



# ekip@BEYOND Conference

Thursday 25 April 2024

**Pavilion 14, TIF - Helexpo**  
Egnatia Street 154 Thessaloniki, 54636, Greece

*Conversations about AI and the Creatives  
Shaping the future through innovation policy.*

## Agenda

- 11:00-11:05 **Welcome Speech.**  
**Michalis Stangos**, Partner Beyond2024, President and Partner L-Stone Capital, CEO and Founder MSCOMM, Greece
- 11:05-11:15 **ekip a European innovation policy platform.**  
**Charlotte Lorentz Hjorth**, Coordinator ekip  
CEO Future By Lund - Cultural and Creative Industries Lund University, Sweden
- 11:15-11:50 **Policy as a tool for innovation, knowledge intelligence and sense making.**  
**Jeroen van der Aa**, Project manager EU Research & Innovation Collaboration Delft University of Technology, The Netherlands  
**Jasmína Nikolic**, Client Service Director, New Moment, Serbia  
**Alexandre Lotito**, Senior Consultant, Technopolis Belgium  
**Yannis Assael**, Staff Research Scientist, Google DeepMind, MIT Innovators Under 35
- 11:50-12:00 **Keynote speech.**  
**Leonidas Christopoulos**, Head of the National Centre of Audiovisual Media & Communication (EKOME)
- 12:00-12:40 **AI as a tool for innovation by the Creatives trends and countertrends, possibilities, and challenges.**  
**Ragnar Sill**, Director Creativity Lab, Estonia  
**Valentina Auricchio**, Assistant Professor Department of Design, Politecnico Di Milano, Italy  
**Paul Hekkert**, Professor of Form Theory  
Delft University of Technology, The Netherlands  
**Maria Vytinidou**, Founder & CEO - AthensFashionClub Fashion School & The Fashion Gate, 1st Athens Fashion Business Incubator
- 12:40-13:00 **Keynote speech: Leveraging a new Dimension for Creating Our Next Reality.**  
**Alvin Graylin**, China Regional President of Vive, HTC
- 13:00-13:30 **BREAK**
- 13:30-14:00 **Building open communities and ecosystems. Driven by the Creative - powered by new technologies.**  
**Camila Cela**, EU Project Manager, Creative Business Network, Denmark  
**Michalis Stangos**, Partner Beyond2024, President and Partner L-Stone Capital, CEO and Founder MSCOMM, Greece  
**Birgitta Persson**, Project Manager at the Innovation Platform, Future by Lund, Sweden
- 14:00-14:30 **Creating cross innovation portfolios.**  
**Martijn van der Mark**, Senior Policy Advisor for Creative Industries and Media, Municipality of Rotterdam, The Netherlands  
**Marcin Poprawski**, Senior Lecturer and Researcher HUMAK University of Applied Sciences, Finland  
**Charlotte Lorentz Hjorth**, Coordinator ekip, CEO Future By Lund Cultural and Creative Industries Lund University, Sweden
- 14:30-15:00 **Summing up.**  
**Carlo Vuijsteke**, Expert cultural & creative sectors IDEA Consult, Belgium  
**Yvonne Ramdin-Trip**, Program manager, Department of Economics and Urban Development - Municipality of Rotterdam, The Netherlands  
**Stelios Aggeloudis**, Mayor of Thessaloniki