



## **PRESS RELEASE**

### **Organization of forum**

### **“INNOFORUM”**

**Saturday 10/12 & Sunday 11/12/2022**  
**10:00 am - 12:00 pm**

**Conference Room of Professor Elias I. Kouskouvelis**  
**University of Macedonia, 156 Egnatia Str., Thessaloniki**

Scientific Coordinator  
**Professor George Tsiotras**  
Dept. of Business Administration

In the context of the project "Empowering Businesses Seeking Growth" with acronym SeeG, a **free** two-day forum entitled "**Innoforum**" will take place at the **University of Macedonia - Conference Room of Professor Elias I. Kouskouvelis, on December 10-11, 2022.**

The project SeeG, with a duration of 24 months (26/04/2021 – 25/04/2023), is implemented – on the Greek side – by the Rodopi Chamber of Commerce and Industry (Lead Beneficiary) and by the University of Macedonia (Project Beneficiary), with Professor George Tsiotras of the University of Macedonia as

scientific coordinator, and is co-financed by the European Regional Development Fund (ERDF) and national funds of the countries participating in the Cooperation Programme INTERREG VA “Greece-Bulgaria 2014-2020”.

The forum will include 4 workshops as follows:

### **Saturday 10/12/2022**

- **10.00-12.00** thematic workshop "**Talent Management**"  
Guest speaker: Dr. Vouzas Fotis, Professor, Department of Business Administration of the University of Macedonia
- **12.00-14.00** thematic workshop "**Digital and Social Media Marketing Strategy for a new Business**"  
Guest speaker: Dr. Hatzithomas Leonidas, Assistant Professor, Department of Business Administration of the University of Macedonia

### **Sunday 11/12/2022**

- **10.00-12.00** thematic workshop "**Quality and lean management in the digital era: The impact on the sustainable development of SMEs**"  
Guest speaker: Dr. Gianni Maria
- **12.00-14.00** thematic workshop "**Emerging technologies for SMEs and new Businesses**"  
Guest speaker: Dr. Evangelos Kalambokis, Assistant Professor at the Department of Business Administration of the University of Macedonia.

An online registration should be submitted via the link

<https://forms.gle/Xj6BKTtVoB1nmUpj6>

**Registrations** are accepted till **06/12/2022**.

It is noted that a **priority order** will be observed and each participant can attend from one (1) to four (4) workshops, provided that he/she registers on time.

Confirmation of participation will be sent to each participant until **08/12/2022**.

After the end of the event, **certificate of attendance** will be given to each participant.

*The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Cooperation Programme Interreg V-A “Greece-Bulgaria 2014-2020”*