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The
Beyonders^{EN}

AI
REALITY BITES

Thursday, February 27th 2025

AI: Reality Bites - Explore, Innovate, Lead

This year's BEYOND Expo will dive into the theme "AI: Reality Bites", exploring AI's transformative potential while addressing its real-world challenges, ethical dilemmas, and societal impact.

When & Where

Athens, Greece | April 4-6, 2025

BEYOND is more than just an event—it's a platform to **connect, innovate, and shape the future** of technology.

What's in Store?

Join thought leaders, innovators, and visionaries for panels that will redefine your understanding of AI:

- **Generative AI: From Prompt to Reality**
- **AI in the Hot Seat: Ethics, Accountability, and Regulation**
- **AI as the Doctor's Assistant: Innovations in Personalized Medicine**
- **Smarter Living: Edge AI for Everyday Decisions**
- **From Classrooms to Code: Preparing for an AI-Enhanced Future**

- Greener Tech: How AI Powers Sustainabilityled Future
 - The AI Investment Playbook
- ...and many more to come!



MARGARITA AKRITIDOU

Legal Officer
the European Data Protection Board

MARIA ZERVOU

GenAI Specialist
Databricks



MIHALIS KRITIKOS

Secretary
European Group of Ethics
in Science & New Technologies (EGE)

LUCA MORENA
Co-Founder & CEO
Nextatlas



RASMUS WIINSTEDT TSCHERNING

Director & Founder
Creative Business Network

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- Margarita Akritidou, Legal Officer - the European Data Protection Board
- Maria Zervou, GenAI Specialist - Databricks
- Mihalis Kritikos, Secretary of the European Group of Ethics in Science and New Technologies (EGE)
- Luca Morena, Co-Founder & CEO - Nextatlas
- Rasmus Wiinstedt Tscherning, Director & Founder - Creative Business Network

Stay tuned as we announce leading names from the worlds of AI, technology, and beyond!



🌟 Don't Miss Out!

Secure your spot now and enjoy our early bird offer:

🔪 Early Bird Ticket: €150 (Save €100 off the regular price of €250!)

👉 Grab Your Early Bird Ticket [Here!](#)

Let's shape the future together!

BEYOND 2025

BEYOND is organized by TIF - HELEXPO, Be-Best and Industry Disruptors Game Changers (IDGC) with co-organizers the Ministry of Digital Governance, the Ministry of Development, the Region of Central Macedonia, the Athens Chamber of Commerce and Industry, 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, the Ministry of Rural Development and Food and the Region of Attica. Supporters of BEYOND are ODAP, SEPE, SETPE, SEKEE and HETIA.

WHY BEYOND?

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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