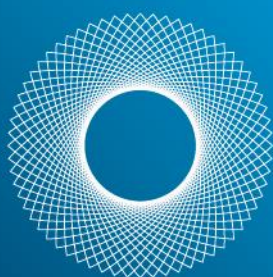


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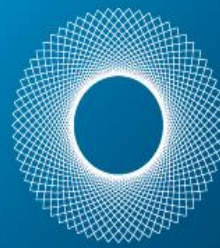
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6<sup>th</sup> greek  
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## 6th Greek Exports Forum

10 May 2018

Athenaeum InterContinental

The Greek Exports Forum, the conference which has become an institution in the exports sector, is organized for the sixth consecutive year by the **Union of Diplomatic Officers for Economic & Commercial Affairs** (ΕΝΔΥ ΟΕΥ) and **Ethos Events**, in collaboration with **banks.com.gr** and **HRIMA** magazine.

The **6<sup>th</sup> Greek Exports Forum** will take place on **Thursday 10 May 2018** at the **Athenaeum InterContinental Hotel**.

This year's conference aims to provide Greek exporters, especially those who wish to venture outside Greece for the first time, with useful tools and information which will help them reinforce their exporting activities and encourage them to target the most promising international markets.

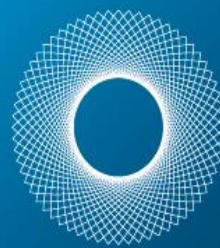
This year's conference includes the following sessions:

1) The Greek Exports Conference

2) Two parallel actions:

- B2B consultation meetings between Greek exporters and Bilateral Chambers' executives.
- B2B consultation meetings between Greek exporters and executives of the forum's main sponsors.





## Overview

### INTRODUCTION: Greece's new exports map

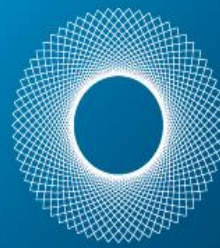
2017 was another record year for Greece's exports sector and the first months of 2018 continue in this upward trend. Despite the adverse circumstances of the first half of 2017, Greek exporters succeeded in standing out with their performance, thus effectively supporting the national economy and the country's efforts to return to viable growth rates.

In order to compensate for sales lost outside Greek borders due to the economic crisis, Greek exporters have started focusing on expanding to non-traditional foreign markets. As a result, exports towards markets outside the European Union constantly gain momentum against the conventional EU markets. It is characteristic that during the recession many new exporting companies were established.

According to data provided by the Panhellenic Exporters Association (ΠΣΕ) and the Hellenic Statistical Authority (ΕΛΣΤΑΤ), the total value of exports excluding oil products, recorded an increase of 7,1% or 1.32 billion euros within 2017, reaching 19.98 billion euros from 18.65 billion euros. The previous record excluding oil products was in 2016, when the total value of exports was estimated at 18.36 billion euros.

The dynamic development that the exports sector recorded in 2017 will further accelerate in 2018, according to the first data on this year's economic activity. Their total value excluding oil products increased by 19.3% or 275.5 million euros in January 2018, reaching 1.70 billion euros from 1.43 billion euros.

The signs for Greek exports this year are more than positive, according to relevant data so far. Of course, the geopolitical situation in the wider area will play a key role in influencing developments. Besides, it should be noted that Turkey constitutes the third (from 4<sup>th</sup> in 2016) most important destination for Greek exports, after Italy and Germany.



At the same time, Brexit's impending repercussions are a source of major concern for exporters, who turn to alternative approaches.

In addition, parameters such as taxation, capital controls and the need for restoration of funding, especially for small and medium-sized enterprises (SMEs) which constitute the backbone of Greek economy, continue to function as deterrents for exporting activities.

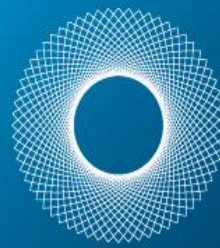
During the 6<sup>th</sup> Greek Exports Forum, renowned specialists will provide in-depth analysis and insight on key matters which all entrepreneurs involved in the exports sector should be aware of, such as the government's initiatives on the improvement of extroversion, the funding of exporters by banks and international financial institutions and the tools that businesses should utilize in order to access new markets, such as certification, e-commerce, marketing, insurance and consultation services.

This year's forum will put special emphasis on Greek exporters' personal experiences as well as their demands and expectations, while entrepreneurs who have increased their sales beyond Greek borders will share their success stories.

### **The role of exports in the National Development Strategy**

During the forum's introductory session, a State official will present the government's initiatives and actions in relation to the implementation of the strategic development plan for the Greek economy, which aims to help Greece exit the crisis by adapting its production model.

In addition, a representative from the main opposition party will present the latter's proposals on an economic policy which will further boost exports.



## SESSIONS:

### 1. The role of exports in Greece's new growth model

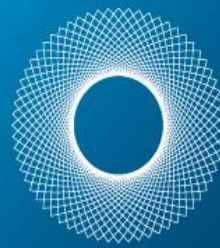
Politicians and leading personalities of the Greek economy will participate in the first panel of the 6<sup>th</sup> Greek Exports Forum and present policies on reinforcing economic extroversion, which constitutes a major national issue for Greece. More in particular, top government officials and members of the opposition will offer their opinions on practices that will lead to further growth of the exports sector, a basic pillar of Greece's economic development.

Taxation, funding and bureaucracy are among the issues which the panel will discuss, while renowned entrepreneurs and foreign ambassadors stationed in Greece will contribute their specialized knowledge.

Furthermore, officers from all competent ministries, companies' and financial institutions' executives as well as representatives of government agencies and research institutions will present their actions on boosting and expanding exporting activities.

### Indicative list of discussion topics:

- The role of economic diplomacy and in particular of Offices of Economic and Commercial Affairs in the development of the exports sector and the opening to new markets
- The utilization of promotion programs such as "Venturing Abroad" («ΕΠΙΧΕΙΡΟΥΜΕ ΕΞΩ») by the NSRF
- Presentation of Greek businesses through exhibitions and missions abroad
- Funding programs for exporting companies
- The need to lift bureaucratic barriers to enhance dispatch of products to new markets



## 2. Funding, export credit insurance and factoring programs

The second panel of the 6<sup>th</sup> Greek Exports Forum will focus on funding tools and export credit insurance options offered by banks and insurance companies.

The lack of liquidity is one of the most crucial problems that Greek entrepreneurs are currently facing. In this panel, bank executives will present funding solutions tailored to the exporters' needs, the terms and conditions regarding access to them as well as options provided by factoring.

As exporters constantly face multiple and severe risks, export credit insurance constitute a necessity for those who wish to expand their business activities abroad.

### Indicative list of discussion topics:

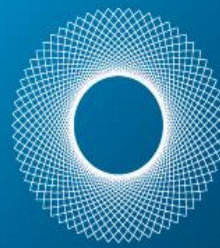
- New banking products for the exports sector
- SMEs' access to funding and insurance programs
- Exports insurance coverage sectors
- Factoring services for exports companies

## 3. Opportunities in new markets – Officers of Foreign Embassies and Economic and Commercial Affairs Offices present growth opportunities in their countries

The expansion to non-traditional markets outside the borders of the European Union is a focal point of exporters' interest. The economic crisis combined with the Russian embargo on exports of basic Greek products has compelled many Greek companies to seek new destinations, especially in Asian, Arabic, African and across the Atlantic markets.

In the first half of this session, the **Ambassadors of Mexico and Sudan** and the **Commercial Attaché of Kazakhstan** will discuss new prospects in their countries,





the opportunities for growth of exporting activities and the different challenges that each market presents.

Furthermore, executives from Diplomatic and Commercial Affairs Offices will present various investment and business opportunities offered by new markets.

More specifically, the markets of **Canada, Brazil, South Africa, China** and **Australia** will be showcased as examples of overseas markets.

The presentations will be followed by a Q&A session and discussion with the participants.

#### **4. Exporting businesses success stories**

In the fourth session of the 6<sup>th</sup> Greek Exports Forum, entrepreneurs whose companies stand out for their exporting activities will share their experience with the participants.

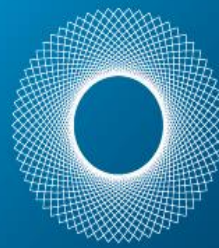
In particular, they will explain the risks and difficulties involved in exporting activities and ways to overcome them, offering invaluable advice to aspiring exporters and entrepreneurs who wish to expand their activities to new markets.

This session will also offer the public the possibility to ask questions which will help them make the most of the information shared by successful businessmen and businesswomen.

#### **5. Tools for International Market Penetration (E-commerce, Certification, Marketing, HR Services, Transportation, Logistics)**

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

Technological development and especially the rapid advancements in information and communication technologies have transformed the way that companies interact



with their clients, making e-commerce an indispensable and constantly growing part of business activities.

This session focuses on the various tools that a business may utilize in order to achieve optimal international market penetration, such as product certification, e-marketing, e-commerce and specialized exports consulting services.

Undoubtedly, e-marketing and especially the social media are essential means for building a company's brand name and constitute a popular and constantly evolving method for conquering new markets.

Furthermore, product certification fulfilling specific standards required in the markets targeted by a company, may make the difference which will ultimately lead to success.

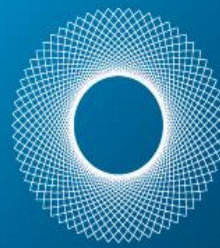
Finally, recruiting executives and consultants with specialized knowledge and experience in foreign markets where a company wishes to expand, may prove a decisive factor for growth of exportation activities without wasting valuable resources.

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

#### **Indicative list of discussion topics:**

- Marketing: modern methods for promoting and advertising products in foreign markets; digital marketing and social media
- E-commerce: effective use of large online platforms and the creation of e-shops
- Product certification: necessary requirement for access to international markets





## PARALLEL SESSIONS

### **PARALLEL SESSION 1: B2B Consultation Meetings between Greek Exporters and Bilateral Chambers Executives.**

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

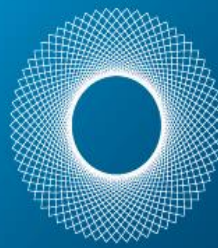
### **PARALLEL SESSION 2: B2B meetings between Greek exporters and representatives of the Forum's major sponsors**

The organizers of the 6<sup>th</sup> Greek Exports Forum offer to participants-prospective exporters the possibility to have B2B meetings with executives who work for the Forum's leading sponsor companies. In these meetings, which will take place in parallel with the main event, entrepreneurs will be able to discuss various key issues, seek collaboration opportunities and benefit from exporting companies' executives invaluable experience. The meetings will be scheduled by Ethos Media on a first-come-first-served basis.

## WHO SHOULD ATTEND

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

- Companies with business activities in Greece and abroad
- Companies involved exclusively in exporting activities and companies with developed export departments
- Companies that have recently started to turn to exporting activities
- Academics, Scientists, Experts
- Professionals and specialized executives of state authorities, organizations



and private companies involved in international commerce

- Banking and Factoring executives specialized in exports
- Insurance executives
- Transport and Logistics companies executives
- Consultants
- Lawyers
- Standardization – Accreditation companies executives
- Communications, Internet and Mobility Marketing – Social Media companies executives
- Graphic Arts and Marketing companies executives
- Members of Chambers and Unions
- Export Information Banks executives
- International Exposition companies executives
- Online marketplaces executives
- Airline companies and traveling agencies executives

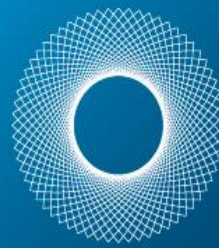
## THE ORGANISER

### UNION OF ECONOMIC AND COMMERCIAL DIPLOMATS (ΕΝΔΥ ΟΕΥ)

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

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

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



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

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

Their duties are determined by the Foreign Ministrys responsibilities with regard to the promotion of our countrys economic relations and the support of business activity.

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

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

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

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

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



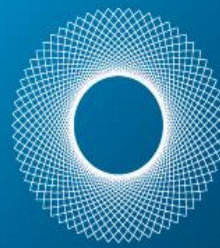
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## **ETHOS EVENTS**

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

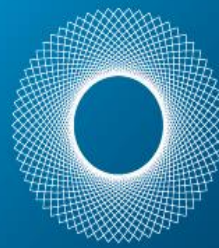
The company aims to offer to the chief executives who work in Greece high quality information and know-how, which are indispensable tools for business growth and professional success.

Our business events are focused on the sectors of investments, insurance, health, hospitality and exports.

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

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

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



## **COMMUNICATION**

### **For information related to sponsorship programs:**

#### **Konstantinos Ouzounis**

General Manager

Tel.: (+30) 210 998 4864

E-mail: [ouzounis.k@ethosmedia.eu](mailto:ouzounis.k@ethosmedia.eu)

#### **Ranto Manologlou**

Key Account Manager

Tel: (+30) 210 998 4863

E-mail: [manologlou.r@ethosmedia.eu](mailto:manologlou.r@ethosmedia.eu)

#### **Konstantinos Rampidis**

Key Account Manager

Tel.: (+30) 210 998 4876

E-mail: [rampidis.k@ethosmedia.eu](mailto:rampidis.k@ethosmedia.eu)

#### **Grigoris Flouris**

Key Account Manager, Ethos Media

Tel. (+30) 210 998 4901

E-mail: [flouris.g@ethosmedia.eu](mailto:flouris.g@ethosmedia.eu)

### **Programme Manager:**

#### **Kyrela Petrou**

Journalist

Tel.: (+30) 210 998 4874

E-mail: [petrou.k@ethosmedia.eu](mailto:petrou.k@ethosmedia.eu)

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

#### **Mariana Vazaïou**

Events Executive

Tel: (+30) 210 998 4932

E-mail [vazaïou.m@ethosmedia.eu](mailto:vazaïou.m@ethosmedia.eu)

#### **Christina Tsouchlari**

PR Manager

Tel: (+30) 210 998 4917

E-mail [tsouchlari.c@ethosmedia.eu](mailto:tsouchlari.c@ethosmedia.eu)

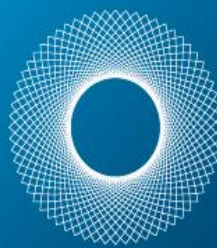
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exports  
forum

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

**Konstantinos Salvarlis**

Conferences Manager

Tel.: (+30) 210 998 4909

E-mail: [salvarlis.k@ethosmedia.eu](mailto:salvarlis.k@ethosmedia.eu)

**Nikos Athanasiou**

Database Manager

Tel.: (+30) 210 998 4912

E-mail: [athanasiou.n@ethosmedia.eu](mailto:athanasiou.n@ethosmedia.eu)