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BEYOND
INNOVATION ARENA

The
Beyonders^{EN}

Thursday, February 29th 2024

B2B FOR THE WIN

One of the most valuable elements of BEYOND is its B2B meetings offering. Facilitating the introduction between innovative companies and accelerating their growth through collaboration is a key part of our mission. Therefore, exhibitors are encouraged to take advantage of the numerous opportunities to take part in inspirational workshop sessions, but also targeted meetings with new business contacts for a high-level knowledge exchange.

This year, on the occasion of BEYOND 2024, the Federation of Industries of Greece (SBE), a member of the Enterprise Europe Network - Hellas, is organizing an exciting matchmaking event on April 26-27, on the TIF-HELEXPO Exhibition grounds.

The B2B event **UNLOCKPOTENTIALB2B@BEYOND2024** aims to bring Greek innovators and startups into contact with potential commercial and technology partners from abroad. The sessions will bring together companies, research institutions and other relevant public and private sector stakeholders from a large number of European countries; a unique opportunity to generate new business contacts and agreements.

Meetings will take place in a dedicated area of the expo and will be arranged in advance by signing up online. Secure your spot for the B2B meetings program by clicking [here](#).

The countdown for BEYOND 2024 has begun! Don't forget to 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](#).

B2B SESSIONS CONTINUED

The UNLOCKPOTENTIALB2B@BEYOND2024 B2B sessions will take place on the second and third days of the expo (26-27 April). In addition to performing their B2B meetings, participants will have the opportunity to attend various special events organized in parallel to the exhibition, focusing on emerging technologies.

Why participate and how can you benefit from the B2B sessions?

- **Showcase** your products, projects, services or business/technology/research needs to other participants.
- **Initiate and arrange** promising pre-scheduled meetings at the event.
- **Generate** fresh leads and meet new contacts in a time- and cost-efficient manner.
- **Stay one step ahead** of the competition by ensuring a visible presence at the event.

Top 5 objectives to make your attendance a success:

- **Meet** potential partners and/or customers.
- **Discover** new products, technologies and/or services.
- **Prepare** common projects or Joint Ventures.
- **Meet** possible new suppliers and/or make new purchases.
- **Get informed** about the industry's latest innovations and developments.

Secure your spot today by signing up [here](#).



3
DAYS



20.000m²
EXHIBITION SPACE



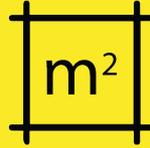
+5.000
B2B & B2G
MEETINGS



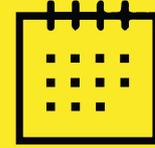
30+
COUNTRIES



450+
REPRESENTATIVES
OF MUNICIPALITIES
& COMMUNITIES



5
STAGES FOR SIDE
EVENTS & WORKSHOPS



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

BECOME AN EXHIBITOR

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** 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.

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

BEYOND awaits.

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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