



الغرفة العربية اليونانية للتجارة والتنمية

ΑΡΑΒΟ-ΕΛΛΗΝΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΕΜΠΟΡΙΟΥ & ΑΝΑΠΤΥΞΕΩΣ

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Special Edition

35

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"A 35-year Journey of Success"

Dear Readers, Participants and Businessmen,

Welcome to the **special edition** of the "Members' Activities Newsletter". This edition coincides with the **4th Arab-Hellenic Economic Forum** and the **35th Anniversary** of the establishment of the Arab Hellenic Chamber of Commerce and Development. In this edition, we are featuring four success stories of family companies as told by two Arab businessmen living in Europe and two Greek businessmen living in Egypt. From the interviews that we conducted with them one senses that their Fathers, "the Founders", had been advanced in their thoughts, vision and determination for their time and that they were guided in their lives by strong family values and commitments. Their journeys were certainly not easy rides. Suffice it to say that they operated in environments full of hardship and challenges. However, they remained determined, they were never discouraged and persisted in following their dreams. The stories of these family companies that were admired in the past, and are still admired in the present, are formulas for success to be followed by young entrepreneurs.

Many businessmen have, in one way or another, been part of the 35 year journey of the Arab-Hellenic Chamber. To all of those we say that we are inundated with a sense of pride and inspiration. The Chamber has always adhered to the goals of its mission and continues to fulfill its objective in enhancing the Arab Greek relations and, in this case, deeds are indeed, louder than words. We consider the achievements of the Chamber as another success story, even though it is an ongoing process which strives to improve the communication with and services to all its members. We continue to be supportive of our members and to be of added value to their businesses and to all the business communities in Greece and the Arab world at large. Our actions, efforts and methods of getting closer to all our members have been very receptive, appreciated and welcome by our members and non members alike.

At the 4th Arab-Hellenic Economic Forum, we have carefully selected three main themes that virtually cover a wide range of business sectors which are of interest to companies in Greece and the Arab world. The keynote speakers who will present these sectors are all distinguished in their fields, both in Greece and the Arab countries. In addition, we have allocated major part of the Forum's activities for direct B2B meetings for Arab businessmen and their Greek counterparts in all business fields. Eventually, there will be something of interest to all those who will take an active role in this event.

We are indebted for the auspices and kind support of this Forum, to the Greek Ministry of Economy, Infrastructure, Maritime and Tourism, the Greek Ministry of Foreign Affairs, the League of Arab States and the General Union of Chambers of Commerce, Industry and Agriculture for Arab Countries.

The realization of all our events and activities is only possible with the support of many of our members, whom we are proudly associated with. This Forum is no exception. At the top of the list is "Jordan Chamber of Commerce", our partner and main sponsor of this event, to whom we are deeply grateful and proud to be associated with. Our appreciation and gratitude are extended to all those who came forward to sponsor this event.

On this occasion, we, at the Arab-Hellenic Chamber of Commerce and Development, would like to re-affirm our commitment to providing the best of services and our determination to continue our role as pillars in enhancing and advancing the Arab-Greek relations in all business sectors.

Harris Geronikolas
President

Rashad Mabger
Secretary General



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المنتدى الاقتصادي العربي اليوناني الرابع
4th ARAB-HELLENIC ECONOMIC FORUM
Athens, 03-04 June, 2015

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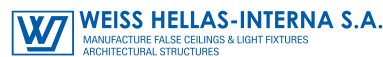
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- Heating Systems (Boilers, Burners, Heating equipment and water circulators)
- Irons Materials
- Piping
- Plumbing Fixtures, Sanitary & Bathroom accessories
- Pre-fabricated Buildings
- Putty
- Scaffolds
- Staircases

Announcement coming soon!



Arab Faces in Europe:



In this series of interviews, we have selected as “Success Stories of Arab Faces in Europe” two business models in two different European countries, Greece and Austria. Both models represent an interesting journey to success. CCC in Greece and Vimpex in Austria have established exemplary relations with the host countries, contributing positively to their societies and gaining the respect and status they deserve.

CCC founders, Late Hassib Sabbagh and Late Said Khoury, have left a legacy for entrepreneurs and the new generation of leaders all over the world. The values engraved in today's CCC Management are the Company's greatest assets in moving forward. Mr. Tawfic Said Khoury has served in various hierarchy levels and posts in CCC, ranging from executive to positions of authority, so today, with the accumulated wealth of experience, he is on the steering wheel as the Executive Vice Chairman of his family's business. It is our honour to host him in this edition of our Members' Activities Newsletter.



CCC Founding Fathers, Late Said Khoury and Late Hassib Sabbagh



Mr. Tawfic Said Khoury, Executive Vice Chairman CCC

The history of CCC, fascinating by all criteria, encompasses a period of over six decades. Could you, please, shed some light on the path of the Founding Fathers, their vision, determination and the challenges they faced during their long journey to success?

The rise of CCC from humble roots to become one of the leading contracting companies worldwide is a unique experience. CCC managed through educated, dedicated and entrepreneurial management to ride the waves of change and reap the laborious fruits of success. When the founders started, skilled workers were in short supply, engineers were not familiar with methodologies and processes required to reach a good level of service, local business environment that was old fashioned and embryonic, and governments with no experience in development of projects, were the main challenges faced in the earlier years. The founding fathers, who were pioneering engineers in the region, were from entrepreneurial families that understood that business is associated with taking risks. They were not deterred by the emerging and uncertain environment of the Middle East at the time, and were ready and willing to take risk and hardship in their stride. Taking risks, using hands-on-management and leadership by example, combined with a caring family culture attitude were the main drivers of success. Mistakes by staff were almost always considered beneficial as a learning part of the process. Immersion into the countries where CCC operated, using local workers,

“Both of our Founders led CCC by example. They acted with four distinctive traits: Wisdom, Reason, Virtue and Justice.”



Mr. Tawfic Said Khoury delivering his speech during the event “Business Council Greece-Lebanon Meeting”, on the occasion of the visit of H.E. the President of Lebanon, General Michel Sleiman. Seen in the photo H.E. the President of the Hellenic Republic, Mr. Karolos Papoulias, December 2012

contractors, and materials provided CCC with the highest level of acceptance in these countries. This with good performance over many years developed into trust and an excellent reputation for honesty, performance, and social responsibility. CCC saw through the difficult situations of market collapses, unrest, and wars in the M. East region. When many international firms flee the region, CCC stands with the communities and suffers the same fate but survives due to its geographic diversity and measured prudent business practices. CCC has lost a great deal of money on many such occasions, but such losses have always been seen as an investment (reputational) in the distressed areas that pays off when the situation turns (and it always does).

Mr. Sabbagh's and Mr. Khoury's entrepreneurial talents were supported by three simultaneous vital factors. First, a strong familial, educational and communal background based on ethical principles of hard work, cooperation and compassion. Second, both intelligently identified the emerging economic opportunities in the region and beyond and promptly seized them. The history of the rise of CCC to its prime position in the construction industry reflects the development process of the Middle East space over time. Third, through their strong will, both of our founders used their loss of homeland that reduced them to penniless refugees as a motivation to succeed rather than to succumb to the weight of their catastrophe. To attain their vision of establishing a successful construction company

and their entrepreneurial acumen as risk takers, they judiciously recruited well educated and efficient young engineers.

One of CCC's engraved traditions is its philosophy towards building a heritage with the team work, reciprocating loyalty and devotion. Could you, please, tell us how this principle has evolved over the years and how it earned appreciation and is considered now one of the pillars of your corporate culture?

From the start, CCC founders were driven to succeed in order to improve their family's situations after having to leave their Palestinian homeland with nothing. Their intention was not to rely on anyone to help them but to take it upon themselves to strive for a dignified life, for their families. The spirit of sacrifice, generosity, kindness, charity, support for the weak, and forgiving mistakes prevailed. These are normal family traits, but due to the circumstances at the time, grew much stronger and became, with the entrepreneurial managerial capabilities, the foundation of the team work spirit that dominated CCC from the time it was founded to the current CCC business culture. There is no doubt that a strong culture based on the family values mentioned above is the reason that CCC also has a strong loyalty culture. When the founders are willing to sacrifice for their staff by the running the business at a loss, as was the case in times of financial distress (several times during the life time of CCC), the employees appreciated this by reciprocating such loyalty. The personal touch,

Arab Faces in Europe:



Mr. Tawfic Said Khoury with H.E. Sheikh Nahyan bin Mubarak Al Nahyan, Minister of Culture, Youth, and Social Development of the United Arab Emirates

open doors policy, and the support responses to employees when in distress have always been the trademark of CCC.

Both of our Founders led CCC by example. They acted with four distinctive traits: Wisdom, Reason, Virtue and Justice. To them, Wisdom includes knowledge, honesty and conscience. Reason encompasses tolerance, patience and gravity. Virtue takes in generosity, modesty, humility, compassion, consistency and dignity. Justice incorporates candour, benevolence, self-control, dependability and good temperament. All of these traits together played a crucial role in the reciprocal relationship between the founders and all those who were associated with them, whether individual employees, their families, their friends and their business associates. Leadership by compassion was a novel concept in the modern business environment, not taught at universities but at home. Though CCC is known to the world as a construction company, to us and all its employees it is rightfully known as the Family of CCC.

We all know of your Late Father's (Said Khoury) rich human legacy and superb style of leadership that led CCC, side by side with your Late Uncle Hassib Sabbagh, to become one of the world leaders in the construction sector. You now hold, along with your brothers, the steering wheel of CCC. Tell us, please, of your vision, direction, plans and future strategy in relation to maintaining the unique world status of CCC as a leader in its field.

I must start by stating the obvious. Our fathers, the founders strategy and management style have clearly been successful and resilient over several decades, and as such is a model for all of us, the children, to be guided by. We intend to follow and to continue on their footsteps. Clearly CCC has grown in size, diversity, and geographic spread to require professional management practices and performance measurements to enable us to maintain momentum and not take unnecessary risk. Our fathers were never deterred from taking risks and counted on our staff loyalty to ensure that risks are kept within reasonable limits. Our strategy for the future will therefore continue to be based on 1) growth, 2) profitability, 3) sustainability by a) continuing our geographic expansion, b) continuing to expand our services offerings into related sectors, c) expanding our investment activities

related infrastructure projects, oil and gas exploration d) providing the highest quality service possible, e) maintaining CCC reputation with all of our partners as the contractor of choice, f) maintaining and strengthening the internal loyalty structure by maintaining the CCC Family culture, g) continuing to provide our staff and employees with the most favorable employment conditions, h) being a leader in applying the latest technology to improve the efficiency of our operations/businesses, and last but not least i) continuing and expanding our social responsibility activities.

The projects of CCC are speared all over the globe, and its cooperate social responsibility was in various ways and means representing another shining aspect of its path. Will you embrace the same policy of expanding this role and of carrying on the sense of sharing with host countries?

Your question is very interesting. Let me confirm to you that way before the concept of CRS was institutionalized worldwide a few years ago, CCC has been heavily involved in this function. The actions of CCC in this field were merely a manifestation of the intrinsic cultural traits of generosity and hospitality. The added value of its operations is not only in building physical structures, but also in building human bridges with the host communities. It has been our *modus operandi* to select projects in countries where we plan to stay way beyond their delivery, and our motive in becoming part and parcel of their economic development. Consequently our social responsibility is expressed in our philanthropic investment in the health, education, employment in addition to many other civic activities. CCC built in various countries vocational centers and training schools, workshops, clinics, children facilities; and the list goes on. For us our Corporate Social Responsibility is not a hit and run situation but a genuine and continuous flow of good deeds

The existence of CCC in Greece since 1976 has led to Arab investments in this country. Many of these investments continue to contribute to job creation and growth in many sectors in Greece. Your Late Father was a driving force for this expansion, a role stemming from his appreciation for this country and its people. You, yourself, showed in many occasions your positive stand in this regard. How do you see this role develop?

As mentioned regarding the host communities but with deeper intensity, the relation of CCC with Greece and its people is special. As you know we coordinate our international operations from Athens. Our operations stretch from Australia to China and include the USA, Africa, Europe, Middle East as well as the Far East, not only in the construction activities but also in deeper procurement of goods and service. Greece therefore plays a pivotal role of coordination in our operations. Over the years our coordination office in Athens grew to about 700 people. Approximately more than 50% are of Greek nationality or Greeks carrying other nationalities, not including Greeks employed abroad. Also it employs a considerable number of experts from the EU. Consequently, you can imagine the beneficial mutual relationship with Greece. As for the Arab investment function, we do not have accurate dollar values. I am sure Arab investors are still interested in business opportunities in Greece as has been the

case since time in memorial. They see CCC success while in Greece as an encouraging factor, and often consult with our management on opportunities in Greece. However, there are certain obstacles that should be eradicated particularly those who are related to the mobility of people from the Middle East to Greece, the relaxation of which could increase the dollar value and the quality of investments here in the country.

CCC, throughout its existence in Greece, has positively affected and greatly contributed towards maintaining the excellent Arab-Greek relations. How do you see this role and contribution under the new leadership of CCC?

As has been the case since our establishment as a coordinating office in Athens, our relationship with all echelons and strata of the Greek society has been simply impeccable. I think this is due to the similarity of our cultural traits and historic cross cultural activities. It is imperative to understand that the Hellenic civilization was a dominant factor in the maturation of the Arab civilization at least since Alexander the great. The new leadership of CCC is still the outcome of this historic interaction during peace as well turbulent times.

The Arab Hellenic Chamber has, since its establishment, played an important role in enhancing the commercial and investment ties between the Arabs and the Greeks. Our role has been a major factor in assisting small and medium size enterprises from both sides, to do business and create new partnerships. This wouldn't be possible without the support of our members and for which we are proud. CCC, as one of our members, has always been in the forefront of these endeavors, and never seized to provide its support. How do you envisage the CCC in this role for future activities?

CCC played a decisive role to the birth, growth and maturity of the Chamber. We believe that with the right and dedicated leadership, the Chamber can achieve its objectives. We are sure that the Chamber can play the role of a double carriage highway between the Greek and the various Arab business communities. Through its mandate, the Chamber as represented by its members can successfully contribute to the profitable mobility of resources between Greece and all the Arab countries despite the current obstacles. I can assure you CCC will continue to deliver its support to the Chamber in fulfilling its mission.

In view of the economic crisis and difficulties faced mainly by medium and small-sized Greek businesses, do you see a possibility of these businesses' participation in competitive procurement exercises for your projects spread worldwide? Would you consider a preferential status for those businesses in this regard?

Economic crisis is a periodic phenomenon that hits all the countries at various times regardless of the causes. Greece is not an exception. I believe that with hard work and innovative methods of operations, medium and small-sized Greek businesses can turn the prevailing challenges into profitable opportunities. CCC tries to mobilize Greek resources whenever possible as advisors, consultants, subcontractors, vendors...etc on CCC projects worldwide. Unfortunately, on many occasions, we fail to successfully do so by virtue of financial limitations of the Greek companies, especially since the financial crises in 2008.

However adequate reforms in bureaucracy, as well as in restrictive administrative regulations and inefficient banking operations can play a vital role in favor all business activities.

Mr. Khoury, what guidance and advice would you give to young entrepreneurs, both Arabs and Greeks, in order to enhance their chances for a bright future in the business world?

I can summarize my answer all in one sentence: "Experience is measured by how many times you fail against challenges but stand up to overcome them". To explain the above statement, in order to succeed in business, one must understand the relationship between success in business and risk. So, the first basic personal character requirement is the ability to see and appreciate the risks, the benefit related to success and embrace failure as a step in the direction of eventual success. This, I believe, is the character trait that all successful businessmen must have (or develop). We all operate in a world full of others wanting and needing to do similar activities in order to succeed. This is competition, and it is this fact that propels people to provide better, cheaper, or unique offerings in the market place.

“ Experience is
measured by how many
times you fail against
challenges but stand up
to overcome them ”



Mr. Tawfic Said Khoury during an award ceremony of horse races in UAE

Arab Faces in Europe:



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Mr. Nabil R. Kuzbari

“You have to have goals and follow up, be exact, and go forward with a mindset of persistence and determination”

Nabil R. Kuzbari represents a successful model of a businessman with wonderful human characteristics. Few can delicately balance, as he does, between business affairs, family life, philanthropy and friends. It is our pleasure to host, in this Edition, the President and Chief Executive Officer of Vimpex Handelsgesellschaft m. b. H. and the Vice President of the Austro-Arab Chamber of Commerce, Mr. Nabil R. Kuzbari.

Mr. Kuzbari, it's somehow not an easy task conducting an interview with you, considering your business diversification and your long list of achievements. One contemplates as to where to start. Best is to leave it to you to tell us of your long journey to success.

I am a native Syrian, born and raised in Damascus. After completing secondary school in Damascus, I continued to study at the Technical University of West Berlin, where I graduated with a degree of Engineering in Metallurgy. Unfortunately, my father passed away soon thereafter, and I had to return to Damascus to carry on the family paper business.

My father was second generation paper trader, I am the third generation, and my two sons who work with me are the fourth generation.

My father was also the first person to publish a daily newspaper in Damascus, called “Al Jazeera”, and produced the first cinema film “Under the Sky of Damascus”.

Why have you chosen Austria as a base for your business and country of residence? What, in return, has Austria offered you throughout all these years?

In the sixties, when the problems started and a wave of nationalization of private companies swept over Syria, I left to settle in Lebanon. In 1964, “Limpex Beirut” was established and thereafter, all affiliated companies across the MENA region: Misrimpex Egypt, Simpex Saudi Arabia with its 3 branches in Jeddah, Riyadh and Dammam, Gimpex in Dubai, Limpex Libya, Kimpex in Kuwait and the ‘native’ company, K-Group in Syria.

In 1974, I established Vimpex Vienna to support our Group, as the situation in Lebanon was becoming increasingly volatile. We chose Vienna, as it was a neutral country which was up-and-coming economically, stable politically, and welcoming to Arabs at the time. Vimpex Vienna has now become the headquarters of our paper and board trading business, spanning 16 countries including North and South America, China, Germany and the MENA region.

Do you think that Arab businessmen have sufficiently done their share towards ameliorating the living standards and easing the suffering of the disadvantaged in the Arab World? In other words, have they given back to their societies in our countries?



Mr. Nabil R. Kuzbari with HRH Prince Turki Al Faisal at Davos



Mr. Louai N. Kuzbari, Mr. Nabil R. Kuzbari, Mr. Mouddar Khouja, SG AACC

I cannot speak for all, but I am sure most of them did and are still doing a lot for their countries. Now, due to the very unstable situation, they must do all in their might for rebuilding and reconstructing their countries and economies.

If you look at Germany after World War II, 85% of the country was completely destroyed. With the support of the U.S. Marshall plan, providing financial support, the Germans rebuilt their country with their hard work – hands on. Most of these Germans never obtained a university degree – they went to vocational training schools. We have a complex in the Arab world, whereby we want our sons and daughters to become doctors, engineers, lawyers and obtain liberal arts degrees in language, for example. As a result, there is a high level of unemployed youth, all with university degrees, overqualified for available jobs, and unqualified for jobs for which there is an actual dire demand. Therefore we need businessmen to guide these young people, to shape their strategy for the future, which will in turn help their home countries to develop instead of stagnate.

What I emphasize all the time is the inherent duty and responsibility of businessmen to help in training, education, and indirect job creation within their countries.

How do you manage your daily schedule, taking into account your responsibilities and public engagements?

I start by drawing up a priority list every day (my “Things To Do” list), which I go through each day, religiously. Although, I do not like to talk about myself, I can quote a Finnish journalist who interviewed me in my capacity of a

long term partner of the Finnish paper and board industry, and described me as “working 40 hours a day”. It might be almost true.

You are the third generation of a family business. How do you envision its continuity and growth and what are your plans for the future?

My younger brother Samir, whom I virtually raised upon the untimely passing away of our father, and I, are the third generation of the Kuzbari family paper business, My sons Oussama and Louai, who completed their MBAs in Vienna and are now in the company management, are the fourth generation.

Adversity carries the seed of success, as they say, in almost all walks of life. Tell us of any difficult experience or situation you faced in the past and how you managed to turn it in your favor? What would be your advice to the young businessmen in the Arab world who may face any kind of adversity in their careers?

I wouldn't call it adversity; rather, I see that my life has been marked by challenges – just like most people – and to date, I have risen to face each challenge. The only advice I can give young businessmen in the Arab World is this: you can never be too prepared, for a career in business, particularly in the Arab World. It is fraught with unforeseen challenges. Whether due to political situations, economic situations, wars, or simply the bureaucracy which envelops a lot of business laws, you need to know for a fact that you will face challenges. With enough experience, business acumen and wisdom, along

“My hobby is business, and the crown of business is success, and it is the success which I enjoy. I enjoy giving more than receiving.”



From left: Senator Dr. Richard Schenz, President of Austro-Arab Chamber of Commerce, H.E. Adnan Kassar, President General Union of Chambers of Commerce, Industry and Agriculture in Arab Countries, H.E. Dr. Heinz Fischer, President of the Federal Republic of Austria, Mr. Nabil R. Kuzbari, President and CEO, Vimpex HandelsgmbH and VP AACC, Mr. Mohamed Kamal El-Din Barakat, Chairman UAB and Mr. Mouddar Khouja, SG AACC

with strong alliances forged with your partners, you will be able to overcome those challenges.

Personally, the biggest challenge to date was to take care of my family after the passing away of my father. Luckily by that time, the German precision, exactness, punctuality, the practice to follow through and positive strategic thinking, had been thoroughly ingrained in my personality.

My advice would be: you have to have goals and follow up, be exact, and go forward with a mindset of persistence and determination.

Your business is spread over four continents. How challenging is it to manage this vast “business empire”?

I am lucky to be surrounded by good colleagues; I call them all colleagues, whether it is my CEO or CFO, or the

person who carries my bags, for I truly believe that each and every job is important, and I have to give thanks to a job well done. At the forefront of my colleagues are my sons, Oussama and Louai, who are managing the daily business globally. Add to that fact that my top managers have been working with me for almost over 25 years, and although they may have reached retirement age, I still need them to pass on their knowledge and wisdom to the new generation, that of the “electronic age”.

We are all aware of your positive role in supporting the Austro-Arab Chamber of Commerce, as the founder. How do you see the future of the Joint Arab-European Chambers and what is required to enhance their status and role?

This is a very good question. When I founded the Austro-Arab Chamber of Commerce 26 years ago, I had

the support and ideas of President Adnan Kassar, as well as the late Secretary General of the General Union of Chambers of Commerce, Agriculture and Industry in Arab Countries (GUACCI), Mr. Burhan Dajani, who put his full support behind its founding.

As we are now under the umbrella of the GUACCI, as well as the League of Arab States, we have to be a capable vehicle to serve as a bridge between the Eastern and Western worlds, especially where we are strongest, in Europe and the Middle East. Some joint Arab-Foreign Chambers of Commerce succeeded in issuing certificates of origin to exporters, while others host important forums on an international level, e.g. in business, energy, training, culture and healthcare, with subjects which are of mutual interest and benefit to both the host country, and the home country. They are the minarets of our Arab world within their host countries. Generally speaking, the joint Foreign-Arab Chambers of Commerce enjoy a good standing within their host countries and with the council of Arab Ambassadors, due to their hard work and professionalism, their Executive Committees and Presidents, who usually are nationals of these host countries. We should continue to strive for an excellent relationship with all members, businesses and the governments of our host countries. We are strong, as each chamber represents 22 Arab countries, providing the members with important information about business opportunities, tenders, exhibitions, legislative changes, allowing them valuable insights which they would not be able to get elsewhere. In my opinion, we should be guided by the following:

- a) We should be the go-to source for direct foreign investors, who need our guidance and assistance in the Arab countries, whether it is to start micro-lending companies to the most needy, to educational institutions seeking to expand or export their knowledge to Arab students.
- b) We need to work together, in synergy, becoming an influential force with both Arab and European governments as a sort of lobby group, with the aim of the greatest good of both nations.
- c) Synergy effect: Work together, both Arab and European governments in:
 - i. Sources of financing of small and medium enterprises in Arab countries
 - ii. Helping attract projects which will create job opportunities and reduce unemployment (and all its associated socio-economic problems)
 - iii. Marketing the reconstruction and rebuilding process in the war-torn countries and offering maximum help to the returning refugees.

How do you summon the energy to deal with all your business affairs and still enjoy quality time with your family and friends?

This is a very difficult question, how I divide my time. Family is very important to me, and I try to manage a good work-life balance in one way or other. Some journalists and friends have asked me in the past what my hobbies are; my hobby is business, and the crown of business is success, and it is the success which I enjoy. I enjoy giving more than receiving.



Gimpex Dubai

Greek Faces in the Arab World:

During the 40's and 50's of last century, the Greek community in Egypt exceeded half a million people. Those Greeks have made a positive contribution to the Egyptian society and are now part of the Egyptian history. There are many examples of Greek success stories in Egypt, an indication of cooperation and harmony between the immigrants and their host country. The Arab-Hellenic Chamber of Commerce and Development is pleased to host, here, interviews with representatives of two family businesses in Egypt, with the aim of demonstrating successful business models for today's Greeks in the Arab world.

Below is the first interview with Mr. Christos Cavallis, CEO of "Flora – Pyramids Paper Mills S.A.E", one of the biggest in paper industries in Egypt. The company, established in 1983 by Mr. Panos Zeritis, is a pioneer in its approach and deserves the title of one of the highest-ranking companies in the field of tissue Paper Mills in Egypt.



Mr. Christos Cavallis,
CEO of Flora - Pyramids
Paper Mills S.A.E



Mr. Panos Zeritis, Founder
and Chairman of Flora -
Pyramids Paper Mills S.A.E



Factory View

Mr. Cavallis, it is nice having you in our Special Edition of the Members' Activities Newsletter. We are proud to host "Flora - Pyramids Paper Mills S.A.E". In a relatively short time in Egypt, as a Greek company, you have grown to be a market leader in your line of business. Can you give us a brief history of your successful journey?

Since 1987 Panos Zeritis – a well-known Greek Chemical Engineer and international tissue consultant, was invited to participate in the first tissue paper mill in Egypt, as partner and know how bearer. He then started "Flora - Pyramids Paper Mills S.A.E" in the new (that time) 6th October city of Cairo, Egypt, in collaboration with Dr Lucien Toutounji and MIDB bank as local partners. The project was green field having a starting capacity of 8000 tons per year. The market that time in Egypt was 4000 tons per year; consequently the project was as well export oriented. This was the start of the Egyptian tissue production journey that nowadays is becoming one of the major players in capacity for the entire MENA region.

Since then we ranked always between the two top tissue Paper Mills in Egypt and our main activity is purely Consumer Tissue Products, without other derivatives (Diapers or Sanitary pads).

Mr. Panos Zeritis, the founder of the company, established his business in 1983. Why did he not do it earlier? What triggered him into this decision?

Zeritis family had tight relations with many Greek Egyptians that returned to Greece early in the sixties, while the presence in Egypt started from Panos Zeritis who established the company in 1983. Earlier Panos Zeritis as a Paper Industry Consultant worked in the area (Lebanon , Kuwait , Iran , South Africa, Nigeria) due to his wide experience in consultancy in Italy, Yugoslavia and many other European countries, forming a group of specialized consulting organization in the field of integrated operations for Household Paper Products (Tissue) and Corrugated Cartons.

Is there any plan for expansion of your business to any other Arab country, like Sudan, considering the proximity to Egypt and the importance of its market, as well as the other African neighboring countries?

Yes of course, we are always exploring different opportunities from sales expansion horizontally and vertically, Africa and MENA countries are on our main radar.



How do you cope with the lack of forest/wood in Egypt in order to secure your raw material sources?

In Flora we are very committed and conscious about the environment and the overall energy, water & pollution in Egypt, Going Green and Saving Green is part of our industrial mission and culture. We follow six steps process to reduce carbon footprint and save energy (energy audits, review machinery design, raw material, lighting, control heating/cooling costs, and continuous monitoring). We have both grades of virgin and recycled fibers, importing the first (pulp) and using local sources for the second. Depending on the market trends we reach some time in using 60% of our needs from recycled fibers, limiting the virgin to the minimum possible, while keeping a clear distinction in our products, for what is virgin and what is recycled.

Obviously with this intense culture of environmental sensibility, when we buy pulp we always do this from sources of international certified forestry.

The philosophy of your company is based on satisfying the clientele and taking care of your personnel. Could you give us your impressions or appraisal of the performance of the Egyptian skilled workers?

We are offering our employees a climate of responsibility, appreciation and respect, enabling everyone to develop to their full potential. We treat each other in the way we want to be treated. We all act like owners, treating the Company's assets as our own and behaving with the Company long-term success in mind, with no arrogance or discrimination. In terms of qualifying the skills, we have to point out that there is a big gap between the technical education and the industry requirements in Egypt. There are many things to be done in this field, which will boost

“ In Flora we are very committed and conscious about the environment and the overall energy, water & pollution in Egypt, Going Green and Saving Green is part of our industrial mission and culture. ”

Greek Faces in the Arab World:

“ There is no magic formula! Work, modernize and act in the proper time, is part of our moto. ”



the country's industrial potential, because of the existing very young population. This is solved by internal training currently. Unfortunately sometimes you lose skilled staff because of attractive offers from neighbor's counties.

Given the fact that you are a market-leader, how did you manage to reach this status? How did you overcome the competition? Is it the price? The quality of products? What is your recipe for success?

Honesty and Integrity are the foundations from which we operate. We take our responsibilities seriously, and always strive to do the right thing for the benefit of our customers our people, our shareholders, and the communities in which we live and work to prosper. There is no magic formula! Work, modernize and act in the proper time, is part of our moto.

As a Greek investment in Egypt, what is the impact of your business in Greece itself and how do you interact with other Greek companies operating in Egypt?

We are always committed to have positive impact on our business in Greece; it's a kind of mutual interest between both companies for the paper industry growth at Egypt and Greece. Yes for sure, and we frequently interact with the other Greek companies operating in Egypt through round tables, the Greek Egyptian Business council, focusing on current and future business market strengths, weaknesses, opportunities and threats.

Being the President of the Greek community in Cairo, please tell us about the community's objectives, activities and interaction with the Egyptian cultural and social life?

I consider myself very lucky! Normally when you are born somewhere this is your country, in my case I have TWO countries, that I love them both and I miss them both as well. This is the feeling of all Greek Egyptians that are spread over the world. Almost 200,000 people share this feeling from the north to the south and from East to the West. Having this in mind the Greek community in Cairo works on keeping the Greek language the cultural traditions operating our schools and clubs, we support financially almost 100 Greek families that are leaving in Egypt, we are offering as well through our non-profitable nature, health services in Egypt via the 103 years old Greek Hospital in Abassia, we care about the old generation keeping our elderly house inside the Hospital, and in general having a small Greece in the heart of Cairo. From the other side we work and support our sister organization in Athens for the Greek Egyptians that returned to Greece and they want to keep the smell of our second home land, keeping a small Egypt in the heart of Athens.



Another Greek business model comes from Mr. John Papadopoulos, Owner & Managing Director of Technicia Middle East Company. This family company was established in 1957 and since then, it has developed and increased its market share and diversified its products. The journey of Papadopoulos' family is one of vision, determination and overcoming challenges and, along with "Flora – Pyramids Paper Mills S.A.E", it stands as a model for Greek businessmen in the Arab world.

technicia
Middle East Trading Co.

Mr. Papadopoulos, your company is obviously one of the oldest Greek companies and pioneers in the line of its products in the Egyptian market. We'd like you to give us a brief history of this long journey till today.

Technicia Middle East Company was founded by my late father, Nicholas John Papadopoulos, in 1957. As one of the first Houses of Agencies in the country, its main purpose was to represent respected foreign principals in the Egyptian market in different fields of industry, serving as a liaison between the companies abroad and the local buyers.

Although still a tough task to this day, it was significantly more complicated in the late 50's and 60's due to high levels of bureaucracy and public sector intervention. As a kid, I heard countless stories from my father about problems encountered and situations faced. It was frustrating to see how little control one had over the final outcome. However, I saw my father consistently persevere despite the numerous setbacks and difficulties - thanks to his exemplary work ethic - as he was not one to easily give up. He continued contacting multiple companies all over Europe, Brazil, and the United States in the fields of offset printing and papermaking. He was finally able to convince them to entrust their agency to Technicia by providing them with valuable market information.

In the early 1970's, after years of hard work, dedication, and very little reward, my father finally started reaping the fruits of his labor. President Anwar El Sadat had come into power and "opened the door" to private investment in Egypt. The whole country took off and new industrial cities were developed. Within 5 years, Egypt went from being a country with a limited industry to being one where investors, both Egyptian and foreign, were competing to establish themselves in this fast emerging market.

In the meantime, my father had managed to obtain the Egyptian nationality, which came in handy when a new law was imposed demanding that all owners of Houses of Agencies be Egyptians. Technicia continued to establish itself as a reputable enterprise in its field. I can still recall my father's pride when Technicia was acknowledged as one of the top 5 Houses of Agencies in Egypt in

terms of Companies represented!

Technicia's success story was very inspiring and proved to me that hard work would eventually pay off. I can remember vividly how eager I was to work with my father. In fact, just one day after graduating from university, in the summer of 1981, I was already in the company premises, asking my father to let me join the team!

I finally got the chance to work with my father and to follow in his footsteps to the best of my ability. Over the years, Technicia has expanded its portfolio and currently represents over a dozen respected principals in the fields of Chocolate & Confectionary, Flexible Packaging, Metal Decorating, Paper Making and Graphic Arts.

We'd like your comments and impression of the skilled Egyptian workers/employees, their performance and interaction with the Management of your company.

We have always relied on highly qualified Egyptian employees, which have been the backbone of the company's progress and success for over 55 years now. Our company is divided into three main departments.

The Paper Making and Metal Decorating industry department is headed by Mr. Magdy Boshra, a Mechanical Engineer who has developed very strong relationships not only with the top management of our customers in these fields but also with the production managers. The Paper Sales department is lead by Mr. Mohamad Gamal, a chemist with a vast experience in paper making, which comes in handy when it comes to advising our clients (converters and printers) on paper qualities to buy. The Chocolate and Confectionary department is headed by Mr. Nabil Aziz, a chemist with over 25 years of experience and a strong network of contacts within the field.

These engineers are all qualified to discuss technical problems and to troubleshoot with the Egyptian workers and production managers while also giving a clear picture of the situation to our principals abroad who are always fully updated and ready to step in when necessary. The same applies when clients want to invest in new equipment to face the challenges of the evolving market. Here again, the engineers can be extremely helpful as they are able to assess each client's

Greek Faces in the Arab World:

needs, in order to update them with the latest technologies developed by our Principals and to help them choose the solution which best suits their customer profile.

Needless to say, their technical support, proactive approach and deep knowledge of the markets have rendered them an integral part of Technicia's success.

How would you rank your company in the Egyptian market today and what are your plans for further expansion to other neighboring countries or towards Greece, your homeland?

Technicia has continued to establish lasting business relationships, which are reinforced by the mutual respect and honesty that my father has always valued so highly. The strength of the company lies in its dedicated and experienced staff, as well as its history of representing reliable, high-quality suppliers worldwide. I am proud to admit that this combination has earned Technicia the reputation of being one of the most professional and trustworthy houses of agencies in the country. The company's success in the Egyptian market resulted in many of our Principals asking Technicia to look after their business interests in Greece too. This prompted my late father to open a Greek Branch in Athens, which started quite successfully. However the fact that the Egyptian market was growing at a fast pace resulted in my late father deciding to abort the operation and concentrate solely on the Egyptian market.

Technicia resumed some business activity in Greece when I personally ventured the Greek market, specifically in the field of Metal Decorating. I was able to sell quite some printing lines to successful companies like Atlas Can in Athens, Kavala Can and Creta Can despite my relatively limited market knowledge. Along the way, I managed to make some very good friends in this field, all of whom had been - and continue to be - extremely supportive of me.

Our targets at Technicia include not only venturing the Greek market more extensively in the future, but also representing more Greek companies and helping boost their sales in Egypt.

Egypt is considered one of the most attractive countries for investment in the Middle East. It has in place flexible laws and a potential for various sorts of investment. What would you suggest as the optimal business sectors for Greek businessmen and investors?

“Greek companies could consider boosting exports or even investing in the Food and Drink, as well as the Agriculture sectors in Egypt.”

According to BMI Research, a market research agency providing extensive tracking and commissioned research solutions, Egypt will see significant growth in the Food and Drink sector, relative to other countries in the Middle East and North Africa (MENA) region. In fact, BMI encourages countries to pursue expansion in Egypt because, according to their research, the total food consumption growth year-on-year (y-o-y) in 2015 will reach +13.5%, with a compound annual growth rate of +11.7% from 2014 to 2019. From my personal experience, I have seen over the years that the yogurt and cheese industry is picking up in Egypt and that is a field in which Greeks have been very successful and may find a sizable market in Egypt.

I believe that Greece could help Egypt in the agriculture sector since both countries have similar climates most of the year. Greek agricultural companies could also consider exporting to Egypt as disposable income is expected to increase due to economic growth in the country. BMI forecasts an average annual household spending growth of 9.13% between 2015 and 2019.

Egypt is Greece's number 1 trade partner in the Arab world. Obviously there is room for more growth in this relation. As an experienced businessman, familiar with both countries, what are your vision and suggestions for further growth in this trade relation?

Although I've only had the honor of being elected the President of the Greek Community of Alexandria since two months, I can already see so many opportunities opened to us Greeks to encourage our countrymen to join our efforts and to invest in Egypt. According to the Greek Ambassador in Cairo, Mr. Christodoulos Lazaris, there are currently 176 Greek companies in Egypt, [up from 106 in 2010], with Greek investments providing roughly 30,000 direct job opportunities in the Egyptian market². There are numerous examples of very successful Greek investments in Egypt such as Pyramids, one of the leading Tissue Paper Mills in Egypt. Alexandria also has its fair share of Greek businessmen. The Vafiadis family is active in the offset printing field, while the Makris family owns a chemicals production company. Two Greek travel agencies are located in Alexandria; Nasco Tours and Rhapsody are owned and run by the Gavalas and the Siokas families, respectively. I am sure that other Greek investors can follow their example as these companies all enjoy a very good reputation among our Egyptian friends and in their respective fields.

There are still opportunities for Greek investment and bilateral cooperation. I believe it can be mutually beneficial to both countries to increase the trade links, be it in agricultural or industrial fields. There is a huge potential for Greek companies to invest in Egypt, which is still a growing market despite its ongoing recovery from the 2011 Revolution. The World Bank released a report earlier this year in which they stated that they expect that “real GDP in Egypt will grow from 2.9% in 2014 to 3.6% in 2105”. Furthermore, the report forecasts an increase to 3.9% and 4.0% in 2016 and 2017, respectively.

Overall, Egypt remains one of the few countries in the area with political stability and a very powerful and reliable army to protect it. The fact that President Sisi is strongly promoting bilateral relations with Greece makes it a very important moment in time to strengthen the political and economic relations between the two Mediterranean countries. The recent and fruitful visits of President Pavlopoulos and Minister of Defense, Mr. Kammenos, last month with President Sisi & Mr. Sedky (Minister of Defense of Egypt) prove that this is already happening. It's more important now than ever to focus not on the past, but on the future. It's never too late to start a new venture. There is a Chinese proverb that says, "The best time to plant a tree was 20 years ago. The second best time is now".

We'd like to know your business model and the heritage and culture that you have developed throughout these six decades since your establishment.

Technicia is essentially a Business-to-Business, service-based company. Our purpose, as commercial agents, is to cater to customers' needs while strengthening business relations, serving as a liaison between the suppliers abroad and the local companies. We provide value to the international manufacturing companies by marketing and selling their products while building, maintaining and enhancing business relations in the area. We help bridge cultural and language gaps that may arise, and resolve conflicts if needed. In addition, we provide the international manufacturers with relevant commercial information, such as market size and trends, consumption, competition in the area, specifications required, and business opportunities available.

We deliver value to the local businesses by serving as their local point-of-contact, by introducing new products and solutions, and by serving as an intermediary during sales negotiations. As mentioned earlier, our qualified technical engineers are also available to consult the customers on potential and upcoming capital investments and to troubleshoot any problems that may arise.

Although our sole revenue stream comes in the form of sales commissions from the principals abroad, my late father, Nicholas Papadopoulos, has always stressed the fact that both customer segments are equally important. A reputable and trustworthy agent must maintain an objective outlook during contract negotiations and attempt to reach agreements that are win-win and that are looked upon favorably by both sides of the transaction. As you can imagine, this is especially important when dealing with customers who, although extremely successful and wealthy, still find it difficult to deal with large foreign companies.

My late father believed that compromising one's moral ethics for additional revenue is shortsighted and will ultimately lead to a tarnished reputation. In fact, I always remember him telling me that "a good reputation takes years to build and only seconds to destroy". This is a message that I carry with me to this day and that I have tried to pass on to my daughters and employees

as well. That being said, my late father's strong moral compass allowed him to establish a solid corporate reputation built on quality service, transparency, trust and customer focus. He firmly believed that in order to achieve long-term success, one must cultivate relationships that lead to future and, more specifically, repeat business. Much of Technicia's past and current success is attributed to these values that my father instilled since the company's inception in 1957.

As a second generation in your business, how do you see the continuity of this family business?

For our family business to successfully transition from second to third generation, it is imperative that we put in place a succession plan. Although I cannot imagine my life without my work, it is important to take a step back and look at the future of the company. Ideally, five years from now I would like to give my daughters the opportunity to carry on the entrepreneurial legacy that my father left to me. However, as you can imagine, life gets more complicated as your daughters get married off one after the other!

I have always told my daughters that they can pursue anything that they are drawn to and I always avoided imposing anything on them. Regardless, two of my three daughters chose to work closely with me in the company over the last decade and I was able to share with them how I manage and run the company. One of them is in Cairo and still following up on the family business, while the other pursued her MBA in Barcelona in order to hone her interpersonal and managerial skills by adding to her business acumen. Life took an unexpected turn and she moved to Morocco shortly after graduation. However, I believe that every challenge presents an opportunity. We are discussing the possibility of opening a branch of Technicia to increase sales in the North African region run by my daughter and my new son in law, under my guidance. I guess only time will tell but I sincerely hope that I have inspired them, as my father inspired me, to take the reins and keep this company alive. If not, then our Plan B will be in order. As Dwight D. Eisenhower said, "In preparing for battle, I have always found that plans are useless, but planning is indispensable".

“You never know what life will throw at you but you can be prepared nonetheless even if things don't turn out as you imagined.”



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Established in 1975, Al Sraiya Holding Group has built its core on the idea of “innovation”, earning its rank as one of the top in Qatar’s construction field. Offering a range of integrated services that cater to the infrastructural development of Qatar, the Group diversified itself through individual groups of companies (industrial, trading, engineering, hospitality and general services), each operating independently and specializing in its field of expertise.

Following a tradition of corporate excellence, Al Sraiya has fixed its reputation around efficiency and reliability during its operations, exceeding customer expectations.

Landing recent headlines for its comprehensive and ambitious goals, Qatar is continuously changing and evolving to meet construction and economic deadlines as the country progresses forward with its visions for 2022 FIFA World Cup and Qatar National Vision 2030. This has opened numerous doors for growth and prosperity amongst both local and international companies who strive to extend their services in the two most important fields for this phase: Construction and Hospitality.

Having competed and grown in the past 40 years, Al Sraiya Holding Group has taken the lead as one of the most influential local companies in Qatar. Continuously up-taking some of Qatar’s largest projects, the brand has rapidly claimed and foregrounded itself amongst many successful projects, proving cost effective management, uncompromising quality and dedication to customer service.

Al Sraiya’s brand name has already earned the recognition it deserves due to the projects it has accomplished. Companies under the Holding Group such as Al Sraiya Trading & Contracting, Badr Contracting and Trading, Simsima Cement Tiles and Block Factory, Al Sraiya Consulting & Engineering, BinSraiya Readymix, Doha Beton and Clic Qatar have acted as main contractors for clients such as Ashghal, undertaking the construction of towers in Dafna and Lusail City, New Doha International Airport (NDIA) and Doha’s New Port, in addition to buildings for the Government and local authorities. The companies have also provided building equipment, tools and machinery for the completion of major landmarks such as Barwa Commercial Avenue, Hamad Medical City, the American School of Doha, Al Jassim Tower, G45 building and many others. Furthermore, Al Sraiya has acquired a strong position in the hospitality field through its three hotels (Millennium Hotel, Copthorne Hotel and Kingsgate Hotel) as well as Edarat Hospitality which supplies waiters, housekeeping and stewarding to the world’s most recognized



• Barwa Commercial Avenue



• American School of Doha

international hotels, restaurants, airlines, leisure and retail companies.

Moreover, Al Sraiya's joint ventures with multinational companies in the fields of consultancy, food processing, landscaping and water management further consolidate Al Sraiya Group as a major player in the Qatari economy. Constantly monitoring the market for new opportunities, Al Sraiya has formed successful joint ventures with major regional groups, global technology and market leaders including Zublin International and Strabag. IFP, a major partner has already made headlines more than once for organizing the country's largest construction

exhibition, "Project Qatar" with Al Sraiya participating as the Integrity Sponsor since the first edition.

Constantly focused on attending to customers needs, Al Sraiya has remained focused on investing in its employees, working towards a more sustainable country and most importantly, providing Qatar with the local and international resources it needs to fulfill its vision for 2030.

Al Sraiya's ambitions for a stronger future push it to continuously strive forward in breaking new horizons, as well as build and maintain long-term relationships with clients.



• Hamad Medical City

Word from the Vice Chairman

Mr. Rashid Nasser Sraiya Al-Kaabi

"The beginning of 2015 marks Al Sraiya Holding Group's 40th year in the market. The achievements and success we have attained to date surely inspires and enthruses us to strive for more in the future.

I believe we are well positioned and have become a major player in the Qatari Construction Industry; leading to innovation that has always been the initial inspiration, helping us bring value to the market through management expertise, accumulated operational competence, and added resources such as capital, corporate staff services, local market intelligence, and knowledge.

Furthermore, we are on the constant lookout for investment opportunities which are crucial for any company's growth and expansion, allowing us to expand into new fields. Additionally, we would like to thank our clients for their trust and confidence and to reassure them of our continued services to the highest degree of professionalism".





ARAB-HELLENIC CHAMBER OF COMMERCE & DEVELOPMENT

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KAMAL FOR REAL-ESTATE INVESTMENTS (KRI)

Kamal for real-estate investments (KRI) established in Aqaba-Jordan on Feb.05.2008, Mohammad Amin Kamal Heirs are the shareholders and managers of KRI.

The main objective of establishing this company was the current trend of family business and corporate governance, preparing for a family holding company for local and international Kamal Family Group-Jordan business, total assets exceeded 500K USD in 2014.



The Kamal Family Jordan stock portfolio is owned and managed by KRI, a prime location land located on new Mecca Street in Aqaba was purchased in 2008, near the UAE tourism project Marsa Zayed, and adjacent to Aqaba Sheikh Zayed Masjid (Mosque), looking to establish a tourism family investment there.

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NYFC SECURITY

In 2001 NYFC Security was established by a group of people with a rich background in design and implementing security. Step by step we built a modern enterprise in the field of security services that would not just cover the basics, but would grow further to cover the whole range of the security concept.

The effectiveness shown by our company from its first steps was the “key” to an impressive entry to the market place and secured strategic advantage over our competition.

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Our company is ISO 9001:2008 certified and maintains security Liability contracts that completely cover our customers.

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MALLIONDA S.A.

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Project portfolio:

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It has even designed and manufactured radiation shielding doors for nuclear medical laboratories of high radioactive intensity, up to 18 MeV.

CUSTOMIZED, CERTIFIED, SPECIAL DOORS	
 FIRE SAFETY <ul style="list-style-type: none"> ▶ FIRE DOORS ▶ FIRE ROLLING SHUTTERS ▶ FIRE CURTAINS ▶ FIRE GLAZINGS ▶ FIRE MANHOLES ▶ FIRE BARRIERS 	 RADIATION SHIELDING <ul style="list-style-type: none"> ▶ RADIATION SHIELDING DOORS ▶ HIGH RADIATION SHIELDING DOORS ▶ RADIATION SHIELDING WINDOWS ▶ HOT CELLS ▶ RADIATION SHIELDING WASTE BINS ▶ RADIATION & FIRE DOORS

Here is an indicative list of projects that SAFEDOOR has participated in:

Airports: Hellenic Aerospace Industry, Swissportat Eleftherios Venizelos, Cargo Olympic Airways at Eleftherios Venizelos, Mykonos Airport, etc.

Public Buildings and Facilities: ATTIKO METRO - 15 stations, Greek Parliament, N.C.S.R. Demokritos, National Mint, over 150 schools, Eletrical-power plants, OAKA Olympic Indoor Hall, OAKA Tennis Center etc.

Commercial: IKEA, Leroy Merlin, Praktiker, Carrefour, The Mall Athens (74 stores and 3 parking areas), Golden Hall (77 stores), etc.

Hotels: Ledra Marriott, Holliday Inn, Club Mediterranee, Mare Nostrum, Grecotel, King George and more than 100 hotels around Greece.



The extensive know-how, flexibility, tailor-made solutions and the ability to meet diverse requirements with cost effective solutions have made SAFEDOOR the preferred supplier for all major Greek construction companies and recently abroad as well.

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Plan Act

PLAN ACT

PLAN ACT was founded with the aim of creating proposals with high aesthetic qualities. The subject of our business is kitchen furniture - bedroom wardrobes - bathroom furniture - wall compositions - office furniture and hotel furniture.



Our production is Greek. Discover PLAN ACT among the best international furniture manufacturers. Furniture with a unique design, quality in construction and culture.

PLAN ACT creates furniture compositions of high standards. We have a team of architects - decorators who care for the design and execution of each project. We deliver integrated solutions for professional areas.



PLAN ACT, with the experience of all these years of existence, has wisely developed each furniture category in which it specializes.

Our philosophy is that every project we deliver, should be unique.

For further information, please visit our website www.plan-act.gr.

Take a tour at Design PLAN ACT, you too

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DON POL S.A.

DON POL S.A. was established in 1975, aiming at the production and distribution of detergents and cosmetics products in the Greek market. Today, after 37 years of continuous development in the market, DON POL is holding a leading position in both categories, strategically focusing in the production of private labels (DELHAISE, CARREFOUR, LIDL, SPAR, METRO etc).



At present, DON POL S.A. owns three production pines (cosmetics, detergents and chlorine products) close to the center of Athens, Greece, as well as warehouses of ready products with a total surface of 3500m².

The production facilities are fully equipped with automated packaging lines, which combined with the specialized personnel guarantee the constant quality of all the products.



DON POL S.A. complies with all the relevant European regulations and practices regarding the production processes, and all the products are certified by the Greek General Chemical State Laboratory and/or the Greek National Organization for Medicines. The company is also certified by the Hellenic Organization for Standardization under the Standard EN ISO 9001.

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SEEZ TRAVEL

The more you invest in travel, the more your heart opens and your mind grows. You add value to your travel stories. You share enriching moments with your loved ones. You create a lifetime of memories when you:

Seize your "time in-between"

As a travel design company we have a long standing history of working with clientele with discerning taste and high standards seeking luxury and access to the inaccessible. We have travelled all around the world many times over. We know, live and redefine the notion of what is possible: from the how, the what, the with whom, over many years to the smallest details. We recognize that time is the 'new luxury'.

We love creating unique experiences and long-lasting memories that evoke all of your senses and ensure that your leisure time is invested wisely.

We design customized, high-end travel experiences that include the best, the latest and the most exclusive from our very strong global network.

We add value to private and corporate events offering one of a kind concepts produced by our in house events management team.

We know Greece like the back of our hand. We love welcoming travellers to this beautiful country and help them experience it at its finest and most exclusive.



Seez Travel is one of the founding members of the **Traveller Made** global, network of Travel Design Companies. **Seez** is the exclusive Destination Management Company in Greece for Traveller Made, and preferred partners of Four Seasons Hotels & Resorts, Luxury Collection Hotels, Fairmont, Raffles and others. With a strong global network and local connectors reaching over 2,000 of the best hotels, resorts, exceptional villas, yachts, Seez gives access to people, sites and experiences allowing our clients to live places in unique and very special ways.

Seez Travel has one goal; to ensure your travel experience is truly exceptional. Whether you are planning a family holiday, honeymoon or city break, our Travel Designers will ensure that the time and money you invest in travel is well spent.

So let us help you *seize your "time in-between"* and contact one of our Travel Designers at seez@seeztravel.com

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ANANKE SHIPPING S.A.

Reengineering business

Established in Athens in 2014, Ananke Shipping S.A. is a commercial management shipping company focused on the global maritime sector. The company was formed by extremely qualified and experienced individuals, equally regarded in their respective fields for their integrity, as well as their achievements.



Ananke Shipping enters the shipping market in a period where business reengineering is an utmost necessity. The company's strategic imperative is to provide innovative solutions holding dear to maritime tradition.

Ananke is committed in building long-term client relationships. Therefore, services are developed in partnership with clients ensuring high level of flexibility and unrivalled professionalism.

Ananke's core business is to provide a marketplace for effective interconnection of shipowners and suppliers. In that, Ananke acts as a cargo & ship commercial operator and undertakes the responsibility to provide cost advantage to its client-partners, putting into action a breath of expertise, sector adaptability and international capabilities.

Ananke's team strives to provide its clients with the best in class support in the markets where they operate. Customized tactics are implemented to meet individual needs and deliver the flexibility that a modern business requires.

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ARAB-HELLENIC CHAMBER OF COMMERCE & DEVELOPMENT

MEMBERS' NEWS

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- SALFO & ASSOCIATES S.A.
- RE/MAX PROPERTY INVESTMENT
- LAW FIRM EFTHYMIOS G. NAVRIDIS & ASSOCIATES
 - ALGEAN PROPERTY
 - DEVISE ENGINEERING S.A.
 - MOT PANELS
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In September 2015 Athens becomes the centre of global energy development

At a time when the energy development in the wider Black Sea, Mediterranean and South East Europe region is at its peak, the major multinational oil and gas event organiser ITE GROUP PLC, in cooperation with the exhibition organiser ROTA SA, choose Athens to hold an event (exhibition & conference) of international outreach, which will become a herald of significant development both for the region and for Greece.

Recent discoveries of large hydrocarbon resources - particularly natural gas - in the offshore Levant Basin have the potential to significantly alter the supply-side forecasts for the eastern Mediterranean region. These discoveries have the potential to provide the necessary energy supply to meet growing regional demand and possibly even spur exports.

The Black Sea region also continues to be a highly prospective source of oil and gas both locally and for the rest of Europe. As a potential transit corridor for gas transportation, the region could play an integral role in ensuring future security of supply for a whole continent. With new tendering opportunities on offer, further developments in both shallow and deepwater activities, as well as opportunities in onshore and offshore mature field developments, the surrounding region holds potential to be tapped with the right investments coupled with the right fiscal and legislative environment.

Now is the perfect time to assess business opportunities in the region and international event organisers, ITE Group and ROTA are specifically creating a platform for local governments, NOCs and IOCs to meet investment and technology partners in the international exhibition and conference **GLOBAL OIL&GAS BLACK SEA AND MEDITERRANEAN** that will take place on **23 - 24 September 2015** at the **Metropolitan Expo Exhibition and Conference Center** in Athens, Greece.



This event will focus on the latest oil and gas developments in and around the surrounding countries of the Black Sea, East Mediterranean, Ionian and Aegean Seas, all of which will play a significant role in the regional security of oil and gas supplies. The event will bring together Government and Ministry representatives from various countries, directors of state oil companies, heads of international companies and the industry to discuss key regional and global projects.

Sectors of exhibiting companies include:

Operators, Engineering, procurement and construction companies, Exploration companies, Geoscience technology and service companies, Drilling and down hole technology companies, Maritime Transportation, Well completion equipment and well logging companies, Enhanced recovery system providers, Oil and gas production technology and service providers, Facilities management companies, Maintenance and repair companies, Electrical product and service providers, Oil recovery product providers, Health, safety and environmental products and management companies, Instrumentation and control technology companies, Lifting equipment, crane and winch companies, LNG production technology companies, Marine equipment providers, Pipeline product and service providers, Pump, compressor and valve providers, Tank and storage companies.

About the organisers



ITE Group Plc. ITE Group Plc has an annual portfolio of over 230 exhibitions and conferences in 14 countries. ITE's Oil and Gas Division produces over 20 trade events all over the world, including many market leading shows. For more information about oil and gas events organised by ITE Group Plc, visit www.oilgas-events.com



ROTA S.A. ROTA S.A. is the largest exhibition organiser in Greece with events focusing on various sectors, ranging from home furnishing to construction, plus many others. ROTA also manages the largest exhibition and conference centre in Athens, Metropolitan Expo.



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SALFO's success continues in 2015 with two new major projects in Qatar



SALFO & Associates S.A. was established in 1994 in Athens. Since its first steps the company's management has adopted a business model of development based on extroversion and expansion beyond borders. The gradual exploitation of opportunities in new markets has made SALFO the largest Greek engineering consulting firm, and a multinational group with a strong presence in the United Arab Emirates, Qatar, Saudi Arabia, Oman, Azerbaijan, Cyprus and Eastern Europe.

Via its professionalism, along with strong insistence on quality above and beyond conventional expectations, SALFO has managed to create a unique brand name and a positive reputation in the Middle East, which is best reflected by the projects won by SALFO in the Middle East during the recent years.

Since the beginning of 2015 SALFO has won two very prestigious projects in Qatar. The first concerns the provision of Project Management services to United Developers, for the design and construction of "Place Vendôme", a luxury development of 971,000 sq.m, at the beachfront of Lusail City, Qatar's new hub, located about 11 km from the center of Doha. At a cost of \$1.37 billion, the mixed-use development will host two five-star hotels, service apartments, up to 400 retail outlets, including an exclusive section with the most elite

brands and will also feature leisure, entertainment and technologically advanced installations. The development will also include a canal running through it directly from the sea, to provide visitors a unique experience. Drawing inspiration from the Parisian district of the same name, Place Vendôme will be reminiscent of the famous high-end shopping street in Paris and it is set to become a new destination for the region, planned for opening within the third quarter of 2017.

At the same time, SALFO has been awarded by the Qatari Public Works Authority a 2-year contract for the provision of construction supervision services for a programme of road works. The works comprise the construction of temporary and permanent roads within Qatar. The first two projects concern the improvement of roads around the ISF Camp and improvements to the E-Ring Road and Najma Street in Doha. At full deployment SALFO is expected to mobilise 44 engineers.

This is SALFO which has not only succeeded in taking important international projects, but has also managed to consolidate its presence in the Middle East and create new jobs for Greek engineers. The course of SALFO is the best proof that extroversion and entrepreneurship are two concepts completely intertwined. Their combination together with solid vision and quality is the recipe for success, sustainable development and progress.

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“RE/MAX Ependisi Akiniton” (Properties Investment) was founded in 2003 and we operate with two Offices one in Athens North & one in Athens South.

The purpose of our agency and of all our associates is to help each and every one of you, to buy or sell properly and quickly with the most favourable market conditions.

Since the beginning of its operation, our office ranked among the top 2 offices of RE/MAX network in Greece.

We participate in various exhibitions concerning Real Estate abroad such as in Dubai, Moscow and other cities in the future.

PROVIDING SERVICES FOR INTERNATIONAL BUYERS

There is a law in Greece which entitles the citizens of Arab Countries to get a Residence Permit for five years upon buying a property worth 250,000 euro or more (based on the Law 4146/2013 for Residence Permit in Greece by real

estate acquisition or strategic investment) and have the right to travel to all countries that require a Schengen Visa. Also, they have the right to rent the Real Estate Property and get an extra income out of it and if they keep the property for another five years in their ownership they continue to have the possibility of traveling to Schengen Countries.

Our company provides Real Estate solutions on an “one stop shop” (such as law firm for VISA issuing throughout Greece, notary services, accounting firm for their tax statements and property maintenance services a renovation and relocation company, an energy consultant, etc). We can offer the whole procedures/steps for issuing residence permits, when someone wishes to buy property in Greece.

Due to the fact that there is a big concern from Arab clients, we have already expanded in this sector and for this reason, we would like to cooperate with Real Estate Agencies in Egypt, Jordan, Tunisia, Syria, Yemen, Iraq, Libya, for properties investment / acquisition.



An example of a Real Estate Property which will satisfy the customers' expectations is:

VOULIAGMENI - FOR SALE - RESIDENTIAL APARTMENT

100m. from the seaside of the famous and luxurious Vouliagmeni gulf, we exclusively list a corner apartment of 100 sq.m on the 2nd floor. Consists of big living room with fireplace, large terrace with sea view from the side. Also, 2 bedrooms with wooden floors, 2 bathrooms, an extra room that can be used as a bedroom or an office or separate dining room, separate kitchen with exterior balcony.

A property at high location with small price: 280.000 euros.

Distances from: Airport=20km, Port=20km, Historical center of Athens-Acropolis=20km, Seaside=100m, Market=1km.



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 www.remax.gr/office/1048?lang=en

Yiannis Ziavras, General Manager



Greece is a dreamlike destination offering recently, due to legislative changes, the right to citizens of third countries to obtain a residence permit under the condition of acquiring a property worth 250.000€ in total. Following the purchase, the residence permit is issued for 5 years and can be renewed for as long as the property remains in the permit-holder's possession.

This specific residence permit is issued to the citizen and members of his family, if he owns property in Greece personally or via a company whose shares belong entirely to him. The same type of permit can be issued for a citizen who has signed a time-share agreement for hotel accommodation for a 10-year period at least.

Our law firm's experienced and specialised associates working in partnership with respected estate agencies, or directly representing property owners, can responsibly undertake to find a suitable property to meet the needs and desires of potential investors.

In order to obtain the residence permit, we fully support our clients during all processes, such as searching the title deed for the property, preparing the contract, gathering necessary documents and submitting them to the competent authorities. Our goal is to supervise the entire procedure from start to finish.



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DID YOU KNOW THAT GREECE OFFERS...



The holiday home and hospitality markets in Greece are **unexplored and promising markets** that have only very recently been opened to **foreign investors**. Tourism remains a key driver for the Greek recovery. A new record is reported in international arrivals for 2014 at circa 22 million visitors with 23% growth rate. Whether it is pursuing an interesting return on a hospitality investment, or a safe bet in holiday property ownership with relatively high rental yields: the growing tourism trends and the **developing investment friendly framework** are **paving the way for Greece to become a lucrative investment destination in high-end hospitality sector**.

“Why rent when you can buy”, the dominant theme at Dubai International Property Show 2015



The 11th International Property Show kicked off on 30 March 2015, at the Dubai World Trade Centre, with participation of **130 exhibitors from 25 countries, among them and representing Greece was Algean Property**. The exhibition has emerged as one of the leading regional real-estate meeting platforms for developers, investors and regional and international companies working in this field. **George Eliades, Managing Partner of Algean Property** stated: “International investors are tapping into the unexplored Greek holiday home and hospitality markets which opened recently to them. We have had strong interest from new clients and we look forward to returning to the UAE again very soon.”

The Roadshow “Time to Invest in Greece” powered by Algean Property

The International Property Show has shown a rapidly growing interest in investing in Greece. Taking a step forward **Algean Property will run the Roadshow “Time to Invest in Greece” in Persian Gulf countries** such as Saudi Arabia, Qatar, UAE and others providing a unique opportunity for investors to gain market and investment insights to the promising Greek real estate market. Invited attendants will be among the first to benefit from networking opportunities at the highest level, and discussions with the industry’s innovators and leaders will inspire and enlighten. A dynamic mix of session formats and speakers will ensure an extraordinary and memorable Roadshow.

- Learn and gain insight into Greek Economy trends
- Extend international reach into a growing market
- Gain expert insight into key real estate sectors and property hotspots
- Consultations about legal framework, taxation and investment environment
- Gain privileged access to view exceptional villas in prime locations all over Greece
- Discover profitable developments and investment asset locations with high-performing tourism track records or potential
- Evaluate market conditions

Apply for the personal invitation to attend the Roadshow, contact our Team:



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Innovative mobile package wastewater treatment plants

DEVISE ENGINEERING S.A. has designed and engineered and is currently producing a new series of State of the Art **Mobile Wastewater Treatment Plants** by using MBR Technology. The effluent produced from these plants is suitable for many Water Re-Use applications including unrestricted irrigation, washing, WC flushing, industrial process water, etc.

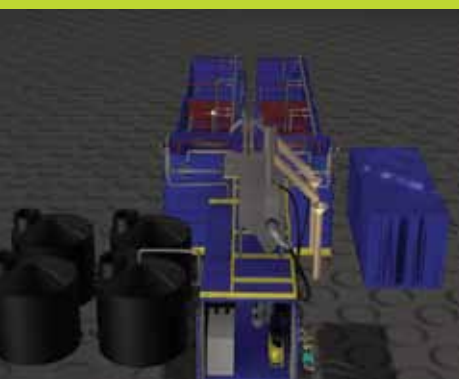
Based on this innovative design, DEVISE recently **supplied to Qatar** two (2) x 1.000 m³/d "Mobile STP's" for multiple 'emergency' & 'short-term' uses around the country with the objective to re-use the treated effluent.

The Mobile STP (MBR) consists of the following units and treatment stages:

- 1- Automatic Pretreatment Stage
- 2- Aeration Tanks (Reactors)
- 3- Membranes Bioreactor Tanks (MBR Tanks)
- 4- Machinery Room (Containerized Fully Automated)

DEVISE ENGINEERING S.A. can supply such mobile units in many capacities ranging from 50 to 1,000 m³/d, while multiple modules can offer plant capacities up to 10,000 m³/day.

Smart Water Solutions



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ALWAYS FOCUSING ON YOUR FIRE SAFETY

New Accreditation on fire safety

MoT proudly announces the results of the 5th successful fire resistance test that was performed on an accredited European Laboratory. The roof **rockwool panels** of 60mm thickness (RR60) have been certified for resisting fire for more than 45min. The test was in accordance with the harmonized European norms EN13501-2:2007.

This new certificate comes to enrich our fire resistance portfolio (for 30 min up to 180min). As an added value, MoT's **rockwool panels** have gained the highest ranking Euro class A1 as non combustible, simply meaning that during a fire the panels will detain the fire and prevent the emission of toxic gases.



MoT, always devoted to its partners, will keep investing on quality by providing products that can save lives and their assets. Our expertise applied to a fully automatic continuous production line, qualifies MoT as "the confident choice" for any scale project. In MoT we target to exceed the current market's expectations. Thus, we will continue growing our business always serving our main principles:



- Focus on the production of **rockwool panels**.
- Focusing means specialty,
and specialty leads to quality.



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EVYP LLP proudly introduces **'Threpsis'**,
its new range of liquid and crystalline high quality fertilizers
produced from top quality raw materials.



Liquid fertilizers, trace elements and bio-stimulators are currently recognized as the most advanced way of fertilization. **'Threpsis' liquid fertilizers** are available in different types, addressing specific needs for varying types of crops and thus ensuring maximum profitability for the producer.

'Threpsis' liquid fertilizers, fully assimilable, widely applied, with Phosphorus, Nitrogen, Potassium, Calcium and Magnesium, Boron, **'Threpsis'** trace elements, **'Threpsis'** bio-stimulators with Humic & Fulvic acids, algae bio-stimulators.



'Threpsis' crystalline fertilizers are produced after careful selection of only top raw materials of high purity, without chlorides or biuret, to ensure excellent solubility, low salinity and very high quality for maximum yield in all cultivations.

'Threpsis' water soluble crystalline fertilizers, full, balanced, with Nitrogen, Phosphorus, Magnesium and chelated trace elements, Potassium and Magnesium.

Our website, www.evyp.gr, contains all information regarding this innovative new series.

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EVYP LLP – Greek Industry of Hydrolyzed Protein

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Hotel King George receives ‘Golden Chef’s Hat’ and Greek Cuisine Award from ‘Athinorama’ magazine

Athens, April 23rd, 2015 – Tudor Hall Restaurant, located on the 7th floor of the King George hotel, has received two important gastronomic awards, a ‘Golden Chef’s Hat’ and the award of Greek Cuisine.

Tudor Hall with a grade 15.5/20 was awarded for the second year in a row with a ‘Golden Chef’s Hat’. According to ‘Athinorama’ magazine, which is the organizer of this institution, the dishes curated by Executive Chef of Hotel Grande Bretagne & King George Sotiris Evangelou and the Chef de Cuisine of the Tudor Hall restaurant Alexandros Koskinas, lend harmony in flavor, symmetry in appearance and an emotionally laden Greekness that is distinct and expressive. With other words, it’s a benchmark for modern creative cuisine.

The restaurant’s philosophy is to offer authentic Greek seasonal dishes with a modern twist, while a key element of differentiation is the use of fresh seasonal vegetables and raw materials.

Its commitment is to provide excellent hospitality and customer service by offering authentic exceptional experiences. This award is an important recognition of all this effort.

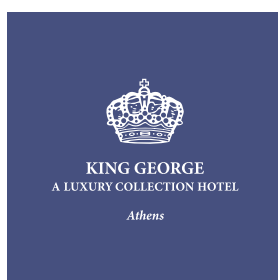


King George Hotel, controlled by Lampsa Hellenic Hotels S.A, subsidiary company of Laskaridis group, is managed by Starwood Hotels & Resorts Worldwide Inc., one of the leading hotel and leisure companies in the world with 1,162 properties in nearly 100 countries and 171,000 employees at its owned and managed properties.

Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft®, and Element®. The Company boasts one of the industry’s leading loyalty programs, Starwood Preferred Guest(R) (SPG), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates.

Starwood also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands.

For more information, please visit www.starwoodhotels.com



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Business and corporate gifts are the perfect way to promote your company and an ideal way to say thanks, reward and motivate staff and customers.

Show your appreciation with unique, gourmet baskets that are filled with specialty food items, beautifully presented and made to impress. There's simply no better way to treat clients, employees, and colleagues than a business gift basket from Trofos.com Organic e-marketplace. Our gift baskets selection is filled with Greek gourmet delicacies, typical to the nutritional model of the famous Mediterranean diet.

Trofes.com is committed to providing high quality and 100% natural and traditional products from all over Greece.

Choose from a range of gourmet gift baskets filled with delicious specialty foods, mouthwatering sweets, savory snacks and unique extra-virgin olive oil, as shown in the picture.



www.trofes.com

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EVGENIDIS TROFOS CO

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Pasta Mia

The Authentic Italian Pasta Experience in a Bowl

Palirria presents a new product range called '**Pasta Mia**', a selection of favorite Italian pasta dishes. In our ambient '**Pasta Mia**' series we include 8 authentic Italian pasta recipes designed by a well-recognized and **Michelin awarded** chef and cooked with extra care by Palirria. Palirria has **carefully selected pasta** for each recipe to perfectly match with the sauce and has cooked sauces using the **finest ingredients**. The recipes preserved in a modern, superior quality container which meets modern consumers' needs.

A delicious meal is around the corner with the ultimate collection of Pasta Mia products which represent the **Authentic Italian Pasta Experience in a Bowl!**



PALIRRIA S.A. (www.palirria.com) was established in 1957 and is the biggest Greek producer and exporter of Greek and Mediterranean ready to eat meals and the **No 1 dolma (stuffed vine leaves) producer in the world**. The company offers a wide variety of products including ambient ready meals (**shelf stable**) based on pulses and vegetables, Italian ready to eat pasta dishes and **frozen ready meals**. In total we have more than 100 recipes for over 240 labels distributed to retail and food service customers in more than 40 countries around the world.



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EXTRA-SLIM MULTI-SLIMMING GEL

L'Ymolà, the expert in advanced slimming treatments, has developed the **EXTRA-SLIM Gel Multi-Minceur**. A sophisticated and highly effective BODY CONTOUR MULTI-SLIMMING Treatment, based on an exclusive combination of powerful natural active ingredients of proven efficacy.

This innovative combination ensures the:

- Reduction of Stored Lipids (lipolysis)
- Restriction of Sugars (glucose, which leads to “Orange-Peel” skin)
- Prevention of Fat Storage (lipogenesis)
- Elimination of Water, Toxins and Fat
- Skin Tissues Tightening

Having a targeted reducing action against:

- Stubborn Cellulite
- Fatty Deposits and
- Slackening Skin

Results are visible:

- (1) Micro-circulation is improved
- (2) The appearance of orange peel skin is refined
- (3) The skin is visibly firmer & smoother
- (4) Resistant areas are reduced and refined silhouette

Fresh and light texture, non-sticky, absorbs quickly.

For more information please visit our website at www.lymola.com



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PHARMACEUTICALS AND COSMETICS INDUSTRY

OUR HISTORY begins ...

In 1934 the brothers Homer and Orestis Colocotronis established in Greece

“Chromatourgia Athinon E. Colocotronis Bros SA”.

In succeeding years during 1950, the Company focuses resources towards establishing pharmaceuticals as its main activity and creating the trademark title “ADELCO”.

1960's Adelco introduces OM-OR shampoo, the first shampoo to be produced and marketed in Greece, and also Adelco toothpaste, the first fluoridated toothpaste offered in Greece.

Is expanding into other countries and supplies the markets of healthcare and well-being with a range of products exceeding quality and safety standards.



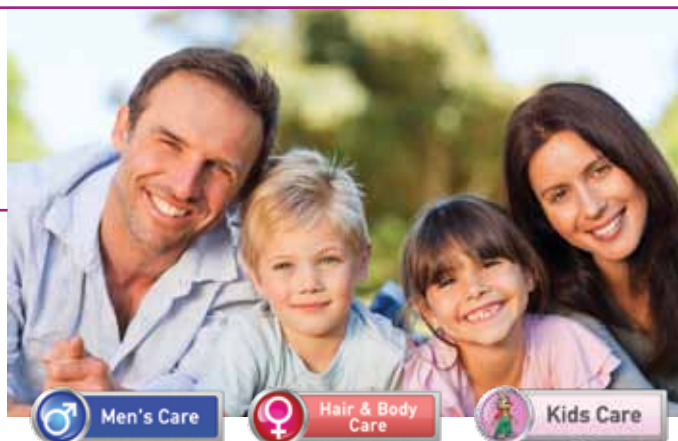
PHARMACEUTICALS AND COSMETICS

ADELCO COSMETIC LINE

Today, Adelco Labs focuses on high quality standards, perfectly combining modern science with R&D and develops new products for Hair and Body care, ideal for the whole family

ADELCO PHARMACEUTICALS

Adelco circulates more than 60 pharmaceutical formulations for the treatment of diseases such as megaloblastic anemia, mental disorders, anxiety, insomnia, depression, hypertension, otitis media AND also features non-prescription medications



HEALTH CARE PRODUCTS

The area of consumer products has been enriched with natural health products and dietary supplements.



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EL-TRANSLATIONS is Awarded EN 15038:2006

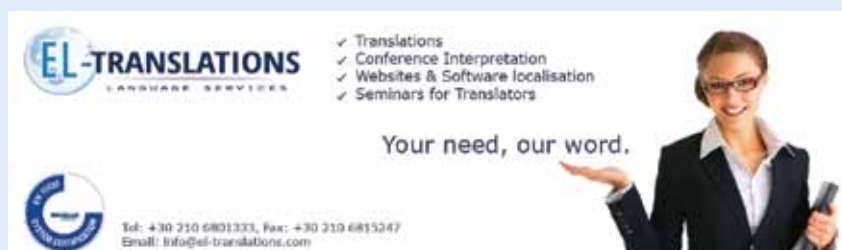
Our company applies a management system in line with the EN 15038:2006 standard since March 2015.

This standard, put into effect by the **European Committee for Standardization (CEN)** in 2006, specifically addresses issues of quality within the translation industry.



To receive EN 15038:2006 certification, EL-TRANSLATIONS was audited by TÜV Hellas (TÜV Nord Group), an internationally recognized, independent certifying organisation. TÜV Hellas assessed EL-TRANSLATIONS on a variety of factors, including:

- Linguist and personnel qualifications
- Translation processes and workflows
- Quality management and project management
 - Technical resources
- TSP / client communication procedures



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“SKAG” @ SCHOOL & OFFICE EXHIBITION 2015, M.E.C. GREECE

SKAG took part in “School and Office 2015” exhibition on 25-27th April 2015 which was held at MEC Paianias.

We recorded a resoundingly positive result. Despite the current economical situation there was both a lot of traffic on our stand and great interest in all the new ranges and products that SKAG had to offer.

Our new SKAG DECO range was a huge hit, as to date all products for decoupage and scrapbooking are imported and it is a rapidly growing segment in the market. Our special printing unit means that we are very flexible and therefore able to cater to the different needs of the consumer. Obviously our standard B2S range was also of great interest to our customers. We are expanding our ranges of products so that our customers can do a one stop shop and source most of their products from SKAG.



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New High-End Technology Equipment from Sound and Visual – K. Papathanasiou S.A.

Sound and Visual – K. Papathanasiou S.A., a leading company doing business in the area of support for conferences and related events in Greece, recently added to its equipment two Barco W20 Flex HD projectors and a Sony Anycast Touch HD image console, as part of its commitment to invest in the most up-to-date audiovisual equipment.

The image console has been used in various Award Ceremonies, such as Social Media Awards, Tourism Awards and Sales Awards, where our company was responsible for audiovisual equipment rental as well as technical support. Through the touch console, moving backgrounds were changed between windows that projected corporate presentations, the projects rewarded and the live camera feed.

The projectors were used in conferences and events, such as European Business Awards, Ermis Awards and League of Legends Event, where all the videos were implemented in High Definition Format and the luminosity of the projector needed to be high.

Our continuous aim is to provide the tools and infrastructure that will allow our clients to hold a successful event or conference precisely as they have planned it, no matter how demanding or specialised its specifications are.



In order to succeed in this endeavour, we offer:

- Event Planning and Production
- Audiovisual Rental
 - Sound Equipment
 - Projection Equipment (Plasma Walls, LED Walls, HD Projectors, Plasma Screens, LED Screens, Image Consoles)
 - Lighting Equipment
 - Interpretation Equipment
 - Voting Systems
 - Computer Equipment
- Digital Recording and Transcription
- Technical Support
- Graphics, Signage, Scenery, Stands Implementation

sound & visual
k.papathanasiou s.a.

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Like us on www.facebook.com/PapathanasiouSA

Space Hellas and Microsoft Hellas announce their cooperation in Microsoft Azure services

Space Hellas, one of the leading System Integrators and Value-Added Solution Providers in telecommunications, information technology and security, expands its cooperation with **Microsoft Hellas** in the Cloud domain, by signing an enterprise agreement for the resale of **Microsoft Azure** services.

Space Hellas, already a certified Microsoft partner at the highest level for Datacenter Solutions, Management and Virtualization (Microsoft Gold Partner), is leveraging BT's global IP-based network to provide more secure and high performance connectivity to Microsoft Azure Cloud. Space Hellas is BT's network partner in Greece, Cyprus, Malta and Serbia. Through the State-of-the-Art customer management center (Advanced Service Operation Center - Service Desk) of Space Hellas, which conforms to ITILv3 processes and procedures, the ability to monitor and manage Microsoft Azure services on a 24x7x365 basis is given and a wide range of Managed Services is offered.

Microsoft Azure is Microsoft's Cloud platform, which aims to transform the traditional Data Center, by offering the ability to provide flexible services, as well as, to support users who want to continue working from anywhere, with any device in a robust and secure manner.

The strategic choice of Space Hellas to offer advanced services in the Cloud and in hybrid environments through Microsoft Azure, covers a broad range of needs in the areas of Platform as a Service (PaaS) and Infrastructure as a Service (IaaS). The offered services include but are not limited to: virtual machines hosting on Microsoft Azure, user and group management in Microsoft Azure and hybrid environments, backup and creation of Disaster Recovery sites. The connection to Microsoft Azure is also offered with a very strict Service Level Agreement capability based on BT's global IP Connect Virtual Private Network (VPN) service, available in 198 countries and territories around the world.

As stated by Vangelis Chrisochos, sales manager of Microsoft Hellas, "Space Hellas's decision to choose and to trust the Microsoft Azure services for its customers, it gives us great satisfaction. The collaboration demonstrates how Microsoft's cloud solutions can offer solutions for every modern corporation, providing the necessary flexibility, security and speed they need for their effective functioning".

According to the statement of Socrates Costicoglou, IT, Applications and R&D Director of Space Hellas, "This cooperation is based on the common goal of the two companies, which is the development and promotion of innovative services, with high availability, multiple levels of security in an era shaped by mobility and immediacy in decision-making. These services keep operating costs low, help to increase business productivity and provide new ways of working and communicating".

Space Hellas, with 30 years of achievements in its track record, offers a broad portfolio of ICT solutions and services, which include, among other, domestic and global interconnectivity telecom services.

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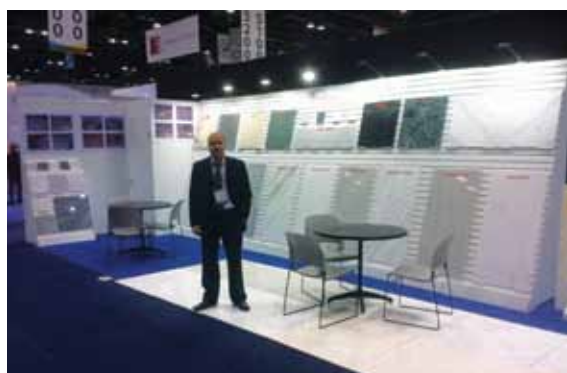
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Our company, **IKTINOS HELLAS** got the **SILVER AWARD** for the increase in Exports Sales in 2014 in the **SALES EXCELLENCE AWARDS** organized by Hellenic Institute of Sales. The ceremony took place in the Opera House of Athens at the 1st of April 2015 where more than 500 companies and executives participated.



Our company **IKTINOS HELLAS S.A.** participated with great success in the international exhibition **COVERINGS 2015, in ORLANDO USA.**

Our clients had the opportunity to see the Greek marbles we can provide them from our privately owned quarries :

Golden Spider (exclusivity), Nestos (exclusivity), Thassos, Volakas

and also other Greek marbles such as:

Silver Grey, Alivery Grey, Levadia Black, Pentelikon, Tinos Green, White Sivec, Lygourio Beige, Santa Elena, Lydia Beige etc

You are very welcome to visit us in the following exhibition in May:

- **MIDDLE EAST STONE, DUBAI - UAE**
- **STONE+TEC, NURNBERG - GERMANY**

BOOTH NO: D150 HALL SAEED
BOOTH NO: 3-326 HALL 3

18-21 MAY
13-16 MAY



Contact Details:

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Leading the **Greek Pharmaceutical** Industry.



PLANT A'



PLANT B'



PLANT C'



PLANT D'



HEADQUARTERS

Vianex was established in 1924 and has 90 years of experience in the pharmaceutical field having demonstrated exceptional business achievements in a wide range of activities such as manufacturing, licensing, marketing, exporting and distribution of pharmaceutical products.

Vianex, having four (4) state-of-art fully specialized Manufacturing Plants guarantees outstanding production capabilities.

The company covers the entire spectrum of manufacturing activities while it continuously upgrades the range of services.

During the last decades, Vianex has established successfully partnerships with well-known pharmaceutical firms worldwide based on varied distinct Licensees as well as distribution and contract Manufacturing Agreements.

The Company's successful and effective exporting activities have been achieved through its:

- Remarkable production capabilities
- High quality products
- Integrated customized solutions
- Prompt distribution and delivery services
- Efficient operational and marketing support services

Vianex's exceptional business achievements are derived from the main principles of its corporate philosophy:

- High quality
 - Commitment to Quality
 - Commitment to Excellence
- Professional Management
- Flexibility
- Dynamic export activity



VIANEX S.A.
PHARMACEUTICAL MANUFACTURERS
MEMBER OF GIANNAKOPOULOS GROUP

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الغرفة العربية اليونانية للتجارة والتنمية

ΑΡΑΒΟ-ΕΛΛΗΝΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΕΜΠΟΡΙΟΥ & ΑΝΑΠΤΥΞΕΩΣ
ARAB-HELLENIC CHAMBER OF COMMERCE & DEVELOPMENT

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