

# BUSINESS Partners

NOVEMBER-DECEMBER 2019

THE MAGAZINE OF THE AMERICAN-HELLENIC CHAMBER OF COMMERCE  
[www.amcham.gr](http://www.amcham.gr)



**ALEXANDROS COSTOPOULOS  
ON HAVING FORESIGHT**

**THOUGHT LEADERS  
IN ECONOMY**

---

**A LIFE FULL OF FULBRIGHT  
WITH RITA PIPINOPOULOU-PANOURGIA  
A 30-YEAR ANNIVERSARY GES SPECIAL FEATURE  
POWERED BY PIRAEUS BANK**



## **NBG TRADE FINANCE:** **Envision your own path and we will take you there!**

- Tailor-made Import - Export solutions for specific business requirements across all industry segments.
- Specialized desks for China, Cyprus and the UK, staffed with experts from those markets.
- Partnering with global players across developed and emerging markets.
- New i-bank Trade Finance electronic transaction platform.

NBG is a market leader in Greece, focusing its outstanding Trade Finance experience and expertise on providing top quality services and supporting your business relationships in global markets. Our customers' trust attests to our standing as "Best Trade Finance Bank" in Greece.



*Best Trade Finance Bank in Greece*



**NATIONAL BANK  
OF GREECE**

24



Foresight founder and CEO Alexandros Costopoulos talks about the changing impact of communications, the role of reputation, and his hopes for the future

41



Yerassimos Yannopoulos, Co-Managing Partner, Zepos & Yannopoulos, talks about attracting foreign residents to live and spend in Greece

36



For three decades, AmCham's flagship event has brought together key players from the country's political, economic and financial life

# BUSINESS Partners

THE BIMONTHLY MAGAZINE OF THE  
AMERICAN-HELLENIC CHAMBER OF COMMERCE

VOLUME XVIII | NUMBER 105  
ISSN 1109-4990 CODE: 6526

CHAMBER.PRESS

**DIRECTOR**  
Elias Spirtounias  
e.spiritounias@amcham.gr

**PUBLISHER**  
Alexandra Loli  
a.loli@amcham.gr

**EDITOR**  
T.C. Lowrie

**DESIGN**  
White Creative Studio

**PRINTING & BINDING**  
Queue Print LTD

**OWNER**  
American-Hellenic Chamber of Commerce  
Politia Business Center  
109-111 Messoghion Avenue  
115 26 Athens  
Tel: +30 210 699 3559  
Fax: +30 210 698 5686-7  
E-mail: info@amcham.gr

**BRANCH OFFICE**  
123 Tsimiski Street  
546 21 Thessaloniki  
Tel: +30 2310 286 453  
Fax: +30 2310 225 162  
E-mail: n.tsavdaroglou@amcham.gr



www.amcham.gr

## 4 THE BOARD

## 6 CHAMBER NEWS

## 12 NETWORKING

AmChams in Europe  
Best Practices Conference

## 14 CONNECT USA

A Whole New World  
BY IRINI KARAJANI

## 16 NAMES AND FACES IN THE NEWS

## 18 TRAVEL

Compensaid  
Responsible Travel

## 19 GROWTH FOR BUSINESS

OTE Group  
Greece's Technology Powerhouse

## 20 THE FULBRIGHT ALUMNI CORNER

A Life Full of Fulbright  
WITH RITA PIPINIOPOULOU-PANOURGIA

## 22 BIZBUZZ

## 24 THE INTERVIEW

On Having Foresight:  
Reframing the Conversation  
with an Eye to Greece's Future  
WITH ALEXANDROS COSTOPOULOS

## 28 THOUGHT LEADERS

Greek Economy  
Turning the Odds in our Favor

## 36 ECONOMY

AmCham Celebrates the 30-Year  
Anniversary of the Greek Economic  
Summit in Athens

## 40 DESTINATION USA

American Samoa

## 41 TAX & LEGAL

Attracting Foreign Residents  
to Live and Spend in Greece  
BY YERASSIMOS YANNOPOULOS

## 42 TRENDS AND TRADE MAKERS

## 46 BUSINESS2BUSINESS

A B2B Toolbox

## 48 VIEWPOINT

Did We Learn Our Lesson?  
BY ALEXANDRA LOLI Ph.D.



# 28 THOUGHT LEADERS

Greek Economy  
Turning the Odds in our Favor

## GES 30 YEARS

An Anniversary Special Feature  
Powered by Piraeus Bank



As 2019 draws to an end, we prepare to bid farewell to a year marked by several significant events that will influence and shape future developments and the new year ahead.

As the European Union searches for a new vision and strategy, it is apparent that new balances and alliances are being developed between its member states to promote common goals and agendas, as further European integration continues to be hindered by delays. The upcoming Brexit and the yet to be determined framework that will dictate the future economic and trade relations between Britain and the EU will greatly affect the level of unity between EU countries and their commitment to advanced unification.

The United States, where the economy continues to be dynamic and grow albeit perhaps at a slightly slower pace than last year, has entered a pre-election period that is set to be highly polarized. It remains to be seen to what degree this and other recent political developments in the U.S. will affect the country's economy and by extension its trade and economic relations with the rest of the world and particularly with the EU and of course with Greece, given the unprecedentedly close relationship between the two countries.

In Greece, the change of leadership this past July has brought a very positive aura to the economy and investment landscape and has created high expectations in the country, elements that we must utilize as soon as possible so that our country can truly turn the page. As I have repeatedly stated in these editorials, the country needs bold and fast reforms in order to make up for lost time and compete successfully in the future. The laws currently being legislated are a move in the positive direction, especially those concerning expat voting rights as well as tax and insurance. Any reforms aiming to simplify procedures, cut red tape and improve citizen interactions with the state are highly important. Finally, it is crucial to understand, as a country, where modern business and consumer interest is now focusing on. The adoption of sustainable development goals is the only way forward, regardless of sector, and that signals a need for new technologies to reduce environmental footprint and trace products in any kind of supply chain, and of course a major shift toward the circular and cooperative economy.

All the above and other equally important issues will be discussed extensively at the upcoming 30th Greek Economic Summit, the 30 year anniversary of our Chamber's hugely successful flagship annual conference. This year titled "Turning the Odds," the two-day event will once again bring together excellent speakers and serve as a platform for exchanging views, knowledge and insights on how our country can defy forecasts and forge ahead.

**ELIAS SPIRTOUNIAS**  
*Executive Director*

---

## THE AMERICAN-HELLENIC CHAMBER OF COMMERCE

---

### A DYNAMIC, PROACTIVE CHAMBER

The American-Hellenic Chamber of Commerce was established in 1932 and is one of the largest, most active, and dynamic American Chambers in Europe. Virtually all American companies that do business in Greece and Greek companies that engage in trade with the United States are members of the Chamber.

The Chamber's membership is comprised of more than 1,000 proactive companies that seek to expand business horizons, create new business partnerships, and take advantage of trade and investment opportunities in today's global economy.

The American-Hellenic Chamber of Commerce is an active mem-

ber of the U.S. Chamber of Commerce in Washington D.C. and the European Council of American Chambers of Commerce (ECACC).

### MISSION STATEMENT

The American-Hellenic Chamber of Commerce strives for continuous improvement of American-Hellenic commercial and financial relations, through increased membership and through the organization of top-quality events, exhibitions, fora, seminars, and congresses on both sides of the Atlantic.



If you think your Private Banking needs are out of reach,  
think further.

**At Eurobank Private Bank Luxembourg  
your needs and aspirations drive our thinking.**

With three decades of Private Banking expertise, a very strong capital position and exclusive service, we bring your goals a lot closer. Let our Wealth Management solutions work for you.

Let us think further together.

**[www.eurobankpb.lu](http://www.eurobankpb.lu)**

**Luxembourg Head Office:**

534, Rue de Neudorf L-2220 Luxembourg, Tel. +352 42 07 24 - 1

**London Branch:**

2nd Floor, Devonshire House, 1 Mayfair Place, London W1J 8AJ, UK, Tel. +44 (0) 20 7009 1800



Eurobank Private Bank Luxembourg S.A. is incorporated under Luxembourg Law and supervised by the Commission de Surveillance du Secteur Financier (CSSF) in Luxembourg, and the European Central Bank (ECB). Eurobank Private Bank Luxembourg S.A. London Branch is authorised by the CSSF and the ECB and subject to limited regulation by the Financial Conduct Authority (FCA) and Prudential Regulation Authority (PRA). Details about the extent of our regulation by the FCA and PRA are available from us on request.





## AMERICAN-HELLENIC CHAMBER OF COMMERCE

### EXECUTIVE COMMITTEE

Nikolaos Bakatselos, *President* | Pyramis Metallourgia A.E.  
Vassilis Kafatos, *Vice President* | Deloitte Business Solutions S.A.  
John D. Saracakis, *Vice President* | Saracakis Brothers S.A.  
Alexandros Costopoulos, *Secretary General* | Foresight Strategy and Communications  
Litsa Panayotopoulos, *Treasurer* | EVIA.IP Ltd  
Paul Canellopoulos, *Counselor* | AIG Greece  
John Kyriakides, *Counselor* | Kyriakides Georgopoulos Law Firm  
Marios T. Kyriacou, *Counselor* | KPMG Certified Auditors  
Athanasios Papadopoulos, *Counselor* | Nautical Carriers Inc.  
Spirtonias Elias, *Executive Director*

### BOARD OF DIRECTORS

George Alexopoulos | Hellenic Petroleum  
Peggy Antonakou | Microsoft Hellas  
Vasileios Antoniadis | The Boston Consulting Group (BCG Hellas)  
Pascal Apostolides | AbbVie Pharmaceuticals  
Claudia Carydis-Benopoulou | The American College of Greece  
Christos Charpantidis | Papastratos Cigarettes Manufacturing  
Sophie Daskalaki-Mytilienou | Mytilineos Holdings  
John Enepekides | RollerDeck Associates  
Stavros Kostas | Economist  
Athanasios Kouimtzis | Kouimtzis S.A.  
Venetia Koussia | VenetiaKoussia.net  
Emilios Kyriacou | Citibank Europe Greek Branch  
Socrates Lazaridis | Athens Exchange  
Theodore Liakopoulos | Johnson & Johnson Commercial and Industrial  
Christos Megalou | Piraeus Bank  
Costas Michailides | National Bank of Greece  
Lilian Nektariou | Coca-Cola Hellas  
Dimitris Nicolaïdis | Dow Hellas  
Leon-Nikolaos Papapolitis | Papapolitis & Papapolitis  
Panos Papazoglou | EY  
Despina Passaris | Procter & Gamble Hellas  
Makis Papataxiarchis | Janssen Cilag Pharmaceutical  
Dennys Plessas | Lockheed Martin (International)  
Spyros Poulidas | IBM Hellas  
Zachary Ragousis | Pfizer Hellas  
Kyriacos Sabatakakis | Accenture  
Ioannis Stavropoulos | Stavropoulos and Partners Law Office  
Andreas Stylianopoulos | Navigator Travel & Tourist Services Ltd.  
Michalis Tsamaz | Hellenic Telecommunications Organization (OTE)  
Antonis Tsiboukis | Cisco Systems Hellas  
Georgios Zaniias | Eurobank

### COMMITTEES

**AGROTECHNOLOGY COMMITTEE** Notis Argiriou, Stella Bezergiannis, Dimitrios Chriss, Constantinos Constantinidis, Thymis Efthymiadis, Evangelos Gerovasileiou, Nikolaos Karagiorgos, Georgios Katsaros, Athanasios Kouimtzis, Athanasios Koukakis, Ekaterini Michailides, Ioannis Nakas, Athanasios Tsaftaris, Evangelos Vergos | Coordinator: Nikos Tsavdaroglou

**AUDITORS COMMITTEE** Athanasios Felonis, George Kerameus, Kyriacos Sabatakakis

**CORPORATE GOVERNANCE COMMITTEE** Chair: Constantine Papacostopoulos | John Apsouris, Xenophon Avlonitis, Yiangos Charalambous, Christy Kozoboli, Eleni Lessi, Vassilis Monogios, Andreas Shiamishis, Panagiotis Staikouras, Maria Theodoulidou, Georgios Venieris, George Vlachos | Coordinator: Daphne Constantinidou

**CORPORATE RESPONSIBILITY COMMITTEE** Chair: Pakis Papademetriou, Chryssa Eleftheriou, Manos Iatrelis, Nicole Ioannidi, Martha Kesiosoglou, Kiara Konti, Marilena Koudou, Siana Kyriacou, Alexia Macheras, Olga Manou, Manina Menidiati, Angeliki Papadopolou, Sevi Sfakianaki, Rania Soulaki, Ioannis Vrachatis | Coordinator: Angela Boyatzis

**CULTURE COMMITTEE** Chair: Zozo Lidoriki | Eugenia Arsenis, Sophie Daskalaki-Mytilineou, Xenia Kaldara, Eva Karaitidi, Efsthathios Liantis-Lianos, Vicky Marangopoulou, Dionysios Mavrotas, Pantelis Panos, Anna Pataki, Stavros Stavropoulos, Panagiotis Tsigrianis, Nikos Ververidis, Artemis Zenetou, Yannis Zirinis | Coordinators: Katerina Tzagaroulaki, Frosso Paneta

**EDUCATION-INNOVATION-ENTREPRENEURSHIP COMMITTEE** Chair: Litsa Panayotopoulos | Spyros Arsenis, Claudia Carydis, Alexandros Costopoulos, George Ioannou, Nelly Katsou, Panagiotis Ketikidis, Alexandra Kokkini, Fanis Koutouvelis, Vassilis Makios, Barbara Mergou, Constantinos Moros, George Papadakis, Archontoula Papapanagiotou, Elina Paraskevopoulou, Loukas Pilitis, Nikolaos Porfyrakis, Elena Prassaki, Michael Printzos, John Rizopoulos, Kyriacos Sabatakakis, Katerina Triviza, Alex Tsoukalis, Nely Tzakou, Konstantinos Zanetopoulos | Coordinators: Katerina Tzagaroulaki, Sofia Chaidogiannou

**EMPLOYMENT COMMITTEE** Chair: Venetia Koussia | Stavros Andriopoulos, Georgios Doukidis, Mary Georgiadou, Christos Ioannou, Vassilis Karayannis, Elias Kikilias, Konstantinos Kintzios, Vasso Kolli, Giorgis Kritsotakis, Antonis Monokrousos, Antouaneta Oikonomopoulou, Manos Panorios, Helena Papadopolou, Nikolaos Philippas, Theodoros Proestos, Georgia Stergiopoulou, Constantinos Tsalikis | Coordinator: Sofia Chaidogiannou

**ENERGY COMMITTEE** Chair: Kostas Andriosopoulos | Giannis Bassias, Dimitris Gontikas, Giorgos Kalavrouziotis, Fernando Kalligas, Panayiotis Kanellopoulos, George Kouvaris, Manousos Manousakis, Stefanos Oktapodas, Dimitrios Parpairis, Michael Philippou, Andreas Shiamishis, Kostis Sifnaïos | Coordinator: Angeliki Dikeoulia

**FINANCE & INVESTMENT COMMITTEE** Chair: Nicholas Papapolitis | Odisseas Athanassiou, Costas Karagiannis, Konstantinos Kokkalis, Socrates Lazaridis, George Linatsas, Chris Megalou, Thomas Varvitsiotis | Coordinator: Angeliki Dikeoulia

**GREEK ECONOMY CONFERENCE COMMITTEE** Chair: Nikolaos Bakatselos | Vassilis Antoniadis, Alexandros Costopoulos, Vassilis Kafatos, Panos Papazoglou | Coordinator: Angeliki Dikeoulia

**INFORMATION TECHNOLOGY & COMMUNICATIONS COMMITTEE** Chair: Spyros Poulidas | Nikos Christakis, Michalis Kassimiotis, Theodosios Michalopoulos, Antonis Monokrousos, Nikolaos Peppas, Kyriacos Sabatakakis, Antonis Tsiboukis | Coordinator: Georgia Mamali

**INSTITUTE ON ECONOMIC POLICY & PUBLIC GOVERNANCE** Acting President: Nikolaos Bakatselos | Executive Officer: Angeliki Dikeoulia

**INSURANCE, SOCIAL SECURITY & LABOR AFFAIRS COMMITTEE** Chair: Konstantinos Kremalis | Stavros Andriopoulos, Paul Canellopoulos, George Chatzis, Ioannis Chatzitheodosiou, Agni Christidou, George Damaskos, Katerina Daskalaki, Christos Ioannou, Christina Kordopati, Venetia Koussia, John Kyriopoulos, Triantafyllos Lysimachou, Antonis Michalopoulos, Dimitris Micharikopoulos, Stathis Mihos, Christos Nounis, Antouaneta Oikonomopoulou, Theodora Ioanna Oikonomopoulou, Gianna Palioura, Pantelis Papalymperis, George Plomaritis, Stella Politaki, Alkiviadis Poulias, Theodoros Proestos, Dimitris Sarantopoulos, Lampros Sempas, Manolis Siatounis, Apostolos Tzotzos, George Virvilis, George Vlassopoulos | Coordinator: Voula Tseritzoglou

**IPR COMMITTEE** Chair: Dora Zachou | Katerina Galanopoulou, Michalis Kosmopoulos, Yannis Mastrocostas, George Michos, Stathis Mihos, P Xenophon aparrigopoulos, Julie Vasileiadou | Coordinator: Daphne Constantinidou

**LEADERSHIP COMMITTEE** Chair: Artemis Miropoulos | Konstantinos Alexopoulos, Rania Ekaterinari, Spyros Filiotis, Dimitris Gerogiannis, John Kalligeros, Eleftheria Mamidakis, Nikolaos Negas, Pantelis Panos, Aristotelis Panteliadis, Marianna Politopoulou, Vassilis Rabbat, Lefteris Samaras, Alexander D. Saracakis, Steven Sirtis, George Spiliopoulos, Andreas Xirocostas, Giuseppe Zoragno | Coordinator: Ritana Xidou

**LEGISLATIVE REFORM COMMITTEE** Chair: John Kyriakides | Panos Alexandris, George Scorinis, Dimitris Tsibanoulis | Coordinator: Daphne Constantinidou

**MEDICAL DEVICES & DIAGNOSTICS COMMITTEE** Chair: Theodore Liakopoulos | Panagiotis Alexandris, Giannis Anastasiou, Hara Angelonidi, Martha Christopoulou, Spiros Gkikas-Panousis, Theodore Katsolis, Gregory Krinos, Iakovos Michalitsis, Panagiotis Mparas, Dimitrios Nikas, George Papadopoulos, George Politis, Konstantina Roubesi, Manolis Tripodanis, Jonh Vrettos | Coordinator: Voula Teritzoglou

**NORTHERN GREECE COMMITTEE** Chair: Vasilis Kafatos | Alexandros Gigilinis, Ioannis Kanelakis, Georgios Katsaros, Athanasios Kouimtzis, Konstantinos Koukountzos, Nikolaos Margaropoulos, Olga Mitsiolidou, Ioannis Panagiotidis, Panos Vlachos | Coordinator: Nikolaos Tsavdaroglou


**PHARMACEUTICAL COMMITTEE** Chair: Efthimios Papataxiarchis | Pascal Apostolides, Savas Charalampidis, Elena Choulira, Didier Cochet, Christos Dakas, Spyros Filiotis, Roberto Greco, Leonidas Issopoulos, Agata Jakoncic, Susanne Kohout, Marianna Konstantinidi, Iakovos Michalitsis, Anne Nijis, George Panagakis, Elizabeth Prodomou, Zachary Ragousis, George Tousimis | Coordinator: Voula Tseritzoglou

**PUBLIC AFFAIRS COMMITTEE** Paul Canellopoulos, Marios T. Kyriacou, Thanos Papadopoulos, John D. Saracakis | Coordinator: Ritana Xidou

**TAXATION COMMITTEE** Chair: Stavros Kostas | Evangelos Abeliotis, Ioannis Achilas, Marina Allamani, Christos Altiparmakis, Ioannis Athanasiadis, Panagiotis Davoros, Spyros Doucas, John Dryllerakis, Christos Giannoulis, Stavros Gigantes, George Golemis, Vasilios Govaris, Ioulia Kapobasi, Alexandros Karopoulos, George Kerameus, Orestis Kokkos, Antonis Kotis, Anna Lepida, Stephanos Mitsios, George Nikolaou, Maria Nikolopoulou, Jenny Panou, Petros Pantazopoulos, Eugene Papadatos, Pelekanou Liza, Pothos Panagiotis, Psylla Mary, Samothrakis George, Sfakakis Kostas, Spyriouni Litsa, Georgia Stamatelou, Georgios Stamatou, Ioannis Stavropoulos, Gregory Tapinos, Maria Trakadi, Ioannis Tsakonas, Sofoklis Yiannacou, Zois Zaverdinos | Coordinators: Katerina Tzagaroulaki, Frosso Paneta

**TOURISM COMMITTEE** Chair: Stephanos Theodoridis | Tim Ananiadis, Michael Argiri, Makis Fokas, Nikolaos Kelaiditis, Celia Koukoulis, Carol Marriott, Panos Panayotopoulos, Andreas Stylianopoulos, Yannis Tsakalos, Bart Van de Winkel | Coordinator: Angeliki Dikeoulia

**WIB (WOMEN IN BUSINESS) COMMITTEE** Chair: Anastasia Sideri | Hariklia Alexaki-Catsambi, Liona Bachas, Zeta Cheimonidou, Chara Dalekou, Anastasia Dritsa, Nelly Katsou, Betty Kazakopoulou, Alexandra Konida, Marica Labrou, Agnes Mariakaki, Georgia-Zozeta Miliopoulou, Martha Mylona, Niki Siropoulou, Myladi Stoumbou, Iphigenia Tarou, Teti Tsekoura, Katerina Tsemperlidou, Deppie Tzimeia, Peggy Velliotou | Coordinator: Angela Boyatzis



# Μετατρέποντας τον κώδικα της ζωής σε καινοτόμα φάρμακα

Στην Amgen πιστεύουμε ότι οι απαντήσεις στα πλέον επιτακτικά ιατρικά ζητήματα είναι καταγεγραμμένες στο DNA μας.

Ως μια από τις ηγέτιδες ανεξάρτητες εταιρείες στο χώρο της βιοτεχνολογίας παγκοσμίως, η Amgen χρησιμοποιεί τη βαθιά κατανόηση του κώδικα του DNA για την ανάπτυξη στοχευμένων θεραπειών που καλύπτουν τις ανάγκες των ανθρώπων με σοβαρές ασθένειες και βελτιώνουν σημαντικά τη ζωή τους.

Για περισσότερες πληροφορίες σχετικά με την Amgen, το πρωτοποριακό επιστημονικό της έργο και τα καινοτόμα φάρμακα της, επισκεφθείτε το [www.amgen.com](http://www.amgen.com) και το [www.amgen.gr](http://www.amgen.gr).



**AMGEN**<sup>®</sup>



## CSR Conference 2019

The American-Hellenic Chamber of Commerce held its 17th annual CSR Conference on November 7, 2019, at the Benaki Museum in Athens. The CSR Conference was the first conference in Greece to raise the sustainable development agenda—and it continues to do so with a clear and loud voice. Under the title “We Are the Change Generation,” this year’s conference brought together 400 business leaders, sustainability professionals and university students in an outstanding sustainability event that was awakening, stimulating, and moving.

With the need to mobilize for sustainable development more pressing than ever, the best way forward for companies is through external partnerships and alliances—and this is reflected in the UN’s 17th SDG: building Partnerships for the Goals.

The 17th annual CSR conference was structured along the logical flow for dealing with sustainability in the workplace: determining the issue at hand, defining a purpose that ties in with the core business, setting goals, finding inspiration to spur others to the cause, and taking action that makes sense both in the present and for future generations.

With its engaging program and dynamic speakers and guests, the conference made one thing clear. We may not know if we are the Change Generation, but we have no other choice than to be one.

Special thanks for their continued support to our sponsors: Eurobank, Hellenic Petroleum, and Vodafone. The event was further supported by AbbVie, AB Vassilopoulos, Alpha Bank, Athenian Brewery, Coca-Cola Tria Epsilon, Diageo, EYDAP, Interamerican, Johnson & Johnson, KPMG, MetLife, MSD, National Bank of Greece, Papastratos, Pfizer, and Sanofi. Official Airline Carrier: AirFrance – KLM – Delta.

NIKOLAOS BAKATSELOS



PAKIS PAPADEMETRIOU



ADAM LONG

MARIA PAPATHEODOROU, IRENE VOUGIOUKA,  
ELENA PAPADEMETRIOU, ELLA MEEK, AMY MEEK

TRADEUSA WORKSHOP IN CHIOS

### TRADEUSA WORKSHOP IN CHIOS

The TradeUSA department of the American-Hellenic Chamber of Commerce, in collaboration with the Chios Chamber of Commerce, organized a Prepare–Plan–Execute workshop on the island of Chios on October 2, 2019. The workshop was designed for businesses active in the fields of food and beverage, marble, and cosmetics. Through seminars and discussions, attendees gained valuable insight into entering and operating in the U.S. market.

AmCham’s TradeUSA Department and its partners are committed to promoting continuous education for Greek companies through knowledge sharing on a national level, and by providing thorough analyses and insights into key trade issues and trends relating to exporting to and doing business in the United States. To this end, AmCham’s TradeUSA department works with local authorities throughout Greece to organize its Prepare–Plan–Execute TradeUSA Workshops in key cities across the country.





# 11th Leadership Forum

The American-Hellenic Chamber of Commerce in collaboration with its Leadership Committee and TGI Fridays organized the 11th annual Leadership Forum, titled “Discussing with Youth on Professional Opportunities and Entrepreneurship.” The conference was held on October 23, 2019, at TGI Fridays at Marina Floisvos in Palaio Faliro, Athens. More than 200 young people, high-school seniors and university students aged 17-25, attended the event and enjoyed the opportunity to listen to talks by senior executives and entrepreneurs on topics relating to the labor market, challenges in entrepreneurship, and career possibilities. Their enthusiasm and active participation clearly demonstrated their thirst for knowledge, experiences, and personal development.

Opening remarks were delivered by AmCham President Nikolaos Bakatselos, AmCham Executive Director Elias Spirtounias, AmCham Leadership Committee Chair and Linkage Greece Managing Director Artemis Miropoulos, and TGI Friday’s Managing Director in Greece Nikos Negas. The Forum was organized in two sessions, the first titled “Challenges and Opportunities for Career Development in the Private Sector in Greece 2020-2030” and the second titled “In Search of the Entrepreneurs and Business Leaders of Tomorrow.” Speakers included: Polychronis Griveas, Chairman of the Board of Director at Hellenic Post (ELTA); Christoforos Stamoulakatos, General Manager in Greece of Sarantis Group; Sotiris Symakezis, Senior Advisor on Customer Experience and Digital Transformation at Bioiatriki Healthcare Group; Dr. Marina-Lida Koutarelli, Founder and President of Spetses Mini Marathon; Alexandros Kouris, Founder and Owner of Nissos Beer, Cyclades Microbrewery; and Karolos Anastasopoulos, CEO of Mozaik. The reception that followed the main event provided further opportunities for networking and dialogue between the young guests and the speakers.

ELIAS SPIRTOUNIAS



NIKOLAOS BAKATSELOS



ARTEMIS MIROPOULOS



NIKOS NEGAS, POLYCHRONIS GRIVEAS,  
CHRISTOFOROS STAMOULAKATOS, SOTIRIS SYRMAKEZIS



SOTIRIS ANASTASIADIS, VASILIS KARAYANNIS,  
DR. VENETIA KOUSSIA, DR. SPYROS KIARTZIS,  
ELIAS SPIRTOUNIAS

## 5TH YOUTH TALKS WORKSHOP

AmCham’s 5th Youth Talks workshop, titled “Climate Change: Energy Alternatives or Actions à la Gre-ta?” took place on November 12 at the HELPE Academy. The workshop focused on the alternative energy sector and the opportunities and limitations it faces. Over 130 young participants, graduate and postgraduate university students, had the opportunity to listen to talks by George Alexopoulos, Executive Member of the BoD and General Manager of Strategic Planning and Joint Ventures at HELPE, and Spyros Kiartzis, Director of Alternative Energy Sources and New Technologies at HELPE. The students worked in teams to address key four themes: Facing the future: from grey to green; Energy alternatives and their dynamics; The emergence of the climate economy and Greece’s role as an energy hub; and Technology solutions and their implementation in green employment. At the end of the workshop, each team made a presentation on their theme. The team with the best presentation was selected to participate in AmCham’s 30th Greek Economic Summit. The event was sponsored by Hellenic Petroleum (HELPE).

GEORGE ALEXOPOULOS



## 4th ExportUSA Forum

The American-Hellenic Chamber of Commerce and its TradeUSA international trade department successfully organized the 4th ExportUSA Forum, the only forum in Greece dedicated exclusively to exporting to the U.S. Market. Titled “Exporting in a Shifting World,” the Forum took place on November 4 at the Grand Hyatt Hotel Athens. Featuring a number of distinguished field experts from Greece and the United States, the Forum gave delegates the opportunity to acquire valuable knowledge on the U.S. market and U.S. consumers and to gain crucial insights on how to successfully penetrate this key market.

The digital era has fundamentally shifted assumptions on how individuals do business and engage with companies. As the global movement towards a digital future continues, consumers are shifting beyond price, taste and emotional considerations into higher-ground messages of brand trust and transparency, challenging existing business models. In this context, the Forum addressed key topics including the U.S. market and shifting consumer preferences; the role of technology in the supply chain; the export journey from Greek farm to U.S. table; export compliance responsibilities and useful supportive tools; how digitalization is changing exports; and the latest developments relating to bilateral trade.

During the Forum, AmCham Executive Director Elias Spirtounias met with Deputy Minister of Rural Development and Food Konstantinos Skrekas for a one-on-one discussion on the priorities set and the initiatives that will be taken by the Ministry to enhance production in high demand products, encourage adoption of new technologies and modern environmental standards, and attract young people to the agricultural and livestock sector.

The 4th ExportUSA Forum was held under the auspices of the Ministry of Foreign Affairs and the Ministry of Rural Development and Food and was sponsored by Enterprise Greece, EAS Consulting Group, GS1 Association Greece and Swiss Approval. It was further supported by DK Marketing, IBM, InTTrust, and Google.

## SAVE THE DATE

The American-Hellenic Chamber of Commerce is proud to announce its 8th annual Agrotechnology Conference, titled “Wine, Honey, Cannabis: The New Challenges.” One of the industry’s major events since its launch in 2012, the Conference brings together producers, entrepreneurs, business owners, executives from across the agrifood industry, primary and secondary sector stakeholders, exporters, advisors, local authorities, cooperatives and scientists. This year’s Conference will focus on honey, wine and medicinal cannabis products and on cutting edge technology solutions that aim to increase productivity across the entire agrifood industry.

The conference is organized by AmCham in collaboration with the American Farm School in Thessaloniki and Perrotis College and will take place on December 9, 2019, at the grounds of the American Farm School.

GEOFFREY PYATT



DIMITRIS KOURKOULAS



NIKOS PAPACHRYSSANTHOPOULOS



YIANNIS VALVIS



ELIAS SPIRTOUNIAS, KONSTANTINOS SKREKAS



COSTAS MASTORAS, DIMITRIS KARAVASILIS, ELIAS SPIRTOUNIAS, LITSA PANAYOTOPOULOS, KONSTANTINOS SKREKAS, NIKOLAOS BAKATSELOS, NIKOLAOS KATOPODIS





# AUSA 2019

Committed in its efforts to support Greece's high value-added industries in the international markets, the American-Hellenic Chamber of Commerce organized, for the sixth consecutive year, the Hellenic Pavilion at the Association of the US Army (AUSA) 2019 Annual Meeting and Exhibition, which took place October 14-16 at the Walter E. Washington Convention Center in Washington DC. Held under the auspices of the Ministry of National Defense, and in collaboration with the General Directorate for Defense Investments and Armaments (GDDIA) and Enterprise Greece, the Hellenic Pavilion showcased eleven of the top Greek defense companies, both private and state-owned: Hellenic Aerospace Industry (HAI), Hellenic Defense Systems (HDS), Intracom Defense – IDE, Alpha Systems, Systems Sunlight, and Theon Sensors, as well as a shared booth for SEKPY and HASDIG member companies: AEL JV, Aeroservices, Altus LSA, DEFEA and Miltech.

The Pavilion's ribbon cutting ceremony, on October 14, was attended by military executives from various countries and representatives of U.S. firms. During the ceremony, Deputy Assistant Secretary for Defense Exports and Cooperation at the U.S. Department of the Army Ann Cataldo congratulated Theon Sensors on its successful partnership with Elbit Systems of America for winning a \$249 million joint-venture contract for the U.S. Marine Corps Squad Binocular Night Vision Goggle (SBNVG) program.

The Exhibition's second day saw the announcement, with the participation of representatives from U.S. firms, of the organization of a U.S. Pavilion at DEFEA 2020, as well as the announcement of a new partnership between Alpha Systems and Summit Aviation.

The second day of the exhibition closed with Alpha System's Announcement of its partnership with Summit Aviation.

Held every October in Washington DC, AUSA is North America's largest land warfare exposition forum. It brings together the biggest names in the industry and attracts over 30,000 visitors, including senior DoD officials, members of Congress, industry leaders and foreign dignitaries. It is a fitting platform for Greek defense companies to meet potential new clients and strategic partners, build international brand exposure, and showcase their offerings alongside other international contractors.

LTG PATRICIA MCQUISTION, ANN CATALDO, NIKOLAOS BAKATSELOS, THEOCHARIS LALACOS, KYRIAKOS KYRIAKIDIS



ANN CATALDO, MICHAEL KOLOTOS, ERIK FOX, CHRISTIAN HADJIMINIS, KYRIAKOS KYRIAKIDIS



KYRIAKOS KYRIAKIDIS, NIKOLAOS BAKATSELOS, PATRICIA MCQUISTION, ELIAS SPIRTOUNIAS, ATHANASIOS KOUIMTZIS



NIKOLAOS BAKATSELOS, KYRIAKOS KYRIAKIDIS, ANN CATALDO, THEOCHARIS LALACOS, ALEX BRODY



NIKOLAOS BAKATSELOS, ANN CATALDO



KYRIAKOS KYRIAKIDIS, ELIAS SPIRTOUNIAS, VASSILIS BARKAS, ANASTASIOS ROZOLIS

## U.S.-Greece Strategic Dialog

The American-Hellenic Chamber of Commerce, on the occasion of the strategic dialogue between Greece and the United States, organized an exclusive private cocktail reception on October 6, 2019, offering AmCham members the opportunity to network with distinguished senior representatives of the U.S. Departments—Commerce, Defense, Energy, Homeland Security, Justice, and State—as well as Greek government officials and senior staff of the U.S. Embassy in Athens. Short remarks were delivered by AmCham President Nikolaos Bakatselos, Assistant Secretary for Economic and Business Affairs (USDOS) Manisha Singh, U.S. Ambassador to Greece Geoffrey R. Pyatt, and Deputy Minister of Economic Diplomacy and Openness Kostas Fragogiannis.

ELIAS SPIRTOUNIAS, NIKOLAOS BAKATSELOS, MANISHA SINGH, KOSTAS FRAGOIANNIS, GIORGOS KOUMOUTSAKOS, GEOFFREY R. PYATT



## AmCham President Welcomes U.S. Secretary of State Mike Pompeo



NIKOLAOS BAKATSELOS INTRODUCES U.S. SECRETARY OF STATE MIKE POMPEO

AmCham President Nikolaos Bakatselos introduced U.S. Secretary of State Mike Pompeo, who delivered a speech to a select audience at the Stavros Niarchos Foundation Cultural Center (SNFCC) on October 5. The speech took place during Secretary Pompeo's two-day visit to Greece, which included the signing of the U.S.-Greece Mutual Defense Agreement with Greek Minister of Foreign Affairs Nikos Dendias.

A great honor for the American-Hellenic

Chamber of Commerce, President Bakatselos's participation in the event at SNFCC highlighted the Chamber's active role in and continuous contribution to the strengthening of economic and trade relations between the two countries.



### AMCHAM MEETS ATLANTIC COUNCIL

In October, a delegation from the American-Hellenic Chamber of Commerce visited the Atlantic Council in Washington DC to discuss possible ways to further explore and expand the existing collaboration between the two organizations on the enhancement of U.S.-Greece relations for the sustainable development and prosperity of the SEE and East Med regions. During the meeting, AmCham and Atlantic Council representatives examined several joint initiatives and projects in several key fields of interest that will elevate their partnership to a strategic level.

### AMCHAM MEETS U.S. CHIEF TECHNOLOGY OFFICER MICHAEL KRATSIOS

AmCham President Nikolaos Bakatselos, Executive Director Elias Spirtounias, and Secretary General Alexandros Costopoulos met U.S. Chief Technology Officer and Deputy Assistant to the President (OSTP) Michael Kratsios during a visit to the White House in Washington DC. The topics discussed included ways to capitalize on tech and innovation to boost the Greek economy.

ELIAS SPIRTOUNIAS, NIKOLAOS BAKATSELOS, MICHAEL KRATSIOS, ALEXANDROS COSTOPOULOS







Between hope  
and possible



there's  
a bridge.

There from the beginning to where  
we stand today. And to where we will go  
from here. One company. One promise.

If you can imagine it, we will build  
the bridge to get you there.



The bridge to possible





ACE BPC 2019 GROUP PHOTO

# AmChams in Europe Best Practices Conference

More than 60 representatives from 30 American Chambers of Commerce (AmChams) across Europe attended the annual AmChams in Europe (ACE) Best Practices Conference in Belgrade, Serbia, on October 16-19, 2019.

**T**he purpose of ACE is to provide an opportunity for the community to come together, exchange best practices and knowledge, and discuss relevant and shared issues impacting AmChams and their members. The year's conference focused on the role and challenges facing AmChams.

The conference also included the annual ACE Create Network Award ceremony, with this year's award presented to AmCham Belgium for its innovative #MemberMonday social media campaign, which was designed to promote better engagement with its members through posting videos that help introduce the AmCham community. The ACE Creative Network Award was established in 2014 with the aim of incentivizing AmChams to share creative initiatives and projects, for the benefit of AmChams throughout the ACE network, with the intention of fostering an exchange of innovative ideas.

AmChams in Europe serves as the umbrella organization for 45 AmChams from 43 countries throughout Europe and Eurasia. Each year, the ACE Best Practices Conference is hosted by one of the AmChams in Europe members and focuses on facilitating the exchange of best practices and knowledge among the representatives of various AmChams across Eurasia.

Special thanks to AmCham Serbia for hosting of this year's conference, to AmCham Slovenia, who runs the ACE Secretariat, and to the ACE Executive Committee for the superb organization.

CONFERENCE KICK-OFF



DR. NIKOLAOS DIMITRIADIS AT KALEMEGDAN FORTRESS





Welcome to our new site

**allazoumesinithies.ab.gr**

We share with you, **ideas**, **tips** and **activities**  
dedicated to the 2 most valuable “homes” of  
our life... our **body** & our **planet**!

scan here



**Βασιλόπουλος**  
...και του πουλιού το γάλα!



# A Whole New World

Brave are those who conquer. Brave are those who step into the unknown, to the risky and adventurous. And *Nea Hellas* was full of such brave people.



**T**he TSS *Nea Hellas* was a carrier of dreams, hopes and aspirations. A ship that connected two worlds that may seem different but have so many things in common. Navigating across the Atlantic Ocean, *Nea Hellas* was a ticket to a new life, a chance at a new beginning, and an invisible thread connecting Greece to the land of the free, the United States of America.

Originally known as the TSS *Tuscania*, the ship was built in 1921 by the Fairfield Shipbuilding and Engineering Company at their shipyard in Glasgow, Scotland, and was a wonder of marine engineering, featuring every luxury and technology available at that time. In 1939, the *Tuscania* was purchased by Greek Line, a passenger ship line owned by Ormos Shipping Company that ran transatlantic routes, primarily between Piraeus and New York, and renamed *Nea Hellas*: “New Greece.” With the exception of the TSS *Olympia*, Greek Line’s ships were all second-hand purchases. The *Nea Hellas* was 578 feet long and 70 feet wide, weighed 16,991 tonnes, had six steam turbines, and

could reach New York in two weeks. The Greek company purchased the passenger ship with the hope to re-establish the route between the port of Piraeus in Athens and New York—and so it did.

On May 19, 1939, with a new name fitting of her new route, *Nea Hellas* set sail on its transatlantic voyage from Piraeus to New York, carrying people full of hope: hope to meet their loved ones, hope to escape economic hardship, hope to discover a whole new world. Then, just a few months after its first voyage to New York,

WWII broke out and *Nea Hellas* was put under allied control and used as a troopship, with troops calling the ship the “Nellie Wallace,” possibly as a reference to the famous British music-hall star and actress due to the similar sounding names. The ship was returned to its Greek owner in 1947, resuming its transatlantic route until 1955 when it was replaced by the new-built *Olympia*. The *Nea Hellas* was renamed *New York* and went on to sail between northern Europe and New York until 1959, when it sailed back to the port of Piraeus for the last time.

*Nea Hellas* carried people, both immigrants and tourists, to the United States to visit their relatives or build a new life in the land where opportunity meets hard work, but it also carried them back to Greece so they could fight in the war, simply visit the country, or even return once and for all. The generations that followed listened to these stories, the stories of their relatives and friends, with admiration and still nowadays look for that invisible thread of connection between the two lands.

Today, 60 years since its retirement in November 1959, and after 800,000 passengers, four decades of service, three name changes, one world war and infinite dreams, *Nea Hellas* lives on as a symbol of hope in the minds of the generations who heard its story and in the hearts of those who sailed with it—the brave ones. 🇬🇷

— BY —  
IRINI KARAJANI

**NEA HELLAS WAS A TICKET TO A NEW LIFE, A CHANCE AT A NEW BEGINNING, AND AN INVISIBLE THREAD CONNECTING GREECE TO THE LAND OF THE FREE**





“  
One team to  
serve your **needs**”

**Kyriakides Georgopoulos Law Firm** sets the standards for others to follow.

Over the years we have led the way in changing the face of legal services and in providing services that meet the needs of contemporary globalized businesses.

**KG Law Firm** is consistently ranked as a **top tier law firm** in the majority of prestigious international directories, such as IFLR1000, Chambers & Partners Global, Chambers & Partners Europe, Legal 500, with many of our lawyers receiving similar distinctions.

**Athens Office**

28, Dimitriou Soutsou Str.  
115 21 Athens GR  
T+30210 817 1500

**Thessaloniki Office**

17, Ethnikis Antistasseos Str.  
551 34 Thessaloniki GR  
T+302310 441 552

[www.kglawfirm.gr](http://www.kglawfirm.gr)



**KYRIAKIDES GEORGOPOULOS**  
Law Firm

# ...in the news

## IN MEMORIAM: STEFANOS GIALAMAS



Stefanos Gialamas  
President  
2005-2019

ACS Athens has announced the passing of its President, Stefanos Gialamas, who passed away on October 18, 2019, prior to his keynote speech at the Alliance for International Education (AIE) Conference in Geneva, Switzerland.

President Gialamas had been at ACS Athens since 2015. Under his

leadership, ACS Athens became a world-class premier international school guided by ethos and an institution in continuous pursuit of excellence. A visionary of education and a lifelong learner, Stefanos Gialamas believed in serving humanity and was a mentor to many individuals who came across his path. He will be remembered for his inspiring and exemplary leadership, for his love of children and of those in need, and for his innovative approach to education, but most importantly for his deep belief that education must result in the highest form of giving and demonstrating kindness to others.

## GREEK PATHS OF CULTURE WINS EUROPA NOSTRA AWARD



Greek Paths of Culture—aka Monopatia Politismou—an initiative to revive and preserve historical hiking paths throughout Greece has been named among the winners in the Education, Training and Awareness-Raising category of the Euro-

pean Heritage Awards/Europa Nostra Awards 2019. The awards, funded by the Creative Europe program and announced by the European Commission and Europa Nostra, were presented at the European Heritage Awards Ceremony on October 29 in Paris, recognizing a total of 25 laureates from 16 counties for their impressive accomplishments in conservation, research, education and training, and awareness-raising. Created by Elliniki Etairia, Greek Paths of Culture is an integrated, multi-disciplinary program that selects, conserves, clears, sign-posts and links up public footpaths in areas of particular environmental or cultural importance throughout Greece. Its geographical scope is vast, with a total of 658 km of restored hiking and bicycle routes, many of them dating from ancient and medieval times.

## GREECE'S SCHINAS CONFIRMED VP OF EUROPEAN COMMISSION



MARGARITIS SCHINAS

Greek **Margaritis Schinas** has been confirmed as the new **Vice President** of the **European Commission**. Schinas, who holds an LLB from the University of Thessaloniki and an MSc in Public Administration and Policy from LSE, has served in various roles within the European Institutions since 1990, including as Member of the European Parliament from 2007 to 2009, Deputy Head of the Bureau of European Policy Advisers, and Deputy Director General (DG COMM) and Chief Commission Spokesperson for the EC.

## NEW UP REGIONAL DIRECTOR



ELENA PAP

The CEO of **Up Romania**, **Elena Pap**, has been appointed **Regional Director** within the French Group, supervising the businesses in Romania, Moldova, Bulgaria, Serbia and Greece. The first female director of an international subsidiary within the group appointed to the executive board, Pap will contribute to the orientation and implementation of the Up strategic project. A graduate of the Bucharest University of Economic Studies, Pap joined Up in 2002 and has served as General Manager of Up Romania since 2005.

## BROWN HOTELS APPOINTS GM FOR NEW GREECE EXPANSION



MANOLIS PAPADAKIS

**Brown Hotels** has announced its entry into the Greek hotel market with the opening of the iconic Acropol Hotel—to be renamed Brown Acropol—in Athens, appointing **Manolis Papadakis** to the role of **General Manager**. Papadakis has previously worked in management roles with major hotel groups including Sani Resort and Grecotel Hotels and Resorts.

## SPEAKERS' CORNER

### INNOVATION

**Creativity is seeing what everyone else sees, but then thinking a new thought that has never been thought before and expressing it somehow.**

- NEIL DEGRASSE TYSON

### MOTIVATION

**Adversity reveals genius; prosperity conceals it.**

- QUINTUS HORATIUS FLACCUS



## AUEB CELEBRATES 100 YEARS OF EXCELLENCE



On occasion of its 100th anniversary, the Athens University of Economics and Business (AUEB) has announced plans to celebrate its centenary with a series of events and initiatives to take place during the 2019-2020 academic year. These include a special commemorative publication, a conference, a dedicated microsite, various alumni events, and a main event attended by President of the Hellenic Republic Prokopis Pavlopoulos.

The Athens University of Economics and Business (AUEB) was founded in 1920 using funds donated in 1903 by Grigorios Maraslis. Initially named the Athens School of Commercial Studies, it was renamed the Athens School of Economics and Business in 1926, and recognized as equivalent to the University of Athens and the National Technical University of Athens in 1939, before formally being renamed the Athens University of Economics and Business in 1989. AUEB currently has three schools with a total of eight departments and offers eight bachelor's, 36 master's and numerous doctoral programs.

"Our vision is for the Athens University of Economics and Business to consistently serve as an internationally recognized center of excellence in the fields of economics, business and informatics," said AUEB Rector, Professor Emmanouil A. Giakoumakis, going on to add: "We look at the past, at our history, with respect and pride, because it is our identity. But at the same time, we consciously plan for the future. The Athens University of Economics and Business is ready to meet the challenges ahead with vision and responsibility. Because we believe that our country and our youth have a right to progress, to hope, to tomorrow."

## FORMER GOOGLE EXEC TO HELP REBUILD BRAND GREECE



Greek-Canadian Steve Vranakis has been appointed Greece's new—and first—Chief Creative Officer. In this newly created role, Vranakis will serve as a special advisor to Prime Minister Kyriakos Mitsotakis and work with the government—including the Ministry of Foreign Affairs, Enterprise Greece and numerous other government organizations—to help revamp brand Greece and restore the country's image abroad. He aims to tell Greece's story, let the world know that the country is recovering and help rebuild confidence in the nation.

"We have Greece, the destination; we have Greece through its historic contribution; and we have modern day Greece," he told GTP Headlines, during a conference in October. "Although crippled for 10 years by austerity and recession, the country showed resilience and resourcefulness... I think our creativity and our ingenuity are the things that will drive us forward."

Vranakis is an award-winning creative who has previously worked on projects for Apple, Amazon, NASA, the UN, and UNICEF. Before relocating to Greece to take up his role as Chief Creative Officer with the Greek government, he spent eight years heading Google's Creative Lab (EMEA) as Executive Creative Director.

## ORDER OF HONOR DISTINCTION TO PROFESSOR BEATON



In a special ceremony that took place at the presidential mansion in September, President of the Hellenic Republic Prokopis Pavlopoulos honored Professor Roderick Macleod Beaton with the Medal of the Commander of the Order of Honor for his "exceptional

contributions to the study of the formation of Greek national consciousness and of Byzantium's role in the creation of the characteristic legacies of the Renaissance."

Professor Beaton was Koraes Professor of Modern Greek and Byzantine History, Language and Literature with the Department of Classics and the Center for Hellenic Studies at King's College London from 1988 to 2018. He also served as Head of the Department of Byzantine and Modern Greek Studies (1988-1994 and 1995-1998) and Director of the Center for Hellenic Studies (2012 and 2016). He is an elected Fellow of the British Academy (FBA) and of King's College London (FKC).

### LEADERSHIP

**If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then you are an excellent leader.**

- DOLLY PARTON

### QUALITY

**Innovation distinguishes between a leader and a follower.**

- STEVE JOBS

### RESOLVE

**I have learned over the years that when one's mind is made up, this diminishes fear; knowing what must be done does away with fear.**

- ROSA PARKS

# Compensaid

## RESPONSIBLE TRAVEL

Lufthansa's new sustainability platform aims to make travelers aware of their individual travel patterns and carbon footprint and empowers them to offset their CO<sub>2</sub> emissions by up to 80% through good data, key partnerships, and innovative fuel technology.

**C**O<sub>2</sub> neutral, synthetic fuel is one of the most promising alternatives for making the future of aviation climate-neutral—yet so far, industry- and nationwide-deployment has failed due to limited quantity and high cost. With the launch of Compensaid, the new sustainability platform, the Lufthansa Group and Lufthansa Innovation Hub are now making it possible for travelers to offset their individual carbon footprint using Sustainable Aviation Fuel (SAF).

“Flying benefits our world in many different ways: It connects people, helps bridge cultural divides, intensifies business relations, and enables interactions to take place across long distances. But flying also has negative climate effects, which need to be counteracted—not least from a digital perspective. Every individual traveler can take action. With Compensaid, we provide people with a tool that shows them the climate effects of their flights. This impact can be reduced significantly with the help of innovative technologies such as sustainable fuel,” explains Gleb Tritus, Managing Director of Lufthansa Innovation Hub.

Compensaid provides an innovative tracking tool for flights across all airlines worldwide and makes it possible for travelers to directly offset their personal CO<sub>2</sub> emissions. Users receive a detailed evaluation of their entire travel history, which includes flight distance, time and destinations, and

also shows the efficiency of the respective aircraft type, individual fuel consumption and associated CO<sub>2</sub> emissions.

The platform provides two options for CO<sub>2</sub> offsetting:

For the first time, travelers can replace fossil aviation fuels one-to-one with SAF. The platform calculates the market-based surcharge for SAF in comparison to fossil kerosene, and travelers willing to pay this surcharge can use it to cover their individual kerosene consumption with the climate-neutral fuel; the Lufthansa Group will continue to pay the basic rate for the kerosene. SAF purchased as part of the offsetting process will be deployed on Lufthansa flights within a period of six months. This is the first online platform of its kind to provide end customers with a transparent, quick, and effective way to use CO<sub>2</sub> neutral fuels to offset their

CO<sub>2</sub> consumption when flying.

With the second option, travelers can opt to support a reforestation project in Nicaragua and thus offset CO<sub>2</sub> emissions over the long term. Compensaid is carrying out this project in collaboration with MyClimate, a Swiss climate protection foundation and long-standing partner of the Lufthansa Group in the field of voluntary CO<sub>2</sub> offsetting. Compensaid is also working with Lufthansa Group's Corporate Fuel Management, whose fuel experts purchase the certified alternative fuel globally and supply it to Lufthansa flight operations.

“Sustainable Aviation Fuel is a groundbreaking way to produce sustainable kerosene. We are delighted to support Compensaid, an innovative platform that for the first time enables customers to invest in CO<sub>2</sub> neutral fuel for their flights,” says Thorsten Luft, Head of Fuel Management at Lufthansa Group.

In response to expected customer demand, plans are in the works to expand Compensaid's partner network for offsetting and to extend the service to all means of transport and their CO<sub>2</sub> emissions. 🌱

For more information, visit [www.compensaid.com](http://www.compensaid.com)



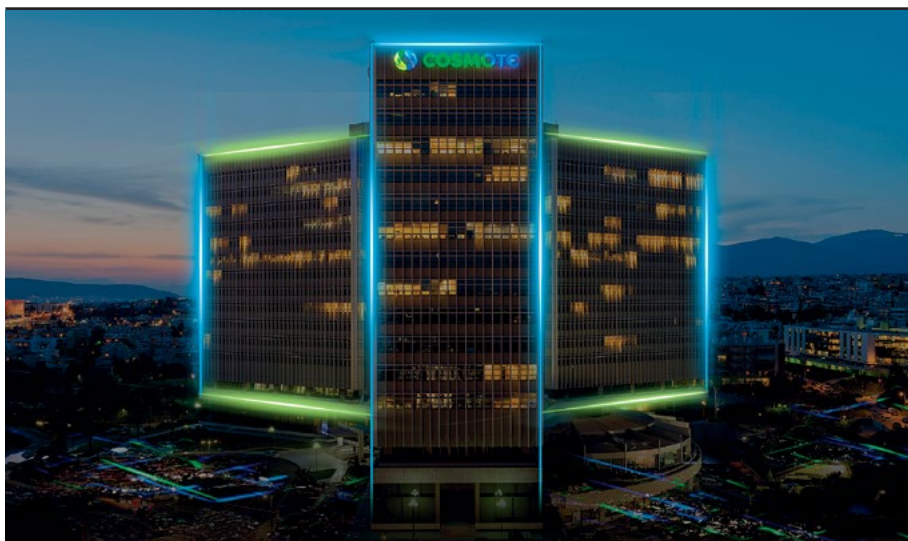
**FOR THE FIRST  
TIME, TRAVELERS  
CAN REPLACE  
FOSSIL AVIATION  
FUELS ONE-TO-  
ONE WITH SAF**



# OTE Group

## GREECE'S TECHNOLOGY POWERHOUSE

OTE Group, a member of Deutsche Telekom Group, is Greece's technology powerhouse and the enabler of the country's digital transformation, offering a full range of services for households and businesses, from fixed and mobile telephony, broadband and wholesale telecommunication services to pay-TV and ICT solutions. OTE's shares trade in the Athens Stock Exchange (as OTE) and London Stock Exchange (as HLTOY).



**O**TE Group has faced challenges and undergone a radical structural overhaul, transforming from a state monopoly into a modern, competitive company—and it achieved all this against the backdrop of a severe financial and social crisis and a volatile geopolitical environment.

### A TURNAROUND STORY

In 2010, OTE's fixed-line segment was trapped in a vicious cycle of low competitiveness due to eroding financial results, a hostile regulatory environment, and fierce competition. The Greek financial crisis and the inability to raise capital from the market

put OTE's inherited debt and solvency at risk. In 2011, Michael Tsamatz, the newly appointed CEO of OTE Group, set a concrete plan to fix the basics, focus on growth, and lead the company into the digital era. The strategy was based on six pillars: technological superiority, industry-leading customer experience, new revenue streams and enhanced leadership in core business, on the back of operational and cost optimization, and a modern human resources strategy. Successfully implementing this turnaround strategy, OTE Group managed to streamline its financials, create new revenue streams and transform into a modern, customer-centric technology enterprise, with COSMOTÉ as the unified brand for its fixed, mo-

bile, internet and TV products and services. Today, OTE Group leads the Greek market in fixed and mobile telecommunications, broadband, ICT and pay-TV, offering top services and constantly increasing value for customers and shareholders. It is the largest investor in telecommunications in Greece, having invested over €2bn over the past six years and committed to another €2bn by 2022, notably to establish fiber optics and mobile networks to enable its customers and the country to succeed in the digital era. Thanks to its know-how and ability to successfully implement large-scale projects in ICT and in IT integration, OTE Group is the partner of choice for businesses seeking integrated solutions in the fields of health-care, tourism, information security, energy, data centers, cloud and Internet of Things (IoT) services. Indicatively, the Group was assigned the €43 million installation and operation of Coca-Cola HBC's data center for 28 countries.

### GOING FORWARD: DIGITALIZATION

In the words of OTE Group CEO Michael Tsamatz, "change is primarily a mindset." That's why the Group is in constant pursuit of change, to become more efficient and address the evolving needs of the modern era. The group now has a new vision: to become a digital transformation paradigm in Greece and in Europe. For this, OTE's management team has compiled a 360-degree digital transformation program that will help it adopt a digital mindset and exploit digital capabilities to the benefit of its customers, employees, partners and suppliers. OTE Group is leading change. Acting proactively, challenging assumptions and continuously innovating, it operates responsibly and ethically, ensuring sustainability and enabling the digital transformation that will allow Greece's businesses and economy to grow. 🐼

# A Life Full of Fulbright

Among the first Greek women to be awarded a Fulbright scholarship, Rita Pipinopoulou-Panourgia embarked on her Fulbright journey right out of high school in 1955, studied in and explored the U.S. and returned to Greece to help others access opportunities and pursue their potential. A bright spirit and extraordinary personality, she talks to Alexandra Loli about the wide-reaching and life-changing impact of the Fulbright Program.

---

## **Tell us a bit about your early years. How did you become a Fulbright scholarship grantee?**

In the 1950s, for a Greek, and a woman no less, studying in America seemed like a dream. Those were troubled times, after the Second World War and the Greek Civil War in the 1940s which had left indelible marks on the youth of Greece. Not to mention that to get to America back then meant a nine-day voyage by ship. And yet that dream came true for me thanks to the Fulbright Foundation's exchange program. In the 1950s, high school graduates could also apply to the program, as well as university graduates. Having excelled in my class at the Larissa High School for Girls, I sat the English Language Competition. I remember we were 500 candidates from all over Greece at Athens College in Psyhiko, where the exam took place, and only 30 were selected. I was among the lucky ones.

## **What was it like for you in the United States?**

My experience in America was unique and truly life changing. I attended the University of Kansas at Lawrence in the Midwest, and this allowed me to discover a part of the USA I would never have known otherwise. In our eyes back then, America was New York. But

I discovered firsthand that very interesting and diametrically different people live in the vast states of the East and the West, North and South. I had the opportunity to extend my stay for a few months and travel. During every holiday, I traveled. I drove all around the country and I spent the summer in California. Adapting was not at all difficult. Back then America was the land of miracles. For me, coming from Greece, the technology they used in their everyday lives was mind-boggling. They had automatic washers and dryers. They used detergent in powder form. The girls wore stockings that didn't have to be mended! But then, there was also the segregation.

## **Can you share some of your experiences during the scholarship program?**

At the University of Kansas, I took journalism courses, and countless times, especially when it came to international events, I monopolized the debate in class as my American classmates were not as aware of current events from around the globe. They were always interested in learning about my experience from the war. It was impossible for them to comprehend the drama of young children being kidnapped or that I had experienced hiding in shelters and the disastrous famine in Athens.

My participation in the Fulbright Foundation's exchange program did not only benefit me through my studies or the experience of living in a different culture but also by opening new horizons that influenced me in my later years.

## **What about when you returned to Greece?**

Returning to Greece, I lived for a few years in Larissa, always staying in touch with the Fulbright Foundation and the U.S. Embassy's cultural department and participating when I was needed to help organize activities in my area, lectures, recitals or University of Michigan foreign language exams. In the early 1960s, I took a job as a secretary at the Fulbright Foundation in Athens.

## **But then your life took an unexpected turn.**

It was during the military dictatorship. By then, I was working at the Fulbright Foundation as a translator and liaison between the Foundation, the British Council and the Universities of Athens and Thessaloniki. The English language and literature departments of the Greek universities were newly established, and there were no Greek professors who could teach English, so it was mainly British and American Fulbrighters who taught these programs. I worked close-

**BACK THEN  
AMERICA WAS  
THE LAND OF  
MIRACLES**



1955, FULBRIGHT STUDENTS ARRIVING IN NEW YORK ON THE *INDEPENDENCE*.  
Pipinopoulou-Panourgia Archives

**SENATOR  
FULBRIGHT'S  
NAME HAS BEEN  
DOCUMENTED  
AS A NOUN,  
MEANING  
FRIENDSHIP  
AND MUTUAL  
UNDERSTANDING**

ly with the American teachers. In the early 1970s I was arrested by the military police. No warrant was ever issued and they never told me what the charges were. I was held in solitary confinement before being exiled for a year on the island of Kythera. My arrest was immediately announced by foreign news agencies—the BBC, Deutsche Welle,

the New York Times, the Herald Tribune and many more.

Senator Fulbright was chairman of the Senate Foreign Affairs Committee and had repeatedly spoken out against the totalitarian regime. His support was immediate and such an honor for me. He protested my detention and exile along with the U.S. ambassador in Athens. My American friends from the Fulbright Program also asked to visit me in my place of exile. They were not allowed to do that. But four of them managed to say goodbye before they went back to America. I was only allowed for a few hours with a special permit and escort to meet with them in the town of Neapoli, in Laconia, opposite Kythera. It was an unforgettable experience that still fills me with excitement and joy.

**Did you ever meet Senator Fulbright?**

I personally met the Senator in 1978, four years after the end of the dictatorship. I will never forget the reception that my husband, P. Panourgias, and I held for him that year when he came to Athens to celebrate the 30th anniversary of Fulbright Greece. Our guests included members of the govern-

ment and parliament and many members of the resistance known to the Senator since the junta. Senator Fulbright and I kept in touch through regular correspondence up to his death in 1995.

**You have served both as a staff member of Fulbright Greece and later on as President of the Greek Fulbright Alumni Association. What was your role after the 1970s? What has the Fulbright Program meant to you?**

I worked at the Fulbright Foundation until 1974, when I was transferred to the U.S. Embassy's educational department. I worked with the Library of Congress for Greek publications for nearly 20 years and traveled to Washington DC numerous times in that capacity. Until I retired from my active duties to tend to my family, Fulbright was my second home.

Many people's names have become famous throughout history for their ideas, achievements and works. Senator Fulbright's name is an exception; it has been documented as a noun, meaning friendship and mutual understanding. Mine has truly been a life full of Fulbright. 🍷





## Lake Kerkini Sets Stage for Award-Winning Photograph

Lake Kerkini has become the backdrop for the spectacular shot that won the top prize in the 2019 Bird Photographer of the Year competition. Shot by UK-born zoologist and photographer Caron Steele, the image shows an incredible moment in time: a Dalmatian Pelican as it attempts to navigate the slippery surface of the frozen lake. “On arriving in Greece to photograph the Dalmatian Pelicans in their breeding plumage, I discovered that Lake Kerkini, their favored haunt, had frozen for the first time in 16 years; all the pelicans had flown off. Fortunately, a few holes started to thaw in the lake and the birds slowly began to return. Unused to the slippery icy surface of the lake they regaled us with hilarious antics as they slid across the lake surface trying to retain control as they took off and landed,” said Steele. “I was lucky enough to capture one such rare moment when this magnificent pelican ran towards me across the ice at dusk before taking off. It was a truly unique experience, both magical and comical at the same time. And the image remains a moment of pure joy captured forever.” Lake Kerkini is an artificial reservoir situated near the border with Bulgaria in northern Greece. Created in 1932 and redeveloped in 1980, it is now one of the most important wetlands and foremost bird watching destinations in Europe.

## THI Gala Raises \$2.3M for Greece

The Hellenic Initiative’s (THI) 7th Annual Gala, which was held in NYC on September 27, has raised more than \$2.3 million, making it the most successful fundraising event in the Greek diaspora globally, according to THI President George Stamas. Now in its seventh year, THI has provided grants of more than \$15 million to support its twin missions of building entrepreneurial programs that help keep talented young Greeks from leaving the country and providing crisis relief for underserved communities in Greece, particularly children. During the gala, THI and the Coca-Cola Company announced a new \$1 million donation to ReGeneration, Greece’s largest internship program, which has engaged with more than 400 companies, offering paid internship opportunities to young graduates along with mentoring, professional training and development, and community service opportunities with NGO partners.

## DID YOU KNOW Thanksgiving

■ ■ ■  
Thanksgiving in the United States is celebrated on the fourth Thursday of November

■ ■ ■  
It was declared a national holiday by President Abraham Lincoln in 1863, following an almost two-decade-long letter campaign by writer and editor Sarah Joseph Hale

■ ■ ■  
It can be traced back to a three-day autumn harvest feast shared by the Mayflower colonists and members of the Wampanoag tribe in 1621, in Plymouth, MA

■ ■ ■  
It’s still possible to get a taste of the First Thanksgiving at the Plimoth Plantation, a living history museum that includes a replicated Pilgrim settlement and Wampanoag homesite and a full-scale reproduction of the Mayflower

■ ■ ■  
While major events like parades and football games have become Thanksgiving staples, most celebrations still revolve around family and food

■ ■ ■  
Traditional Thanksgiving dishes include green bean casserole, candied yams, cranberry sauce, stuffing, pecan and pumpkin pies, and of course turkey, with approximately 45 million eaten on Thanksgiving every year





DIMITRIS MANIKIS, PRESIDENT AND MANAGING DIRECTOR FOR EUROPE, MIDDLE EAST, EURASIA AND AFRICA (EMEA), WYNDHAM HOTELS & RESORTS

## MR&H NAMES TOP RESORT FOR 2019

The luxurious Wyndham Grand Crete Mirabello Bay hotel in Agios Nikolaos, Crete, has won first place at the Mediterranean Resort & Hotel Real Estate Forum's (MR&H) Top Mediterranean Resort Awards 2019. Going for its fourth year, the awards celebrate outstanding mixed-use resorts and developments across the Mediterranean region and feature two categories: Top Mediterranean Resort (currently in operation) and Top Mediterranean Resort (currently in development). The winners were announced at an awards ceremony that was held during the 5th Mediterranean Resort & Hotel Real Estate Forum 2019, which took place in Athens on October 29-31.



## Celebrating Melina

Marking 100 years since the birth of Melina Mercouri in 1920, the Ministry of Culture and Sports of the Hellenic Republic has announced that 2020 will be the "Year of Melina Mercouri" in memory of the iconic Greek actress, singer, activist and politician. Plans to celebrate her legacy throughout the year include exhibitions, art events, film screening and other cultural happenings, organized in collaboration with the Melina Mercouri Foundation.

Mercouri—or "Melina" as she is affectionately known in Greece—rose to fame as an actress and received multiple awards and nominations (including BAFTA, Golden Globe and Oscar nominations, and a Cannes Film Festival Award for her performance in the 1960 film *Never on Sunday*) for her work. She became involved with activism during the Greek Military Junta of 1967-1974 and subsequently settled into politics, becoming one of the founding members of PASOK in 1974 and going on to become the country's first female Minister for Culture (1981-1989 and again from 1993 until her death in 1994). Mercouri was an outspoken advocate for the return to Greece of the Parthenon Marbles, was a key force behind the establishment of Municipal Regional Theaters (DIPETHE) throughout Greece and the integration of the capital's archaeological sites, and worked tirelessly to promote and disseminate Greek culture in Greece and abroad.

## Enjoy Access to Over 400,000 Images from The Met

More than 406,000 high resolution images of public domain works from The Met collection are available to be explored, downloaded, shared, and remixed without restriction and without charge under the museum's Open Access policy. Spanning over 5,000 years, the museum's comprehensive collection features masterpieces from across periods, movements, styles and mediums and includes iconic works by Monet and van Gogh as well as stunning sculptures and artifacts from around the world. Images available to the public for unrestricted use can be accessed on The Met's website (marked as "Open Access" or "Public Domain" works) and through the Creative Commons website, using the "Metropolitan Museum of Art" filter.



THE REHEARSAL OF THE BALLET ONSTAGE  
CA. 1874  
EDGAR DEGAS

# ON HAVING FORESIGHT

## Reframing the Conversation with an Eye to Greece's Future

Last year, Foresight marked 20 years of operations in strategic communications advisory in the private and public sectors. As the company moves boldly into its third decade, Founder and CEO Alexandros Costopoulos talks to T.C. Lowrie about the changing impact of communications, the role of reputation, and his hopes for the future.

**First things first. Foresight has recently marked two decades of successful operations in Greece and the broader region. Tell us a bit about the company's background.**

Foresight's story began in 1998 in Washington DC. Our idea was to combine international experience, expertise and tactical thinking with strategic insights and key intelligence analysis to support private and public organizations, corporations and NGOs in the broader region of Southeast Europe and the Eastern Mediterranean. Since day one, the goal has been to deliver real and substantial solutions that enhance our clients' ability to maneuver effectively in today's highly volatile environment.

With over twenty years in business, we have developed strong expertise in effectively interfacing with decisionmakers and opinion shapers in order to achieve the desired attitudes and perceptions toward our clients and their objectives. We have built a reputation for developing client-specific strategies and tactics in areas such as public affairs, reputation management, lobbying, and civil society engagement.

At the same time, our deep understanding and expertise of Washing-

“  
REPUTATION HAS BECOME  
A CRITICAL ELEMENT IN  
SAFEGUARDING GRAVITAS  
AND CREDIBILITY,  
ENHANCING INFLUENCE  
AND ADVANCING  
PROSPECTS ”



ton's playbook and dynamics—having worked for many years with key public and private institutions and organizations on the other side of the Atlantic—allows us to offer our clients sophisticated political assessments and access to power centers that can empower their endeavors in Washington DC and across the United States.

## “ STRATEGIC COMMUNICATIONS TODAY IS ABOUT TRUST AND AUTHENTICITY”

**Indicatively, can you give us some examples of programs that you have worked on?**

Strategies we've developed have been used in efforts to restore the international credibility of Greece, confront sensitive issues such as anti-Americanism, empower entrepreneurship and investment potential in Cyprus and Serbia, strengthen the international economic relations of Ukraine, and develop entrepreneurship empowerment programs that propelled economies and repowered societies.

I am proud that Foresight has been trusted by leading corporations, institutions and esteemed C-suite executives from the United States, Europe and Greece, whether to launch a policy or an initiative, create a public awareness campaign, engage in new markets, or confront an issue.

**New tech and new platforms are driving rapid changes in communications. Looking at strategic communications today compared to twenty years ago, what do you find are some of the key differences?**

The main shift has been in the direction of communication. In the past, communication was largely top-down and one way. It was well-written and polished, but it was more of an interruption than a conversation. The pyramid of influence with elites at the top and mass audiences at the bottom is a thing of the past. Strategic communications today is about credibility and spontaneity. Today, technological advances and changes in the way people behave are reshaping communication to something closer to what we've always pursued: horizontal genuine conversations that are built on authenticity and trust while reflecting real-life actions and issues.



**As a veteran communications strategist, what are your thoughts on the importance of reputation?**

It is clear today, that communication has acquired a dominant role in our lives with a profound impact on our ability to navigate our vision through government and regulatory policies, political costs, public concerns, conflicted special interests, and immense economic challenges. Traditional patterns have been eradicated, wide advances in technology have dramatically shifted how we think, act and communicate, and a new culture of highly engaging audiences has emerged along with a constant barrage of information and misinformation across channels.

In such a unique environment, and across the spectrum of companies, brands, organizations and individuals (whether C-suite executives, politicians or public figures), reputation has become a critical element in safeguarding gravitas and credibility, enhancing influence and advancing prospects.

## THE INTERVIEW

### **What are some of the main pitfalls of this rapidly changing communications landscape?**

I would say that the biggest pitfall has been the collapse of credibility and the unconditional surrender to the social media charge. We have reached a point where critical thinking is crucial in order to tackle the ability of anyone with a photo editing app and a smartphone to misinform and manipulate public opinion in a snap, sometimes even unintentionally.

Social media and self-publishing platforms, along with various other digital tools, are an amazingly positive evolution in communication, allowing new opportunities for creativity, collaboration and engagement beyond borders or other barriers. AI is rapidly bringing even more advancements that will redefine the way we work, learn and think. It is therefore imperative to apply much needed safety barriers that will protect these remarkable advancements from the rapidly prevailing democratization of misinformation that creates a chaotic new arena of constant fighting for the truth and common sense.

### **Foresight is one of the region's key players in strategic communications, particularly in its expertise on all things Greece. As the country leaves behind the dark period of economic recession and works to reposition itself on the world stage, are you hopeful for what lies ahead?**

I am positive that we can do better if we leave behind obsolete ideas and embrace a new mindset. We've had more than enough inspiration, and we certainly have the narrative to rebuild our credibility and work our way out of this crisis. Now we must realize that we exist and compete in a global arena; whether we seek investments, tourists, clients or buyers for our products, our target audience will judge our expertise, reliability and results vis-à-vis many other alternatives. We have the tools to reframe the conversation about Greece, capitalize on all our advantages, invest boldly on our talents and potential, reach out to our friends, partners, philhellenes and diaspora all over the globe, and forge a renewed role, geopolitically and economically. It is time to move forward with action. 🇬🇷

“

**WE HAVE THE TOOLS  
TO REFRAME THE  
CONVERSATION ABOUT  
GREECE, CAPITALIZE ON  
ALL OUR ADVANTAGES,  
AND FORGE A RENEWED  
ROLE, GEOPOLITICALLY  
AND ECONOMICALLY ”**



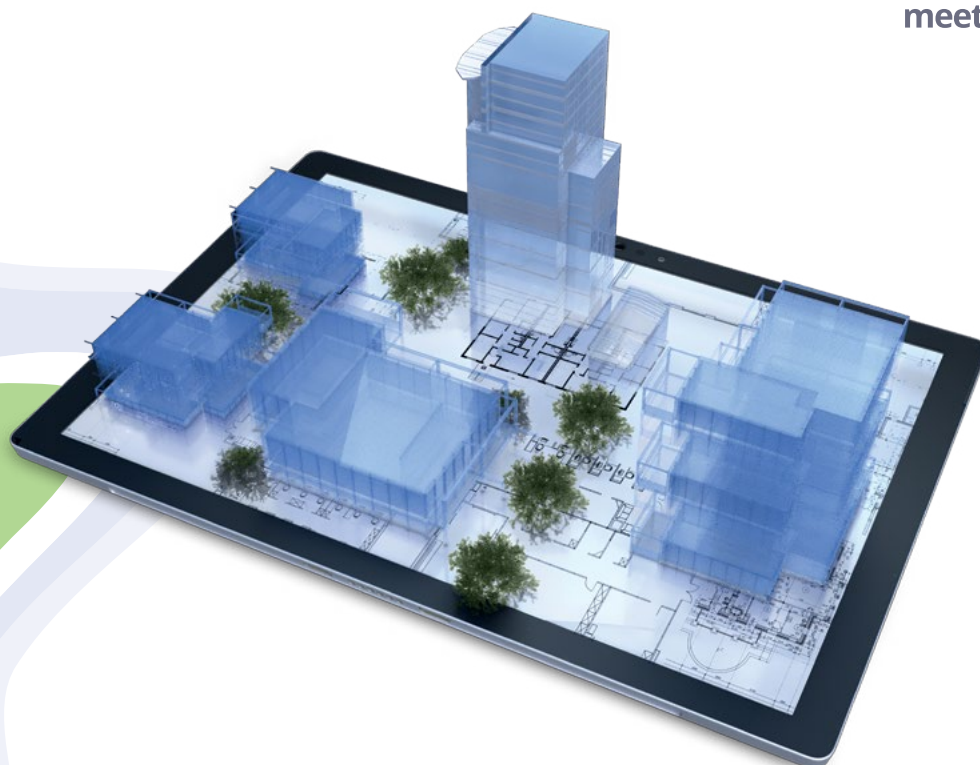




## Financing that helps your business grow!

- **Immediate coverage** of your financing needs with  
**no fine print** or cumbersome procedures
  - Decision making in **little time**
- Team with a **well-rounded knowledge**
  - **Standing by** you in every way

If this is the kind of business  
banking you are looking for,  
**meet Praxia bank.**



Find out more at  
[praxiabank.com/business](http://praxiabank.com/business)



# THOUGHT LEADERS

---

# GREEK ECONOMY

## TURNING THE ODDS IN OUR FAVOR

**T**his year's Greek Economic Summit marks the 30th anniversary of a remarkable annual happening. In its three consecutive decades, AmCham's hugely successful flagship conference has established itself as an indispensable institution featuring prime ministers, key government ministers and deputy ministers, U.S. ambassadors, high-ranking officials, and top politicians, academics, diplomats

and business executives from Greece, Europe and the United States.

In anticipation of this year's Summit, this issue's Thought Leaders discuss Greece's dynamic efforts to turn over a new leaf and enter a sustainable path of growth and competitiveness, look at the latest trends that will help get us out of the woods, and elucidate on how their respective sectors can contribute to turning the odds in the country's favor.

--ALEXANDRA LOLI





# Investing in Greece

**F**or over a decade, Greece demonstrated very weak financial performance and failed to offer a friendly entrepreneurial environment capable of attracting foreign investments. Greece's per capita income is among the lowest in the EU, the population is aging rapidly, and while young people emigrated in search of a better and more stable working environment, little was done to reverse the negative climate.

With this in mind, Minister of Development and Infrastructure Adonis Georgiadis put forward a bill aiming to transform Greece's ability to generate new wealth and jobs, improve the business environment and attract new investments. Following a public consultation, the bill was recently adopted by the Greek Parliament (Law 4635/2019) and was published in the Government Gazette (A' 167/30.10.2019) under the title "Investing in Greece and other provisions." Some of the new law's main focal points are:

- It amends existing legislation (Law 4608/2019) on strategic investments in order to accelerate the licensing of strategic investments and to introduce more flexible provisions.



## WHILE YOUNG PEOPLE EMIGRATED IN SEARCH OF A BETTER AND MORE STABLE WORKING ENVIRONMENT, LITTLE WAS DONE TO REVERSE THE NEGATIVE CLIMATE

- It simplifies auditing and certification processes for the completion of subsidized projects with the aim to accelerate the granting of various investment aids.
- It advances digital transformation in Greece in the domain of radio equipment and electronic communications.
- It includes provisions for the mandatory e-filing of

judicial documents with the administrative courts.

- It provides for the creation of a single consolidated digital map aiming to eliminate delays in the development phase of investments and boost investor confidence in the implementation of investments in Greece.
- It introduces a number of provisions aiming to facilitate the environmental licensing process or address loopholes in the existing legislation.
- It streamlines licensing procedures for businesses, facilitates the establishment of businesses in business parks and simplifies the operation of said parks.
- It introduces a number of revisions in the function of the Commercial Registry (GEMI) aiming to harmonize the registration and publication requirements applying to all types of legal entities and notably to accelerate the process of registration of the publicized information through various measures adopted.
- It amends the existing legislation on the pursuit of economic activities relating to, indicatively, agriculture, farming, quarries, processing activities, wholesale and retail, hotel and catering operations etc. regulated by Law 4442/2016, in order to simplify and accelerate the licensing procedure as well to harmonize the regulatory regime for the operation of various economic activities.
- It gives an end to the long-lived temporary regime of transitional gaming licenses and promotes full market regulation in order to ensure effective player protection and sound competition.

In line with these reforms, recent government announcements have confirmed that a tax bill is also expected to be passed by the end of November which will include a provision stipulating the suspension of VAT for three years for all building permits (new and pending as of 2006). The tax bill is also expected to introduce an exemption for expenses incurred from January 1, 2020, and will concern the energy, functional and aesthetic upgrading of all types and use of real estate.

It now remains to be seen whether these reforms will indeed improve the Greek investment environment, attract investors and help the Greek economy to experience the long-awaited growth and... development.



# AI-Enabled Technologies and Analytics Entrepreneurship

A CRITICAL DRIVING ROLE FOR INNOVATION IN A FUTURE AI-DRIVEN ECONOMY

**T**he rise of analytics and AI is redefining economic and business models. The influence of AI on the activities and competitiveness of an organization extends to disruptive value creation and competitive advantage modeling. SAS has introduced the concept of an “analytics economy” to describe and capture the development and transformation of almost every aspect and domain of our daily lives, including government, business, and society.

Data is the new currency, revolutionizing the workplace while challenging the role of human beings in data-driven organizations. Data speeds up innovation and disruption in order to extract value. And this is without doubt the age of data.

The analytics economy is powered by technology, with AI, machine learning and advanced analytics as its main ambassadors. These are transforming the way businesses (across all sectors) and professionals communicate and provide services to customers, who experience new socio-economic ways of doing business, entertaining, living, and traveling.



— BY —

**NIKOS PEPPAS**

Country Manager Greece  
and Eastern Europe, SAS

increase labor productivity by 40% by 2035. Analytics and AI will enable superior talent management through the digital transformation of human resource management.

This increase in productivity is not achieved by longer working hours but instead by innovative technologies that will enable people to make more productive use of their time in and outside the workplace. Businesses and countries with the culture and infrastructure to incorporate the innovation and disruption brought by analytics and AI in a timely and effective manner will see their economies double in half the time needed by today's standards, claims a McKinsey study. Nevertheless, according to another McKinsey study, only 8% of companies effectively scale their analytics initiatives. This means that AI talents and valuable time and work are not properly utilized, which translates into missed opportunities for the businesses.

It is important that, apart from the cultural shift and the investment in education, companies effectively leverage the right technology, a technology which can adjust the right talent management model in their business strategy, and thus attract the best and most talented candidates in the job market, in order to deploy innovation initiatives effectively.

For more than four decades, SAS has been continuously investing in the creation of analytics and AI technologies and solutions that transform the way businesses conduct business. The SAS Analytics Platform is an open platform that gives executives and businesses the freedom of choice and flexibility to access advanced analytics and AI through any interface regardless of programming language and infrastructure, either on premise or on cloud. It offers options that are geared towards allowing users to seamlessly integrate open source tools as part of the analytics lifecycle.

Consequently, it enables both rapid experimentation and improved control of entire big data sets, centralized management throughout the analytics cycle, from data preparation to model development and from model deployment.

## INCREASE IN PRODUCTIVITY IS NOT ACHIEVED BY LONGER WORKING HOURS

This rapid conceptual shift in recent years—including IoT, cloud computing, big data and AI—is making people believe that the workforce could be replaced by intelligent machines. AI can allow people to focus on parts of their business roles that add more value, increasing productivity and efficiency of human resources and providing the workforce with new tools to leverage their natural intelligence. Indeed, according to a recent Accenture survey, AI is expected to

# In Quest for a Prosperous Future for All: Where Technology and People Meet

In the aftermath of the financial crisis, the words on everyone's lips in Greece are "growth" and "development." Add "sustainable and inclusive," and it becomes clear what success looks like for our country for the years to come.

In a world transformed by technology, sustainable growth is inextricably linked to the adoption of emerging technologies. The implementation of the latest technological solutions, such as AI, will upgrade the existing workforce and capital, providing the necessary boost to both the public and private sectors.

Fortunately, Greece is on the rise while innovative technologies are also emerging worldwide. Whether it be adopting blockchain, increased transaction transparency, broad use of IoT, or early adoption of AI across industries, —there is potential for tech adoption to augment growth in Greece.

According to Accenture's "With an AI to the Future" study (in collaboration with Microsoft, May 2019), the adoption of AI could translate into a GDP increase of 190 billion over a 15-year period as a result of AI enhancement of existing human resources and capital, the adoption of intelligent automation, and the general boost to Greek innovation that these technologies would introduce.



sary provisions to anyone willing to embrace the future and become a technological leader in their field. However, embracing technological innovation is just one part of the equation; the other part, possibly more significant, is making the necessary investment in human resources. As businesses and industries are changing, it is becoming obvious that technology alone is not enough to drive digital transformation, give a competitive edge and deliver growth—it needs to be complemented by an upgrade of existing workforce and talent. Increasingly, employers are seeking a blend of traditional, digital and soft skills. The average person will have five careers in their lifetime, making learning a lifelong pursuit. We need to ensure everyone is equipped with the skills to thrive in the digital economy.

To that end, we undertake initiatives focused on the digital upskilling of businesses as well as people. *Microsoft Learn*, for example, is a free-to-use open platform, providing a variety of learning paths, courses and content designed to help educate people on cloud technologies, whereas *Microsoft AI Business School* is an online platform targeted in supporting business professionals to design and implement their AI strategy.

Especially for the Greek market, we design and deliver localized upskilling and readiness workshops for customers and partners, covering almost every industry. Through collaborations with NGOs and the creation of free for all Digital Skills education programs, we focus on students, the unemployed, underserved communities, but also startupper or young professionals. It is our deep belief that no one should be left behind as technology is progressing.

The combination of tech skills and a culture of learning is key to ensuring prolonged, sustainable growth. At Microsoft, we are committed to a world, where technology meets people's needs while at the same time people trust technology as a powerful tool in creating a prosperous future for all. We are here to ensure that Greece will be part of this future and this much anticipated brave new world.

## WE NEED TO ENSURE EVERYONE IS EQUIPPED WITH THE SKILLS TO THRIVE IN THE DIGITAL ECONOMY

To that end, we provide our customers and partners with evolved cloud tech, the fundamentals to build advanced solutions or to optimize their business practices and operations. Our goal is to provide the neces-

# Walking the Talk on Trustworthy AI A Turning Point for the Country

**T**he last decade has been quite a ride for the Greek economy and people. The country went through a severe multi-level crisis, but it seems like the road toward normality and sustainable growth is close enough. This is a turning point, and now is the chance to turn the odds in the country's favor.

Technologies such as cloud, big data, artificial intelligence (AI), blockchain, internet of things (IoT), and quantum computing can provide a competitive advantage to the country. IBM, a leading company in the field of cloud and cognitive solutions, is present in Greece for more than 81 years and can contribute toward this direction with these technologies and its expertise. The company is currently helping Greek organizations and enterprises move into the next chapter of digital reinvention, taking advantage of their data—the most powerful source of competitive advantage—by leveraging AI and cloud.



— BY —  
**SPYROS POULIDAS**  
CEO,  
IBM Greece & Cyprus

about use of data. In some cases, this lack of trust decreases engagement with AI systems.

As a basis, companies developing or using AI should have clear principles around the development, deployment and governance of AI. Good AI governance is essential. This means thinking carefully about the different stages involved in creating AI solutions and monitoring each stage carefully to ensure that principles are being followed. Fortunately, companies do not need to create these processes from scratch as there are several promising frameworks already in development.

The European Commission, in April 2019, published its Ethics Guidelines for Trustworthy AI, designed to set a global standard in advancing AI ethically and responsibly. IBM had a part in creating the Guidelines, including identifying seven fundamental requirements of trustworthy AI. These include human agency and oversight; technical robustness and safety; privacy and data governance; transparency; diversity, non-discrimination and fairness; societal and environmental wellbeing; and accountability.

Helpfully, the Guidelines also contain an assessment list that can be used as a roadmap for companies to operationalize trustworthy AI. In addition, in June, the independent EU High Level Expert Group on AI (HLEG) issued policy and investment recommendations for trustworthy AI.

As with the AI Ethics Guidelines, these recommendations are the result of thorough discussions within the HLEG and provide a comprehensive blueprint for developing a thriving AI ecosystem in Europe that can have a positive impact across the world.

AI is quickly and fundamentally transforming every facet of business. And as AI ethics tools evolve and governments get on board to help businesses, embedding AI ethics will become less daunting. The era for responsible and ethical AI is here, and it's up to all and the state to lead the way toward a prosperous, sustainable and digitalized future.

---

## AS AI ETHICS TOOLS EVOLVE AND GOVERNMENTS GET ON BOARD TO HELP BUSINESSES, EMBEDDING AI ETHICS WILL BECOME LESS DAUNTING

---

With the significant benefits that AI offers businesses and customers, now is the time for business to take action and build trust. But we first must identify what that entails and where the starting point is. A recent study by IBM's Institute of Business Value found that 82% of enterprises are now at least considering AI adoption, but 55% have security and privacy concerns



# A Healthier Population Through Digitization

**T**he Greek economy shows promising signs of growth with prospects of further economic recovery. At MSD we believe that economic growth can be promoted if we invest more in health and innovation. Healthier populations live longer, more productive lives, leading to greater economic prosperity, and recharging national growth. In today's world of big data, data analytics and digitization of care, we need to see how healthcare systems can be positively affected for their sustainability and for the benefit of patients. The value of real world evidence (RWE), big data in the area of healthcare has been strengthened in the last few years and their use is growing. Healthcare systems can be more efficient when real world data (RWD)



as they attract R&D investments, creating alternative resources of income and new high-skill, well-paying job positions and public-private partnerships.

When RWE is applied together with the electronic health record (EHR)\* and enterprise resource planning (ERP) systems in hospitals, they constitute the foundations for the creation of a unified platform for real world data collection within the framework of our electronic prescription system.

RWE and the ongoing digitization of healthcare will enable health systems to:

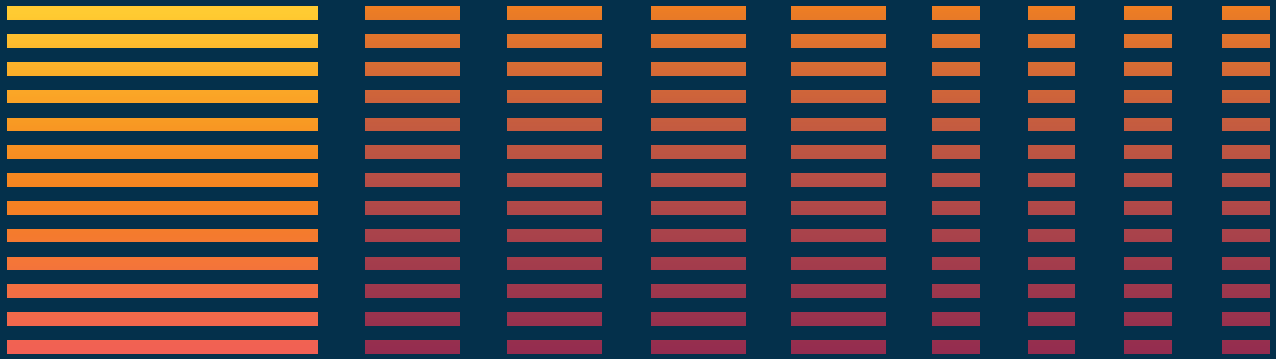
- Monitor population health and create a health map to define healthcare goals
- Monitor human, health and financial resources within the health system and optimize resource utilization
- Assess international and national clinical guidelines and public health policies with the ultimate goal of improving day-to-day clinical practice, managing chronic diseases, and increasing population health
- Develop patient registries enriched with clinical results and financial data
- Rationally plan and budget health services through an online health needs assessment system
- Improve clinical practice by integrating and monitoring the implementation of therapeutic protocols and guidelines that will lead to a reduction of wrong prescriptions
- Design targeted actions/adjustments to the provision of health services to improve clinical outcomes
- Determine high-risk groups for disease outbreaks, worsening disease burden, high consumption of health resources and the planning of health improvement and cost reduction interventions

Pharma companies that choose to embrace the digitization of healthcare could contribute to a healthier population at large. Greece can become a center of excellence in RWE, and MSD is contributing to this national strategy. 🇬🇷

## PHARMA COMPANIES THAT CHOOSE TO EMBRACE THE DIGITIZATION OF HEALTHCARE COULD CONTRIBUTE TO A HEALTHIER POPULATION AT LARGE

and big data are appropriately collected, analyzed and used in decisionmaking. From a clinical point of view, collection and analysis of RWD contributes to public health improvement, better clinical practice, and better understanding of healthcare system needs. In parallel, RWE can contribute to the fiscal sustainability of healthcare systems through better control of expenditures, improvement of chronic disease management, etc. They can act as economic growth drivers

\* EHR is the systematized collection of patient and population electronically-stored health information in a digital format. These records can be shared across different healthcare settings.



DID YOU KNOW?

# SAS<sup>®</sup> IS THE NO. 1 AI AND ADVANCED ANALYTICS SOFTWARE PLATFORM.

Today, our customers fight fraud with machine learning, improve cancer survival rates with computer vision and increase customer understanding with natural language processing. Thanks to the collaboration with our customers and partners, we're proud to be No. 1 globally in AI and advanced analytics software platform combined market share and revenue. Our growth rate in AI alone is more than 3x faster than the overall AI software platforms market.\*

[sas.com/discover](https://sas.com/discover)

\* Source: IDC, Worldwide Artificial Intelligence Software Platforms Market Shares 2018; June 2019, IDC#US45262419.  
IDC, Worldwide Advanced and Predictive Analytics Software Market Shares 2018, July 2019, IDC#US45366918.



**POWERFUL ANALYTICS.  
REAL RESULTS.**

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries.  
® indicates USA registration. Other brand and product names are trademarks of their respective companies. © 2019 SAS Institute Inc. All rights reserved. G114794.0919



# GREEK ECONOMIC SUMMIT

For three decades, AmCham's flagship event has brought together key players from the country's political, economic and financial life to shine a spotlight on the course of the Greek economy and explore prospects and possibilities for a better, more prosperous future.



KONSTANTINOS MITSOTAKIS



ANDREAS PAPANDREOU



COSTAS SIMITIS



KOSTAS KARAMANLIS



GEORGE PAPANDREOU



ANTONIS SAMARAS



ALEXIS TSIPRAS



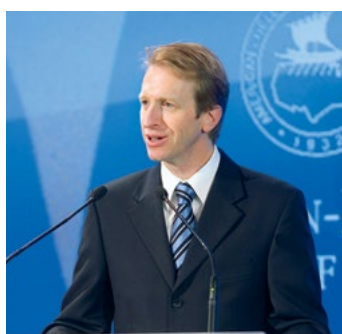
KYRIAKOS MITSOTAKIS







GRACIELA CHICHILNISKY



DANIEL SPECKHARD



EVANGELOS VENIZELOS



GEORGE PAPACONSTANTINOU



MIHALIS CHRISOHOIDIS



LOUKAS PAPADIMOS



DANIEL BENNETT SMITH



HORST REICHENBACH

Since its launch in 1990, the Greek Economy Conference has become the American-Hellenic Chamber of Commerce's flagship event and the foremost event of its kind in Greece. Each year, it draws a select audience of over one thousand key figures in the country's politics, policy, business and banking, as well as foreign government officials and diplomats, executives and representatives of major national and international organizations, researchers and investors from Greece and abroad. The Conference has established itself as the premier venue for this broad range of stakeholders to come together and discuss the course of the Greek economy, review crucial events, examine key trends, and propose policy points moving forward. With representation from across the board, the Conference delivers a remarkable wealth of insights and extraordinarily pertinent and actionable recommendations to help boost the economy and drive growth and prosperity for the whole country.

As one of the foremost institutions representing leading thought in Greece, the Chamber has a responsibility to help in the transformation of the country's economy. And for 30 years that's exactly what we have been doing through the Summit. Building on AmCham's strong tradition of expertise and integrity, the Summit brings together stakeholders and serves as a platform for advancing best practices and policy points that help improve this country's economy and investment environment.

Nikolaos Bakatselos, President

ΤΡΑΠΕΖΑ ΠΕΙΡΑΙΩΣ



For 30 years, the Greek Economic Summit, AmCham's flagship conference, has brought together professionals from all sectors to meet with likeminded people and industry peers from all different geographical areas. We take great pride in organizing and constantly updating, year after year, a top-notch event that brings the political elite into a meaningful dialogue on entrepreneurship, sheds light on critical issues, and provides a great platform for ideas to flourish. Here's to 30 more years!

Elias Spirtounias, Executive Director

### STEADFAST FOR GROWTH

Held annually for thirty years, the Conference has been a bastion of good policy and the importance of sustainable growth even as Greece underwent major shifts in its economic and political life, through years of plenty, during the country's darkest period of economic recession, and still as it emerged from its most serious financial crisis in modern history and is working to regain a strong foothold on the world stage. In the last decade, the Conference's focus has been on reform, investment and sustainability, the foundations for moving into a stable and prosperous future. Indicatively, conference titles have included "Rebuilding Greek Credibility," "The Time for Responsibility, Decisions and Action," "The New Greek Economic Model: Reform-Investment-Growth," and "Reshaping Economy – Reviving Entrepreneurial and Business Dynamics."



POUL THOMSEN



DAVID PEARCE



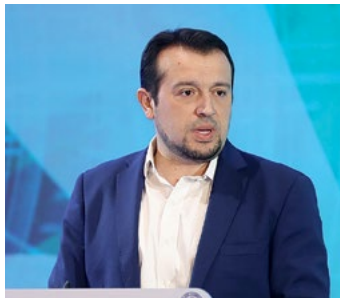
KOSTIS HATZIDAKIS



GEOFFREY PYATT



EUCLID TSAKALOTOS



NIKOS PAPPAS



PIERRE MOSCOVICI



YIANNIS STOURNARAS



## AMCHAM EXECUTIVE DIRECTORS 1990-PRESENT



SYMEON TSOMOKOS



SOTIRIS YANNOPOULOS



ALEXANDER LAMNIDIS



ELIAS SPIRTOUNIAS

## AMCHAM PRESIDENTS 1990-PRESENT



DIMITRIOS PETSIAVAS



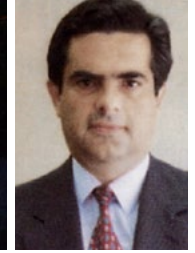
COSTAS IOANNOU



COSTAS  
PAPAGIANNACOPOULOS



ARIS MANIAS



GUS KOSTAKIS



STEPHANOS COSTOPOULOS



YANOS GRAMATIDIS



SIMOS ANASTASOPOULOS



NIKOLAOS BAKATSELOS

### THE GES COMMITTEE

#### Committee Chair

Nikolaos Bakatselos  
*President and CEO,  
Pyramis Metallourgia*

#### Committee Members

Vassilis Antoniadis  
*Senior Partner and Managing Director,  
The Boston Consulting Group*

Alexandros Costopoulos  
*CEO, Foresight Strategy and  
Communications*

Vassilis Kafatos  
*Partner, Deloitte Business Solutions*

Panos Papazoglou  
*Country Managing Partner –  
CSE Markets Leader – CSE South  
Cluster Leader, EY*

Elias Spirtounias  
*Amcham Executive Director*

**Committee Coordinator**  
Angeliki Dikeoulia

### COMMITMENT AND LEADERSHIP

The Conference's commitment to supporting and strengthening the Greek economy and creating ever-better foundations for business and social progress has been recognized and honored by the country's leadership year after year. Each year, the Conference has featured Prime Ministers, as well as leaders of the opposition, as keynote speakers, including Konstantinos Mitsotakis, Konstantinos Simitis, Kostas Karamanlis, George Papandreou, Lucas Papademos, Antonis Samaras, Alexis Tsipras, and Kyriakos Mitsotakis. The conferences have also featured the participation of successive U.S. Ambassadors to Greece, including Michael G. Sotirhos, Thomas M. T. Niles, R. Nicholas Burns, Thomas J. Miller, Charles P. Ries, Daniel Speckhard, Daniel Bennett Smith, David Pearce, and Geoffrey R. Pyatt. Each Conference traditionally opens with an address by the serving Executive Director and President of the American-Hellenic Chamber of Commerce. Since the event's launch, this has included Executive Directors Symeon Tsomokos, who was the Conference's original architect, Sotiris Yannopoulos, Alexander Lamnidis, and Elias Spirtounias, as well as Presidents Dimitrios Petsiavas, Costas Papagiannacopoulos, Stephanos Costopoulos, Yanos Gramatidis, and Simos Anastasopoulos; President incumbent Nikolaos Bakatselos will address the 30th Annual Greek Economic Summit this December.

### EMBRACING THE FUTURE

On occasion of its 30 years at the forefront of the country's economy, the Greek Economy Conference has been renamed: Henceforth known as the Greek Economic Summit, the Chamber's flagship conference will continue to bring together key stakeholders, unwavering in its commitment to bolster the Greek economy and promote sustainable growth and prosperity as the country turns the odds and moves into its future. 🇬🇷

ΤΡΑΠΕΖΑ ΠΕΙΡΑΙΩΣ





Praised for their beauty, biodiversity and scientific value, the United States' national parks are undeniably among the country's greatest treasures. From Acadia to Zion, *Business Partners* showcases the 61 bastions of the USA's extraordinary natural heritage.

# National Park of American Samoa

AMERICAN SAMOA



NATIONAL PARK OF AMERICAN SAMOA, TUTUILA ISLAND

**A**rguably the most remote of the U.S. National Parks, the National Park of American Samoa is a tropical preserve of rainforest and coral reef located halfway between Hawaii and New Zealand in the south-central Pacific Ocean, near the International Date Line. Established on October 31, 1988, it encompasses swathes of pristine landscapes and marine environments across three islands—Ta'ū, Ofu, and Tutuila—in the United States territory of American Samoa.

The park comprises the north end of Tutuila, a small portion of shoreline and offshore reef on the island of Ofu, and the entire southeastern half of Ta'ū. The latter includes the rainforest covered peak of American Samoa's highest mountain, Mount Lata, with an elevation of 931 meters, and the Mataalaosagamai Ridge on the island's southern shores, which is home to some of the tallest—and lushest—sea cliffs in the world. The ancient sacred site of Saua, on the east coast of Ta'ū, is considered by many to be the birthplace of the Polynesian people, where, according to local mythology, Tagaloa created the first humans. The park is run with help from the locals and operates a Homestay program to offer visitors the opportunity to experience local nature and culture in a village setting. The park's headquarters and visitor center are located in Pago Pago.

**Key Sites:** Amalau Valley, Blunt's Point Battery, Breakers Point Naval Guns, Mount Alava on Tutuila, Mount Lata on Ta'ū, Saua, Si'u Point

**Key Routes and Trails:** Lower Sauma Ridge Trail, Mount Alava Trail, Pola Island Trail, Si'u Point Trail 🐾

## QUICK FACTS

### ESTABLISHED

October 31, 1988

### LOCATION

American Samoa

### NEAREST TOWN

Pago Pago

### AREA

13,500 acres (55 km<sup>2</sup>)

### WILDLIFE

Due to the park's small size and remote location, the diversity of terrestrial species is low: 343 flowering plants, 135 ferns, 45 birds and seabirds, 3 mammals (all bats), 3 skinks, 1 gecko, 2 sea turtles, and other occasional visitors. In contrast, the diversity of marine species is high: 961 coral reef fishes, over 250 corals, and several whales and dolphins.

### MORE INFO:

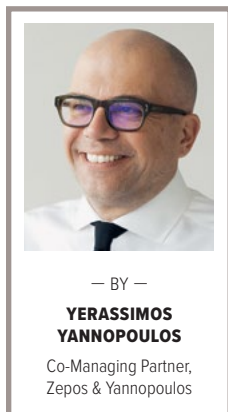
[www.nps.gov/npsa/](http://www.nps.gov/npsa/)

# Attracting Foreign Residents to Live and Spend in Greece

Greece has the potential to become a premium destination, well beyond its cultural and leisure offering, if rules to attract foreign residents become competitive enough. We are not alone.

Similar tax regimes across Europe aim to attract investors and professionals of high cultural and economic worth in order to increase each country's international competitiveness.

**G**reece has already taken a few steps to increase its international competitiveness as a premium destination and attract high net worth individuals (HNWIs), but we can do more by first simplifying the rules proposed and secondly opening up our plan to retirees and corporate executives willing to move



their tax residence to Greece. The absolute success of Portugal in the field (with approximately 22,000 applicants moving their residence there over the last 10 years), as well as the relevant success of Italy (it is said that approximately 550 ultra-high net worth individuals moved their residence there, however, over a much shorter period), show us the way. Furthermore, Italy is offering as of

this summer a flat 7% tax on retirees' worldwide income and a partial income tax exemption for executives, favoring their move to less developed areas of the Italian peninsula.

Greece is proposing a €100,000 flat tax for foreign residents wishing to move their residence in Greece should they invest €500,000 or more in Greek assets; furthermore, it grants an inheritance/gift tax exemption for the part of their estate located abroad.

Greece could outperform other destinations by offering a clear and stable framework that not only imitates the best features offered in other countries but goes even further.

## LEARNING FROM OTHERS

- The plan must be opened up to retirees and corporate executives; the opportunity is huge and the impact immediate.
- Applicants should not be required to invest in real estate property or other assets. To maintain their residency status in Greece, applicants must only have a place of abode in the country; their home, whether owned or rented, must demonstrate intent to hold habitual residence.

## OFFERING MORE

- The flat tax amounts for HNWIs, or the tax rates offered to retirees and to corporate executives should be lower.
- The applicants' interaction with the authorities should be minimum (if not down to zero) and the application process should be fully automated.

As the Greek proverb goes, "In hospitality, the chief thing is good will." And this time, Greece cannot afford to be left behind. 🇬🇷

**GREECE COULD OUTPERFORM OTHER DESTINATIONS BY OFFERING A CLEAR AND STABLE FRAMEWORK THAT NOT ONLY IMITATES THE BEST FEATURES OFFERED IN OTHER COUNTRIES BUT GOES EVEN FURTHER**

## Ryanair Takes Off in Greece



Ryanair has launched its Greek Summer 2020 schedule, announcing the addition of 14 new summer routes in Greece. In Athens, Ryanair's David O'Brien said: "Ryanair, Europe's greenest, cleanest airline, is delighted to launch its Summer 2020 schedule, which includes 14 new summer routes to destinations such as France, Italy and Germany. Ryanair's 147 Summer 2020 routes will deliver 6.6 million customers p.a.

and support over 4,950\* jobs across 13 Greek airports."

Ryanair's Greek Summer 2020 schedule will include: Athens to Barcelona, Madrid, Nuremberg and Toulouse; Chania to Marseille; Kefalonia to Bologna and Frankfurt Hahn; Kalamata to Gdansk and Milan Malpensa; Kavala International to Bucharest; Rhodes to Prague; and Thessaloniki to Amman, Prague and Bordeaux.

## Fulbright POLYMORPHIA



The Fulbright Foundation, in collaboration with i-D ProjectArt, is hosting the Fulbright Polymorphia exhibition, which will be open to the public from Saturday November 2 to Saturday December 7, at the i-D ProjectArt venue in Kolonaki, Athens. All proceeds will benefit the Fulbright Scholarship Program.

The exhibition is part of the "Art Supports Education – Fulbright Alumni Art Series" initiative,

which launched in 2009 and demonstrates that art supports education, just as education supports art. Under the initiative, Fulbright artists reciprocate the opportunity they were given, by contributing with their works to support the Scholarship Program. Fulbright Polymorphia, with artworks generously offered by Fulbright artist alumni, aims to highlight the diversity (polymorphia) of expression that characterizes the contemporary visual art scene and the arts in general, an element that is firmly supported by the Fulbright Artist Program.

## Accusonus Raises \$3.3M

Patras-founded Accusonus, an audio software development company that uses machine learning and AI to help content creators improve the audio in their videos, has raised \$3.3 million in Series A funding. The round is led by Athens-based Venture Friends, with participation from Big Pi, IQBility and PJ Tech, as well as a group of U.S.-based investors led by Accusonus Chairman Michael Tzannes.

Accusonus was founded in Patras, Greece, in 2013 by Alex Tsilfidis (CEO) and Elias Kokkinis (CTO), with Michael Tzannes joining soon after an angel investor. The company subsequently incorporated in the United States with Tsilfidis, Kokkinis and Tzannes as founders. Its products—including Drumatom, Regroover, and Rhythmiq—are used both by professional sound engineers working with major musicians as well as amateur content producers around the world.



## TWINNING AGREEMENT BOOSTS HOPE FOR YOUNG PATIENTS

Marianna V. Vardinoyannis - ELPIDA Children's Oncology Unit in Athens and the Beijing Children's Hospital in China have signed a twinning agreement in a ceremony that took place in Athens on November 4, which saw Marianna Vardinoyannis, Founder and President of the ELPIDA Association of Friends of Children with Cancer, welcome Ni Xin, Director of Beijing's Children's Hospital, and Tu Zhitao, General Director of Beijing Administration of Traditional Chinese Medicine. "China and Greece are separated by a great distance, [but] they are united by the common goal of what we do for our children," said Ni Xin. "This agreement ensures we will have a common base for the exchange of knowledge and data. I'm sure we will do a great job against childhood cancer worldwide."

ELPIDA's Twinning Program was created in late 2012 to promote the exchange of knowledge, increase further training and specialization of doctors and nurses through international experience, organize visits by internationally renowned scientists to the Children's Oncology Unit in Athens, and boost research into battling childhood cancer.

Since the program's launch, the Children's Oncology Unit has signed cooperation agreements with hospitals around the world, including in Albania, Azerbaijan, Canada, China, Cyprus, Egypt, Georgia, Israel, the Netherlands, Serbia, Turkey, and the United States.



# Your essential global and local news source in Greece.

Subscribe today for just €5.88  
a week for your first 8 weeks.

Enjoy uncompromising New York Times reporting that deepens your understanding of the issues that matter, and get high-quality national and regional coverage in Kathimerini English Edition – all in one essential package. Includes:

- A 65% saving on the cover price
- Daily newspaper delivery to your door
- Unlimited access to NYTimes.com and apps for smartphone and tablet

**Order today**

210 480 8222

subsgr@ekathimerini.com

<https://subscription.kathimerini.gr/kathimerini-english>

\*Offer expires December 31, 2019 and is valid for new subscribers in Athens and Thessaloniki only. This offer is not available in all markets and hand delivery is subject to confirmation by our local distributor. Smartphone and tablet apps are not supported on all devices.





## 60 Years of Thessaloniki International Film Festival

Thessaloniki International Film Festival (TIFF) celebrated its 60th anniversary with its sights firmly set on the future. The festival, which took place October 31 to November 10 in Thessaloniki under the theme “The Overview Effect,” featured a combination of provocative premieres and Greek cinema classics, with a total of 201 films and 59 shorts films, and 25 awards presented as part of the festivities. This year’s TIFF also launched a new competition section titled “Meet the Neighbors” to showcase first and second features by emerging filmmakers from the region.



## ENVI Turns Up Heat for CO<sub>2</sub> Neutrality

Ahead of the COP25 UN Climate Change Conference in Madrid in December, the European Parliament’s Environment, Public Health and Food Safety Committee (ENVI) has approved a resolution calling on the EU to submit its long-term strategy to reach climate neutrality at the latest by 2050 to the UN Convention on Climate Change as soon as possible. The Committee has also highlighted the need for the EU to raise its ambition level for 2030 in order to reach the 2050 target; they stressed that current ambitions for aviation and shipping fall short of the necessary emissions reductions and hence believe that all countries should be encouraged to include emissions from international shipping and aviation in their national contributions plans. The Committee further called on EU countries to double their contributions to the international Green Climate Fund and to urgently phase out all direct and indirect fossil fuel subsidies by 2020. The global action made during the next 10 years will impact the future of humanity for the next 10 000 years, they say.

WWW.

## LIGHTS! CAMERA! HISTORY!

Explore rare and historical film archives from Europe and the United States

### British Council Film Collection

Short documentary films made by the British Council during the 1940s designed to show the world how Britain lived, worked and played  
[film.britishcouncil.org/british-council-film-collection/](http://film.britishcouncil.org/british-council-film-collection/)

### Chicago Film Archives

Browse collections ranging from professional to amateur films, as well as home movies and archival footage  
[chicagofilmarchives.org/collections/](http://chicagofilmarchives.org/collections/)

### European Film Gateway

The EFG Portal offers access to hundreds of thousands of film historical documents as preserved in European film archives and cinémathèques  
[europeanfilmgateway.eu](http://europeanfilmgateway.eu)

### Library of Congress – National Screening Room

Hundreds of free films comprising over a century of video assets that capture a broad range of American life from 1890 on  
[www.loc.gov/collections/national-screening-room](http://www.loc.gov/collections/national-screening-room)

### National Film Preservation Foundation

A collection of films dedicated to preserving the film heritage of the United States  
[filmpreservation.org/preserved-films/screening-room](http://filmpreservation.org/preserved-films/screening-room)

### Open Culture

Watch 1,150 movies free online. Includes classics, indies, film noir, and documentaries  
[openculture.com/freemoviesonline](http://openculture.com/freemoviesonline)



## Discover The New Marketing Era

**[www.dkmarketing.gr](http://www.dkmarketing.gr)**

NEW YORK • LONDON • LUXEMBOURG • SHANGHAI • THESSALONIKI • ATHENS

**Thessaloniki Office:** Ifigeneias 3, 55133, Kalamaria, T&F: +30 2310 417 111

**Athens Office:** Voukourestiou 21, 10671, Kolonaki, T&F: +30 210 360 2919

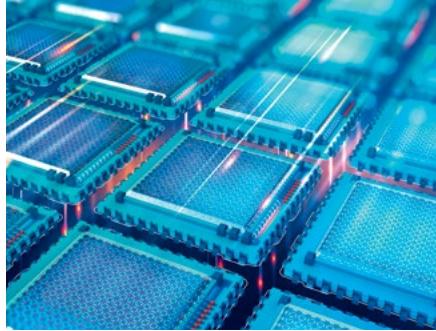
**Email:** [welcome@dkmarketing.gr](mailto:welcome@dkmarketing.gr)

**Choose Responsibly**  
**Results – Driven Marketing Agency.**



# What is OPENQKD?

Launched in September this year, OPENQKD is a European project that aims to transform the way we see and use quantum communication. Its main focus is to create and test a communication network infrastructure with a built-in quantum element: Using Quantum Key Distribution (QKD), an ultra-secure form of data encryption, the project will develop an experimental testbed and will test the existing equipment supplied by different manufacturers of quantum components. OPENQKD's activities will take place across Europe, in Austria, the Czech Republic, France, Germany, Greece, Italy, the Netherlands, Poland, Spain, Switzerland, and the UK. It will focus on several key fields of operations, especially the telecommunications sector, where data traffic in transit and at rest needs to be secured. Other applications, such as securing medical and governmental data or the transmission of secure control signals in the electricity grid, will also be demonstrated and evaluated. In addition, OPENQKD will address the development of a European ecosystem for



quantum technology providers and application developers and will work to identify new use-cases by supporting startups and SMEs, as well as offering modern test facilities to new quantum stakeholders. A further objective is to devise standards and security certifications for this infrastructure. To achieve its ambitious goals, the OPENQKD project will last three years and have a budget of €15 million. Its consortium consists of 38 partners (from 13 EU member states and Horizon 2020 associated states) covering a wide range of competences including quantum equipment manufacturers, network operators, system integrators,

SMEs, research and technology organizations, universities, certification and standardization bodies, and end-users.

OPENQKD is part of a broader EU effort to build on Europe's leadership in science and technology, support cutting edge research and boost security and cooperation among member states. It follows the launch, in 2018, of the first phase of the European Commission's Quantum Technologies Flagship, a €1 billion initiative to pool resources around a commonly agreed science and technology roadmap over the next ten years in five key fields: quantum communication, quantum computing, quantum simulation, quantum metrology and sensing, and the basic science behind quantum technologies. In the period 2021-2027, quantum technologies will be supported by the Digital Europe program, which will develop and reinforce Europe's strategic digital capacities, as well as the Commission's Horizon Europe program, contributing to research applications.

Source: European Commission

## Haroupi

### CRETAN-INSPIRED CUISINE IN THE HEART OF THESSALONIKI

While its subtle modern industrial décor is a nod to the local area—the outskirts of the Ladadika neighborhood just minutes from Thessaloniki's port—its menu draws inspiration from farther afield, delivering a contemporary take on traditional Cretan cuisine. Haroupi—Greek for carob—offers a range of dishes expertly crafted by Chania-born chef Manolis Papoutsakis to showcase the traditional flavors of his homeland in a decidedly 21st century way: Blanched wild greens with beets and chickpeas, Sfakian pie with carob flour and carob honey, carpaccio of apaki with orange sauce, traditional gamopilafo risotto, fried rabbit in grape syrup. The restaurant also serves a selection of Cretan cheeses and beverages.

The kitchen is open every day from 13:00 to 01:00



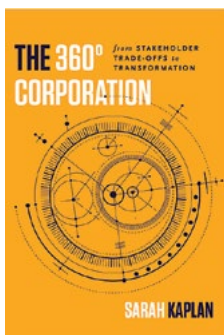
Haroupi  
4 Doxis Str., Ladadika, Thessaloniki  
T: 6988 52 62 62  
xaroupi.gr

## THE BUSINESS BOOK SHELF

# THE 360° CORPORATION

FROM STAKEHOLDER TRADE-OFFS  
TO TRANSFORMATION

BY SARAH KAPLAN, STANFORD UNIVERSITY PRESS



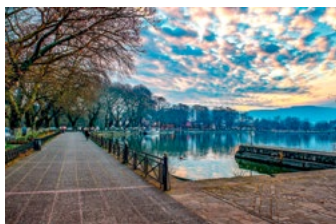
Companies are increasingly facing intense pressures to address stakeholder demands from every direction: Consumers want socially responsible products; employees want meaningful work; investors now screen on environmental, social, and governance criteria; and “clicktivists” create social media storms over company missteps. CEOs now realize that their companies must be social as well as commercial actors, but stakeholder pressures often create trade-offs with demands to deliver financial performance to shareholders. How can companies respond while avoiding simple greenwashing or pinkwashing?

*The 360° Corporation* lays out a roadmap for organizational

leaders who have hit the limits of the supposed win-win of shared value to explore how companies can cope with real trade-offs, innovating around them or even thriving within them. Suggesting that the shared-value mindset may actually get in the way of progress, bestselling author Sarah Kaplan shows how trade-offs, rather than being confusing or problematic, can actually be the source of organizational resilience and transformation. Sarah Kaplan is Distinguished Professor at the University of Toronto’s Rotman School of Management where she is the founding Director of the Institute for Gender and the Economy (GATE). She is also Senior Fellow at the University of Pennsylvania’s Wharton School and has nearly a decade of experience at consultancy McKinsey & Company. Her prior works include extensive and award-winning academic publications as well as the business bestseller *Creative Destruction*.

## TRAVELOGUE

### IOANNINA



Situated on the shores of Lake Pavmotida, Ioannina is widely considered one of the best destinations in northern Greece. The city was an important center in the region throughout the Byzantine and Ottoman eras, renowned for its silversmiths and artisans, and also played a key role

in the Greek Enlightenment in the period leading up to the Greek War of Independence in 1821. Today, the city offers visitors a perfect balance of picturesque charm, wonderful landscapes, and rich local culture and history.

**What to do:** Explore Ioannina Castle; visit the city’s museums—including the Archaeological Museum, the Byzantine Museum, the Silversmithing Museum, and the Municipal Ethnographic Museum; walk along the waterfront; take the ferry to the Isle of Lake Pamvotida; explore Perama Cave; visit Ancient Dodoni; treat yourself to a wine tour.

**Where to stay:** Grand Serai Congress and Spa, Heritage Hotels Kalari, Hotel Antique, Hotel Du Lac Congress Center and Spa, Kamares Boutique Hotel and Spa, La Suite Boutique Hotel and Spa

**Where to eat:** Arte Provera, Metsovitiki Folia, Taxydia Sti Limni, To Magazaki Pou Legame, Seirios, Stoa Louli, Zaire

# Jargonaut

## FREEMIUM

A strategy where the basic version of a product is offered free of charge in the hope that customers will pay for an upgraded version



## GOING HYPERLOCAL

Using GPS data to geographically target audiences and provide location-based advertising delivered online, usually through phones



## GROWTH HACK

Marketing, usually by cash-strapped startups, involving free or low-cost methods such as blogging, social media, SEO, and content marketing



## ITL

An acronym for Invited to Leave, this is a diplomatic way to describe the termination of someone’s contract, particularly of higher-level employees



## LIFE HACK

A tip or technique for accomplishing a familiar task more efficiently



## TROLLING THE MEDIA

Manipulating the media to achieve a desired outcome; for example, creating expectations based on artificially low targets so that when the targets are achieved or surpassed the impact is better



## YELLING AT THE CLOUD

A reference to a long-running gag from *The Simpsons*, this refers to doing something pointless, stupid and ineffectual

# Did We Learn Our Lesson?

This November marked the 30th anniversary of the fall of the Berlin Wall. Originally constructed in 1961, the 12-foot-high and more than 100-mile-long concrete wall stood tall for some 28 years to divide the communist East from the capitalist West. More of a symbol than an actual barrier for most of its course in history, the Berlin Wall reminded the world of one of its darkest times, the lack of freedom, the Cold War.



Following a period of mounting civil unrest, on November 9, 1989, the East German government finally allowed its citizens to visit West Germany and West Berlin. That was the beginning of the end for the Berlin Wall, as crowds of East German citizens climbed the Wall, destroying it in effect piece by piece, in order to cross the border and join West Germans on the other

side in a uniquely celebratory atmosphere. The actual demolition of the Wall officially began on June 13, 1990, and was completed in November 1991. The fall of the Berlin Wall paved the way for German reunification and thus ushered in a new era for Germany, bringing hope and turning the political page for the entire world. Art, music and literature of the

time indeed paint a picture of a world coming together.

Today, the memory of the wall and all it stood for still inspires us. But, have we actually evolved as a society? Not really, one would argue, as authoritarianism, antidemocratic policies and extremist thinking seem to be at an all-time high. In the last decade, we have somehow managed to grow more intolerant towards women, immigrants, and minorities in general. The abundance of information we now have access to through the world wide web and the various social media platforms has, surprisingly, not brought us closer together. Alas, we have created a powerful weapon and placed it in the hands

of those who advocate for hate speech, racism, and restriction of self-expression.

If history can teach us anything at all, it is that putting up walls and condoning polarization in effect results in imprisonment for both sides. Many of us today enjoy freedoms that seemed impossible just a few generations back. If we keep undermining this privilege, one thing is certain; we are destined to

repeat the mistakes of the past. We need to tend to our democracy, constantly nourish tolerance and yet stand firm against those voices of bigotry and authoritarianism that seek to destabilize all we have achieved. 🐼



— BY —  
**ALEXANDRA LOLI, PhD**  
Publisher

## THE AMERICAN-HELLENIC CHAMBER OF COMMERCE

### Become a Member

To become a member of the American-Hellenic Chamber of Commerce, one of Greece's most preeminent and proactive business organizations, apply on the Chamber website at [www.amcham.gr](http://www.amcham.gr), send an e-mail to [info@amcham.gr](mailto:info@amcham.gr), call the Chamber at 210-699-3559, or fax the Chamber at 210-698-5687-7 and request an application form.

## BUSINESS Partners

Advertise in Business Partners today and begin a new, prosperous business partnership

For more information, contact:  
Alexandra Loli, Publisher, [a.loli@amcham.gr](mailto:a.loli@amcham.gr)



ΣΤΗ  
ΡΙ  
ΖΟΥ  
ΜΕ //

#prostokalytero 

**Στηρίζουμε** πρωτοβουλίες  
που λένε **ΟΧΙ** στο τσιγάρο.

**Στηρίζουμε** την καθολική εφαρμογή  
του αντικαπνιστικού νόμου.

*Επιμένουμε, εμπνέουμε, δημιουργούμε,  
ένα μέλλον προς το καλύτερο.*

Μάθε όσα χρειάζεσαι εδώ:

**[www.prostokalytero.gr](http://www.prostokalytero.gr)**

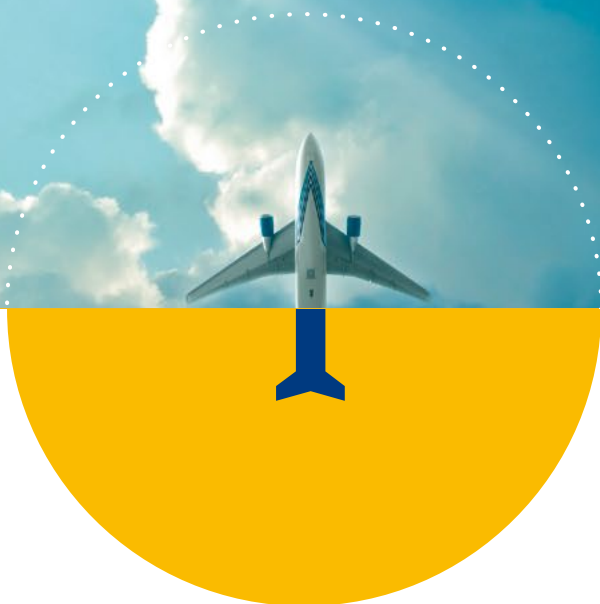


**ΠΑΠΑΣΤΡΑΤΟΣ**

ΕΤΑΙΡΙΑ ΤΗΣ PHILIP MORRIS INTERNATIONAL

**New winbank**  
It organizes your finances.  
You reach your goals.

Νέο  
winbank



SAVING GOAL  
**Travel**

**ENTER**

**With the new winbank you have total control over your finances,  
because for the first time they are organized correctly:**

- Your transactions are automatically categorized.
- You can control your expenses, by setting amounts that you don't want to surpass.
- You can set saving goals and keep track of their progress.



Login to [winbank.gr](https://winbank.gr) or download the winbank mobile app.

PIRAEUS BANK



New winbank.  
Simple and organized.



► [winbank.gr](https://winbank.gr)