



Innoforum Program

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:

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"

a) 10.00-12.00 thematic workshop "**Talent Management**", guest speaker Dr. Vouzas Fotis, Professor, Department of Business Administration of the University of Macedonia

b) **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:

α) **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

b) **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.