



Association for the Development of West Athens



**WEST ATHENS
BUSINESS
SUPPORT SERVICES**

BUSINESS EXTROVERSION INITIATIVE OF THE WEST ATHENS AREA IN GREECE



European Union
European Regional
Development Fund



**REGIONAL
OPERATIONAL
PROGRAM
ATTICA**



Co – financed by Greece and the European Union Partnership Agreement 2014-2020



TRADE MISSION

NEW-TECH EVENTS 2023

EXPO TEL-AVIV,
PAVILION 1, ISRAEL
16-17/05/2023

New-Tech
Exhibition 2023

Scope of the Exhibition

New-Tech Events offers a range of events that enable customers to get in touch with other potential customers or partners.

New-Tech Events specializes in the high-tech and electronics market in Israel and Europe.

New Tech Events include some of the country's largest exhibitions with the following subjects:

- HI-TECH & ELECTRONICS
- AI, MACHINE VISION & MACHINE LEARNING
- 3D - DAY
- AUTOMOTIVE
- INDUSTRY 4.0 - SMART FACTORY
- ROBOTICS

NEW-TECH EXHIBITION 2023

New-Tech 2023 Exhibition is the largest and most important exhibition of Hi-Tech & Electronics in Israel. More than 150 companies, leading these sectors in Israel and around the world, will be participating.

Several business events and conferences will be held as part of the exhibition. The conferences will include subjects on various sectors.

These events will provide visitors to the exhibition, the opportunity to keep abreast of all the innovations of various industrial projects and scientific and academic innovations.

AUTOMOTIVE 2023

The New-Tech Automotive Design & Development Conference is a communication and networking event for the entire automotive industry.

Developers, experts and decision makers from the automotive industry in Israel and abroad, gather to share information about important technological trends and strategies in the international automotive industry.

Conference attendees exchange information on specific topics that play an important role in transforming the entire industry, such as electrification, electronics, power supplies, safety and communication.

EMBEDDED SOLUTIONS SYSTEMS & IOT CONFERENCE

This event will explore the entire EMBEDDED & IoT market, covering Construction, Transportation, Security, Supply Chain, Logistics, Energy, Automotive and more.

IoT and Embedded system designers and developers, project managers and the academic community will gather for a one-day event together alongside leading vendors in the world of IoT and embedded.

The Embedded Solutions Systems & IoT Conference is an opportunity for visitors to learn about and be exposed to technological innovations, new market trends and state-of-the-art products.

INDUSTRY 4.0 – SMART FACTORY

Industry 4.0 refers to the growing trend of automation and data sharing in manufacturing technologies.

It includes cyber systems, the Internet of Things, Cloud Computing and cognitive computing.

Smart manufacturing is the foundation of the Industry 4.0 revolution and is reshaping the future of the global economy.

Industrial production in the new era will be highly flexible in terms of production volume and customization, extensive integration between customers, companies and suppliers, and most importantly, sustainable.

New-Tech's annual 3D printing conference will focus on the importance of 3D printers and their vital impact on the world of industry, medicine, science, technology, aerospace, security and more.

All innovations and solutions will be showcased on one stage and presented by the best speakers in this field.

AI, MACHINE VISION & MACHINE LEARNING 2023

The conference will present innovations and achievements of the industry and academia in the field of AI MACHINE VISION & MACHINE LEARNING.

The conference includes sessions from the medical, defense, industrial, autonomous vehicle and other sectors.

ROBOTICS 2023

The conference will present innovations and achievements of industry and academia in the field of robotics and automation.

As in the above conference, lectures from the medical, defense, industrial, autonomous vehicle and other sectors are included.

ASDA B2B LOUNGE

Within the current business mission, there is an allocated space, "ASDA B2B LOUNGE", which will operate as a hub for businesses in West Athens.

At the specific area, interested stakeholders can meet the businesses of West Athens and hold B2B meetings for potential cooperation.

Indicative Trade Mission Schedule

The following activities are scheduled to be conducted during the trade mission:

- **Visit to Israel Innovation Center**

The Israel Innovation Center is the first and largest visitor center of its kind.

It showcases the incredible history of Israel, the Nation of Innovation, highlights the various sectors and people behind Israel innovation, and welcomes visitors from Israel and around the world to promote a better future of prosperity and peace.

Indicative Trade Mission Schedule

- **Workshop / Conferences attendance**

New-Tech Events offers a series of workshops / conferences, which will take place on 16 & 17 May.

The workshops will be an exclusive platform for participants to gain important knowledge about the market and innovations in this field, both at European and global level.

Each company will attend workshops that best fit their profile and are in line with their goals and needs.

Indicative Trade Mission Schedule

- **Dinner and bonding with Buyers & Journalists**

The dinner is organized to offer West Athens businesses, bonding opportunities with potential buyers.

Business people may opt to discuss and get to know each other in a more pleasant and relaxed environment, developing intimacy, with the aim of leading to a potential cooperation.

Profile of Businesses

In the exhibition will participate companies of West Athens that are interested in new trends on high technology and electronics.

The exhibition is directed to a wide audience as it refers to many topics such as Automation, Robotics, 3D etc. and how these technologies can contribute to the production process, logistics, warehousing and the whole value chain generally.



INDICATIVE LANDING PAGE FOR BUSINESSES

BRAND NAME COMPANY

32 Kifissias Avenue, 151 23 Maroussi, Attiki
Tel.: +30 210 123456 |
Email: xxxxxx@gmail.com | Website: www.xxxxx.gr
Registration Number: xxxxx | Export Manager:

YEAR OF ESTABLISHMENT **6**

1930

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1 TURNOVER



PRODUCTION CAPACITY **7**



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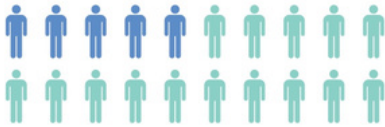
IN TONES, PIECE/HOUR

SKU CODE **8**



2 NUMBER OF EMPLOYEES

100 persons



UNIQUE VALUE PROPOSITION **9**

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3 EXPORT COUNTRIES



PORTUGAL
GERMANY
ITALY

INNOVATIONS **10**



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4 AWARDS



EXHIBITION THAT PARTICIPATE **11**

5 CERTIFICATIONS



- 1. Helexpo --> 12/3/2020 --> GERMANY
- 2. Helexpo --> 12/3/2020 --> GERMANY
- 3. Helexpo --> 12/3/2020 --> GERMANY



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Contact Us



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www.business4extroversion.gr



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