

# Athens Technology Center (ATC) participates in Beyond 4.0

**Athens Technology Center (ATC), a Greek leading software developer and integrator, that successfully serves entities of the private and public sector in Greece and abroad for more than 30 years, participates in Beyond 4.0, the 1st international exhibition for technology and innovation. During the exhibition, hosted at the TIF-Helexpo facility, from 14 to 16 October 2021, ATC will present integrated information management and digital tour guide solutions that aim to create new growth horizons in Regions, Municipalities and Communities.**

More specifically, ATC participates as a member of the [Alliance for Smart Cities](#) (Booth #13, Stand C20), a partnership of companies with a common vision: to support a sustainable future for cities and people, such as this is defined by the 17 goals of sustainable development.

Within this framework, ATC draws on its extensive experience in media and content management platforms to highlight how local authorities can leverage news and public dialogue with Citizens and local economic actors in order to further develop their work, substantially upgrading their role. At the same time, ATC will showcase for the first time the the digital tourist guide mobile app that was developed on behalf of the Region of Central Macedonia.

*"Our membership in the Alliance is a practical expression of our strategic commitment to be an Enabler of public organizations' digital transformation process, utilizing Smart technologies. In this context, and starting from our presence in Beyond 4.0, we put our international experience at the disposal of the Local Government bodies, in order to a) actively contribute to the improvement of the daily life of the citizen, the local businessman and the visitor of an area. as well as b) create the conditions for sustainable development."* commented **Ms. Koromila Margarita, Chief Marketing Officer at the Athens Technology Center (ATC)**.

## **Notes to editors**

### **About Athens Technology Center (ATC)**

Athens Technology Center (ATC) has been designing and delivering innovative software solutions for over 30 years. The company has extensive experience in the implementation of digital transformation projects in the public sector, supporting local authorities to minimize the center-periphery gap and to develop new opportunities for communication and cooperation with civil society. ATC exploits novel technologies and emphasizes on information management solutions alongside to the promotion of tourist destinations, in an effort to support the growth of Regions, Municipalities and Communities.

