SPONSORSHIP & EXHIBITION OPPORTUNITIES

INSPIRE 2026

Entrepreneurial Festival

7–8 OCT. 2026

Multiple locations on & around Makarios Avenue

The A-Z of Entrepreneurship in the heart of Nicosia

20+ POWER Sessions

5500+ ATTENDEES

10+ SIDE EVENTS

7+ STAGES

150+ SPEAKERS



Inspire 2025 is back–bigger, bolder, and more electrifying than ever!

Connect with visionary entrepreneurs, global personalities, innovators, athletes, artists, and changemakers.

Brace yourself for an unforgettable festival experience–the big reveal is coming!

With tens of dynamic events for all ages, Nicosia will be the epicenter of innovation & inspiration!

THE BIGGEST CELEBRATION OF ENTREPRENEURSHIP IN CYPRUS!

PLUS • Networking Event • Cocktails • Street Food Festival • Podasts • Street entertainment

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Organizer

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www.inspirecyprus.com

Entrepreneurial Festival

INSPIRE 2026

INTRODUCTION

In a world defined by rapid change, constant disruption and limitless possibility, the future belongs to those who dare to imagine it and build it. Entrepreneurs, innovators and visionaries are shaping the next chapter of business, and Cyprus is emerging as a dynamic gateway for ideas, talent and opportunity.

On 7–8 October 2026, Nicosia will once again become the epicentre of inspiration and entrepreneurial energy. Along Makarios Avenue, the city's beating heart will transform into a vibrant festival of ideas, creativity and bold ambition, where business meets imagination and inspiration meets action.

INSPIRE 2026 is not just a gathering. It is a powerful two-day experience that celebrates the entrepreneurial journey in all its forms, from daring startups and emerging innovators to seasoned business leaders and global success stories. It is where stories are shared, ideas collide and the future of entrepreneurship comes to life.

EVENT DETAILS

WHEN: **Wednesday - Thursday, 7-8 October 2026**

WHERE: **Multiple locations on and around Makarios Avenue**

Music, drinks, street food and networking throughout the event as the stages run in parallel

LANGUAGE: **Greek & English**

A FESTIVAL OF STAGES, STORIES, AND CONNECTIONS

Spanning multiple curated stages and experience zones, Inspire 2026 is a celebration of cross-sector excellence and multi-generational leadership.

THE FESTIVAL WILL HOST:

- Established entrepreneurs from across Cyprus, whose journeys span different industries, experiences and generations. They will share the stories behind their achievements the risks they took, the obstacles they faced and the breakthroughs that shaped their success.
- Renowned entrepreneurs from around the world, offering fresh perspectives on innovation, leadership and what it truly takes to build and grow a successful venture in a competitive global environment.
- Future entrepreneurs and ambitious professionals, from students and young creators to experienced individuals ready for their next step, all seeking inspiration, knowledge and the confidence to turn bold ideas into reality.

WHO IS INSPIRE 2026 FOR?

This festival is not just for entrepreneurs, it's for anyone who believes in creating something meaningful. The audience includes:

- Start-up founders & young entrepreneurs seeking direction and momentum
- CEOs & executives who know change does not wait
- Professionals considering their next step
- Small businesses building with persistence and purpose
- Family businesses & next-generation leaders ready to move forward
- Investors, mentors & ecosystem professionals
- Students, dreamers & Gen Z creators
- Artists, athletes and creators who work with discipline and soul

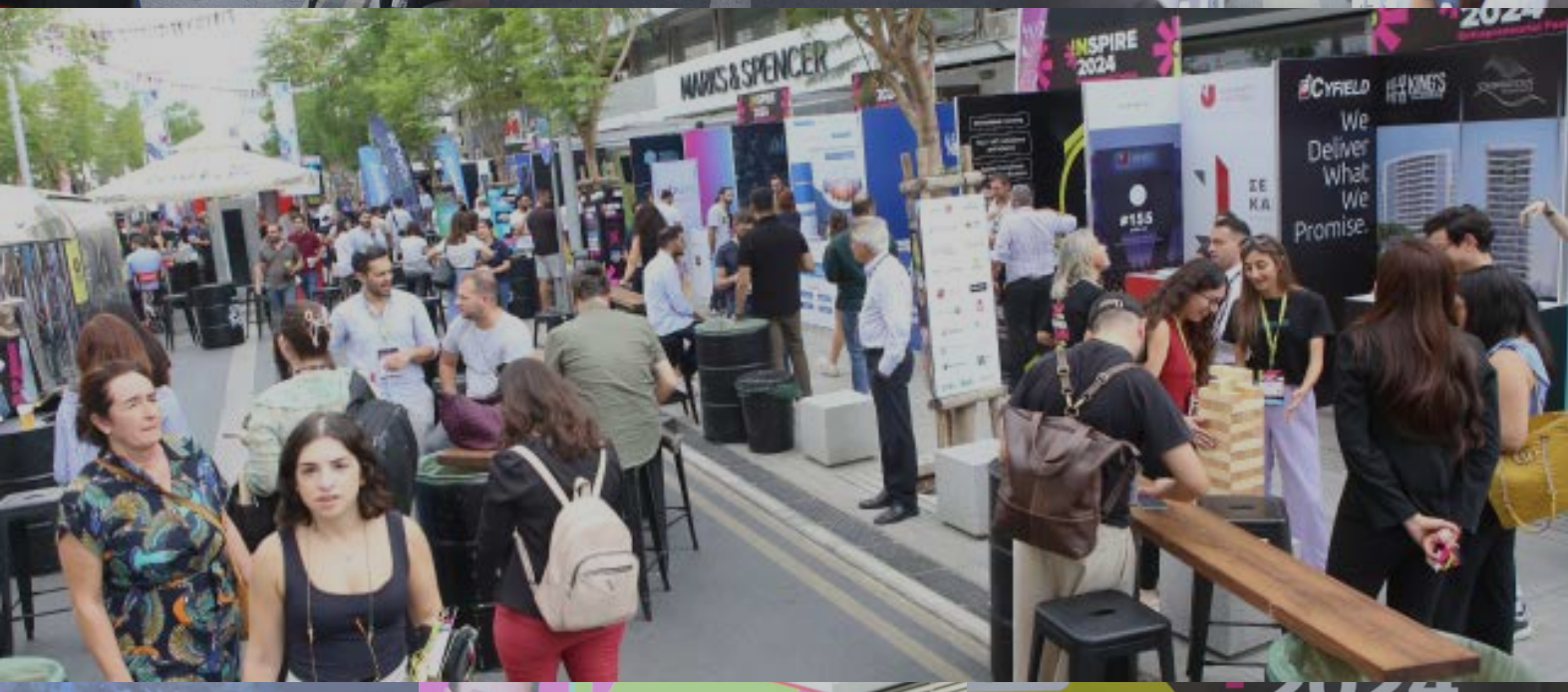
THE FESTIVAL WILL INCLUDE

- **Thought-provoking talks designed for diverse audiences, from young aspiring entrepreneurs to experienced professionals, exploring the foundations of entrepreneurial thinking and the strategies behind building successful ventures.**
- **Interactive discussions and engaging presentations focusing on the practical knowledge and skills required to launch, manage and grow a business in today's competitive and constantly evolving world.**
- **A lively festival atmosphere with music, street food, creative performances and relaxed gathering spaces, encouraging people from different backgrounds to meet, exchange ideas, learn from one another and leave inspired.**




WELCOME & GET INSPIRED!
INSPIRE 2024
Entrepreneurial Festival




MARKS & SPENCER
INSPIRE 2024
We Deliver What We Promise.


Δομέτιος
Λευκωσία
Αγλαντζιά


GEORGE MICHAEL


2024
Entrepreneurial Festival
FREEDOM 24
TREPPIDES


INSPIRE 2024
Welcome




INSPIRE 2024
Entrepreneurial Festival


INSPIRE 2024







INSPIRE 2025: THE SUCCESS IN NUMBERS

5500+ attendees

31 SPONSORS

49 EXHIBITORS

15 SUPPORTERS

HIGHLIGHTS

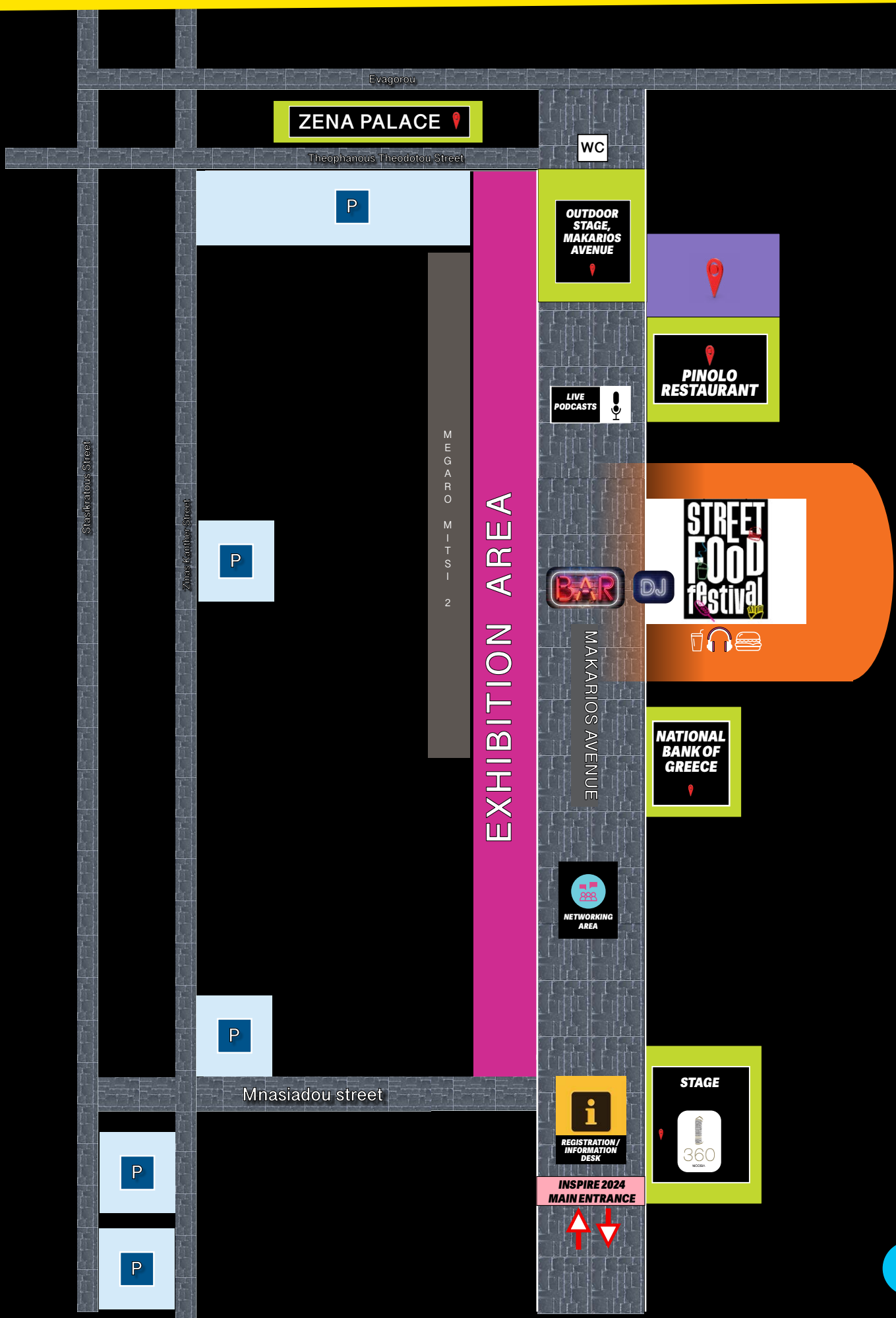


57% Nicosia	16% Limassol	20% Larnaca	7% Paphos

183 Speakers | **10** Stages | **22** Panel Discussions | **9** Fireside Chats | **3** Masterclasses | **40** PODCASTS

PREVIOUS SPONSORS AND SUPPORTERS

THE FESTIVAL GROUNDS (Makarios Avenue)



STAGES

SUCCESS STAGE

Entrepreneurs from every sector, companies of all sizes and CEOs of major organisations share their personal success stories. The Road to Success focuses on the journey behind each achievement: the endless hours, the big decisions, the mistakes, the turning points and the anxieties that shape both people and businesses.

Self-Made Entrepreneurs: Build from Scratch - My Entrepreneurial Journey

They did not begin with a ready-made plan. They began with instinct, necessity and persistence. Stories of self-made entrepreneurs who learned by doing, made mistakes fast and kept going without knowing whether they would succeed. They speak about starting without a safety net — and how they built something real.

The Leaders behind the Business

Business leaders from some of the largest companies in Cyprus speak about their professional journey, their rise, their difficulties and their vision.

Leadership in Practice

Leadership is not defined by a title but by everyday choices and behaviours. Business leaders describe how they lead inside their organisations: how they build trust, inspire teams and balance people, performance and vision.

CEO Stories: The Way to the Top

The top is never reached suddenly, it is earned step by step. CEOs from well-known Cypriot companies share their journey from their first professional steps to the highest role. They speak about difficulties, anxieties, major decisions and the choices that shaped their path, revealing what it truly takes to rise and remain at the top.

BEYOND BORDERS STAGE

Success does not stop at the edge of the map. Global Entrepreneurs and Business Leaders: Conquer the World brings together every journey that connects Cyprus with the world and the world with Cyprus. From Cypriots excelling abroad, to Cypriot companies expanding into new markets, to international entrepreneurs who have chosen Cyprus as a base for growth.

The Journey of my Life: Cypriot business leaders excelling abroad share their professional journey

Some journeys begin with a decision from which there is no turning back. Cypriot business leaders who have distinguished themselves internationally share their professional and personal journey away from their home country. They speak about starting from zero, proving their value in unfamiliar markets and enduring pressure until recognition comes. Stories that reveal the real cost but also the true value of international success.

Global Entrepreneurs Fireside Chats

A powerful session where celebrated entrepreneurs from around the world share the highs and lows of building their businesses. Through deeply personal stories, they will reveal the pivotal decisions, the toughest challenges, and the moments of triumph that shaped their journeys.

Born Local. Built Global.

No international success starts out global. Born Local. Built Global. highlights Cypriot companies that dared to expand beyond their natural boundaries. Entrepreneurs speak about the transition from the familiarity of the local market to the realities of international competition, the strategies that changed along the way and how identity is preserved while adapting to new markets.

Breaking Borders: International Entrepreneurs Transforming Cyprus

They did not come only with businesses, they came with vision and perspective. In Breaking Borders, international investors and entrepreneurs discuss why they chose Cyprus as a place to establish, grow or transform their organisations. Stories of adaptation, cultural integration and building new foundations that demonstrate how Cyprus is evolving into an international business hub.

Tech without Borders: Turning Cyprus into a Global Technology and Innovation Hub

Technology has no borders, only vision. Tech without Borders brings forward technology entrepreneurs building global products and teams from Cyprus. They speak about scaling, research and development, international talent and the pressure of innovating daily at a global level. Stories showing Cyprus can operate as a true technology and innovation hub.

Investing in Cyprus: Strategic Decisions. Long-Term Presence. Real Impact.

Technology has no borders , only vision. Tech without Borders brings forward technology Foreign direct investment is not just numbers on a balance sheet. It is people making difficult decisions, organisations believing in a country and leadership teams committing their capital, time and reputation. International entrepreneurs and executives discuss the moment of decision — the doubts, risks and expectations behind major investments in Cyprus. Stories that are not only about where they invest, but why. Here, capital meets trust and strategy meets courage.

DISRUPTION STAGE

Innovation is not about improvement. It is about disruption. Game Changers and Innovators focuses on people and organisations that did not follow the market, they forced it to adapt. These are the stories of entrepreneurs who dared to think differently, invest in new ideas, technologies and ways of working, and transform entire sectors of the economy.

The Journey of my Life: Cypriot business leaders excelling abroad share their professional journey

Some journeys begin with a decision from which there is no turning back. Cypriot business leaders who have distinguished themselves internationally share their professional and personal journey away from their home country. They speak about starting from zero, proving their value in unfamiliar markets and enduring pressure until recognition comes. Stories that reveal the real cost but also the true value of international success.

The Innovators: Innovation, Research and Development in Cypriot Businesses

Innovation is not a department. It is a culture. Entrepreneurs explain how they have embedded innovation into daily operations. They explore how an environment for new ideas is cultivated, how change is implemented in practice and how innovation becomes lasting value.

Small Teams. Big Disruption.

They did not have scale, they had speed and clarity. Self-made entrepreneurs discuss how small teams managed to change the rules in their sector. Stories of agility, creative boldness and decisions taken without a safety net but with a clear vision.

NEW GEN STAGE

Cypriot entrepreneurship has already passed into the hands of the second, third and, in some cases, the fourth generation. This marks a profound shift, placing leaders in their 30s, 40s and 50s at the helm of Cypriot businesses. Millennials and Gen Z now represent the new leadership of the business landscape. New-generation business leaders share their thoughts, concerns, ambitions and expectations.

The New Generation Business Leaders: Leadership Insights and Inspiration from the new generation of Cypriot Business Leaders

They did not inherit titles alone. They inherited expectations. The second, third and fourth generation of Cypriot entrepreneurship speak about taking the wheel at a time when everything is changing quickly. They share their version of leadership, how they balance history with evolution and what it means to prove themselves when everyone already sees them as successors.

Passing the torch from one Generation to the Next: The New Gen Challenge

Stories of succession in Cypriot businesses: the current and the next generation of business leaders together on stage. In a unique joint discussion, they share thoughts about the future of their organisation, address the challenges of succession and present their growth vision.

Young Dragons - Young Stars

They are not the talent of tomorrow. They are the drivers of today. Professionals and executives under 40 who have already demonstrated impact and leadership ability speak about their journey, the risks they took early, the opportunities they created and how credibility is built in demanding environments.

GEN Z - Big Energy

They do not ask for space. They create it. Gen Z – Big Energy gives the floor to young founders and creators redefining success through different values, digital mindset and the courage to build something new without waiting for permission. They discuss ambition, communities, products, AI and technological opportunities and the raw reality of starting early.

STARTUP STAGE

Every great journey begins with a small, bold "yes... I'll do it". Start Your Business Here: From Idea to Traction is dedicated to moment zero: the idea, the first step, the first risk and the first "how do I make this work?". Stories of start-ups that endured, practical discussions on building something from nothing and clear answers to the most critical question funding.

Start Up Stories of Success - From launchpad to take-off: The transition from startup to scale-up

You do not need a perfect idea. You need the courage to test it. Founders explain how they moved from "thinking about it" to launching it to market. How they validated it, how they found their first customers, what they discarded and what they kept. A session designed to unlock those who have an idea but do not know where to begin.

Start Up Stories of Success - Startup Real Talk

A success story is not written in highlights. It is written in resilience. Start-ups that dared, launched, struggled, survived and succeeded share the most human side of the journey: uncertainty, burnout, wrong decisions, co-founder dynamics and moments just before giving up. Stories that do not romanticise but inspire, because they show what it truly takes to last long enough to succeed.

Bank Finance for New Business Ideas

This session examines how banks can effectively finance new entrepreneurs, new business ideas and start-ups at different stages of development. Banking professionals analyse lending models, risk assessment, available financing instruments and how start-ups can position themselves correctly to obtain bank financing. It also discusses how sustainable, long-term partnerships between banks and businesses can be built.

Understanding Startup Investors: Venture Capital, Angel Investors & Private Equity

This session introduces founders to the main types of start-up investors, angel investors, venture capital firms and private equity funds explaining how each invests, what they look for and at which stage a start-up should approach them. Participants gain practical understanding of selecting the right investor, preparing for investment discussions and avoiding common fundraising mistakes.

FUTURE OF WORK STAGE

Work is not simply changing form. It is changing meaning. Work and Career Reimagined highlights a new reality where roles transform, skills become currency and artificial intelligence reshapes how we work — not only what we do. It is a theme for people who do not wait to see what happens in the market but want to build their place in it: as employees, leaders, creators or new entrepreneurs.

Employers of Choice

A company does not retain people with benefits alone. It retains them through meaning. Leading employers discuss what truly makes an organisation attractive: culture, growth, flexibility, trust and strong leadership. The discussion is practical and honest what works, what no longer works and what the new generation of employees really expects, without filters.

My Dream Job

Some jobs are not found, they are built. Four speakers present their role from the inside out: what they actually do, how they entered the field, what challenged them and what they would tell someone who wants to follow the same path. A session that brings visibility to professions and makes career choices more human, clearer and more achievable.

Jobs and Skills of the Future

Work is not changing gradually, it is changing completely. Roles are being redefined, skills gain new value and professional security is no longer tied to a title or degree, but to adaptability. Jobs & Skills of the Future focuses on how the labour market is evolving and what organisations of tomorrow are truly seeking. HR managers, recruiters and career advisers share insights from the "front line": the jobs of the future, emerging specialisations, declining roles and the skills that remain consistently valuable. A realistic, clear and useful discussion for those planning their next steps with awareness.

AI: Working with Intelligence

AI has not come to take your job. It has come to change how you do it. Professionals and leaders share real examples of how AI has entered everyday work: workflows, decision-making, creativity and productivity. The discussion avoids hype and remains practical where it helps, where it creates confusion and how skills change, while the human element stays central.

SUSTAINABILITY STAGE

Business with Impact: The ESG, CRS and Corporate Governance Champions

There comes a point in every company's journey when the question changes. It is no longer only "how much are we growing and how much are we earning?" but "how are we growing, how responsible are we, and what are we giving back to society?". Business with Impact: The ESG, CSR and Corporate Governance Champions is the session that speaks about this shift, businesses that realised responsibility is not a cost, but a direction. That a company's footprint is not left only in the market, but in society, the environment and its people. In this session, the champions of ESG, CSR and corporate governance take the floor: organisations that chose to be present in society, in the environment and for their people and through this became stronger, more credible and more meaningful.

INSPIRE 2025

SPONSORSHIP OPPORTUNITIES

JOIN US AS A PARTNER. LET'S GET INSPIRED TOGETHER!

- EXPOSURE
- BRAND AWARENESS
- ENGAGEMENT
- NEW BUSINESS OPPORTUNITIES

Sponsorship PACKAGES

SPONSORS WILL BENEFIT FROM UNMATCHED BRAND EXPOSURE BEFORE, DURING AND AFTER THE FESTIVAL.

Sponsors will be promoted at every stage of the communication campaign. Sponsorship Packages are targeted towards companies from all business sectors of the economy

	DIAMOND SPONSOR €70.000	PLATINUM SPONSOR €50.000	GOLD SPONSOR €40.000	SILVER SPONSOR €30.000	STAGE SPONSOR €20.000	PANEL SPONSOR €12.000
PRE-EVENT BENEFITS						
Logo on digital, print & social media ads	√	√	√	√	√	√
Logo on Street Signage (Nicosia Center)	√	√	√	√	√	√
Logo in e-mail campaign's (200,000+ recipients)	√	√	√	√	√	√
Company profile in the Final Agenda	√	√	√	√	√	√
Logo on Festival Invitation	√	√	√	√	√	√
Logo on Festival website	√	√	√	√	√	√
Mention in press releases	√	√	√	√	√	√
Vip Cocktail Party invitations	80	50	40	30	10	5
LIVE EVENT BENEFITS						
Keynote Presentation	√	√				
Stage Coordination	√				√	
Panel Coordination	√	√				√
Participation in Panel	√	√	√	√		
Logo on Stage	√(all stages)	√ (all stages)	√ (all stages)	√ (all stages)	√ (on stage)	√ (on stage)
Logo on festival grounds	√	√	√	√		
Branded Booth	12 sq.m.	8 sq.m.	6 sq.m.	4 sq.m.	4 sq.m.	4 sq.m.
Dedicated lounge area (branded)	√					
Promotional video (up to 30 seconds) will appear during the stages	√	√	√	√	√	√
Logo on all Festival banners and signage	√	√	√	√		
Logo on Festival T- Shirt	√	√				
Logo on Festival App	√	√	√	√	√	√
VIP Invitations	300	200	100	70	50	25
Advert in Festival guide (digital & printed)	3 pages	2 pages	2 pages	1 page	1 page	1 page
POST EVENT BENEFITS						
Attendee List	√	√	√	√	√	√
Post Event Media Campaign	√	√	√	√	√	√
Exclusive post - event features	√	√				

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EXPERIENCE SPONSORSHIPS

Cost €30.000 + VAT



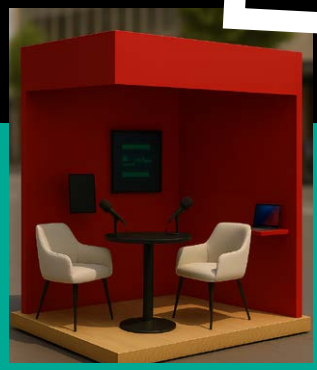
NETWORKING LOUNGE SPONSOR

The Networking Lounge is the central meeting point of the festival, where entrepreneurs, executives, investors and speakers gather to connect and exchange ideas. The sponsor's brand will be associated with the most active networking hub of the event, benefiting from high visibility and continuous interaction with attendees throughout the festival.

TECH EXPERIENCE SPONSOR

The Tech Experience Zone offers visitors the opportunity to interact with innovative technologies, digital tools and future solutions. The sponsor will be positioned at the forefront of innovation, showcasing cutting-edge technology and engaging directly with a tech-savvy audience.





PODCAST STUDIO SPONSOR

The Podcast Studio hosts live interviews and discussions with leading entrepreneurs, founders and industry experts during the festival. The sponsor will be prominently featured in all recordings and content produced, gaining both on-site visibility and extended digital exposure through the festival's media channels.

VIP EXECUTIVE GATHERING SPONSOR

The VIP Executive Gathering offers an exclusive setting for selected guests, speakers and partners to engage in meaningful discussions while enjoying premium hospitality in a relaxed atmosphere. The sponsor will be associated with a prestigious, high-level networking environment designed for quality connections.



STREET FOOD FESTIVAL SPONSOR

The Street Food Festival is one of the most vibrant and social areas of the event, bringing attendees together to enjoy food, music and relaxed networking. The sponsor's brand will be integrated into a lively atmosphere that attracts continuous foot traffic and creates memorable experiences for visitors.



Become an Exhibitor

POP UP BRANDED STANDS

Cost of participation from €5.000 + VAT

- Branded booth with full color printed graphics
- Inclusion in a €250,000+ media campaign, covering social media, TV, radio, outdoor ads, newsletters, and press releases
- Logo placement across all key channels: website, event signage, festival app, digital invitations, agenda, and email campaigns
- 2 VIP Invitations to the Cocktail Stage & VIP Exclusive Events

BRANDED BOOTH



MEDIA EXPOSURE









€250,000 Communication Campaign

SOCIAL MEDIA CAMPAIGNS RESULTS

- TV ADVERTISING SPOTS
- RADIO SPOTS
- SOCIAL MEDIA CAMPAIGNS (FACEBOOK, INSTAGRAM, LINKEDIN)
- GOOGLE ADS
- LIVE LINKS
- OUTDOOR
- DIGITAL MEDIA CAMPAIGNS
- PERSONALIZED INVITATIONS TO THE TARGETED AUDIENCE
- PRINTED ADVERTISEMENTS
- ADVERTISING BANNERS WITHIN IMH MEDIA
- EMAIL MARKETING
- SMS MARKETING
- PRESS ANNOUNCEMENTS
- PROMOTING THE EVENT VIA ALL MEDIA
- COVERAGE OF THE EVENT ON THE
- DAY BY IMH BUSINESS MEDIA.
- (IN BUSINESS, GOLD, INBUSINESSNEWS.COM,CBN.COM.CY, IN BUSINESS TV)
- AFTER-EVENT COVERAGE ON IMH
- MEDIA WITH DETAILS AND PHOTOS
- AFTER-EVENT VIDEO PRESENTING
- THE EVENT ON IN BUSINESS TV
- LIVE AND POST EVENT COVERAGE ON ALL IMH SOCIAL MEDIA AND INBUSINESSNEWS.COM

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ORGANISER

IMH

IMH is a leading Corporate Events, Media, Business Intelligence and Networking organisation operating in the knowledge-based information economy. We manage some of the most influential, engaging and well-known brands in the corporate events and media sectors: brands that inspire, connect, inform, entertain and create platforms for businesses to engage with and reach their target audiences. IMH has a large annual agenda of over 300 conferences, business forums, exhibitions, investment summits, client events and business awards ceremonies, which it organises in Cyprus and abroad. These events attract tens of thousands of participants every year, making them the largest business and professional networking platforms in Cyprus. Our Business Media Department publishes the two most popular monthly business magazines in Cyprus – the Greek-language IN Business and the English-language GOLD – which are read by tens of thousands of executives, managers and businesspeople. IMH also operates two digital media platforms – the IN Business Portal and Daily Newsletter and the CBN (Cyprus Business News) Portal and Daily Newsletter – which provide executives with daily 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, and its Daily newsletter, as well as SUPER FM, the Number 1 Greek music radio station in Cyprus. IMH participates in projects and programmes run by the Government of Cyprus, the European Union and other international organisations in the context of its commitment to the development of the country's business and professional arena. Through its services, IMH offers businesses and executives an opportunity to develop their knowledge, expand their networks, find new clients and associates, reach new audiences and discover growth opportunities, making it a valuable partner for companies and organisations seeking to succeed in today's competitive market. **www.imhbusiness.com**

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NUMBERS OF 2025

REPORTER 12.00.000 AVERAGE MONTHLY IMPRESSIONS

300+ EVENTS

IN BUSINESS THE FIRST MONTHLY BUSINESS MAGAZINE OF CYPRUS WITH **58.671** READERS

60 CLIENT CORPORATE EVENTS

10 AWARDS CEREMONIES

80.000 SUPER FM LISTENERS

6 INTERNATIONAL CONFERENCES

68.000+ ATTENDEES AT IMH EVENTS

6 TENDERS

42 SEMINARS

CYPRUS TECH CAREER FAIR | Get a JOB! | 15TH LIMASSOL ECONOMIC FORUM | 14th NICOSIA ECONOMIC CONGRESS | 12th BANKING FORUM & FINTECH EXPO | HO|RE|CA GASTRONOMIA EXPO | The 23rd Leadership & Human Resource MANAGEMENT CONFERENCE