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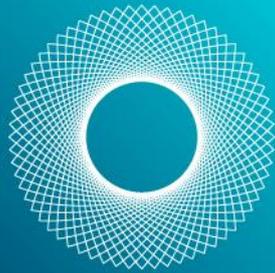
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Εταιρία Ανάπτυξης
Υποστήριξης Οικονομικών
& Αγροτικών Υποθέσεων

in collaboration
with

HRIMA

30.05.17
Divani Caravel



gef¹⁷

5th greek
exports
forum

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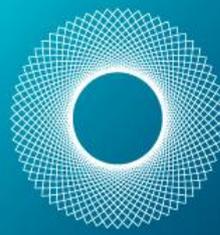
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5th Greek Exports Forum

For the fifth consecutive year, the Union of Economic and Commercial Diplomats (ΕΝΔΥ ΟΕΥ) and Ethos Events organize the Greek Exports Forum, under the auspices of the Greek Ministry of Foreign Affairs.

This Conference has become an institution for the exports sector, which is key to the economic development of Greece.

The **5th Greek Exports Forum** will take place on **Tuesday 30 May 2017** at the **Divani Caravel hotel**.

This unique and innovative event offers Greek entrepreneurs – not only those already involved in exports, but mostly those intending to venture outside Greece for the first time – the necessary tools that will help them boost the competitiveness of their products and services and enhance their exporting activities.

This year's Forum includes the following sessions:

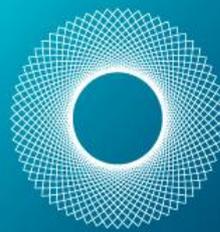
1) The Greek Exports Conference

2) Three parallel sessions:

-B2B consultation meetings between Greek exporters and executives of the Union of Economic and Commercial Diplomats

-B2B consultation meetings between Greek exporters and Bilateral Chambers executives

-B2B consultation meetings between Greek exporters and executives of the Forum's major sponsors.



Overview

INTRODUCTION: Greece's new extrovert growth model

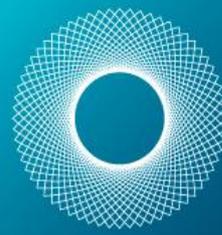
2016 brought another record for the Greek exports sector: beyond predictions and despite international instability and the country's difficult economic circumstances, exports found the path to winning over new markets.

According to the Bank of Greece official report, in 2016 the exports' value (not including fuel and shipping) increased for the third consecutive year, from 17.8 billion euro in 2015, to 18.1 billion – an all-time record. And it is worth noting that, during the memorandum period, the exports sector took a step back only in 2013, when profits fell to 16.9 billion from 17.2 in 2012. The 2016 increase might be small, however it is of great importance, as profits from oil and shipping are not included, meaning that it corresponds to a different part of the market and reflects growing productivity in various economic sectors.

The dynamic development of exports will further accelerate in 2017, according to the first reports on this year's activity. Their value, as shown by data collected by the Bank of Greece, not including oil and shipping, has almost doubled in comparison to last year's corresponding period.

As the second review of the Greek programme is underway and an all-inclusive agreement with the creditors is under negotiation, the Greek economy needs to not only preserve but reinforce this dynamic growth of the exports sector, basing it on strong and sound foundations and aiming at the promotion of sustainable development.

At the same time, Brexit is expected to have severe repercussions on Greek exportation activities. According to the Ministry of Economic Affairs and Development, Greek exports to the United Kingdom amount to approximately 1.07 billion euro, and Brexit could affect 0.3% up to 1% of the country's GNP. Within the framework of the "2021 National Development Strategy", the Greek government is preparing a plan with the goal to provide answers and



solutions on all issues and risks related to the reinforcement of exports and the restructuring of the economic growth model.

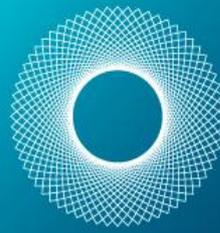
During the 5th Greek Exports Forum, renowned specialists will provide in-depth analysis and insight on key matters which all entrepreneurs involved in the exports sector should be aware of, such as the government's initiatives on the improvement of extroversion through the "2021 National Development Strategy" plan, the funding of exporters by banks and international financial institutions and the tools that businesses should utilize in order to access new markets, such as certification, e-commerce and marketing. Furthermore, the Conference will present the exporting sector's demands and expectations as well as various success stories of businesses which ventured beyond the Greek borders.

The exporting sector's place and significance within the "2021 National Development Strategy"

Prime Minister Alexis Tsipras gave the green light for the elaboration and implementation of a strategic growth plan for the Greek economy, with the sole aim to accelerate the country's exit from recession through adjustment of its production model.

During the Conference's introductory session, the Vice-President of the Government will present the latter's initiatives and actions in relation to the country's transition to a new model of Sustainable and Fair Growth, which Greece needs in order to be competitive in Europe and the international market.

In addition, a representative from the party of New Democracy will present the opposition's proposals on the promotion of business activities and the planning of an economic policy which will boost exports as well as the Greek economy in general.



SECTIONS:

1. **New National Development Strategy – the role of extroversion and exports boosting policies.**

The necessity of the country's fast exit from the crisis is undisputed. The exports sector is a dynamic part of the Greek economy which constitutes the only light in the dark ages of memorandums and recession. Therefore, designing policies for the improvement of extroversion is a matter of national importance.

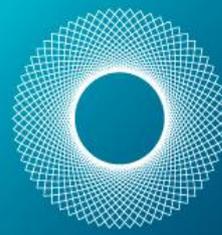
Politicians and leading personalities of the Greek economy will participate in the first panel of the 5th Greek Exports Forum. More in particular, top government officials and members of the opposition will present their opinions and attempt to find common ground, while ministries' initiatives and the opposition's proposals and criticism will be thoroughly analyzed.

This political debate will also discuss issues such as ways to eliminate bureaucracy as well as financial, fiscal and administrative incentives.

Furthermore, leading experts of the business and banking sectors will have the opportunity to present their views and challenge the government and opposition. At the same time, foreign ambassadors in Greece will be able to intervene, providing an outsider's viewpoint which is undoubtedly of great value, since the key to exportation is the opening to foreign markets.

Officials from the competent ministries and executives from various companies, banks, state authorities and research institutions, will present their strategies on the economic expansion outside Greek borders.

The initiatives for the promotion of Greek products to foreign markets, the abolition of administrative obstacles, the infusion of liquidity to businesses and the views of researchers on existing deficiencies and measures for their elimination, are some of the basic issues that entrepreneurs who wish to design an exportation strategy for their products should explore.



Among the issues that will be discussed are the following:

- How economic diplomacy can contribute to unlocking foreign markets
- Organized presentation of Greek businesses through expositions and missions abroad
- Greek and European financial institutions' funding programmes
- The abolition of bureaucratic obstacles for faster delivery of products to foreign markets
- The present and future of exports according to research studies

2. Funding and insurance: the exporters' "tools"

The second panel will present available financing solutions as well as insurance options which exporters may utilize.

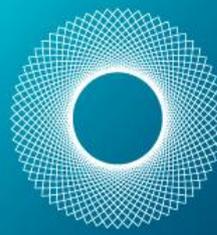
As the main problem that Greek exporters have to face is the lack of liquidity, bank executives and EBRD officials will present funding solutions available for exporters as well as the terms and conditions to access them.

If funding is the first tool that exporters should have at their disposal, insurance is definitely the second, given that exporting activities entail great risks. In this context, insurance specialists will provide information on export credit insurance options.

Finally, among other funding solutions, factoring will be analyzed in detail.

An indicative list of the issues that will be discussed in this panel is the following:

- Bank products available to exporters; which exporting activities are funded in particular
- The role of European financial institutions and how businesses can access them



- Exports insurance coverage and financial return
- Factoring services for exporting activities.

3. Exporting businesses success stories

In the third session of the 5th Greek Exports Forum, Greek companies established in the global market will reveal the secrets of their success.

In particular, they will explain the risks involved in activities outside Greek borders as well as the challenges exporting companies face and ways to address them – issues which always interest aspiring exporters and entrepreneurs who have already ventured abroad.

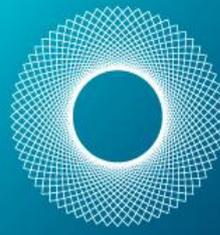
Within this framework, successful businessmen and businesswomen will share their experience by presenting their achievements and answering questions.

4. Means for boosting competitiveness of exported products: E-Commerce, Certification, Marketing, Cyber Security, HR Services

In its fourth session, the Forum will focus on the tools that entrepreneurs should utilize in order to make their products more competitive in foreign markets.

Undoubtedly, e-commerce, product certification, marketing and the various possibilities offered by human resources services, can make the difference for a company and bring success in the form of sales and profits. Nowadays, consultation by specialized professionals and cyber security services are also indispensable for businesses that intend to expand to new markets.

As the economy now follows the development of technology, e-commerce and digital platforms are the passport to exporting faster and achieving economies of scale.



Apart from the tried and tested practice of presentation in international expositions, product marketing, brand name building, promotion and advertising on social media are also means to ensure a market share in foreign markets.

Product and production method certification is another way to succeed in exports, as it provides foreign consumers with much-valued safety guarantees.

Furthermore, recruiting executives with specialized knowledge and experience in foreign markets is the key to successful exportation activities. This is the role of human resources companies, which can offer valuable services to Greek businesses.

In this panel, company executives from all the above sectors will explain all relevant details and answer questions posed by the conference participants.

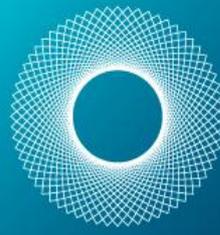
Indicative list of discussion topics:

- E-commerce: how a company can promote and sell its products on the Internet; the role of electronic platforms
- Certification: requirements for obtaining product passports to market access
- Marketing: strategies for product promotion and advertising in foreign markets; social media and international expositions.

PARALLEL SESSIONS

PARALLEL SESSION 1: B2B Consultation Meetings between Greek Exporters and Union of Economic and Commercial Diplomat Executives

In parallel with the plenary sessions of the Conference, the organizers will offer to the participants/ potential exporters the unique opportunity to have



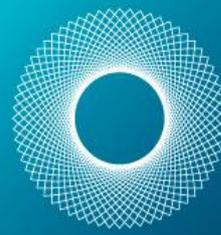
personal consultation meetings (B2B meetings) with Greek Economic and Commercial Affairs diplomatic officers so as to benefit from the latter's experience and knowledge of foreign markets. All meetings will be pre-scheduled and tailor-made to the needs of each participant. During them, the participating exporters (or potential exporters) will be able to explore business prospects in the markets of their choice and discuss with the Union of Economic and Commercial Diplomat executives any issues related to exporting procedures and the market landscape in the specific sector in which each exporter is involved. Private meetings will be organized by Ethos Media on a first come first served basis.

PARALLEL SESSION 2: B2B Consultation Meetings between Greek Exporters and Bilateral Chambers Executives.

In parallel with the plenary sessions of the Conference, the organizers will offer to the participants/ potential exporters the opportunity to have personal consultation meetings (B2B meetings) with Bilateral Chambers executives. During these meetings, the entrepreneurs will be able to explore their networking prospects in the markets of their choice and get detailed information on the challenges and opportunities related to bilateral commercial relations. The meetings will be organized by Ethos Media on a first come first served basis.

PARALLEL SESSION 3: B2B meetings between Greek exporters and representatives of the Forum's major sponsors

The organizers of the 5th Greek Exports Forum offer to participants-pro prospective exporters the possibility to have B2B meetings with executives who work for the Forum's leading sponsor companies. In these meetings, which will take place in parallel with the main event, entrepreneurs will be able to discuss various key issues, seek collaboration opportunities and

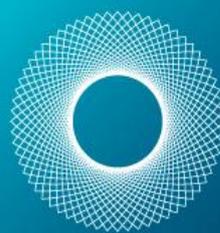


benefit from exporting companies' executives invaluable experience. The meetings will be scheduled by Ethos Media on a first-come-first-served basis.

Who Should Attend

This Forum is mainly – but not exclusively – addressed to:

- Companies with business activities in Greece and abroad
- Companies involved exclusively in exporting activities and companies with developed export departments
- Companies that have recently started to turn to exporting activities
- Academics, Scientists, Experts
- Professionals and specialized executives of state authorities, organizations and private companies involved in international commerce
- Banking and Factoring executives specialized in exports
- Insurance executives
- Transport and Logistics companies executives
- Consultants
- Lawyers
- Standardization – Accreditation companies executives
- Communications, Internet and Mobility Marketing – Social Media companies executives
- Graphic Arts and Marketing companies executives
- Members of Chambers and Unions
- Export Information Banks executives
- International Exposition companies executives
- Online marketplaces executives
- Airline companies and traveling agencies executives



The Organiser

UNION OF ECONOMIC AND COMMERCIAL DIPLOMATS (ΕΝΔΥ ΟΕΥ)

Members of the aforementioned Union are the employees of the Greek Ministry of Foreign Affairs which belong to the Economic and Commercial Affairs branch, better known as the economic diplomats of our country.

Our members, while abroad, serve as Heads of the Foreign Trade Offices, which are integral parts of our Embassies. Additionally, our members serve also in the Permanent Missions of Greece in the EU (Brussels) and the United Nations (Geneva). When they are positioned in Greece, our members serve at the Ministry of Foreign Affairs, particularly in the Directorates of the General Secretariat for International Economic Relations and Development of the Ministry of Foreign Affairs, as well as the Office of Northern Greece, in Thessaloniki.

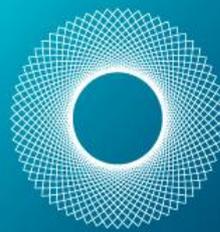
The Economic and Trade Affairs sector has a long tradition, which historically can be traced back to 1937, when an envoy of the Greek government specialized in commercial affairs was appointed in Berlin. In 1947 the position of Commercial Counselors was established in our major embassies.

Economic and Trade Affairs executives are graduates from the National Public Administration Schools two-year programme for Economic and Trade Relations Personnel. Upon completion of the programme they are appointed at the Ministry of Foreign Affairs of Greece. Currently, there are 144 economic diplomats in active duty.

Their careers run as follows: Economic and Trade Affairs Attaché, Economic and Trade Affairs, Third, Second and First Secretary, Second and First Economic and Trade Affairs Counsellor, Second and First Economic and Trade Affairs Counsellor General.

Their duties are determined by the Foreign Ministry's responsibilities with regard to the promotion of our country's economic relations and the support of business activity.

The inter-ministerial and coordinating nature of the Foreign Trade Offices, as it has emerged through the relevant legislation, makes them a valuable partner of the entire public administration of our country and mainly of the revenue-oriented Ministries (Ministry of Economy and Finance, Ministry of Development, Ministry of Agriculture, Ministry of Rural Development, etc.) abroad.



The continuous and systematic communication and collaboration of the Foreign Trade Offices along with the Chambers of Commerce and Industry Associations of our country create and cultivate the necessary ground for the development of a spirit of extroversion in the Greek economy.

The network of Foreign Trade Offices is currently active in 55 locations abroad, acting essentially as the spearhead of our country in supporting and strengthening the Greek economy's outward orientation, placing Greek products and services on foreign markets and attracting foreign investments

Our offices are involved in the preparation and conduction of negotiations on bilateral economic agreements, providing local specialized information. Furthermore, one of our key functions is supporting business missions while visiting foreign markets.

At a multilateral level, Economic and Trade Affairs executives handle financial portfolios in the European Union and in global and regional International Organizations (WTO, IMF, BSEC, etc.), generally exercising that special part of foreign policy called Economic Diplomacy.

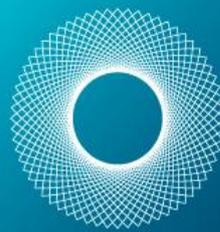
ETHOS EVENTS

ETHOS EVENTS is involved in the planning and organization of conferences, entrepreneurship award ceremonies and innovative events related to the market sectors covered by **ETHOS MEDIA S.A.** printed and electronic publications.

The company aims to offer to the chief executives who work in Greece high quality information and know-how, which are indispensable tools for business growth and professional success.

Our business events are focused on the sectors of exports, pharmaceuticals, clinical research, marketing, corporate social responsibility, investments, insurance, banking, technology etc.

ETHOS MEDIA S.A. is also involved in the sector of business magazines and newspapers publishing as well as creation of electronic portals, websites and newsletters.



More specifically, **ETHOS MEDIA S.A.** publishes: **HRIMA** magazine on investments and finance, **Ph.B Pharma & Health Business** magazine on health care and pharmaceuticals policies, the insurance magazine **Insurance World** and the free press newspaper **aLive**.

On the Internet **ETHOS MEDIA S.A.** has created the insurance portal **insuranceworld.gr** and the portal **virus.com.gr** on health care and pharmaceuticals policies. It also publishes the weekly electronic newspaper **HRIMA Week**.

ETHOS EVENTS commits to:

- Promoting the conference through its magazines **Ph.B Pharma & Health Business**, **HRIMA** and **Insurance World**, its online newspaper **HRIMA Week**, the portals **virus.com.gr** and **insuranceworld.gr**, as well as the media sponsors of the Conference.
- Sending informative newsletters with the sponsor companies' promotional material to all Greek entrepreneurs and businesses included in its extensive database.
- Sending electronic invitations to the guests of the sponsor companies.
- Creating a list of participants/ guests to manage and confirm attendance of the Conference.

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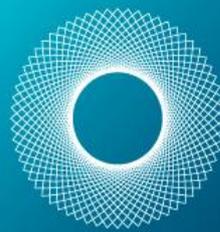
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Communication

For information related to sponsorship programs::

Konstantinos Ouzounis

General Manager

Tel.: (+30) 210 998 4864

E-mail: ouzounis.k@ethosmedia.eu

Ranto Manoglou

Key Account Manager

Tel: (+30) 210 998 4863

E-mail: manoglou.r@ethosmedia.eu

Konstantinos Rampidis

Key Account Manager

Tel.: (+30) 210 998 4876

E-mail: rampidis.k@ethosmedia.eu

For information related to the programme:

Christos Kolonas

Journalist

E-mail: christoskolonas@gmail.com

For enquiries related to the conference agenda, auspices, communication sponsors and journalists:

Mariana Vazaiou

Events Executive

Tel: (+30) 210 998 4932

E-mail vazaiou.m@ethosmedia.eu

Christina Tsouchlari

Events Executive

Tel: (+30) 210 998 4917

E-mail tsouchlari.c@ethosmedia.eu

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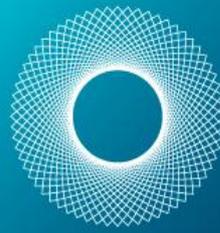
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**For enquiries related to the registration of delegates, sponsors
service:**

Konstantinos Salvarlis

Conferences Manager

Tel.: (+30) 210 998 4909

E-mail: salvarlis.k@ethosmedia.eu

Nikos Athanasiou

Database Manager

Tel.: (+30) 210 998 4912

E-mail: athanasiou.n@ethosmedia.eu