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**BEYOND**  
INNOVATION ARENA

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

Wednesday, April 3<sup>rd</sup> 2024

## BEYOND 2024 : ALL ABOUT DATA CENTERS

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BEYOND, the international digital technology commercial expo and conference held in Thessaloniki, is back.

The artificial intelligence (AI) revolution, the indisputably most important topic in the field of digital technology, will be the central issue of this year's event and its role and effects on our everyday life will be thoroughly analyzed.

Data Centers services are definitely one of the most interesting and important fields in the era of artificial intelligence and in this context, BEYOND 2024 is the absolutely specialized destination to get informed and learn everything about them.

Data Centers today are quite necessary services due to the continuous development of digital technology, but also the ever-increasing need for data storage and processing, ensuring durability and availability and data security.

In addition, they provide significant energy savings in terms of sustainability, as they use advanced techniques for its management, with the aim of saving resources on the one hand, and reducing its impact on the environment on the other.

Data Centers are a crucial part of the digital infrastructure used in many areas of everyday life, from enterprises in the private and public sectors to individual users.

The leading companies that provide Data Centers services will be present at BEYOND 2024. Indicatively one should mention HP Enterprise, NORIS, INTRACOM TELECOM etc.

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](#).*

## BEYOND: A TESTING GROUND FOR INNOVATION & PARTNERSHIP-BUILDING

Join BEYOND and you will have the opportunity to meet:

### TECH INDUSTRY LEADERS

Prominent tech industry leaders converge at BEYOND, showcasing their pivotal roles in steering the 4th Industrial Revolution. Presenting innovative new products and services, they also participate in discussions on the impact of emerging technologies (AI, IoT, quantum computing etc.) paving the way for a digitally integrated world so that we may harness technology for societal advancement, epitomizing the tech industry's evolving role in the 21<sup>st</sup> century

### STARTUPS & SCALEUPS

Startups and scaleups take center stage at BEYOND, showcasing groundbreaking solutions and disrupting industry norms. Startups, marked by agility, present novel concepts, ranging from AI-driven analytics to innovative applications. Scaleups, having traversed initial challenges, demonstrate scalable technologies ready for market integration. BEYOND provides a fertile ground for networking, fostering collaborations between emerging players and established industry leaders.

### RESEARCH CENTERS & UNIVERSITIES

Distinguished research centers and universities enrich BEYOND with intellectual prowess and cutting-edge discoveries. Leading academic institutions showcase groundbreaking research into emerging technologies, emphasizing their potential impact on various industries. BEYOND serves as a knowledge exchange hub, fostering dialogue between research luminaries and industry professionals.

### VISIONARIES & THOUGHT-LEADERS

Trailblazing visionaries and thought-leaders illuminate BEYOND with their profound insights and future-oriented perspectives. BEYOND provides a platform for these luminaries to share their forecasts and inspire a collective vision for the digital era and a tech-infused tomorrow.



3  
DAYS



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EXHIBITION SPACE



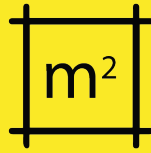
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MEETINGS



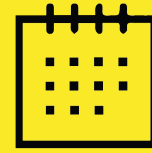
30+  
COUNTRIES



**450+**  
REPRESENTATIVES  
OF MUNICIPALITIES  
& COMMUNITIES



**5**  
STAGES FOR SIDE  
EVENTS & WORKSHOPS



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

## ABOUT BEYOND

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BEYOND is organized by TIF - HELEXPO, Be-Best and Industry Disruptors Game Changers (IDGC) with co-organizers the Ministry of Digital Governance, the Region of Central Macedonia, the Central Union of Municipalities of Greece (KEDE) and the Municipality of Thessaloniki.

It is held under the auspices of the Ministry of Tourism and the Panhellenic Union of General Secretaries of Local Government "Kleisthenis".

Gold sponsor of the event is INTRACOM TELECOM and sponsors are MYTILINEOS SMART CITIES, AVOCADO, POLITIS TECHNOLOGIES and AI LABS BY UBITECH.

Supporters of BEYOND are SEPE, SEPBE, SEKEE. AGE, AIC, SOFTONE and AXAPTA MASTERS.

## ABOUT THIS EMAIL

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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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