has penetrated into a wide range of Media - focusing on general news, but also sectoral - which has resulted in the diffusion of the message to all audiences.



ΑΘΗΝΑΪΚΟ - ΜΑΚΕΔΟΝΙΚΟ
ΠΡΑΚΤΟΡΕΙΟ ΕΙΔΗΣΕΩΝ



Οικονομικός
Ταχυδρόμος



Partners & Supporters

2022

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SPONSORS

IANIC | infoteam software | COOLBLOCK | apifon | LANCOM | performance | InTTrust | Deloitte.

SUPPORTERS

SEPE | ΣΕΠΒΕ | ΣΕΚΕΕ | HETiA | SAMSUNG | CHECK POINT | Cisco Networking Academy | GlobiSMART | Info Quest TECHNOLOGIES | uni-systems | HELLENIC REPUBLIC REGION OF ATTICA

UNDER THE AUSPICES OF

HELLENIC REPUBLIC Ministry of Digital Governance | HELLENIC REPUBLIC MINISTRY FOR DEVELOPMENT | HELLENIC REPUBLIC MINISTRY OF INTERIOR (MACEDONIA & THRACE)

CO-ORGANIZERS

REGION OF CENTRAL MACEDONIA | CITY OF THESSALONIKI | KEAE

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2023

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SAMSUNG | DELL Technologies | HELLENIC REPUBLIC REGION OF ATTICA | infoteam software | aic

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The Team Behind The Scenes

HELEXPO

TIF HELEXPO SA is the national entity for the organising of exhibitions, congresses, and cultural events in Greece. It owns two important exhibition and congress centres, in Thessaloniki where it is based, and in Athens. It organises more than 20 trade fairs with exclusive brand names, Thessaloniki International Fair being its flagship, while at the same time it also operates as an official advisor to the State on exhibition matters.

HELEXPO

BE-BEST

Be-Best is a greek awarded leading company that specializes in the Organisation of Fairs, Conferences and Events for more than 17 years. It is important to mention the many years of experience that it has in the field, counting more than 2,000 customers and having successfully organized numerous and varied exhibitions and related events. Mission of the company is the growth of customers through communication strategy.

BE-BEST

ID-GC

Industry Disruptors Game Changers (IDGC) is an independent organization established with the vision to create an extrovert ecosystem that fosters innovative entrepreneurship on a global scale. Since 2012, IDGC has achieved organic growth in over 64 countries across 5 continents. Its strategy is focused on industry sectors that offer a competitive advantage, through the exploitation of the unique characteristics and business potential of the region.

ID-GC

Looking Forward to Welcoming You

www.beyond-expo.gr/

Don't hesitate
to get in touch



expo@beyond-expo.gr

