

# CONFERENCE PROGRAM



**Philoxenia**  
**Hotelia** HELEXPO

IN A DIGITAL ERA  
BEYOND

INNOVATION, HOSPITALITY  
AND DESTINATIONS IN THE DIGITAL AGE  
SATURDAY 15 NOVEMBER 2025  
PAVILION 14

CO-ORGANIZATION



ΠΕΡΙΦΕΡΕΙΑ ΚΕΝΤΡΙΚΗΣ ΜΑΚΕΔΟΝΙΑΣ  
ΑΝΤΙΠΕΡΙΦΕΡΕΙΑ ΨΗΦΙΑΚΗΣ ΔΙΑΚΥΒΕΡΝΗΣΗΣ



UNDER THE AUSPICES



HOSTING SPONSOR



10:00 - 10:30 | REGISTRATION - WELCOME

10:30 - 11:00 | OPENING REMARKS

11:00 - 12:15 | SESSION 1

### Institutional Framework & Strategies for Digital Transformation in Tourism

#### SPEAKERS

- **Andreas Fiorentinos**, Secretary General, Greek National Tourism Organization (GNTO)
- **Giota Paparidou**, President, SEPE (Federation of Hellenic Information Technology & Communications Enterprises)
- **Anastasios Manos**, President, SETPE (Association of Information Technology Companies of Northern Greece)
- **Alexandros Thanos**, Special Advisor, SETE (Greek Tourism Confederation)
- **Nikos Tzollas**, Deputy Regional Governor for Digital Governance, Region of Central Macedonia

**MODERATOR** Giorgos Katsianis, Journalist

12:15 - 13:30 | SESSION 2

### Smart Hospitality and Travel - The Digital Experience in Hospitality and Tourism

*Topic:* Innovative applications transforming the operations of hotels, transport, and tourism enterprises, as well as visitor experiences.

#### SPEAKERS

- **Roni Aloni**, CEO, Leonardo Hotels
- **Vicky Chatzivasileiou**, Deputy Regional Governor for Tourism, Region of Central Macedonia
- **Alexandros Michalopoulos**, Sales Manager, SKY Express
- **Giorgos Voulgaroudis**, Founder & CEO, BrainBox

**MODERATOR** Xanthos Chytas, Journalist

13:30 - 14:15 | BREAK - NETWORKING

14:15 - 15:00 | SESSION 3

### Safe in a Digital World - Technology, Security, and the Travel Experience

#### SPEAKERS

- **Apostolos Pandroulias**, General Manager, Odyssey CyberSecurity
- **Dr. Andreas L. Symeonidis**, Professor, Dept. of Electrical & Computer Engineering, Aristotle University of Thessaloniki
- **Thanos Charistos**, Managing Partner at Nexus Law Firm, Supreme Court Attorney at Law
- **Thanos Bengas**, Chairman of the Board, Development Agency of the Region of Central Macedonia

**MODERATOR** Dimitris Diamantidis, Journalist

15:00 - 16:00 | SESSION 4

### Smart Destinations - Destinations with a Digital Vision

*Topic:* How destinations leverage technology for sustainable tourism and to enhance the visitor experience.

#### SPEAKERS

- **Nikoleta Divari Valakou**, President, ODAP (Organization for the Management and Development of Cultural Resources)
- **Giorgos Agrimanakis**, Deputy Mayor for Finance & Local Economic Development, Municipality of Heraklion
- **Kyriaki Oudatzi**, General Manager, Thessaloniki Tourism Organization
- **Nikos Pahtas**, Digital Innovations & Municipality of Kato Nevrokopi

**MODERATOR** Konstantinos Deriziotis, Journalist – Publisher, Money & Tourism