

UNLOCK THE FUTURE

B E
Y
N D

THESSALONIKI
INNOVATION
CAPITAL



**THESSA
LONIKI**

**14-16
OCTOBER
TWENTY ONE**

ORGANIZERS



HELEXPO



Why **BEYOND?** From Ancient Greece to the Industrial Revolution

The essence of civilization and **democracy** was created in the heart of **Ancient Greece**. Prominent **philosophies** were created about free will, ethics, and the meaning of a purposeful life. Today, as the fundamental discussions emerge regarding what happens beyond the **Industrial Revolution 4.0**, we are brought back to the very initial discussions of the Ancient Greeks.

How do the aspects of the digital transformation interact with contemporary social norms that ultimately shape the future we live in? "Old spiritual and philosophical questions are now practical engineering decisions which you cannot escape" as best stated by Yuval Noah Harari. As such, Beyond is born in Greece – in Thessaloniki, at the foot of **Mount Olympus** - to enlighten this very discussion once again from its ancestors. It's our responsibility to know the times we're living in; and we cannot know them unless we harness the technologies that shape our present. Only then can we make sustainable choices for our future.

Why **BEYOND?** From the Industrial Revolution 4.0 to Beyond

The Fourth Industrial Revolution represents a fundamental change in the way we live, work and relate to one another. The speed, breadth and depth of this revolution is forcing us to rethink how organizations can create value, how economies can grow sustainably and eventually how countries develop. The Fourth Industrial Revolution is an opportunity to harness converging technologies in order to create an inclusive and sustainable future and positively impact people and communities.

To join the Fourth Industrial Revolution businesses, organizations and public administrations need to transform their processes, competencies and models to fully leverage the changes and opportunities of the digital age and accelerate their impact across society.



THESSALONIKI
INNOVATION
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EXHIBITION



CONFERENCE, WORKSHOPS
& PROGRAMMES



EXPERIENCES
& NETWORKING

Beyond is designed to address today's needs and become the melting pot of the world's brightest minds, talents, and products. From top speakers and exhibitions to open innovation, live experiences and product launches. The proving ground for the world's business leaders, pioneering thinkers, leading-edge technology, the global stage where next-generation innovations are introduced to the marketplace.

For the first time in Greece, Beyond will offer a dedicated stage for all those who thrive in the business of consumer technologies, "exhibition meets summit" platform. It aims to transform Thessaloniki into a technology and innovation hub for the broader region and contribute constructively into Greece's digital transformation.

From **14 to 16 October 2021**, the "exhibition meets summit" in Greece will give the opportunity to a great number of companies from all across the world to showcase their innovative products and services and conclude significant agreements with important visitors from Greece and abroad .

Adapted to the new circumstances created by the COVID19 pandemic and with a sense of responsibility "**BEYOND**", the largest technology show in MENA region will create the best and safest conditions that will ensure commercial effectiveness and success for both exhibitors and visitors alike.

The exhibition covers **4 main areas**:

the Technology Digital Applications Business Sector, the Startups Sector, the Research Centers & Universities Sector and the Conference Sector.

In detail:

1. Division of Commercial Companies of Technological Digital Applications

There will be a physical presence of companies active in Technological Digital Applications. Visitors will be the first to get in touch with companies active in creating digital tools for the transition to the 4th Industrial Revolution by adopting practices that differentiate their business models and production processes.

2. Startups Sector

Startups will participate and present their innovative ideas and applications to investors and venture capital companies that will enable them to highly and rapidly grow.

3. Department of Research Centers & Universities

The participations of the Research Centers and Universities have the mission of planning and coordinating the implementation of Research, Technological Development and Innovation.

4. Conference & Workshops Area

The rich program of workshops, with keynote speakers, founders of pioneering digital companies and prominent personalities in the industry, will bring together today's visionaries to discuss the basic issues affecting modern industry.

THE FUTURE of Ai @ BEYOND

exhibition / conference / workshops / presentations / roundtables / masterclasses


The main theme of the technological multiplatform of BEYOND will be “THE FUTURE of Ai”.

The theme will be developed through the commercial exhibition with the high-tech brands, the top-level congress with keynote speakers, the conferences, the workshops organized by startups and big companies, the products and service’s presentation and the roundtables and networking for the future of Ai.

During BEYOND, we will have the possibility to live the experience of the realisation and application of the Ai technology on the factors of finance, business, retail, commerce, automotive, telecommunication, innovation, security, healthcare, energy, gaming, engineering, public organisations, etc

Ai TOPICS @ BEYOND

exhibition / conference / workshops / presentations / roundtables / masterclasses

AI – Technology Trends in a transforming World	Impacts, Implications in Banking. Opportunities, Risks and ethic	Data Management in contemporary business and AI	The convergence of AI / E-commerce and Digital Environment	Ethical framework and AI. How modern societies will handle pros and cons of AI
AI Value: Deployment, Measurements and AI Ethics	AI Value: Deployment, Measurements and AI Ethics	AI in Health science, patients care and future developments	AI in cyber world. Cyber security	AI in modern Governance, states & cities strategic frameworks
Educational politics, strategies and new technologies. The role of Robotics	Natural disasters and how we can prevent using AI and new technologies	AI in Arts & Gaming (VR/ MR)	Agro and Technology start ups	

PARALLEL EVENTS@ BEYOND

exhibition / conference / workshops / presentations / roundtables / masterclasses

❑ 3 days Congress –Annual Meeting of the Central Union of Municipalities of Greece (KEDE) _14-16/10

❑ 3 days Conference of the Heads IT dpts of Regions of Greece_14-16/10

❑ MAJOR CITIES OF EUROPE & MUNICIPALITY OF LARISSA

- Διεθνές Διαδικτυακό Συνέδριο

“FROM HERE TO WHERE?. Succeed in the Post Covid Transformation”_13-15/10



❑ Film Office & Region of Central Macedonia **14-16/10**

- Ομιλία “Νέες ψηφιακές πραγματικότητες στο σινεμά»
- Masterclass “Οι σύγχρονες ψηφιακές τεχνολογίες των ειδικών εφέ στον κινηματογράφο»

❑ Greek Italian Chamber of Commerce of Thessaloniki ,
e-W.M.F. - WEB MRK FESTIVAL RIMINI & Helexpo

- “WMF Day”, 16/10 <https://www.webmarketingfestival.com/>



- ❑ 8th Technology Forum_14/10 <https://technology-forum.eu/>
- ❑ ThessWeek_9-17/10
- ❑ Industry 4.0_15/10
- ❑ Design Week _ 13-17/10 <https://thessalonikidesignweek.gr/>

and many more tbc....



BEYOND 4

IN A NUTSHELL



BEYOND 4.0
offers a variety
of activations, in
the context of
the **3 days**
duration of the
show

A trade show in an
exhibition area of more
than **15.000 sqm** where
corporations, start-ups
along with research centres
and universities will have
the opportunity to
showcase their products
and services and network.

3.000
B2B & B2G
meetings between
corporations,
professionals and
governments

20 countries
for Industry 4.0 in
South Eastern
Europe, the
Mediterranean and
the MENA region



What's on!

EXHIBITORS

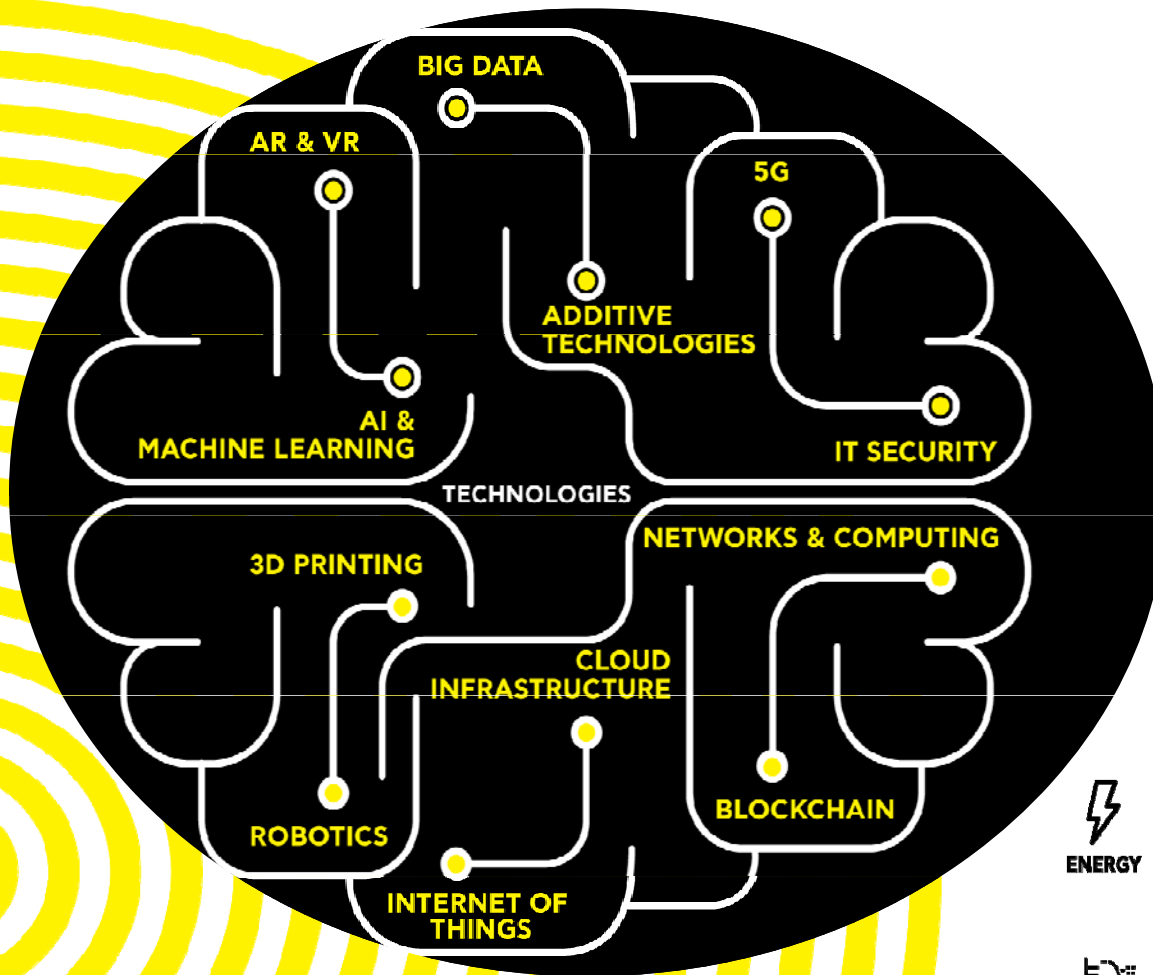
ICT Companies
Innovative Companies
SMEs
National Trade Bodies
Chambers
R&D Corporate Departments
Start-ups
Research Centers
Universities
Incubators & Accelerators

TRADE VISITORS

International & National Officers
Municipality Representatives
Chambers, Embassies & Consulates
Investment Funds & Venture Capitalists
Brands & Marketing Managers
Product Designers
Industrial Designers
IT specialists, developers
Business Executives
Corporate Visitors
Software Houses



INDUSTRIES 4.0 THE PATH TO TRANSFORMATION




ENERGY


MEDIA


CREATIVE INDUSTRIES


FIN TECH


CLEAN TECH


SUSTAINABILITY


MOBILITY


EDU TECH


GAMING


INSURE TECH


AGRI FOOD TECH


DIGITAL HEALTH


BIO TECH


SMART CITIES


TRAVEL TECH


MATERIALS/CONSTRUCTION

Why attend?



At Beyond stakeholders of change convene to showcase the latest disruptions, discuss the impact and opportunities of Industry 4.0 for South East Europe and accelerate the potential of key economic sectors. Beyond is an innovation powerhouse providing a platform for participants to empower their identity in a constantly changing and growing market.

Grow your company

In just 3 days you can generate global sales leads, develop quality relationships through face to face interactions and gain invaluable exposure to the industry 4.0

Build your network

A multi platform that puts together all the eco-systems from all the industry 4.0

Experience

Enjoy human to human interactions with the intensive interactive formats and experiences inside and outside the venue and gain new knowledge and inspiration.

Participate

and align your brand with the largest technology “exhibition meets summit” platform in SE Europe.

Why Greece?

States Digital Transformation

State's digital transformation is one of the key priorities of the new government for the next years. Ministry of Digital Governance and the government aim to improve the services that are provided to the citizens in order to meet their needs. The new public administration brings together for the first time digital policy, e-government and citizen service so as to facilitate country's digital transformation and to create upgraded citizen services

Privileged Location

Greece, among the EU countries, offers the best access to the majority of champion-Asian ICT markets, including China, Japan and Korea. Skilled labor and logistics infrastructure combined with this privileged location highlights Greece as an ideal place for establishing assembly facilities for ICT products and devices.

Talented Workforce

Economist has included Greek engineers in its global top 20 ICT human resources pool and have topped the ITU/ICT development index. On top of that, more than 70% of the Greek population are English speakers.

Opportunities for funding

Public sources, for instance EU structural funds or PPP initiatives, and private sources can efficiently support and foster investments in the Greek technology market. Public-Private Partnerships create a fruitful framework that allows the materialization of larger projects, especially in the pillars of automation of state processes, home and security and ICT infrastructure for the public transport system.

ICT Infrastructure

The country has the capacity to cover all infrastructure needs for major investments in ICT, which include telecommunications, hosting and server facilities.

Academia

Nowadays, Greece has a well-developed and sufficient network of technology parks, science poles and higher education centers. The last decade was a period where the development of new ICT clusters, incubators and accelerators has taken place.



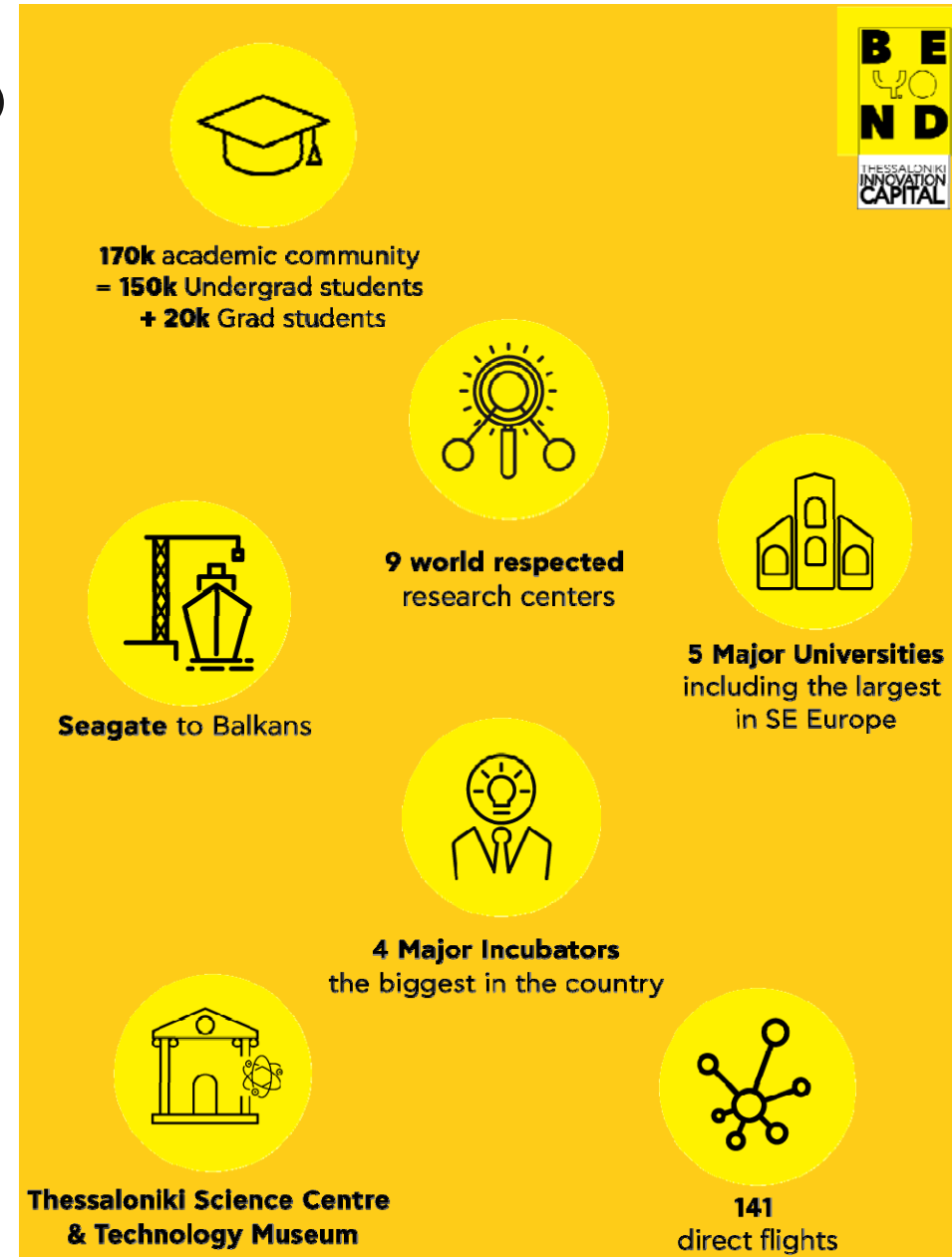
Why Thessaloniki?

Thessaloniki is the best location in SE Europe to invest and pioneer featuring a vibrant ecosystem of people and resources highly receptive to international cooperation

The city is the largest research centre in Greece. Its 170.000-strong community of academics innovates by forming spin-off companies and institutions, acting as incubators for new enterprises and participating in the city's economic growth.

International Institutions

- The Black Sea Trade & Development Bank
- The European Center for the Development of Vocational Training – CEDEFOP
- Centre for Research & Technology Hellas – CERTH
- Digital research hub with a focus on artificial intelligence and big data – PFIZER
- International Innovation Centre – Cisco Thessaloniki International Technology Center
 - Thess INTEC



Benefits by attending Beyond 4.0



- ☐ Attend B2B & B2G meetings in a high - level networking activity with top prospects
- ☐ Showcase new products, services and solutions to thousands of important Greek and international buyers
- ☐ Exposure to thousands industry attendees (physical & digital)
- ☐ Strengthen your commercial links with the global marketplace and boost your exports
- ☐ Reconnect with the global marketplace after a year of absence
- ☐ Be visible to over 1.000 press & media

PARTICIPATION FEES

	Rented Space	€/m ²
Covered Area	One Side Open	120
	Two Sides Open	130
	Three Sides Open	140
	Four Sides Open	150
	Open Air Space	85
	Registration Fee	150
	Start-ups Fee	500

Type 1 / Without Equipment

Stand marked out on the floor, general cleaning charges. Power supply and connection is not included (wiring plan is necessary).

Cost: 22,00 €/kw

Discounts

- I. From 50 - 99 sq.m. discount 5%
- II. From 100 - 149 sq.m. discount 10%
- III. From 150 sq.m. & over discount 15%

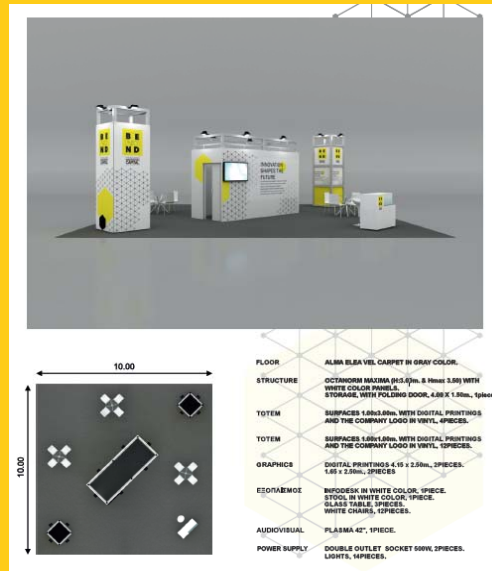
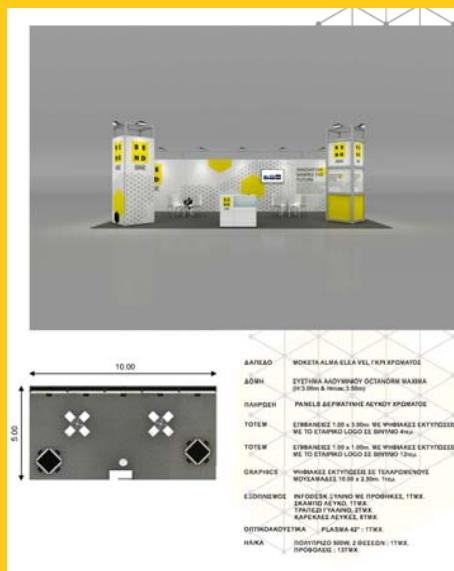
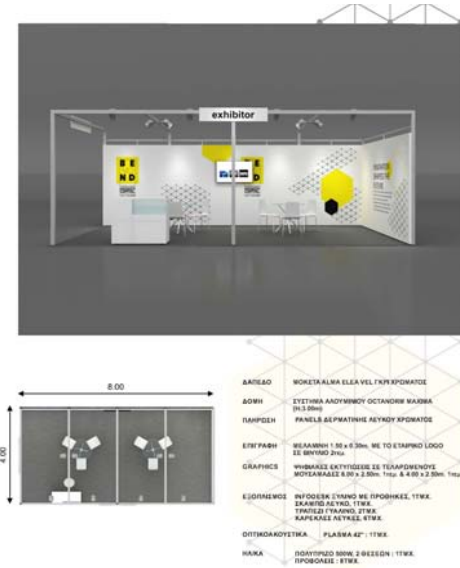
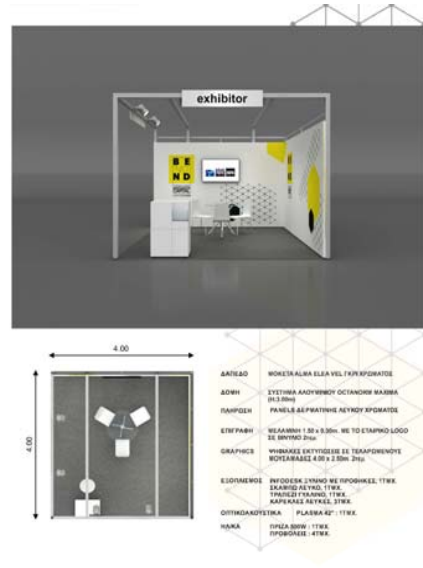
All discounts are calculated on the price of space rent.

TERMS OF PAYMENT

Bank transfer 40% of the total amount upon the signing of the agreement. The remaining 60% should be paid 20 days before the start of the exhibition.

All prices are without 24% VAT. The VAT will be applied where appropriate, according to national fiscal policy.

Ready made EXECUTIVE booths Type 3 stands



Connect & Engage

Where & When

[Thessaloniki International Exhibition & Congress Centre](#)

Thursday 14th October 10:00 - 20:00

Friday 15th October 10:00 - 20:00

Saturday 16th October 10:00 - 20:00



Additional Curated opportunities

Branded activations such as panel talks, workshop, Q&A sessions, lobby lounges, meeting rooms, admission lanyards, badges and charging stations

01

Exposure to Beyond 4.0 V.I.P activations

02

Networking receptions & parties

03

More tailor made ideas, based on company's needs

04



Marketing & Communication Plan

- National Media & Advertising plan (TV, RADIO, PRINT)
- Outdoor Campaigns (OOH Advertising)
- Digital & Social Media Marketing
- Promotional Campaigns for Special Audiences
- Multiplying Communication through stakeholder groups
- E-mail Marketing Campaigns and press releases
- International Media Planning

OUR PARTNERS AND SUPPORTERS



Gold Sponsors



ORGANIZERS



CO-ORGANIZERS



CO-ORGANIZERS



UNDER THE AUSPICES AND SUPPORT OF



Bring it on!



CONTACT @ BEYOND 4.0

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**B E
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INTERNATIONAL INNOVATION PLATFORM

TRADE FAIR | CONGRESS | TRANSFORMATION

MIDDLE EAST • SOUTH EASTERN EUROPE • NORTHERN AFRICA



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