Byzantine Thessaloniki
CIVIL NON-PROFIT COMPANY (AMKE)

CONFERENCE AS PART OF
PHILOXENIA–HOTELIA 2026

FROM BYZANTINE HERITAGE TO CONTEMPORARY EXPERIENCE

Thessaloniki as a Distinctive Cultural Destination



Saturday, 14 November 2026 | Starting Time: 10:00 a.m.

TIF–HELEXPO, Pavilion 13, Open Stage

Organised by:
Civil Non-Profit Company (AmKE) "BYZANTINE THESSALONIKI"

CONFERENCE PROGRAMME

10:00 – 10:05 — **INTRODUCTION & MODERATION**
Hara Papadopoulou,
Secretary-General of the Civil Non-Profit Company BYZANTINE THESSALONIKI and Director of the Thessaloniki Branch of the Centre for the Development of Greek Trade and Entrepreneurship (KA.ELE.), Hellenic Confederation of Commerce and Entrepreneurship (ESEE),
"The Question at the Heart of the Conference: How Can Byzantine Heritage Become Part of Thessaloniki's Contemporary Experience?"

10:05 – 10:20 — **KEYNOTE ADDRESS**
His Eminence Metropolitan GEORGIOS of Kitros, Katerini and Platamonas
Professor at the School of Theology, Aristotle University of Thessaloniki (AUTH), and Vice-President of the Synodal Office for Pilgrimage Tours (Religious Tourism) of the Church of Greece
Vasileios Dimou
Head of the Religious Tourism Office of the Holy Metropolis of Kitros, Katerini and Platamon
"Byzantine Heritage and Orthodox Tradition: From Historical Memory to Contemporary Experience."

10:20 – 10:30 — **PRESENTATIONS**
Maria Gatsou,
General Manager SETE
"Culture as an Integral Part of the Hospitality Experience"

10:30 – 10:40 — **Vyron Theologis,**
Honorary President of the Association of Travel Agencies of Macedonia and Thrace,
"Cultural Routes and Tourism Experiences Centred on Byzantine Thessaloniki"

10:40 – 10:50 — **Zacharoula Andreopoulou,**
Professor of Forest Informatics and Technologies for Green Regional Policies, Department of Forestry and Natural Environment, Aristotle University of Thessaloniki (AUTH),
"Cultural Identity as a Strategic Asset for the Destination"

10:50 – 11:00 — **Efi Kalampoukidou,**
Licensed Tourist Guide in Greece; Former President of the Board of the European Federation of Tourist Guide Associations (FEG),
"From Preservation to Interpretation: How Monuments Engage with Visitors"

11:00 – 11:15 — **Discussion with Speakers and Audience**
A brief discussion among the speakers and with the audience, aimed at identifying practical proposals and opportunities for collaboration.

11:15 – 11:20 — **CONCLUSIONS**
Pantelis Filippidis,
President of the Thessaloniki Chamber of Commerce and First Vice-President of the Civil Non-Profit Company BYZANTINE THESSALONIKI,
"Summary of Key Points and an Invitation to Continue the Dialogue"