

# 2<sup>ND</sup> CITEA DIGITAL CYPRUS CONFERENCE 2023

BROCHURE

#digitalcyprus

TECH TRENDS  
TRANSFORMING  
BUSINESS

THURSDAY,  
22 JUNE 2023,  
HILTON NICOSIA



How Corporations can benefit from new Technologies

Improving Business Operations with Smart Technology

How to Fit Smart Technology into Your Business

Applications of AI in Business

Building a stronger customer experience

Accelerate a more resilient future

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## INTRODUCTION

We are in an era where everything is expected to be smart. Technologies are transforming our lifestyles, social interactions, and workplaces. Nearly everyone possesses multiple electronic gadgets (cell phones, tablets, personal computers, laptops, digital notebooks, etc.). Daily use of technology has evolved. Recent advances in the field of technology have led to the emergence of innovative solutions known as smart technologies. Smart technologies can be understood as a generalization of the concept of smart structures and the use of digital and communications technologies. They have given us new, powerful tools to work.

How can the application of such technologies transform conventional cities, lifestyle, industries, economy, businesses into SMART? At the CITEA Digital Cyprus Conference 2023, industry-leading digital experts will present the applications and the new trends of smart technologies that are expected to reshape the business and social landscape in the coming years, while the audience will be inspired and discover key strategies for marking SMART efforts needed to for better and more informed business decisions, improve operational efficiency, enhance customer engagement, and drive their organization's digital culture.

## EVENT DETAILS

- 📅 Thursday, 22 June 2023
- 🕒 08:30
- 📍 Hilton Nicosia Hotel, Nicosia
- 🗨️ Language: English & Greek

## AUDIENCE

Digital Cyprus Conference is addressed to C-level Executives from Cypriot Corporations from all sectors of the economy, and decision-makers seeking to explore and evaluate new technologies and strategic approaches to drive innovation and establish a digital culture in their business.

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CHAIRPERSON

**MATINA ZISIADOU**  
CITEA

**DEMETRIS NISSIOTIS**  
Cyprus Information Technology Enterprises Association (CITEA)

**CECILIA BONEFELD-DAHL**  
DIGITALEUROPE

**PHILIPPOS HADJIZACHARIAS**  
Deputy Ministry of Research, Innovation and Digital Policy

**RADOSLAW KEDZIA**  
Huawei

**PETER SANY**  
Zoom

**CHRISTIAN RAU**  
Mastercard

**ELIAS STAVROPOULOS**  
IBM

**FOUAD CHAARANI**  
Xenatus Global Ltd

## CONFERENCE THEMATOLOGY



Introduction by the chairperson  
**Matina Zisiadou**, Manager, CITEA

WELCOME ADDRESS  
**Demetris Nissiotis**, President, Cyprus Information Technology Enterprises Association (CITEA)

KEYNOTE ADDRESS  
**Cecilia Bonefeld-Dahl**, Director-General, DIGITALEUROPE

KEYNOTE ADDRESS  
**Philippos Hadjizacharias**, Deputy Minister of Research, Innovation and Digital Policy

KEYNOTE ADDRESS  
**George Michaelides**, Commissioner, Office of the Commissioner of Communications

### INNOVATION IN BUSINESS - ALL ABOUT SMART

KEYNOTE SPEECH  
**Radoslaw Kedzia**, Vice President, Huawei CEE & Nordic Europe Region, Huawei Technologies (Cyprus) Co. Ltd

#### AI enabling Human Centric Hybrid Work und Businesses to Grow

Digitalization, Hybrid Work and Artificial Intelligence have become reality in our work, private and social lives. Implemented and used correctly and ethically, AI will enable purposeful, intelligent and human centric work while increasing productivity as well as creativity for associates and businesses alike. Zoom is a front runner in the ethical and productive application of AI in its product set to improve learning, performance, customer intimacy, equity and inclusion while maintaining privacy and security.  
**Peter Sany**, Executive Advisor, Zoom

KEYNOTE SPEECH  
**Christian Rau**, Senior Vice President Crypto and Fintech Enablement Mastercard Europe

#### “AI+” in Business Automation

“AI+” plays a pivotal role in Business Automation solutions, enhancing efficiency and driving intelligent decision-making. Leveraging advanced machine learning algorithms, natural language processing, and neural networks, AI-powered automation solutions enable businesses to automate tasks, extract insights from data, and optimize processes. AI algorithms analyze and learn from data patterns, empowering organizations to make prompt decisions, automate repetitive tasks, improve customer experiences, and gain a competitive edge.  
**Elias Stavropoulos**, Technology Partner Architect, IBM

#### How Hyper automation drives growth and profitability

Industries and businesses are being redefined at the speed of light, driven by the evolution of the smart consumer. Traditional operating models are no longer sustainable due to the global shift in the business ecosystem. Companies must turn to automation supported by robotic process automation (RPA), artificial intelligence, and deep machine learning. To double your revenue and profit, you should not have to double your overheads. Find out how!  
**Fouad Charani**, Managing Partner, Xenatus Global Ltd





**JELLE NIEMANTSVERDRIET**  
Microsoft



**PAVLOS KLEANTHOUS**  
Parsectix



**NICOLAS KOURTELLIS**  
Telefonica I+D



**MARIOS KAPIRIS**  
Kyndryl Cyprus



**KATERINA NEOPHYTOU**  
NetU Group



**ELIAS PETRIDES**  
Datatech IT Solutions Ltd



**MICHAEL TYRIMOS**  
Capacitor Partners

## Cybersecurity at scale – with a human touch

Today's cybersecurity landscape is more complex than ever before. We all need to scale up our efforts to effectively support our organisations in balancing risks and rewards. In the midst of all this, it's easy to forget the role of people... Let's explore how to factor all this into our strategies!

[Jelle Niemantsverdriet, National Security Officer, Microsoft](#)

## Revolutionize Customer Experience and Transition to Greener Technologies with Event-Driven Architectures (EDAs)

Discover how Event-Driven Architectures (EDAs) revolutionize customer experience while facilitating a transition to greener technologies, reducing costs, and shrinking your carbon footprint by 90%. EDAs connect service components, enabling real-time responses and personalized interactions. Learn how adopting EDAs empowers organizations to embrace eco-friendly practices, optimize resource utilization, reduce expenses, and achieve sustainability. Gain practical insights for implementing EDAs, ensuring a competitive edge in today's dynamic business landscape.

[Pavlos Kleanthous, Founder and Managing Director, Parsectix](#)

## Powering the Next Generation Networks with Privacy-Preserving Artificial Intelligence

Today's (telco) networks are highly complex, distributed ecosystems composed of very diverse sub-environments. With the arrival of faster, more demanding (5G, 6G...) networks and the envisioned applications they will support, traditional solutions for network management are reaching their limits, both with respect to performance and protection they can offer. Within Telefonica, we investigate how novel, beyond state-of-art methods based on privacy-preserving artificial intelligence, cloud, and edge computing, can enable more secure, private, and scalable systems and networks that will accommodate the needs of future networks and applications.

[Nicolas Kourtellis, Telefonica Research Co-Director and Head of Systems AI Lab \(SAIL\), Telefonica I+D](#)

## SMART CYPRUS: TODAY'S REALITY AND FUTURE PROSPECTS

### Panel Discussion: Advancing digital services to thrive in disruptive times. What does it mean for Business in Cyprus and how corporations can benefit

Continuously evolving landscape, cutting-edge competition, and rising customer expectations have become a general thumb rule to adapt to in almost every industry. All industries must accelerate their adaptation to evolving technologies to initiate successful digital transformation journeys across their organisations so that they will have the tools to become fully customer-centric.

- Mobility of products & services
- Customer journey
- Artificial Intelligence (AI) to automate routine tasks
- Cybersecurity

[Marios Kapiris, Director, Kyndryl Cyprus](#)

[Katerina Neophytou, Sales Manager, Systems Integration, NetU Consultants Ltd](#)

[Elias Petrides, Professional Services Director, Datatech IT Solutions Ltd](#)

[Michael Tyrimos, Managing Director, Capacitor Partners](#)

## SPEAKERS



CHAIRPERSON

### **MATINA ZISIADOU**

Manager, CITEA

Matina Zisiadou is the Manager of the Cyprus Information Technology Enterprises Association (CITEA). She holds a BA in Law, an MA in International Relations and Strategic Studies, an MA in European Union Studies and an MSc in Digital Marketing. Throughout her career, Mrs. Zisiadou has worked as Marketing and Communications Strategist, Project Manager, and Public Affairs Adviser for various organizations in the field of tourism and waste management, as well as in NGOs.



### **DEMETRIS NISSIOTIS**

President, Cyprus Information Technology Enterprises Association (CITEA)

Demetris Nissiotis is a seasoned ICT professional and executive, with over 25 years of experience in diverse roles across the industry. He has acquired valuable insights of the trends and advancements in the international ICT arena and has a deep understanding of the unique ICT environment in Cyprus, including the initiatives, developments, limitations and challenges that local organizations and technology enterprises encounter. Throughout his career, Demetris has been actively involved in numerous large-scale, mission-critical digital transformation projects for prominent organizations both in Cyprus and abroad. With a proven track record of success in the public and private sectors, Demetris and his team have consistently delivered effective and efficient digital solutions, enabling clients to achieve their business objectives. Demetris earned his BSc degree in Computer Science from the University of Cyprus and has been a key member of NetU Consultants Ltd since 1997, where he currently serves as CEO. He is the President of the Cyprus Information Technology Enterprises Association (CITEA)



### **CECILIA BONEFELD-DAHL**

Director-General, DIGITALEUROPE

Cecilia Bonefeld-Dahl is Director-General of DIGITALEUROPE, the leading digital technology industry association representing over 36,000 digital companies in Europe. She has over 25 years of experience in the ICT industry, having held positions at IBM, Oracle, as well as with SMEs, and founding the global SAP implementation company and cloud provider GlobelT. Currently, she is a member of the Board of Directors of Gaia-X and of the European Commission's Industrial Forum. She is also a member of the Stakeholder Cybersecurity Certification Group of ENISA.



### **PHILIPPOS HADJIZACHARIAS**

Deputy Minister of Research, Innovation and Digital Policy

Philippos Hadjizacharias is a graduate of the Pancyprian Lyceum of Larnaca. He obtained a degree in Accounting from Birmingham, holds AAT, FCCA, MA Taxation degrees in European Law from the Institute of Advanced Legal Studies in London as well as an Effective Leadership certificate from the University of Oxford. He is a member of the Association of Chartered Accountants of Cyprus, which he served in various positions. He is a founding member of PHS & Partners based in Larnaca. He served as Non-Executive Director as well as Financial - Tax Consultant in multinational companies.



### **RADOSLAW KEDZIA**

Vice President, Huawei CEE & Nordic Europe Region, Huawei Technologies (Cyprus) Co. Ltd

Radoslaw Kedzia was appointed as Regional Vice President of Central Eastern Europe and Nordic Region in H2 of 2019. He was the first European manager to be appointed as Huawei General Manager. He has been working for Huawei since 2008. Mr. Kedzia began his career in Huawei Kenya as Chief Operating Officer, then as a Regional Technical Director for the Eastern and Southern Africa Region, in 2013 he became a Chief Executive Officer in Uganda Representative Office and in 2015 was appointed as the CEO of Czech Representative office. Before his career in Huawei, Mr. Kedzia worked in Poland for PTC and TPSA and later, since 1999 in international, technical and managerial posts for Ericsson, Safaricom and Siemens in various countries such as Kenya, Israel, Great Britain, Spain and Czech Republic. His hobbies are music, art and reading.



### **PETER SANY**

Executive Advisor, Zoom

Peter is a seasoned international Non-Executive Board Member, Entrepreneur and in his executive career has served on the Executive Committees as Group CIO / CTO of Novartis, Deutsche Telekom, UBS and Swiss Life as well as CEO of the global ICT association TM Forum. He also served many years as the Chairman of the Fraunhofer Institute for Artificial Intelligence (IAIS). He holds master's degrees in Computer Cartography and Computer Science from the University of Zurich, an Executive MBA by IMD/ IBM and has followed advanced executive education at Harvard and Stanford. Privately he is married, father of two adult sons and enjoys family, high altitude mountaineering, skiing and the outdoors.





### **CHRISTIAN RAU**

#### **Senior Vice President Crypto and Fintech Enablement Mastercard Europe**

Since April 2022 Christian Rau holds the position of Senior Vice President Crypto and Fintech Enablement for Mastercard in Europe. In close cooperation with European and global account and product teams and our customers and partners he works on designing and deploying innovative digital payment propositions. Heading the Central European Product Team between 2015 and 2019 he was responsible for the introduction of Debit Mastercard in Germany and Switzerland. Subsequently he led the Mastercard Vienna office as General Manager for the Austrian Market. Christian joined Mastercard in 2012 after having held positions in the telecommunication and banking sector.



### **ELIAS STAVROPOULOS**

#### **Technology Partner Architect, IBM**

Elias Stavropoulos is a Technology Partner Architect with over 14 years of experience in IBM. With an impressive track record in business automation and hyperactivation, Elias has been at the forefront of driving innovation and efficiency in organizations through cutting-edge technologies. As a seasoned expert in business automation, he has successfully guided numerous companies on their digital transformation journeys, helping them streamline operations, enhance customer experiences, and unlock new opportunities for growth. He holds an engineering degree from the University of Leeds on Electronic & Electrical Engineering. Elias is Master Certified Technical Specialist of "The Open Group".



### **FOUAD CHAARANI**

#### **Managing Partner, Xenatus Global Ltd**

Experienced leader with more than 20 years of proven track record in strategic planning, management and execution, coupled with deep industry and technology expertise, including financial services, maritime, construction, trade, media and entertainment, and software. He has led highly effective multinational organizations and Fortune 100 customer projects with onshore and offshore divisions in North America, Europe, the Middle East and Asia. He has designed, built and profitably operated Microsoft ISV product companies based on Microsoft Dynamics ERP and cloud automation platforms. Member of the Board of Directors of several multinational software companies.



### **JELLE NIEMANTSVERDIET**

#### **National Security Officer, Microsoft**

Jelle Niemantsverdriet works as National Security Officer for Microsoft, a role in which he aims to increase trust in technology. He is fascinated by the interaction of technology with people and society and tries to constantly combine other disciplines with cybersecurity, based on over 15 years of incident response experience.



### **NICOLAS KOURTELLIS**

#### **Telefonica Research Co-Director and Head of Systems AI Lab (SAIL), Telefonica I+D**

Nicolas Kourtellis is Head of the Systems AI Lab (SAIL) and Co-Director of Telefonica Research, in Barcelona. He holds a PhD in Computer Science & Engineering from the University of South Florida, USA (2012) and has over 90 published peer-reviewed papers and 6 filed patents. Currently, he focuses on privacy-preserving AI and federated learning on the edge, modeling/detecting with AI user online privacy leaks, as well as inappropriate/fraudulent behavior on social media. He has served in many technical committees of top conferences and journals and presented his work in top academic and industrial venues including Mobile World Congress 2021 and 2023 and Apache Big Data. His work has been covered by major news outlets such as Nature, New York Times, The Atlantic, New Scientist, Washington Post, Wired, and others. In 2022, he was ranked among the World's Top 2% Scientists (2021) in the list prepared by Elsevier BV, Stanford University, USA.



### **PAVLOS KLEANTHOUS**

#### **Founder and Managing Director, Parsectix**

Pavlos Kleanthous is the guiding force behind Parsectix, a distinguished U.K.-based software consultancy. His 15-year journey in distributed and cloud-based systems has solidified his expertise in cloud-native, serverless, and event-driven architectures, securing his position as a respected Technical Leader. Leading a talented team of engineers, Pavlos cultivates Parsectix's growth, propelling the delivery of impactful projects and fostering enduring partnerships across the EMEA region. His unwavering dedication to client success is mirrored in the strategic adoption of DevOps, Continuous Delivery, and Pragmatic Agile methodologies. This approach significantly enhances operational efficiency. Under Pavlos' leadership, Parsectix harnesses advanced cloud and SaaS technologies, providing tailored solutions that yield substantial returns on software project investments for its clients.



### **MARIOS KAPIRIS**

**Director, Kyndryl Cyprus**

Marios Kapiris is the General Manager of Kyndryl in Cyprus, also responsible for the Alliances for both Greece and Cyprus. Previously, he was the Country Manager for IBM where he began his career in Cyprus back in 2001, holding various regional management positions in Australia, New Zealand and Greece. He holds a BSc in Computer Science from the University of Keele, an MSc from University of Leeds Business School in International Management and is a qualified ACIM from Chartered Institute of Marketing (UK). Marios currently represents Kyndryl Cyprus as a Board Member and President of the Digital Transformation Committee of the American Chamber of Commerce in Cyprus, Vice President of the Cyprus Institute of Marketing, and Board Member of the Cyprus Tech Association. In the past he also served as Board Member at the Cyprus Employers and Industrialists Federation and a Board Member of the Cyprus Information Technology Enterprises Association.



### **KATERINA NEOPHYTOU**

**Sales Manager, Systems Integration at NetU Group**

Katerina Neophytou currently holds the position of Sales Manager, Systems Integration at NetU Group. Katerina works at NetU Consultants since 2011 and has more than 15 years of working experience in the ICT industry, working in various positions. She has a broad knowledge and a clear understanding of the ICT landscape in Cyprus, while working with customers to understand their needs and provide solutions towards their digital transformation. She has been actively involved in numerous large, mission-critical ICT projects for important organizations in Cyprus and abroad, mainly in the public sector. She strongly believes that technology can act as a catalyst to achieve corporate goals, by providing secure digital solutions that promote efficiencies, increased productivity, and collaboration. She holds a BSc degree in Business Administration from Montclair State University, New Jersey, USA.



### **ELIAS PETRIDES**

**Professional Services Director, Datatech IT Solutions Ltd**

Elias has over 28 years of experience in the IT industry. He specializes in the field of Business process automation and was actively involved in various large scale mission critical projects for the Government of Cyprus various semi-governmental organisations, banking, insurance institutions and large private sector organisations. He studied in the USA and holds a degree of Electronics Engineering. He works at Datatech IT Solutions as the Professional Services Director since 2000 and heads the Process automation division of the Company



### **MICHAEL TYRIMOS**

**Managing Director, Capacitor Partners**

Michael is the Founder and Managing Director of the technology consulting firm Capacitor Partners. He holds extensive experience in product management from his previous positions in Silicon Valley, California and Europe. He is an investor in Ergodotisi.com, Kodika.io, and other ventures. Michael is a graduate of King's College London, Oxford University and Cambridge University. He is a recipient of the O1 Visa for Extraordinary Abilities by the United States Government; 40 under 40 Disruptor Award in the field of Technology/Research by CCCI; Associateship of King's College London; and the Fellowship of the Royal Society of Arts, Trades and Commerce. He is also the co-founder of Cypriot Enterprise Link, a non-profit organization focusing on matters of entrepreneurial policy.





## ORGANISER

**CITEA**

CYPRUS INFORMATION TECHNOLOGY ENTERPRISES ASSOCIATION  
SERVICES | INNOVATION | EDUCATION | EMPLOYMENT

The Cyprus Information Technology Enterprises Association (CITEA) was established in 1987 and is an active member of the World Information Technology and Services Alliance WITSA, the European IT Federation DigitalEurope, and the Cyprus Employers and Industrialists Federation (OEB). The Association's objective is to play a determining role in the balanced growth of Information and Communication Technologies in the Cyprus economy, acting as the vehicle of change for the development of the information society. The Association is the principal representative of information communication technology (ICT) enterprises on the island and currently numbers over 50 member companies that cover all ICT areas

## COORDINATOR

**imh**

CONFERENCES | MEDIA | EXHIBITIONS

IMH is a leading Corporate Events, Media, Business Intelligence and Networking organisation with a vast annual agenda of over 200 conferences, business forums, exhibitions, investment summits, client events and business awards ceremonies. Organised by IMH in Cyprus and abroad, these are considered to be Cyprus' largest business and professional networking platforms. Our Business Media Department publishes Cyprus' two most popular monthly business magazines— IN Business and GOLD —and two digital media platforms, IN Business News and CBN (Cyprus Business News) with their Daily Newsletters providing executives with news and updates on the local business and economic landscape, in Greek and English respectively. Our Consumer Media Department operates REPORTER, one of the country's most popular news portals, as well as SUPER FM, Cyprus' Number 1 Greek music radio station. IMH also participates in Cyprus Government, EU and other international organisations' projects and programmes. [www.imhbusiness.com](http://www.imhbusiness.com)

## MAIN SPONSOR

**ecommbx**

At ECOMMBX we specialize in B2B e-account management, cross-border payments and competitive currency conversions. To ensure the most cost-effective and efficient execution of all your e-banking transactions, our innovative serving model is based on four cornerstones: Advanced technology that connects to the global banking industry, customized connections with banking partners around the world, stringent security and maximum speed. The result is satisfied customers that rely on us for top-notch service.



## SPONSORS



CableNet is an independent telecommunications provider in Cyprus with its own network, infrastructure, and new-generation technology. With the fastest network in Cyprus, CableNet offers integrated broadband internet, TV, fixed and mobile broadband services, and mobile telephony. The company also provides tailored solutions for business customers of all sizes, with skilled human resources and an integrated support system. Customers can receive customized solutions to meet their specific needs. For more information, please visit CableNet's website at [www.cablenet.com.cy](http://www.cablenet.com.cy)



Capacitor Partners is a Digital Transformation enabler and specialist in the provision of Product Management services. We are trusted by leaders in the retail, construction, energy, R&D, media and software industries and the public sector. Our company helps large organizations reshape their operations, adopt new technologies and increase their efficiency and market footprint. For organizations in need of outsourcing product management responsibilities, we offer to coordinate their development, marketing, operations, research and support functions, with the guarantee of launching and scaling products that are relevant to the market's needs.

## DATATECH

DataTech I.T. Solutions Ltd, established in 1989 is a leading provider of innovative technology solutions in the fields of Enterprise Content Management, Business process management and Supply Chain Management. With deep knowledge in the fields of its expertise and of the products it provides, it has earned the trust of large private and public companies, government and semi-government organizations, banks and other financial institutions. Datatechs' solutions are based on products developed both in house and by Datatechs' partners. Datatech strives to offer quality systems covering the whole software development life cycle. Its people have extensive experience in business and systems analysis, technical architectures, programming and support engineering.



IBM is a leading provider of global hybrid cloud and AI, and consulting expertise. We help clients in more than 175 countries capitalize on insights from their data, streamline business processes, reduce costs and gain the competitive edge in their industries. More than 4,000 government and corporate entities in critical infrastructure areas such as financial services, telecommunications and healthcare rely on IBM's hybrid cloud platform and Red Hat OpenShift to affect their digital transformations quickly, efficiently and securely. IBM's breakthrough innovations in AI, quantum computing, industry-specific cloud solutions and consulting deliver open and flexible options to our clients. All of this is backed by IBM's legendary commitment to trust, transparency, responsibility, inclusivity and service.



KPMG has been operating in Cyprus since 1948 and currently employs more than 800 professionals working from 6 offices across the island. It is a member of KPMG International Limited, a global organisation of independent professional services firms providing Audit, Tax and Advisory services. KPMG operates in 143 countries and territories and has approximately 265,000 people working in member firms around the world. Clients look to KPMG for a consistent standard of service based on high-order professional capabilities, industry insight, local knowledge and expertise.

## kyndryl

Kyndryl works at the core of businesses that move the world. With more than 90,000 skilled professionals serving customers in over 100 countries, we design, build, manage and modernize the mission-critical technology systems that the world depends on every day. We are committed to the health and continuous improvement of the vital systems at the heart of the digital economy. With our partners and thousands of customers, we co-create solutions to help enterprises reach their peak digital performance. Our world has never been more alive with opportunities. Together, we can seize them. To learn more, visit [www.kyndryl.com](http://www.kyndryl.com)



NetU is a leading Information Technology solutions and services organization in the Eastern Mediterranean region, recognized as a major provider of integrated solutions with strong local and international activity. Being a trusted Digital Transformation Partner to medium and large organizations in the Private and Public sectors, for more than 30 years, NetU provides world-class IT solutions in the areas of Systems Integration, Business Solutions, Technology Solutions helping them achieve their corporate objectives.

## PARSECTIX

Parsectix is a professional services consultancy that excels in boosting software delivery outcomes. They strategically employ DevOps, Continuous Delivery, and Pragmatic Agile methodologies, thereby streamlining development processes and boosting operational efficiency. In the dynamic digital landscape, Parsectix serves as a catalyst. They empower organisations to unlock their innovative potential and scalability, leveraging cutting-edge, cloud-based, and SaaS technologies. With strategically positioned offices in London and Nicosia, Parsectix provides customised, high-tech solutions to their EMEA clientele, consistently ensuring substantial returns on their software project investments.



Xenatus Global is a multinational Microsoft Gold Partner and Microsoft Certified ISV. As a leading provider of ERP, Cloud and Automation solutions, Xenatus helps organizations adapt to the digital age, optimize business results and accelerate growth. Xenatus achieves this through a tailored, customer-centric approach and a robust technology suite, including Microsoft Dynamics 365 Business Central, Microsoft Azure and the Microsoft Power Platform. Over the past 23 years, Xenatus has enabled success at over 500 customers in 45 countries.





## EXHIBITORS

### FORTINET®

Fortinet (NASDAQ: FTNT) secures the largest enterprise, service provider, and government organizations around the world. Fortinet empowers its customers with intelligent, seamless protection across the expanding attack surface and the power to take on ever-increasing performance requirements of the borderless network—today and into the future. Only the Fortinet Security Fabric architecture can deliver security without compromise to address the most critical security challenges, whether in networked, application, cloud, or mobile environments. Fortinet ranks number one in the most security appliances shipped worldwide and more than 500,000 customers trust Fortinet to protect their businesses.

### MS Electronics

MS Electronics is a broadline distributor based in Limassol and serving the Cyprus market since 2005. The company offers products and solutions across various industries such as ICT, Audio-visual, Security, Smart Home Automations, Solar Power & Consumer Electronics. Over 800 resellers, professionals and corporations trust MS Electronics to supply their daily needs in equipment and accessories from a range of 4000+ products that the company keeps in regular inventory.

### veracloud

Veracloud is a leading managed services provider who specialises in hybrid cloud solutions. We partner with global market leaders with whom we bring the latest technology to our clients. We believe people are at the forefront of everything we do, this is why our approach takes us on a journey with all our clients. We help translate the cutting-edge technologies we propose, into competitive advantages and meeting business objectives. We accompany our clients on their individual journeys to offer productivity, collaboration, security, and business continuity solutions through our workplace modernisation and data centre transformation services.

## ACADEMIC SPONSOR



UNIVERSITY of NICOSIA

The University of Nicosia (UNIC) is one of the top research-oriented universities in the wider Mediterranean region. It offers 100+ conventional (on-campus) and distance learning study programs at undergraduate, postgraduate, and doctoral levels, hosting more than 14,000 students from 100+ countries. The University of Nicosia ranks within the top 2% of universities worldwide, according to the Times Higher Education (THE) World University Rankings 2023.

## ROBOTIC SOLUTIONS PARTNER



ASBISc Enterprises PLC (WSE: ASB) specializes in Value Added Distribution (VAD), B2B market solutions and ICT products distribution from global suppliers, combining a broad geographical reach with a wide range of products distributed on a «one-stop-shop» basis. Cooperating with the ICT industry giants, the Group's expert teams configure hardware products and software elements, cloud-based services and technologies to create commercially viable solutions of choice.

## SUPPORTER



The worldwide transition into the era of Big Data and digital transformation, have driven IMR/University of Nicosia™, one of the largest market research organizations in Cyprus, to invest in an all new Market Business Intelligence unit specialising in the banking and financial industry. The Business Intelligence unit, through its collaboration with multiple teams of experts both in Cyprus and abroad, offers new and innovative solutions based on real time data collection, advance analytics and tailored-made visualizations endorsing strategic business decisions.

## WITH THE SUPPORT OF



ISACA Cyprus Chapter, the locally established chapter of ISACA International, is an independent non-profit organisation and its purpose is to help business technology professionals and their enterprises realize the positive potential of technology. Today, ISACA international serves more than 165,000 professionals in 180+ countries, who covers a variety of professional IT-related positions, information systems or IT auditors, internal auditors, governance, security and risk professionals, consultants, educators, and C-suite executives. We serve professionals in nearly every industry. ISACA engages in the development, adoption and use of globally accepted, industry-leading knowledge and practices for information systems and in the provision of the professional qualifications CISA™, CRISC™, CISM™, CGEIT™, CSX-P™, CDPSE™, ITCA™ and CET™.

## COMMUNICATION SPONSORS



CBN (Cyprus Business News) is a new English-language business and investment portal, which aims to become the leading daily source of business and financial news and information in English for professionals in Cyprus and beyond. Its team of experienced journalists will provide factual, objective, trustworthy and up-to-the-minute online content for the portal, its accompanying app and daily newsletter. For every Cyprus-based English-speaking professional involved in any of the island's broad range of business sectors, from Shipping, Financial Services and Commerce to ICT, Gaming, Media, Insurance and more, CBN will be the go-to business news portal. It will also serve as the global gateway to up-to-date information on opportunities for investment in Cyprus. [www.cbn.com.cy](http://www.cbn.com.cy)

### GOLD

GOLD was first published in 2011 as the first monthly English-language magazine in Cyprus. Today, it not only consistently promotes good business practices but has a unique and valuable readership, comprising High Net Worth Individuals, executives of international companies, and English-speaking Cypriot and non-Cypriot businessmen and women. [www.goldnews.com.cy](http://www.goldnews.com.cy)

### IN Business

As the flagship publication within IMH's media brands, IN Business magazine, has enjoyed a 16-year course, during which thousands of examples of good business practices by businesses and businesspeople, brands, commercial practices, and developments have been showcased. IN Business' aim was and continues to be the promotion of good Cypriot business. [www.inbusinessnews.com](http://www.inbusinessnews.com)

### REPORTER

REPORTER has made a splash in Cyprus' digital media thanks to its combination of news and reporting the latest developments through its own exclusive brand of human-centered and social reporting. Its team of Journalists within A very short period of time made it the third most viewed news Portal in Cyprus.



Owned and regulated by IMH, Super FM has been on air since 1998, broadcasting from Nicosia. It's the first music radio of Cyprus and still the one that plays the freshest tracks listeners love. With live radio shows and perfect playlists which specialize in contemporary Greek mainstream music, Super celebrates music with its annual Super Music Awards ceremony.



# BOOKING FORM

**2<sup>ND</sup> CITEA DIGITAL CYPRUS 2022 CONFERENCE**  
Thursday, 22 June 2023 | Hilton Nicosia  
(REGISTRATION DEADLINE: Tuesday, 20 June 2023)

## EASY WAYS TO REGISTER

-  E-mail: [events@imhbusiness.com](mailto:events@imhbusiness.com)
-  Fax: +357 22 679820
-  Website: [www.imhbusiness.com](http://www.imhbusiness.com)

### PARTICIPANT INFORMATION

Company / Organisation:

Address: City: Postal Code:

Telephone: Fax:

E-mail: Website:

#### 1<sup>ST</sup> PARTICIPATION

Mr  Mrs

Name:

Job Title:

Mobile:

E-mail:

#### 2<sup>ND</sup> PARTICIPATION

Mr  Mrs

Name:

Job Title:

Mobile:

E-mail:

#### 3<sup>RD</sup> PARTICIPATION

Mr  Mrs

Name:

Job Title:

Mobile:

E-mail:

#### 4<sup>TH</sup> PARTICIPATION

Mr  Mrs

Name:

Job Title:

Mobile:

E-mail:

For more information about the processing of your personal data please read our Privacy Notice.

I wish to receive information about future Events and Media of IMH

### PARTICIPATION FEE PER PERSON

## NO PARTICIPATION FEE

Registration is essential\*

\* Participation is subject to the number of seats available, as well as to the criteria of the audience to whom the event is addressed. Participation is only valid when a confirmation email is sent from the secretariat of the event.

**CLICK HERE**  
for ONLINE  
REGISTRATION



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### CONFERENCES: TERMS & CONDITIONS OF PARTICIPATION

Confirmation of your registration will be sent as soon as possible once we have received your application in writing – either online or by fax or mail. Please note that, in order for you to take part in the conference, your participation fee must be paid in full two days before the first day's deliberations. Please note, furthermore, that the organisers reserve the right to make changes to the details – though not to the substance – of the conference without prior warning, even if these do not appear in the programme because they occurred after printing and due to unforeseen circumstances. Additionally, you should be aware that, if the organisers are obliged to cancel a conference, they have a responsibility to reimburse any fees paid. They cannot be held responsible, however, for any consequential damage or loss. Finally, please note that an application to participate and an online registration are considered legally binding.

### CANCELLATION POLICY

- Participation fees are paid in advance • Cancellations must be made in writing two days before the start of the conference, otherwise you will be charged 50% of the participation fee • In case of a no show without a written cancellation two days before the conference, you will be charged 100% of the participation fee.

**imh**  
INTERNATIONAL MEDIA HOUSE

For further information contact: IMH, 5 Aigaleo Str., 2057 Strovolos | P.O.Box 21185, 1503, Nicosia, Cyprus  
Tel.: +357 22505555 | Fax: + 357 22679820 | E-mail: [events@imhbusiness.com](mailto:events@imhbusiness.com) | Website: [www.imhbusiness.com](http://www.imhbusiness.com)

# EVENT PRIVACY NOTICE

## 1. WHAT IS THE PURPOSE OF THIS DOCUMENT?

IMH CSC Ltd is committed to protecting the privacy and security of your personal information. This privacy notice tells you about the information we collect from you when you register to attend one of our events. In collecting this information, we are acting as a data controller. By law we are required to provide you with information about us, about how and why we use your data and about the rights you have over your data.

## 2. DATA PROTECTION PRINCIPLES

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

## 3. THE KIND OF INFORMATION WE HOLD ABOUT YOU

When you register to attend one of our events, we will collect, store, and use the following categories of personal information about you:

- The information you have provided us when completing a booking form or when registering online to attend our events, including organisation, title, first name, last name, job title, telephone number, mobile number, email address, address, city and postal code.
- As there is a participation fee to attend the event we also ask for payment and if you choose credit card as a method of payment we ask for card number, expiry date, cardholder name and signature.
- Communication information. When you send us an e-mail or other communication we retain that communication in order to process your enquiries and respond to your requests.
- Surveys you may be requested to fill out in some events.

### ONLINE EVENTS

Additionally, when you register to attend one of our online events, our online events platform provider collects the following information about you on our behalf:

Account information. To access various parts of the platform you must have an online account. To register for an account on the platform, you must provide your name, email address, telephone number, company name, and other information necessary to confirm that you are authorised to use the platform.

End User Information. To access webinars, virtual environments and other events administered by us via the online platform, you may be required to register. The requested personal information typically includes name, email address, telephone number, company name and job title as well as information about your company such as country and industry sector.

## 4. HOW IS YOUR PERSONAL INFORMATION COLLECTED?

We collect personal information about you from the following sources:

- You directly.
- From our online platform service provider
- Your employer/organisation.
- Other companies wishing to invite you to an event organized by IMH

## 5. HOW WE WILL USE INFORMATION ABOUT YOU

We will only use your personal information when the law allows us to. Most commonly, we will use your personal information in the following circumstances:

- Where we need to perform the contract, we have entered into in order to provide a service to you and your organisation. In other words, we will use your information in order to arrange that you attend our events.
- Where we need to provide you with the information, products and/or services that you request from us.
- Where we need to comply with a legal obligation.
- We may in some circumstances rely on your consent. In those circumstances, we will specifically ask whether you agree to us using your data in specified ways. You can withdraw your consent and ask us to delete your information at any time - please see section 11.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests. As you have shown interest in attending our events, we rely on this legal basis to send you information and updates about future events that may be of interest to you. If you DO NOT wish to receive this information, you have the right to object to this at any time, by contacting our Data Protection Officer at [gdp@imhbusiness.com](mailto:gdp@imhbusiness.com) or by clicking the unsubscribe link at the bottom of our e-mails.

Some of the above grounds for processing will overlap and there may be several grounds which justify our use of your personal information.

## 6. AUTOMATED DECISION-MAKING

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

## 7. DATA SHARING

We may share your data with third parties, including the event organisers, event sponsors and third-party service providers, where it is necessary to administer the working relationship with your business or where we have another legitimate interest in doing so, such as the planning, organisation and realisation of our events. We may also share your information where this is required by law.

We use data processors to help facilitate the organization of events.

We may sometimes charge a fee to attend an event. If this happens, our communications about the event will provide details of the data processor, we use to collect payments.

We require third parties to respect the security of your data and to treat it in accordance with the law and we have appropriate agreements in place.

## 8. TRANSFERING INFORMATION OUTSIDE THE EU

Our online platform service provider will have access to some of your information when you register for one of our online events. Our online platform service provider is located in the US and is committed to protecting the privacy and security of your personal information, in accordance with the General Data Protection Regulation, under Standard Contractual Clauses.

If you have any questions about this or you need any further information please contact our Data Protection Officer on 22505555 or at [gdp@imhbusiness.com](mailto:gdp@imhbusiness.com).

## 9. DATA SECURITY

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees and agents who have a business need-to-know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality. Details of these measures may be obtained from our Data Protection Officer.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

## 10. DATA RETENTION

We will retain your personal information only for as long as we need it or until you withdraw your consent, (in those instances where we process your information based on your consent) or you object to processing when exercising your rights in accordance with section 11 below. You can contact our Data Protection Officer at [gdp@imhbusiness.com](mailto:gdp@imhbusiness.com) to find out more about our retention times.

## 11. RIGHTS OF ACCESS, CORRECTION, ERASURE, AND RESTRICTION

Under certain circumstances, by law you have also the right to:

- Request access to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- Request the transfer of your personal information to another party but only for information processed by automated means and where the processing is based on your consent or on contract.
- Right to withdraw consent at any time for processing for any purpose for which you have given consent.

If you want to exercise any of the above rights, please contact our Data Protection Officer at [gdp@imhbusiness.com](mailto:gdp@imhbusiness.com).

## 12. DATA PROTECTION OFFICER

We have appointed a Data Protection Officer to oversee compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact our Data Protection Officer at [gdp@imhbusiness.com](mailto:gdp@imhbusiness.com). You have the right to make a complaint at any time to the office of the Commissioner of Personal Data Protection, the Cyprus supervisory authority for data protection matters. You can find out more about this at [www.dataprotection.gov.cy](http://www.dataprotection.gov.cy)