



Tuesday, April 8, 2025

PRESS RELEASE

**EKKOMED – Creative Greece at BEYOND Expo 2025:
Artificial Intelligence in Creative Industries- Focus on the Creator**

EKKOMED – Creative Greece actively participated in the international innovation forum BEYOND Expo 2025, which took place from April 4th to April 6th in Athens.

The **CEO of EKKOMED, Mr. Leonidas Christopoulos**, participated as speaker in the session **"AI & Technology and Entertainment Industry,"** highlighting the dual nature of Artificial Intelligence: as a driver of innovation, as well as a challenge for the protection of intellectual creation. He emphasized: **"Artificial Intelligence should not replace the creators but on the contrary, it should empower them. We must develop a national and European strategy that ensures both innovation and the ethical use of technology, with a focus on strengthening and protecting intellectual property, and cultural identity. Protecting the artistic creation is a top priority for us as an organization, while we welcome technological innovations and act as a supporter of startups, gaming, and animation."**

The head of the **Creative Hub GR at EKKOMED, Ms. Irene Andriopoulou**, participated in a panel in the session **"Culture and Technology: Shaping the Future,"** where she presented the vision of the Creative Hub, emphasizing Innovation, Technology, and Education, as reflected in the continuous training activities and the promotion of audiovisual and digital productions both in Greece and internationally.

As part of **"Action IV" of the Creative Hub GR** to support startups in the creative industries, two startups were awarded for their innovative use of technology with prizes of 5.000 euros in total. The CEO of EKKOMED was awarded the prizes in the presence of investors, industry professionals, academics, and students.

EKKOMED's presence at BEYOND Expo 2025 reaffirms the Organization's strategic commitment to fostering a vibrant, resilient, and technologically advanced ecosystem for culture and creativity.