

Harnessing the Power of Innovation and Creativity

83rd THESSALONIKI INTERNATIONAL FAIR

SEPTEMBER 8-16, 2018 | GREECE



USA

HONORED COUNTRY

– TIF 2018 –





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83rd THESSALONIKI INTERNATIONAL FAIR

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US PAVILION PARTNERS

STRATEGIC

- COCA-COLA HELLAS S.A.
- LOCKHEED MARTIN CORPORATION
- MICROSOFT
- PFIZER HELLAS S.A.

PLATINUM

- CISCO
- HEWLETT PACKARD ENTERPRISE
- IBM

GOLD

- CAESARS ENTERTAINMENT CORPORATION
- FACEBOOK
- GOOGLE
- INTRALOT GROUP

SILVER

- AHEPA
- ARIA HOTELS
- EARTH FRIENDLY PRODUCTS - ECOS GREECE
- HILL INTERNATIONAL
- P&G

INAUGURAL GALA RECEPTION

- EXXONMOBIL

LEADERSHIP ROUNDTABLE

- DOW HELLAS

THE CUBE

- MICROSOFT

THE THEATER STAGE

- EY

VIP LOUNGE & FAÇADE SCREEN

- VISA

US PAVILION EXHIBITORS

- ABBVIE PHARMACEUTICALS S.A.
- ADVENT TECHNOLOGIES
- AGROTECH S.A., BOZATZIDIS-MITSIOLIDIS S.A.
- AMERICAN FARM SCHOOL & PERROTIS COLLEGE
- ANATOLIA COLLEGE
- ARIA HOTELS
- ASSOCIATION OF AMERICAN EDUCATIONAL & CULTURAL ORGANIZATIONS IN GREECE (AAECG)
- AUSA – HELLENIC CHAPTER (BELL HELICOPTERS, ERICKSON INCORPORATED, QRC TECHNOLOGIES, KROLL, ALPHA SYSTEMS, SUMMIT AVIATION, ASPIDA, DEFENSE & FOREIGN AFFAIRS)
- BDO CERTIFIED PUBLIC ACCOUNTANTS S.A.
- BRITE HELLAS S.A.
- CAESARS ENTERTAINMENT CORPORATION
- CISCO - INTEL
- COCA-COLA HELLAS S.A.
- DELOITTE
- EARTH FRIENDLY PRODUCTS - ECOS GREECE
- EUROPEAN FINANCE & AEROSPACE GROUP - EFA GROUP
- EMPIST
- FACEBOOK
- FULBRIGHT FOUNDATION - GREECE
- GOOGLE
- HARMONY EXTRACTS
- HELLENIC AMERICAN COLLEGE
- HELLENIC AMERICAN PSYCHIATRIC ASSOCIATION (HAPA)
- HEWLETT PACKARD ENTERPRISE
- IBM
- INDUSTRY MOTION - KOUIMTZIS GROUP
- INNOVATION HUB BY FOUND.ATION
- INSTAPURE - K.KATSAROS AND CO P.C.
- INTRALOT GROUP
- ISQUARE S.A.
- JANSSEN – CILAG PHARMACEUTICAL S.A.C.I.
- JOHNSON & JOHNSON HELLAS COMMERCIAL & INDUSTRIAL S.A.
- LOCKHEED MARTIN CORPORATION
- MEDTRONIC HELLAS SA
- MEGUIAR'S – I. ATHANASIADIS S.A.
- MERCK
- MICROSOFT
- NEW YORK COLLEGE
- ONEX SHIPYARDS – MEMBER OF ONEX TECHNOLOGIES
- ORACLE
- PFIZER HELLAS S.A.
- PHARMASERVE - LILLY
- PINEWOOD AMERICAN INT'L SCHOOL OF THESSALONIKI
- PRATT & WHITNEY
- P&G
- ROEBIC HELLAS
- RUTGERS UNIVERSITY
- SEAMINERALS LLC
- SPECIALTY FOOD ASSOCIATION (SFA)
- STANLEY BLACK & DECKER HELLAS LTD.
- TEXAN ENVIPCO
- VELTIO
- VISA
- WEBSTER UNIVERSITY
- XEROX HELLAS

PROGRAM OF EVENTS

Friday, September 7, 2018

12.00 – 18.30 THE MET HOTEL
 Southeast Europe Energy Forum
 American-Hellenic Chamber of Commerce

21.00 – 23.00 HYATT REGENCY THESSALONIKI
 Gala Reception for USA Honored Nation
 American-Hellenic Chamber of Commerce

Saturday, September 8, 2018

10.00 – 11.15 VELIDIO - OLYMPIAS
 Senior Leadership Roundtable Discussion
 American-Hellenic Chamber of Commerce

11.30 – 13.30 US PAVILION
 Official Inauguration of US Pavilion & Tour by GR and US Officials

14.00 – 16.00 US PAVILION - THE THEATER STAGE
 Re-Imagine Greece: Unveiling the Impact of Digital Skills to Empower our Country Unlock its True Potential
 Presentation and Panel Discussion of the Recent (2018) IOBE Research on Digital Skills in Greece, Powered by Microsoft

16.00 – 17.00 US PAVILION - THE THEATER STAGE
 Country Digital Acceleration | Digital Transformation in Action @ Greece
Santiago Solanas, Vice President, Cisco South | *Antonis Tsiboukis*, General Manager, Cisco Greece-Cyprus-Malta

17.00 – 18.00 US PAVILION - THE THEATER STAGE
 Intralot - The Leading Player in a Changing World of Gaming (Corporate Presentation) | Enhancing Lottery Responsiveness to Player Needs through Intelligent Systems Design
Nikos Nikolakopoulos, Group Chief Commercial Officer, Intralot Group | *Dimitris Kakos*, Group Lotteries & Digital Transformation Director, Intralot Group

18.00 – 19.00 US PAVILION - THE THEATER STAGE
 Rethinking Enterprises, Ecosystems and Economies with Blockchains
Fotis Kosmatos, IBM Global Technology Service Sales Manager, Greece & Cyprus

19.00 – 20.00 US PAVILION - THE THEATER STAGE
 Size Matters: Architectural Stories for Growth from the USA and Greece
 Archisearch.gr

Sunday, September 9, 2018

09.00 – 12.00 GERMANOS ROOM C
 Southeast Regional Business Forum
 American-Hellenic Chamber of Commerce

10.00 – 14.00 VELIDIO - OLYMPIAS
 Tech.Olympus Summit
 Innovation Hub by Found.ation

14.00 – 15.00 US PAVILION - THE THEATER STAGE
 IBM Cloud. The Cloud for Smarter Business
Haris Linardakis, Cloud Leader, IBM Greece and Cyprus

15.00 – 16.00 US PAVILION - THE THEATER STAGE
 Information Session on the ROOTS Program: Facilitating SMEs Access to Capital Markets
 Athex Group - American-Hellenic Chamber of Commerce

15.00 – 16.00 US PAVILION - SEMINAR ROOM

How to Increase Clinical Trial Investments in Greece

Pascal Apostolidis, General Manager, AbbVie Pharmaceuticals S.A., *Spyros Alexandratos*, Head of Consulting Services, IQVIA

16.00 – 17.00 US PAVILION - THE THEATER STAGE

Why Cities should Become more Digital - from Existing Challenges to Future Benefits | An Opportunity of Lifetime!

Creating a Bridge to Employment Opportunities

Pratish Menon, Senior Manager, Business Development for Smart Cities, EMEAR | *Elena Prassaki*, Marketing, Communications & Networking Academy Manager, Cisco Greece-Cyprus-Malta

17.00 – 18.00 US PAVILION - THE THEATER STAGE

Zero Waste Cities: An Initiative by Coca-Cola in Greece

Lilian Nektariou, Franchise Country Manager Greece, Cyprus, Malta, Coca-Cola Hellas, *Sissy Iliopoulou*, Public Affairs & Communications Manager, Coca-Cola for Greece, Cyprus, Malta, *Panos Sakkas*, Architect, The New Raw, *Filippos Kyriktsos*, Environmentalist, PhD, President of the Ecological Recycling Organization

17.30 – 19.30 PORT OF THESSALONIKI - IN FRONT OF THE HELEXPO CENTER

Demo: Erickson S64 Aerial Firefighting Helicopter

18.00 – 19.00 US PAVILION - SEMINAR ROOM

The Next Big Things

Andreas Stellatos, Cloud Domain Sales Consultant, Oracle ECEMEA

19.00 – 21.00 MACEDONIAN MUSEUM OF CONTEMPORARY ART

Concert by Lowell Liebermann

20.00 – 21.00 US PAVILION - THE THEATER STAGE

Concert. Pfizer Hellas Band invites Dionysis Savvopoulos

Monday, September 10, 2018

14.30 – 21.00 VELIDIO - THESSALONIKI HALL

3rd ExportUSA Forum | Food USA: Innovation & Disruption is ON

American-Hellenic Chamber of Commerce

16.00 – 17.00 US PAVILION - SEMINAR ROOM

How to Increase Clinical Trial Investments in Greece

Pascal Apostolidis, General Manager, AbbVie Pharmaceuticals S.A., *Spyros Alexandratos*, Head of Consulting Services, IQVIA

16.00 – 18.00 US PAVILION - THE THEATER STAGE

Mineral Resources as a Key Growth Driver for the Greek Economy

Symeon G. Tsomokos S.A.

17.00 – 18.00 US PAVILION - SEMINAR ROOM

AHEPA in the 21st Century

George E. Loukas, Supreme President, AHEPA

17.30 – 19.30 PORT OF THESSALONIKI - IN FRONT OF THE HELEXPO CENTER

Demo: Erickson S64 Aerial Firefighting Helicopter

18.00 – 19.00 US PAVILION - THE THEATER STAGE

What does it Take to Build a Healthy Enterprise Security Environment? Meet the IBM Security Immune System

Valia Demesticha, IBM Security Sales - Greece & Cyprus

18.00 – 20.00 VELIDIO - OLYMPIAS

Recharging the Youth: New Agriculture for a New Generation

Rutgers University

19.00 – 20.00 US PAVILION - THE THEATER STAGE

Caesars Entertainment - The World's Premier Integrated Resort Company

Steven Tight, President of International Development, Caesars Entertainment Corporation

20.00 – 21.00 US PAVILION - THE THEATER STAGE
Epsilon Net's Perspective for the Digital Transformation of Modern Businesses
Amanatios Amanatidis, CIO-R&D Director, Epsilon Net



20.00 – 21.00 US PAVILION - SEMINAR ROOM
Artificial Intelligence & Ethics
Yannis Argyriou, Architect Manager, Microsoft Central Eastern Europe, *Yannis Stathopoulos*, Architect EMEA

Tuesday, September 11, 2018

16.00 – 17.00 US PAVILION - THE THEATER STAGE
Event of the Laboratories of Entrepreneurship Lab and Information Systems & e Business Lab of the University of Macedonia in Cooperation with the Inter-Balkan Cooperation Association

17.00 – 19.00 US PAVILION - THE THEATER STAGE
Roundtable Discussion on Defense
Lockheed Martin Corporation

17.00 – 19.00 US PAVILION - SEMINAR ROOM
Presentation of SelectUSA Summit 2019

19.00 – 20.00 US PAVILION - SEMINAR ROOM
Introduction to Blockchain
Yannis Argyriou, Architect Manager, Microsoft Central Eastern Europe, *Yannis Stathopoulos*, Architect EMEA

19.00 – 20.00 US PAVILION - THE THEATER STAGE
Enabling the Expectation Economy
Vish Sowani, Vice President, Innovation & Strategic Partnerships, Visa

20.00 – 21.00 US PAVILION - SEMINAR ROOM
Print your City: Closing the Loop of Plastic Waste with 3D Printing
Foteini Setaki, Architect, The New Raw, *Panos Sakkas*, Architect, The New Raw

Wednesday, September 12, 2018

14.00 – 18.00 VELIDIO - OLYMPIAS
Cyber Security & Data Protection: Risks & Challenges in Technologically Disruptive Times
American-Hellenic Chamber of Commerce

16.00 – 17.00 US PAVILION - THE THEATER STAGE
Building Identity through Work – Interactive Theatrical Project
Poupoulo Drama Center

16.00 – 18.00 US PAVILION - SEMINAR ROOM
Put IoT in Action
Thanassis Tsilderikis, Technology Consultant, Hewlett Packard Enterprise

17.00 – 18.00 US PAVILION - THE THEATER STAGE
Delivering World Class American Innovation from Thessaloniki
Athena Dementas, Senior Business Consultant, Veltio, *Curt Young*, Principal Consultant, Veltio

18.00 – 19.00 US PAVILION - THE THEATER STAGE
Press Conference
Lockheed Martin Corporation

18.00 – 19.00 US PAVILION - SEMINAR ROOM
Visa Transforming Transit
Nicolas Mackie, Head of Chip & Contactless, Visa

19.00 – 20.00 US PAVILION - THE THEATER STAGE
Any-Device, Anywhere Information Systems by Entersoft
Sakis Karamitrousis, Brands General Manager Northern Greece, Entersoft

19.00 – 20.00 US PAVILION - SEMINAR ROOM
Master the Art of Data Science
Sofia Argiti, Client Technical Professional for Analytics, IBM

20.00 – 21.00 US PAVILION - SEMINAR ROOM

Artificial Intelligence – The Business Cases

Yannis Argyriou, Architect Manager, Microsoft Central Eastern Europe, Yannis Stathopoulos, Architect EMEA

Thursday, September 13, 2018

08.30 – 18.00 VELIDIO - THESSALONIKI HALL

Digital Influencers Hub

16.00 – 18.00 US PAVILION - THE THEATER STAGE

Thessaloniki as an International Freight Center

EY

18.00 – 19.00 US PAVILION - SEMINAR ROOM

CyberSecurity: Combatting Fraud and Monitoring Risk Using Hybrid Cloud Cisco-Intel Data Center Technologies

Sotiris Karagiannis, Head of Technology Innovation, Representing Web-IQ Member of Space Hellas Group

18.00 – 20.00 US PAVILION - THE THEATER STAGE

Shaping the Future of Food - Emerging Food Trends of Tomorrow

Phil Kafarakis, President, Specialty Food Association

18.00 – 21.00 VELIDIO - OLYMPIAS

Artificial Intelligence (AI) in Action

IBM

19.00 – 20.00 US PAVILION - SEMINAR ROOM

Blockchain – The Advanced Course

Yannis Argyriou, Architect Manager, Microsoft Central Eastern Europe, Yannis Stathopoulos, Architect EMEA

19.00 – 21.00 VELIDIO - ALEXANDROS HALL

Mediation: The Example of the United States and the Greek Reality

20.00 – 21.00 US PAVILION - SEMINAR ROOM

AHEPA Hospital in Thessaloniki

Dr. Alfred Barch, AHEPA Hospital Thessaloniki

20.00 – 22.00 US PAVILION - THE THEATER STAGE

From Earth to Mars and Everywhere in Between

Dr. Ben Bennett, Director, High Performance Computing, HPE

Friday, September 14, 2018

08.00 – 15.00 VELIDIO - THESSALONIKI HALL

Digital Influencers Hub

8.30 – 13.00 GERMANOS

Facebook Boost your Business Thessaloniki

Nikos Pappas, Greek Minister of Digital Policy, Media and Telecommunications, Anna-Michelle Asimakopoulou,

Member of the Greek Parliament (New Democracy), Responsible for Digital Policy, Laura Bononcini, Head of Public

Policy, Facebook, Maria Manolioudi, Client Solutions Manager, Facebook, Konstantinos Sakellariou, Relationship

Manager, Facebook

16.00 – 17.00 US PAVILION - THE THEATER STAGE

Why and How Oracle Cloud will Help you Innovate and Expand with your Business

Nikos Gortsilas, Oracle Consulting GR Cluster Business Leader

16.00 – 17.00 US PAVILION - SEMINAR ROOM

Do your Best Work Ever @ IBM

Magda Constantelou, Human Resources Manager, IBM Greece & Cyprus

17.00 – 18.00 US PAVILION - THE THEATER STAGE

In Discussion with Professor Lilian Mitrou: GDPR & New Technologies

Antigoni Papanikolaou, Corporate, External & Legal Affairs Director, Microsoft Greece, Cyprus & Malta, Professor Lilian

Mitrou, Department of Information and Communication System Engineering, University of the Aegean

18.00 – 19.00 US PAVILION - THE THEATER STAGE
Unlocking Innovation through Startup Engagement
Shahar Friedman, Director, Venture & Startup Engagements, Visa

18.00 – 19.00 US PAVILION - SEMINAR ROOM
Educational Opportunities at ACT
Evipidis Konstantinidis, Director of Enrollment Management Office, ACT

19.00 – 20.00 US PAVILION - THE THEATER STAGE
Robotic Process Automation Lab
Deloitte

19.00 – 20.00 US PAVILION - SEMINAR ROOM
Outcome of One Week @ USATIF18
Antonis Tsiboukis, General Manager, Cisco Greece – Cyprus – Malta

20.00 – 22.00 US PAVILION - THE THEATER STAGE
The Hyper Connected World Makes New Things Possible, Now
Amalia Dimitropoulou, Storage Sales Specialist, Hewlett Packard Enterprise

Saturday, September 15, 2018

10.00 – 13.00 US PAVILION - THE THEATER STAGE
Hackathon Final Pitching and Award Ceremony
INNOVATION HUB BY FOUND.ATION

11.00 – 12.00 US PAVILION - SEMINAR ROOM
Why Cities should Become more Digital - from Existing Challenges to Future Benefits | An Opportunity of Lifetime!
Creating a Bridge to Employment Opportunities
Nikos Lambrogeorgos, Senior Account Manager, Cisco Greece – Cyprus | Elena Prassaki, Marketing, Communications & Networking Academy Manager, Cisco Greece – Cyprus – Malta

13.00 – 15.00 US PAVILION - THE THEATER STAGE
Creating Opportunity and Impact in the Real Economy
The People's Trust

16.00 – 18.00 VELIDIO - OLYMPIAS
Thessaloniki in its Modern Maritime Role as a Key Player in the International Transportation Chain
The International Propeller Club of the United States, Port of Piraeus

17.00 – 18.00 US PAVILION - SEMINAR ROOM
How to Increase Clinical Trial Investments in Greece
Pascal Apostolidis, General Manager, AbbVie Pharmaceuticals S.A., Spyros Alexandratos, Head of Consulting Services, IQVIA

17.00 – 19.00 US PAVILION - THE THEATER STAGE
From Research Innovation to Mainstream Markets
Dr. Vasilis G. Gregoriou, Director and Chairman of the Board, National Hellenic Research Foundation, Konstantinos Lafkas, Partner, Unifund, Dr. Emory De Castro, CTO, Advent Technologies, Athanassios Savvakis, President, Federation of Industries of Northern Greece

19.00 – 20.00 US PAVILION - THE THEATER STAGE
Documentary. The Transformation of Water
National Geographic and P&G

20.00 – 21.00 US PAVILION - THE THEATER STAGE
Fast Food for Thought: How to Get a Prototype Up and Running Quickly
Dennis Stavroyiannopoulos, Senior Software Architect, IBM