



Thessaly Tech Hub Forum

Building a Smarter, Sustainable Future

May 2025

JOIST Innovation Park | Larisa, Greece

Under the auspices of:



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
Υπουργείο Ψηφιακής Διακυβέρνησης



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
Υπουργείο Αγροτικής Ανάπτυξης
και Τροφίμων



Ελληνική Δημοκρατία
ΠΕΡΙΦΕΡΕΙΑ ΘΕΣΣΑΛΙΑΣ

The event is being organised by:

intersocial



Empowering Thessaly's Transformation

As Thessaly rebuilds from its recent natural disasters, **the Thessaly Tech Hub Forum serves as a platform to explore cutting-edge technologies that can enhance disaster resilience, improve infrastructure, and support the region's recovery.** The event will bring together business leaders, technology experts, entrepreneurs, and government policymakers to explore the latest trends in technology, foster collaboration, and drive sustainable development in the tech ecosystem.



About the Thessaly Tech Hub Forum



Panel 1:

Friday | 30 May | 17:00-19:30

- **IT & Digital Transformation:** Challenges and opportunities in modernizing legacy systems
- **AI & IoT:** Enhancing operational efficiency using AI and IoT
- **Data:** The role of big data in driving innovation and business decisions
- **Cloud:** Adoption strategies for SMEs and enterprises
- **Machine Automation:** How automation is transforming many sectors in Greece

Panel 2:

Saturday | 31 May | 10:00-11:00

- **Industrial Automatio & Resilient Infrastructure:** Enhancing productivity with reliable and adaptable systems
- **Smart Factories:** Optimizing manufacturing through IoT, AI, and real-time data
- **AI-driven Predictive Maintenance:** Using AI to predict failures and reduce downtime
- **Resilient Infrastructure:** Creating systems that withstand disruptions and ensure stability

Panel 3:

Saturday | 31 May | 11:00-13:30

- **AgriTech:** Technological innovations transforming agriculture in Greece
- **Precision Agriculture:** Strategies to optimize crop yields and resource efficiency
- **Climate - Smart Farming:** Techniques to enhance resilience to climate change
- **AI & Robotics in Agriculture:** The future of robotic farming and its potential to revolutionize the industry



Panel 4:

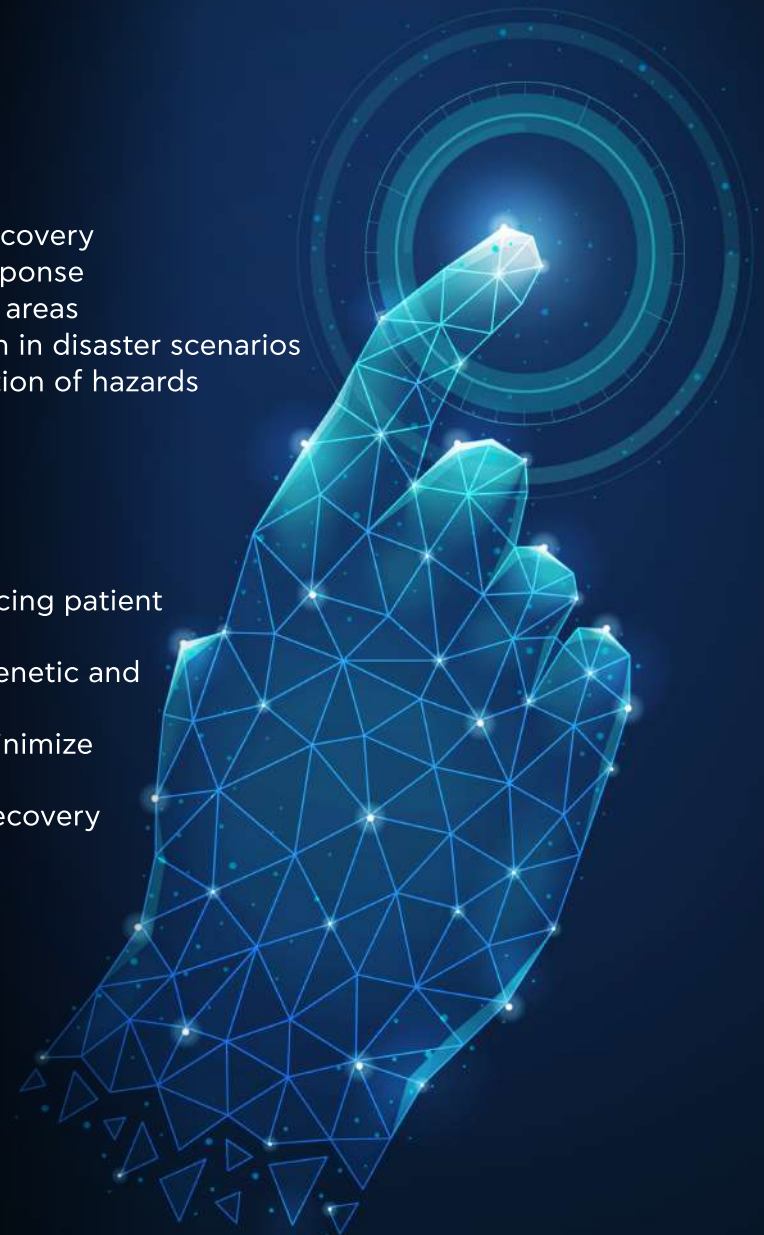
Saturday | 31 May | 14:30-17:00

- **Civil Protection:** Role of technology in disaster preparedness, response and recovery
- **Early Warning Systems:** Best practices for real - time monitoring and rapid response
- **Geographic Information Systems (GIS):** Mapping hazards, risks and vulnerable areas
- **Emergency Communication Networks:** Role of 5G and satellite communication in disaster scenarios
- **Remote Sensing Technologies:** For environmental monitoring and early detection of hazards

Panel 5:

Saturday | 31 May | 17:00-19:30

- **Health Care:** Advancements in technologies (wearables & mobile apps) enhancing patient care and outcomes
- **Precision Medicine:** Tailored treatments and AI-driven diagnostics based on genetic and environmental factors for individualized care
- **Green Hospitals:** Sustainable practices in hospital design and operations to minimize environmental impact
- **Robotics in Surgery:** State-of-the-art systems improving precision, reducing recovery times and enhancing surgical outcomes



- **Access to a Growing Regional Market:** Thessaly is emerging as a key player in Greece's tech landscape, offering untapped opportunities in sectors like AgriTech, clean energy, and digital transformation.
- **Visibility and Brand Recognition:** By partnering with this Forum, companies can increase brand exposure and gain visibility among regional decision-makers, tech leaders, and potential clients.
- **Networking with Industry Leaders:** The Forum brings together innovators, investors, and tech experts, providing companies with invaluable networking opportunities to build strategic partnerships and collaborations.
- **Showcase Cutting-Edge Solutions:** Partners have the chance to present their latest technologies and solutions, positioning themselves at the forefront of digital transformation and innovation in the region.

Corporate Social Responsibility & Regional Development

- **Supporting the Thessaly Tech Hub Forum demonstrates a company's commitment to regional economic development and fostering tech innovation, aligning with your internal CSR goals.**
- **Talent Acquisition and Development:** With a focus on tech and innovation, the Forum attracts top local talent, offering companies a platform to engage with potential employees, researchers, and most important, innovative collaborators.

Sponsorship Opportunities

- Display of logo in printed advertising material of the Forum (banners, flyers, invitations)
- Online display of logo and sponsorship mention on the Forum website (with a hyperlink)
- Placing a corporate banner in the event hall
- Public acknowledgment of the sponsorship at the commencement of the event
- Potential to display a corporate spot at the event site
- Exhibition stand in a specially designed area
- Ability to distribute promotional material

Why Partner?



Spirito Group, a well-known business and communication group in Greece, based in Larissa. Spirito's Christos Genitseftsis is a successful Marketer who has worked closely with notable clients in Greece, including large supermarket chains like Metro and Sklavenitis, as well as government entities and institutions, such as the University of Thessaly.

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Intersocial, Asia Pacific's leading B2B Social Selling consultancy, based in Sydney, Australia. Intersocial's Paul Skotidas is a Global B2B Marketer who pioneered LinkedIn Social Selling & Marketing in Australia and APAC. He has worked with some of the world's leading brands, including Google, Oracle, Dell, Lenovo, SAS, Telstra, Huawei, 3M, and DocuSign.

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