



14 Μαρτίου 2018

Κυρία/Κύριε,

Το επιχειρηματικό περιοδικό Ευρωκέρδος και το ρωσόφωνο περιοδικό Successful Business συνδιοργανώνουν το πρωτοποριακό Συνέδριο **“The Future is Today”**, με την υποστήριξη του ΚΕΒΕ. Το Συνέδριο θα διεξαχθεί την **Πέμπτη 12 Απριλίου 2018 στο ξενοδοχείο St. Raphael Resort**, στη Λεμεσό.

Το “The Future is Today” επικεντρώνεται στις τελευταίες και εξελισσόμενες τεχνολογίες και πως αυτές θα επηρεάσουν το άμεσο μέλλον των επιχειρήσεων στην Κύπρο. Κατά τη διάρκεια του Συνεδρίου θα κατανοήσετε πως η έννοια του Blockchain θα επηρεάσει τον τομέα που δραστηριοποιείστε. Θα μπορείτε να επιλέξετε τους τρόπους που η τεχνολογία του Cloud θα ανοίξει νέους ορίζοντες στην επιχείρησή σας. Θα σας εξηγήσουμε επίσης, πως η Τεχνητή Νοημοσύνη (AI), η Εικονική Πραγματικότητα (VR) θα σας βοηθήσουν να προωθήσετε και να απογειώσετε τα προϊόντα σας και τις υπηρεσίες σας στο σημερινό ψηφιακό κόσμο.

Είκοσι και πλέον εμπειρογνώμονες και διακεκριμένοι ομιλητές, από το διεθνή χώρο και από την Κύπρο θα σας αναπτύξουν τις εξελίξεις και τις επιπτώσεις της 4^{ης} Βιομηχανικής Επανάστασης, τις προκλήσεις και τις ευκαιρίες στο συνεχώς μεταβαλλόμενο περιβάλλον.

Μέσα στα πλαίσια της άριστης και πολύχρονης συνεργασίας με το ΚΕΒΕ έχουμε ετοιμάσει ειδικά για όλα τα μέλη τα πιο κάτω πακέτα αγοράς εισιτηρίων:

- 1 εισιτήριο (μισή μέρα) από 9:00 μέχρι 13:00, στην ειδική τιμή των **€185**, από €250
- 1 εισιτήριο (ολοήμερο) από 9:00 μέχρι 18:00 στην ειδική τιμή των **€230**, αντί €350
- 5 εισιτήρια (ολοήμερα) στην ειδική τιμή των **€750**, αντί €1750
- 10 εισιτήρια (ολοήμερα) στην ειδική τιμή των **€1200**, αντί €3500

Επισυνάπτεται η φόρμα εγγραφής η οποία θα πρέπει να συμπληρωθεί και σταλεί στο email: info@eurokerdos.com ή φαξ (+357) 22 317 127.

Για περισσότερες πληροφορίες και για την Ημερήσια Διάταξη μπορείτε να επισκεφθείτε την ιστοσελίδα του Συνεδρίου: www.vkfuture.com

Με εκτίμηση,

Νικολέττα Λιβέρα
Διευθύνουσα Σύμβουλος

Υποστηρικτής



THE FUTURE IS TODAY | HOW TO CHOOSE THE BEST BUSINESS STRATEGY

Conference Program

Wednesday 11th of April 2018

20:00 **Welcome Reception for Sponsors and Speakers (invitation only)**

Thursday 12th of April 2018

Plenary Sessions

8.00-8.45 Registration and Morning Coffee

9.00-9.15 Opening Ceremony. Welcome addresses from moderators and the Minister of Transport, Communication and Works Mrs.VassilikiAnastassiadou.

9.15-10.40 Plenary session 1: **THE FUTURE OF BUSINESS**

Digital Transformation: Why We Need to Go Digital and What is the Value of Machine Learning.

Anthoula Madden, Chief Digital Officer of Pladis Global, UK

The Discipline of Innovation, Driving Disruptive Ideas from Concept to Execution.

Nicolas A. Spengos, Business Innovation Director, Oracle Next, France

Challenges and Opportunities of Advanced Emerging Technologies and Products.

Panayiotis Philimis, CEO of Cyprus Research and Innovation Center, Cyprus

How New Technologies Change Production Industries in the EU.

Lefteris Christoforou, Member of European Parliament, EU

Trends and Forecasts of Cyber Risks for 2018.

Ruslan Yusufov, Director, Private Client Services at Group-IB, Russia

Preparing the workplace for the incoming workforce.

Jerry Prochazka, Head of Wargaming Alliance, Wargaming Group Ltd.

Panel discussion with speakers: How digital transformation will influence Cyprus? Is there anything specific that may distinguish Cyprus from other countries? What sectors of Cypriot economy will be hurt first if not adapted to the new realities? What practical steps can be taken by business owners to benefit challenging environment?

10.40-11.00 Networking Coffee Break

11.00-12.00 Plenary session 2: **THE FUTURE OF BUSINESS COMMUNICATION**

Revolution in PR: How New Technologies have Changed Traditional Way to Promote Business.

Thierry Nicolet, Vice President Public Relations of Schneider Electric, France

Future Role of Blockchains in All Fields of Business Activities.

Ioannis Menelaou, Executive Managing Director, Lykke Cyprus

The Blockchain Disruption: The New Digital Revolution

Nicola Korbar, CEO of Center for Economic Research Belgrade, Serbia

Cloud Technology: Importance and Value.

AntonisSkoullou, Executive Managing Director of Oracle Cyprus

Future of the Media Entertainment.

Pavel Muntyan, CEO Toonbox Animation Studio, Cyprus-Russia

Artificial Intelligence and Future Jobs: are You Ready for Jobs that don't Yet Exist.

Jorge Sebastiao, ICT Security Expert, Huawei Technologies, United Arab Emirates

Panel discussion with speakers: The ability to evolve and adapt is an important characteristic of forward-thinking companies and this encompasses communication as well. What the office will look like in 2018-2020? It is sure that with mobile intranet software, it is no longer necessary for employees to be glued to their desks to get work done. Stable broadband connections will drive a majority of unified communications systems to the cloud. Who will do the work: robots or humans? How must we respond as consumption habits change? How should we promote our products and services? How Cyprus will respond all these challenges?

12.00-12.40 Plenary session 3: **THE FUTURE OF SCIENCE**

The Future of Humanity in Space.

George A. Danos, Founder and President of the Cyprus Space Exploration Organisation.

Use of the Russian Weather Modification Technology with the Purpose of Precipitation Enhancement.

Boris Koloskov, deputy director, Russian Agency of Atmosphere Technologies, Russia

The Future of Energy: What to Expect?

Dmitriy Morozov, Executive Chairman of GDL Green Energy Group

12.40 Closing ceremony of the morning sessions.

Key Note speech from the Government of Cyprus: speaker to be confirmed.

13.00-14.00 Networking Business Lunch

Brainstorming Thematic Discussions

14.00-14.30 **Registration for Thematic Sessions**

14.30-15.45 Two thematic sessions in the form of round table in parallel conference rooms.

Conference Room 1. **THE FUTURE of FINTECH**

This thematic session is for those who work in finance, banking, legal and accounting sphere. The Fourth Industrial Revolution has already merged the physical and cybernetic worlds. The digital technologies that came along with it have created new paths of innovation that have disrupted the once known as the most traditional business model: the financial services industry. Will banks and financial institutions survive the FinTech era? The use of smartphones for mobile banking, investing services and cryptocurrency are examples of technologies aiming to make financial services more accessible to the general public. During this session we'll talk on different innovations, advanced emerging technologies and products, blockchain disruption, machine learning. A lot of attention will be paid to cyber risks and cybersecurity that is the key issue for any serious financial business nowadays.

Conference Room 2-**THE FUTURE of WORK SPACE and BUSINESS RELATIONS**

This thematic session is for those who work in service industry, including hospitality, property, education. How shall we communicate with our clients in the nearest future? What do we need to do to be ready to serve the needs of our clients in communication with humans but in the same time to reduce our expenses and use robots and machine instead of people?

Most businesses already rely on AI whether they know it or not. Technology also allows businesses to reach new economic markets. Rather than just selling consumer goods or services in the local market, any business can reach regional, national and international markets. The consumers can access goods or services 24/7.

Together with experts we'll speak on cloud technologies, networking, productivity, marketing, customer service, advertising, VR technologies.

15.45-16.00 **Networking Coffee Break.** Registration for Startup Competition

16.00-18.00 **PITCH FOR YOUR FUTURE.**

StartupPitching Competition in front of a VIP jury of judges and potential investors

19:00 **Farewell Party for Sponsors and Speakers (invitation only)**

NOTES

All Speakers will have ten minutes during the morning plenary sessions and will participate in the thematic discussions in the afternoon. Details on Speakers and short descriptions of the topics can be found on www.vkfuture.com

INFORMATION

ORGANIZERS: Successful Business Magazine and Eurokerdos Business Magazine

VENUE: St. Raphael Resort, Limassol, Cyprus.

Contact persons for Sponsors and Speakers

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Registration of Participants

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THE FUTURE IS TODAY Conference 12th of April 2018, St. Raphael Resort, Limassol

REGISTRATION FORM

Please return by email info@eurokerdos.com or fax (+357) 22 317 127

Company	
Country	
Company telephone	
Company website	
Company e-mail	
Contact person	

1 st Participant	Mr.	Ms.	Dr.
Name and Surname			
Position in the company			
Mobile phone number			
Personal email			

2 nd Participant	Mr.	Ms.	Dr.
Name and Surname			
Position in the company			
Mobile phone number			
Personal email			

3 rd Participant	Mr.	Ms.	Dr.
Name and Surname			
Position in the company			
Mobile phone number			
Personal email			

REGISTRATION FEE per delegate (includes VAT):

€185 - registration fee that includes plenary sessions and panel discussions from 09:00 till 13:00 and two coffee breaks.

€230 - registration fee for the full day program of the conference from 09:00 till 18:00.

It includes: plenary sessions, panel discussions, business lunch, afternoon thematic sessions and workshops.

CORPORATE REGISTRATIONS The organisers gladly offer discounts for companies that register more than three participants. Please “copy-paste” the table with “name-surname-position-phone-email” as many times as you need and fill it in for each participant.

The **special corporate package** is for full day participation:

For 5 participants: **€750** instead of **€1750** (150 euro per person)

For 10 participants: **€1200** instead of **€3500** (120 euro per person)

BOOKING TERMS:

Please complete this form and send it to info@eurokerdos.com Confirmation of your registration will be sent to you immediately upon receiving this file. You'll get an invoice and instructions on payment options. The fee has to be paid within 15 working days.

METHODS OF PAYMENT (please mark the option of the payment method)

- **Cheque.** Please mail it to NL TRINITY MEDIA & PUBLICATIONS, PO BOX 16088, 2085 NICOSIA, CYPRUS or deliver to our office: 14 Georgiou Michael, 2023 Akropolis, Strovolos, Nicosia (tel. 22311272)
- **Online payment by a credit/debit card or through Pay Pal account.** Please pay on our website www.vkfuture.com
- **Bank Transfer** (Please inform the Bank that you will pay all charges).

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Personal Data Protection

Any personal information or contact details will be used only for informing you on the matters dealt with the conference and purpose of keeping you informed about forthcoming conferences, seminars, exhibitions, publications related to the same subjects. We shall never share your data with a third party. If you do not want to receive further information from us, please inform us by email about it.

Cancellation Policy

Participation fees are paid in advance, within 15 days since registration. You may cancel your participation at any time by 15th of March 2018 without any penalties. If you cancel between 15th of March and 1st of April – 50% will be charged. No cancellation is accepted after 1st of April.

For further information please contact co-Presidents of the Organising Committee:

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Ms. Nicoletta Livera by email nl@eurokerdos.com or tel. +357 22 311272