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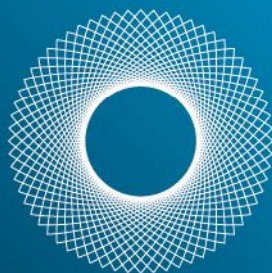
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09.05.19

Athenaeum InterContinental



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# 7<sup>th</sup> Greek Exports Forum

09 May 2019

Athenaeum InterContinental

The Greek Exports Forum has become an institution which is widely attended and accepted by the exports sector. This year it is organized for the seventh time by the **Union of Diplomatic Employees of Economic & Commercial Affairs (UDE ECA)** and **Ethos Events**, in collaboration with **banks.com.gr** business portal and **HRIMA** magazine, under the auspices of the **Hellenic Ministry of Foreign Affairs**.

The **7<sup>th</sup> Greek Exports Forum** will take place on **Thursday 9 May 2019** at the **Athenaeum InterContinental Hotel**.

The 7<sup>th</sup> Greek Exports Forum aims at offering Greek exporters valuable tools and information that will enable them to boost their professional activities and locate the new target-markets which constitute fertile ground for their expansion. Extra attention is given to newcomers in the exports sector and entrepreneurs who intend to develop exporting activities, who are presented with detailed information on funding options as well as market assessment mechanisms.

This year's Forum comprises the following sessions:

- 1) The plenary sessions of the Greek Exports Conference
- 2) Two parallel sessions:
  - B2B consultation meetings between Greek exporters and Bilateral Chambers executives and
  - B2B consultation meetings between Greek exporters and representatives of the Forum's main Sponsors.



## Overview

### INTRODUCTION: New records for Greek exports

Greek exports reached a new record high in 2018, proving that the upward trend that the sector has developed in the last years is here to stay. This is further supported by the first data for 2019, which are also positive. This growth is the result of Greek exporters' continuous efforts to balance the loss of sales within Greek borders, especially during the years of the economic crisis.

According to analysis by the Panhellenic Exporters Association (in Greek: ΠΣΕ) and the Export Research Center (in Greek: KEEM) on provisional data provided by the Hellenic Statistical Authority (in Greek: ΕΛΣΤΑΤ), exports including oil products recorded a double digit increase in 2018 exceeding the mark of 30 billion euro and reaching 33.02 billion, a 15.8% increase with respect to 2017, whereas exports not including oil products reached 21.55 billion euro, noting an increase of 10.4% compared to the previous year.

Greece's exports to the European Union (28) including oil products now hold a share of 52.2% on total exporting activities, while their share in 2017 was 53.1%. Conversely, exports to third countries rose in 2018 and now hold a 47.8% share – from 46.9% in the last 12-month period – on total exporting activities, which evidences Greek exporters' geographical expansion in a constantly growing range of products.

Exported goods include petroleum products, pharmaceuticals, aluminum products, olive oil, computing devices and space technology equipment.

The signs for Greek exports for this year are optimistic, however, the geopolitical situation in the wider area, Brexit's repercussions as well as the impact of the Prespes agreement and the renaming of the Former Yugoslav Republic of Macedonia to Republic of North Macedonia, will play a key role in influencing developments.

In addition, parameters such as the complexity of taxation policies and the scarcity of funding sources and exports insurance options, continue to function as deterrents for exporting activities.

During the 7<sup>th</sup> Greek Exports Forum, renowned specialists will provide in-depth analysis and insight on the above and many more key matters which all Greek 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.

Within this framework, the Greek Exports Forum 2019 will present for the first time a new study on Market Assessment and on the "Exports Promotion Action Plan", which was approved during the 1<sup>st</sup> meeting of the Extroversion Committee and is currently underway.

## **The Greek National Strategy on Exports Development**

In the introductory session of the conference, representatives of the government and the opposition will present their views on the exports growth and support model. The government will put special emphasis on the "Exports Promotion Action Plan" which was elaborated during a technical assistance program implemented by a team of experts from the German Society for International Cooperation (GiZ) under the auspices of the European Commission.



## SESSIONS:

### 1. The exports sector's key role in Greece's growth model

In the first session of the 7<sup>th</sup> Greek Exports Forum, officials from political, administrative and economic organizations will present their opinions and exchange views on the future of exports as well as the problems that need to be resolved and actions that will have to be implemented.

For the first time ever, the Offices of Economic and Commercial Affairs will analyze new mechanisms and tools for the development of exporting activities, such as the Common Journal of Extroversion Actions, which includes most actions developed abroad. Practically this means that a company interested in promoting its products outside of Greece will have direct access to information on relevant events categorized by country and market sector, as well as their organizers.

During this session, renowned Greek entrepreneurs will also discuss issues such as taxation, funding and bureaucracy, the challenges that the post-memorandum era has brought for Greek businesses, prospects for Greek products in foreign markets and the need to take additional measures with respect to financing and tax rates reduction.

Representatives of institutional organizations will also share their suggestions on boosting extroversion and designing a new development model which will motivate the country's healthy businesses.

### Indicative discussion topics:

- The role of Diplomatic Officers for Economic & Commercial Affairs in supporting exporters and enabling the growth of exporting activities
- The new Common Journal of Extroversion Actions for information and support of exporters during exhibitions, presentations and missions abroad
- Ideas for dealing with bureaucratic and taxation counter-incentives
- Opinions and suggestions on the new exports growth strategy.



## 2. Attractive export markets – the new situation brought forth by Brexit and the Prespes agreement

Recognizing target-markets that present the best prospects for exporting activities is key for every exporter. The Economic & Commercial Affairs office of the Ministry of Foreign Affairs has prepared an evaluation of international markets that are most attractive for Greek exports, which will be presented for the first time during the 7<sup>th</sup> Greek Exports Forum.

In this session the participants will discuss the main exports destinations for Greek businesses as well as the new markets that have started to attract exporters, such as the Arab world countries, China and India.

BREXIT will certainly be among the main items of the agenda, as the time has come for it to be implemented and exporters are not yet informed of the procedures they will have to follow.

Another important problem for many Greek exporting businesses is the use of the term "Macedonia" or "Macedonian" on products from the neighboring country after its re-naming from Former Yugoslav Republic of Macedonia to Republic of North Macedonia. Representatives from the competent departments of the General Secretariat of Commerce & Consumers Protection will analyze the burning issue of the use of specific trademarks and the consequences on Greek products and services.

## 3. Funding and exports credit insurance programs

The third panel of the 7<sup>th</sup> Greek Exports Forum will present the latest financing and insurance options, relevant solutions offered by banks and insurance companies as well as new funding models and tools that have been developed recently.

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

In times of trade and real war in full swing, exporters are faced with multiple and

great risks, therefore, exports credit insurance has become a necessity and an indispensable tool for expansion outside national borders.

#### **Indicative discussion topics:**

- The new banking products available to exporters
- Access to funding and insurance programs for small & medium-sized companies
- New insurance options for exporters.

#### **4. Tools for penetration of Greek products to international markets (e-commerce, certification, marketing, HR services)**

This session of the 7<sup>th</sup> Greek Exports Forum will focus on tools that entrepreneurs may utilize in order to boost their products' recognition and competitiveness in foreign markets.

The latest marketing and promotion methods are now easily accessible for exporters, as the development of information and communications technology has transformed the way that businesses interact with their clients, making e-commerce an indispensable and constantly growing part of business activities.

This panel will also present the means that may boost a company's penetration to global markets, such as certification of its products, online marketing, e-commerce and specialized exports consultants.

Undoubtedly, online marketing and social media nowadays constitute popular and constantly growing methods for building brand names and gaining access to new markets. In addition, product certification according to standards required in certain markets that Greek businesses aim at, can make the difference for a company and bring it closer to success.

Finally, recruiting executives and consultants with specialized knowledge and experience in foreign markets is key to successful exportation activities and may protect exporters from wasting valuable resources.

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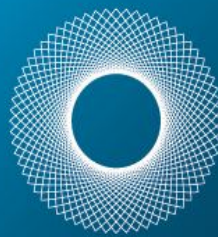
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


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### **Indicative discussion topics:**

- Marketing: modern methods for promotion and advertising in foreign markets. Digital marketing and social media.
- Exports Consultants: the professionals who hold the “key” to unlocking new markets
- E-commerce: effective use of big online platforms and the creation of e-shops.

### **5. Exporting businesses success stories**

In Greece today there are many companies that export 100% of their production. In this session of the 7<sup>th</sup> Greek Exports Forum, renowned entrepreneurs will share their experiences with the audience.

More specifically, they will reveal how they succeeded in prevailing against their competitors and gaining access to global markets. Furthermore, they will talk of the hurdles they faced and share the methods they used to overcome them, which may prove invaluable tools for entrepreneurs who are taking their first steps in the exports sector or expanding their activities to new markets.



## Parallel Sessions

### **PARALLEL SESSION 1: B2B meetings between Greek exporters and Bilateral Chambers executives.**

The organizers will offer to participants-aspiring exporters the opportunity to have personal consultation meetings (B2B meetings) with Bilateral Chambers executives. During these meetings, entrepreneurs will be able to explore networking prospects in the markets they are interested in and get detailed information on challenges and opportunities with respect to bilateral commercial relations. B2B meetings will be organized by Ethos Media and scheduled on a first-come-first-served basis.

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

In this session, participants-aspiring exporters will be offered the opportunity to have personal consultation meetings (B2B meetings) with representatives of the Forum's main sponsors. During these meetings, entrepreneurs will be able to discuss with executives from the Event's main sponsors, explore partnership options and profit from valuable information that experienced professionals will share with them. B2B meetings will be organized by Ethos Media and scheduled on a first-come-first-served basis.

## WHO SHOULD ATTEND

This Forum is a must-attend event for:

- Companies with business activities in the Greek market and abroad
- Companies involved exclusively in exporting activities and companies with developed exports departments
- Companies that have recently started to turn to exporting activities
- Academics, Scientists, Experts
- Professionals and specialized executives from state authorities, organizations and private companies involved in international commerce
- Banking and Factoring executives specialized in exports

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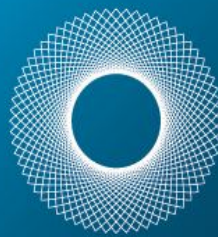
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
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- Insurance executives
- Transport and Logistics companies executives
- Consultants
- Lawyers
- Standardization – Certification companies executives
- Communications, Internet and Mobility Marketing – Social Media companies executives
- Graphic Arts and Marketing companies executives
- Representatives of Chambers and Unions
- Exports Information Banks executives
- Exposition and Event Services companies with business activities abroad
- On line marketplaces executives
- Airline companies and traveling agencies executives

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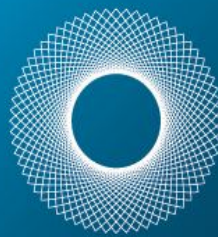
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## About the Organizers

### UNION OF DIPLOMATIC EMPLOYEES OF ECONOMIC & COMMERCIAL AFFAIRS (UDE ECA)

The **Union of Diplomatic Employees of Economic & Commercial Affairs (UDE ECA)** is a Greek Public Administration body with the mission to promote the country's economic extroversion and support Greek businesses that have exporting activities or intend to expand to foreign markets. The 146 specialized officers of the Greek Economic Diplomacy sector constitute the staff of a network of 55 Economic &

Commercial Affairs offices of Greek Embassies abroad as well as the General Secretariat of International Economic Relations and Development Cooperation of the Ministry of Foreign Affairs. All these officers have university degrees and are also graduates of the specialized department of the National School of Public Administration.

The Economic & Commercial Affairs offices in Greek Embassies offer primary economic and commercial information concerning the public as well as private sector. The most important results of their research are published on [www.agora.mfa.gr](http://www.agora.mfa.gr). In addition, they promote exports of Greek products and services and support Greek investments abroad. In 2016 these offices processed approximately 10,000 requests by Greek businesses for information or support of exportation and investment activities. According to assessment of the offices' services by companies, their satisfaction index was very high (96,86%) and it should be noted that their services have ISO certification. The Union of Diplomatic Employees of Economic & Commercial Affairs also has the goal of informing the public administration authorities and professional unions on views, ideas and joint actions of its executives dedicated at improving state authorities' services as well as promoting the notion that extroversion should constitute a strategy for the sustainable growth of both the public and private sectors.



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

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**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's goal is to offer to top executives who work in Greece high quality information and know-how, which are indispensable tools for business growth and professional success.

The company's events are focused on the sectors of exports, pharmaceuticals, clinical research, marketing, corporate social responsibility, investments, insurance, banking, technology etc.

**ETHOS MEDIA S.A.** is also involved in the sector of business magazines and newspapers publishing as well as the 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 and the insurance magazine **Insurance World**.

On the Internet **ETHOS MEDIA S.A.** publishes the economic and business portal **banks.com.gr**, the insurance portal **insuranceworld.gr**, **virus.com.gr** on health care and pharmaceuticals policies and the weekly electronic newspaper **HRIMA Week**.

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


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