

## Workshop VIII

### Digital Transformation: A Case that concerns all of Us

- **Digital Transformation** and the Necessity of its immediate adoption by Transportation and Tourism Organizations.
- **Softweb's Approach/Proposal** with the Use of New Technologies.
- The Great Opportunity of **Organizations in the Private and Public Sector**, with the direct use of various **Financial Tools/Subsidized Programs**.

The purpose of this specific Proposition/Presentation is to emphasize, in a direct and simple way, how New Technologies of **Web & Mobile Applications** contribute to better interactions between Organizations/Businesses and their respective audience (customers, partners, citizens or tourists).

Softweb builds the **Smart Tourist Card** and is the subcontractor of the Project: **Thessaloniki Tourism Blockchain** in terms of: **Sustainable Tourism and Transportation**.

### Organizers

- ❖ Dimitrakopoulos Charalampos,

[dimitr@softweb.gr](mailto:dimitr@softweb.gr)

- ❖ Chatzigeorgiou Dimitris, [Softweb Adaptive IT Solutions]

[chatzi@softweb.gr](mailto:chatzi@softweb.gr)