

Central Macedonia as a Digital Health Experimentation Hub

OPEN ECOSYSTEM EVENT



10/06/2026, 14:00 – 17:30



Regional Council Hall, Region of Central Macedonia
(64 26th October Street, Thessaloniki)



The [Region of Central Macedonia](#) and [Health Hub EDIH](#), with the support of the [Hellenic Digital Health Cluster \(HDHC\)](#), invite you to the open ecosystem event **“Central Macedonia as a Digital Health Experimentation Hub.”**

The event aims to bring together key stakeholders from the public sector, healthcare, industry, and research, while showcasing the regional digital health ecosystem, including living labs and testbeds, opportunities for interregional pilot development, innovation support services, as well as the UNITE Joint Innovation Projects (JIPs) and upcoming open calls.

The event is organised in the context of the [UNITE – European Digital Health Valleys](#) project.

When: 10th of June, 14:00 – 17.30 EEST

Where: Regional Council Hall, Region of Central Macedonia, 64 26th October Street, Thessaloniki & Online

Organisers: Region of Central Macedonia & Health Hub EDIH, supported by the Hellenic Digital Health Cluster (HDHC)

[REGISTER HERE](#)

AGENDA

14:00 – 14:30 Registration & Welcome

14:30 – 14:45 Opening Remarks

- *Melina - Maria Dermentzopoulou, Deputy Regional Governor of Public Health & Social Solidarity, Region of Central Macedonia*
- *Nikolaos Tzollas, Deputy Regional Governor for Digital Governance, Region of Central Macedonia*
- *Maria Goulaptsi, Deputy Head of Innovation and Entrepreneurship Support Directorate, Region of Central Macedonia*
- *George Dimitriou, Cluster Manager, HDHC*

UNITE Open Ecosystem Event

14:45 – 15:00 UNITE: From Regional Ecosystems to European Digital Health Valleys

- How Central Macedonia connects to the wider European ecosystem
- UNITE – Open Calls and Joint Innovation opportunities

Kallitsa Pantazi, Head of EU Programmes & Synergies, Region of Central Macedonia

15:00 – 15:20 Interregional Testbeds, Living Labs and Real-World Validation

- Multi-regional joint living lab service
- Single Service Catalogue and Single Point of Contact with EWG
- UNITE B2match platform

Maria Goulaptsi, Deputy Head of Innovation and Entrepreneurship Support Directorate, Region of Central Macedonia

15:20 – 15:30 Q&A

Central Macedonia as a Digital Health Experimentation Hub

15:30 – 15:40 From Testing to Deployment: How Health Hub EDIH Supports Innovators and Providers



- EDIH services for testing, validation and SME support
- Pathways from pilot to deployment

Eleni Zarimi, Innovation Manager, JOIST Innovation Park

15:40 – 16:00 Engaging the Value of Living Labs & DemoScale Labs for Care and Smart Ageing

Despoina Petsani, Evolve2Care Project, Lab of Medical Physics and Digital Innovation, AUTH

George Dimitriou, IRHIS Project, Cluster Manager, HDHC

16:00 – 16:10 Q&A

16:10 – 16:40 Coffee & Networking

16:40 – 17:00 Co-creating Digital Health Pilots for Real-World Validation and Experimentation

Panel Coordination: *George Dimitriou, Cluster Manager, HDHC*

- *Alexis Furlis, Head of Product, VIDAVO*
- *George Varitis, CEO & Co-founder, WellBerry*
- *Charis Kelesidis, Founder, PhysioKnowWalls*
- *Prof. Dr. Marianthi Fragkopoulou, CEO, HERADO*

17:00 – 17:20 Real-World Use Cases from the Region of Central Macedonia

Panel Coordination: *Dimitrios Katehakis, Director, HDHC, Head of Center for eHealth Applications and Services (CeHA), ICS-FORTH*

- *Apostolia Karabatea, R&D Project Manager, Gnomon Informatics SA*
- *Konstantinos Bakogiannis MD PhD, 3rd Department of Cardiology, Aristotle University of Thessaloniki, "Hippocrateion" General Hospital*
- *Kosmas Badiavas, Medical Physicist, Papageorgiou General Hospital*
- *Achilleas Chytas, Research Associate, Institute of Applied Biosciences, Centre for Research and Technology Hellas (INAB | CERTH)*

17:20 - 17:30 Wrap-up and next steps

- *Maria Goulaptsi, Region of Central Macedonia*



For more information, please contact us at info@hdhc.gr.

See you there!



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