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BEYOND
INNOVATION ARENA

The
Beyonders^{EN}

Tuesday, April 23rd 2024

BEYOND 2024 : SOPHIA THE ROBOT “REVEALS” HERSELF TO THE PUBLIC!

BEYOND 2024, the most important meeting for digital transformation, technology and innovation in Greece is hosting the largest artificial intelligence conference with several world leaders in the field of technology and innovation, and also business meetings, career days and a rich program of conferences, seminars and workshops.

Leading technology companies, start-ups and scale-ups, research centers, academic institutions, but also thought-leaders and pioneers in artificial intelligence, make an appointment at BEYOND.

At the heart of this year's event is artificial intelligence (AI) revolution and the ways in which it is transforming every aspect of our lives.

However, BEYOND will have another important attendant this year, as Sophia the Robot will be present and "revealed" to the audience of the exhibition.

Sophia is a social humanoid robot developed by Hanson Robotics and activated in 2016.

Sophia the Robot is the first "social robot", since she can imitate social behavior and evoke feelings of love in people.

In October 2017, Sophia was granted the citizenship of Saudi Arabia, becoming the first robot to be granted legal personality in any country. In November 2017, Sophia the Robot was named the first United Nations Development Program Champion of Innovation and is the first non-human to receive this title.

Sophia the Robot mimics human gestures and facial expressions and is able to answer certain questions and have simple conversations about predetermined topics (e.g. the weather).

Hanson said he designed Sophia to be a suitable companion for seniors in nursing homes, helping crowds at large events or parks, or serving in customer service, therapy and

educational applications, and that he hopes the robot can eventually interact with other people sufficiently to acquire social skills.

Sophia the Robot speaks 20 languages fluently, including Greek, and her IQ is higher than Einstein's.

In her first ever visit to Thessaloniki, Sophia the Robot will be present at the stand of the Region of Central Macedonia on Friday 26 and Saturday 27 April, taking part in discussions and panels, as well as in the largest artificial intelligence conference in Greece, which is organized in the framework of BEYOND.

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

SECURE YOUR PLACE

Exhibitors / Attendees

BEYOND 2024: THE BIGGEST MEETING OF DIGITAL TECHNOLOGY AND INNOVATION IN GREECE

Join BEYOND and you will have the opportunity to meet

- Leading digital transformation, technology and innovation companies
- The largest artificial intelligence conference in Greece with internationally recognized keynote speakers and more than 55 speakers in total
- Leading research centers and academic institutions
- Dynamic start-ups and scale-ups
- State of the art solutions in computing, cyber security, cloud services, data centers and smart cities
- Workshops on the digital work card and the interconnection of cash registers with POS and AADE
- The 11th Technology Forum
- Career days
- Hundreds of scheduled B2B and B2G meetings
- Parallel events with current issues concerning, among others, digital challenges in South Eastern Europe, good practices for the digital transition of businesses, digital administration of local authorities, as well as the use of artificial intelligence in health, agriculture, cultural and creative industries, responsible gambling and female entrepreneurship.



3
DAYS



20.000m²
EXHIBITION SPACE



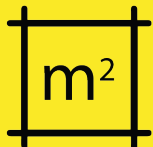
+5.000
B2B & B2G
MEETINGS



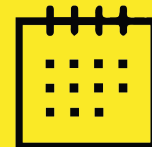
30+
COUNTRIES



450+
REPRESENTATIVES
OF MUNICIPALITIES
& COMMUNITIES



5
STAGES FOR SIDE
EVENTS & WORKSHOPS



400+
GREEK & 50+ FOREIGN
SPEAKERS

ABOUT BEYOND

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 the Interior (Macedonia-Thrace Sector), the Ministry of Tourism and the Panhellenic Union of General Secretaries of Local Government "Kleisthenis".

Gold sponsors of the event are INTRACOM TELECOM and OKTABIT and sponsors are MYTILINEOS, AVOCADO, POLITIS TECHNOLOGIES, AI LABS BY UBITECH and QUEST GROUP.

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

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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