

BUSINESS Partners

MAY-JUNE 2020


THE MAGAZINE OF THE AMERICAN-HELLENIC CHAMBER OF COMMERCE
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THOUGHT LEADERS
**PHARMA ON THE
FRONT LINES**

BUILDING ON EDUCATIONAL AND CULTURAL DIPLOMACY
WITH ALEXANDRA PAPADOPOULOU, AMBASSADOR OF
GREECE TO THE UNITED STATES
SHAPING TOMORROW - THE QUALITY INTERNSHIP GUIDE
THE IMPACT OF THE PANDEMIC ON DAILY LIFE AND WORK



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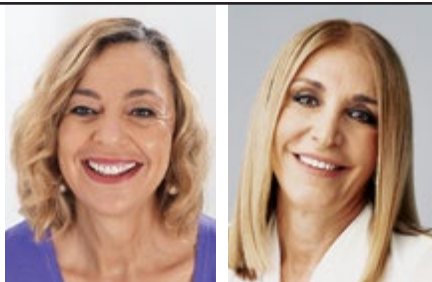
Building a better
working world

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24 THOUGHT LEADERS

Pharma on the Front Lines



Dear members and friends of the American-Hellenic Chamber of Commerce,

The cover of this issue of Business Partners features a simple yet profoundly heartfelt message of gratitude—our gratitude as an organization and as individuals—to all the people who stepped up, helped out, and inspired the rest of us to cope with this ordeal as best we could: Thank you.

Even as we exit the lockdown phase, this remains a very difficult period for us all. For small businesses and large organizations, for employees and people in command, for our children and our parents. The COVID-19 crisis has affected our work, our daily habits, our relationships, and even the way we perceive things around us. Despite the economic setback and the unfortunate loss of lives, I believe that our society exhibited extraordinary resilience, patience and solidarity—characteristics that we ought to maintain in the future too.

It is time now to turn a page and move on, with the necessary caution but also with optimism and faith that we can succeed in our future endeavors. There are positive prospects on our horizon, but it is up to us and our mindset what we make of them.

The EU's decision to provide an unprecedented stimulus package to its member states demonstrates a possible shift towards a more unified and solidary Europe. It remains to be seen, of course, whether the EU can continue to take the necessary measures and respond to the great challenges of the future. It also remains to be seen whether Greece can take full advantage of the opportunity and make the most of this package in its efforts to develop a new growth model. The positive light in which Greece is being portrayed thanks to the effective management of the COVID-19 crisis has boosted confidence in the country internationally, and this is reflected not only in tourism but also in promising investment interests and business collaborations. Relations between Greece and the United States remain very strong, and this is highlighted by the support provided by the United States to Greece at all levels, which is very important especially at times like this. Finally, according to the indications so far, entrepreneurship is recovering faster than expected, refuting doomsday scenarios and creating optimism for better than expected financial results for 2020.

As we move into the summer, our Chamber is pushing forward with its dynamic initiatives: first, with the AmChamGR Digital Talks & Events series that will run through July 20, and second, with the publication of a set of positions and proposals by the Chamber's Committees on the steps that must be taken to ensure the country remains on course in the post-COVID-19 era.

Be well. Stay safe. And enjoy the summer.

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.



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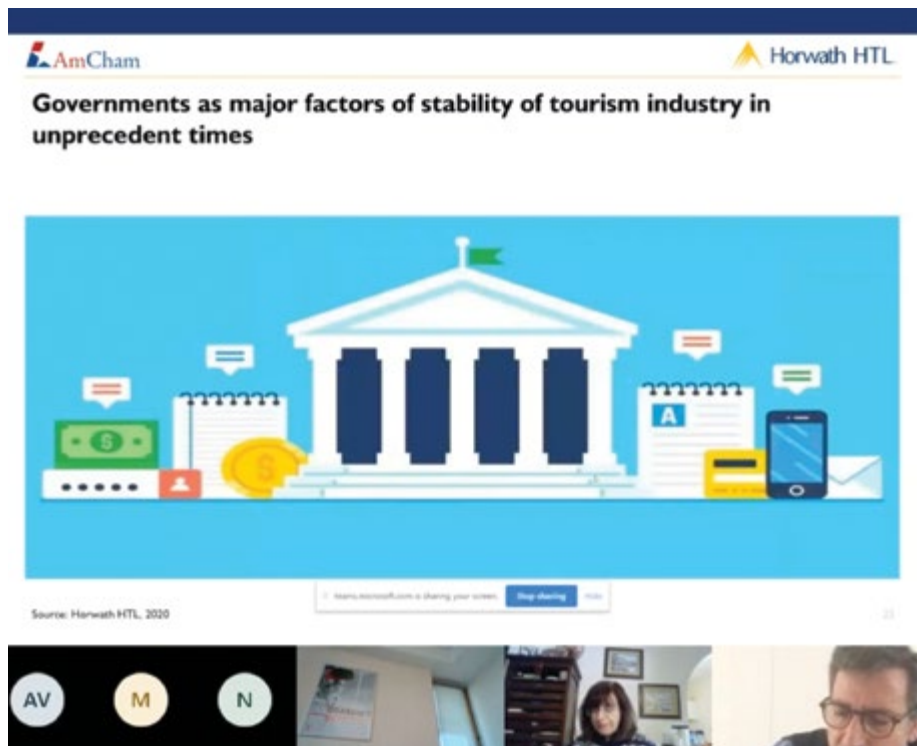


CONNECTED WITH AMCHAM

Tourism Perspectives in Light of Coronavirus

AmChams Croatia, Czechia, Montenegro, Slovenia, and Greece organized a regional virtual event on the effects that the coronavirus outbreak will have on tourism. Titled “Connected with AmCham – Tourism perspectives in light of coronavirus,” the event covered a range of topics including the current situation in the tourism industry, perspectives on the development of tourism in the next couple of years, and the measures needed for a fast recovery of the industry. Tourism is a major contributor to the GDP of the five countries, and their governments must propose and implement measures to support tourism, save jobs, and give a new perspective to the development of the sector.

Introduced by Siniša Topalović, Partner at Horwath HTL, the event included talks by Tonči Glavina, State Secretary at Croatia’s Ministry of Tourism; Damir Davidović, State Secretary at Montenegro’s Ministry of Sustainable Development and Tourism; Jan Herget, Managing Director of CzechTourism; Marjan Beltram, Chief Travel and Mobility Officer at Nomago (Slovenia); and Andreas Stylianopoulos, CEO of Navigator (Greece). The event gathered more than 100 participants from five countries.



New AmChamGR COVID-19 Survey

AmChamGR has conducted its second survey on the impact of the COVID-19 pandemic and the weeks-long lockdown on daily life and work. Spearheaded by the Chamber’s Women in Business (WIB) Committee, the survey looked at the way that the pandemic affected the way we think, operate and work, revealing how the lockdown measures disproportionately impacted women, both at home and in the workplace. Find out more on pages 16 and 18.



AMCHAMGR SALUTES THE LAUNCH OF GREECE INVESTOR GUIDE

AmChamGR has welcomed the launch of the Greece Investor Guide (GIG), a tool packed with useful information on investment opportunities in Greece. Offering an invaluable window into the Greek market, the Greece Investor Guide is designed to help investors locate suitable business opportunities across economic sectors, comprehend market dynamics, gain insider perspectives, and stay up-to-date with key developments in the Greek economy. Committed to promoting sustainable growth in the country, the American-Hellenic Chamber of Commerce was actively involved in the development of the Guide. In an interview to the Greek Investor Guide, AmChamGR President Nikolaos Bakatselos underlined the proven resilience of Greece and Greek companies and noted that the country’s rapid adoption of digital technologies over the past months opens the ways for amazing opportunities in digitization, further reduction of bureaucracy and the implementation of key tax and legal reforms that make Greece a more attractive destination for all kinds of FDI.

For more information, visit www.greeceinvestorguide.com



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Transatlantic Economy 2020 Report

The United States and Europe are thriving together, according to “The Transatlantic Economy 2020,” an annual report by the U.S. Chamber of Commerce and the American Chamber of Commerce to the EU (AmChamEU). Acknowledging the impact of recent transatlantic political turbulence, the disruption caused by the coronavirus crisis on supply chains and the uncertainty about the contours of the UK’s future economic relationship with the EU, the study confirms that no two other regions in the world are as deeply integrated as the United States and Europe. The two remain each other’s most important markets with particularly thick ties in foreign direct investment (FDI), portfolio investment, banking claims, trade and affiliate sales in goods and services, mutual R&D investment, patent cooperation, technology flows, and sales of knowledge-intensive services. Analyzing facts and figures, the report focuses on the strong economic partnership globally and features analyses of the jobs, trade, and investment impacts of the relationship for all U.S. states and 30 European countries. Research for the report was conducted independently by Daniel Hamilton and Joseph Quinlan for the Foreign Policy Institute at Johns Hopkins University’s School of Advanced International Studies.

For more information and to access key findings, an executive summary and the full report, visit www.uschamber.com/report/the-transatlantic-economy-2020

DEFEA

New Dates

New dates have been announced for DEFEA – Defense Exhibition Athens, which was originally planned to take place on June 22-24, 2020. The event’s organizers, in agreement with the Greek Ministry of Defense and the Hellenic Manufacturers of Defense and Security Material Association (SEKPY), have taken the decision to postpone DEFEA from June 2020 to May 11-13, 2021. The event will take place at the Metropolitan Expo Centre in Athens.

COVID-19

For AmCham’s updates on the impact of coronavirus on the economy and business, see www.amcham.gr/coronavirus-updates-for-the-economy-and-business/

AMCHAM’S WHITE PAPER FOR THE POST-COVID-19 ERA

Preparing ahead for the considerable and lasting impact of the COVID-19 pandemic—not only on health and healthcare but also on economies, business, employment, and the very way in which humans interact around the world—the Committees of the American-Hellenic Chamber of Commerce have developed and published a comprehensive set of positions and proposals for Greece in the post-COVID-19 era, aiming to utilize the unprecedented level of disruption by turning it into an opportunity for real and sustainable change to Greece’s growth model. The paper, titled “Positions and Proposals of the Committees of the American-Hellenic Chamber of Commerce for the Post-COVID-19 Era in Greece,” includes contributions from the following:

- Agrotechnology Committee**
- Corporate Governance Committee**
- Corporate Responsibility Committee**
- Culture Committee**
- Education, Innovation and Entrepreneurship Committee**
- Employment Committee**
- Energy Committee**
- Information Technology and Communications Committee**
- Insurance, Social Security and Labor Affairs Committee**
- Intellectual Property Rights Committee**
- Medical Devices and Diagnostics Committee**
- Pharmaceutical Committee**
- Real Estate and Development Committee**
- Taxation Committee**
- Tourism Committee**
- Women in Business Committee**
- TradeUSA**

To access the full report, visit www.amcham.gr/committee-whitepapers-2020/



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Digital Talks & Events

In response to the COVID-19 outbreak, The American-Hellenic Chamber of Commerce has launched the AmChamGR Digital Talks & Events series. Featuring key government representatives, business leaders and other experts, and covering a range of key topics in crucial areas of the Greek economy, the series allows the Chamber to continue its valuable work promoting best practices and supporting strong and sustainable growth in the country, while also protecting the health and wellbeing of its members, partners and the general public.

HEALTHWORLD 2020 SERIES: ROUNDTABLE I

**RESTRUCTURING OF THE NATIONAL
HEALTHCARE SYSTEM:
SUSTAINABILITY AND REFORMS**
MAY 20

The first event in AmChamGR's Digital Talks & Events series, HealthWorld 2020: Roundtable I focused on the restructuring of the National Healthcare System, its sustainability and the reforms needed to create a modern and efficient healthcare system that values and welcomes innovation. The roundtable speakers were Vasilis Kikilias, Minister of Health; Andreas Xanthos, MP and Head of Health for SYRIZA; Makis Papataxiarchis, Chair of AmCham's Pharmaceutical Committee; Anargyros Marios, MD, Director of the Areopolis Health Center in Mani and Head of the Initiative for the Reconstruction of Primary Health

Care and General/Family Medicine; and Agis Tsouros, visiting professor at Imperial College, London, and former Director of the Division of Policy and Governance for Health and Wellbeing at World Health Organization, Regional Office for Europe. The discussion was moderated by Ioannis Boletis, Professor of Nephrology at the University of Athens Medical School and President of the Onassis Cardiac Surgery Center. HealthWorld 2020 Series: Roundtable I was organized with the support and contribution of Genesis Pharma, Alcon, and Johnson & Johnson, with CNN Greece and Onmed.gr supporting as media partners.

The HealthWorld 2020 Series of roundtables and presentations are presented under the umbrella of the AmCham's annual HealthWorld. HealthWorld 2020 will be held on September 15-16, 2020, as a hybrid online conference with limited physical presence and extended digital participation.

**THE STRATEGIC AXIS OF OUR POLICY IS PRIMARY
HEALTHCARE. WE CALL ON COMPANIES TO INVEST IN
GREECE, AND THE GOVERNMENT WILL START FIRST
BY INCREASING THE PERCENTAGE OF GOVERNMENT
INVESTMENT IN HEALTHCARE.**

— VASILIS KIKILIAS

HEALTHWORLD 2020 SERIES: ONE-TO-ONE DISCUSSION I

**PRESENT AND FUTURE OF
THE CORONAVIRUS PANDEMIC**
MAY 25

The first One-to-One Discussion in the HealthWorld 2020 Series featured George Pavlakis, M.D., Ph.D., Chief, Human Retrovirus Section, Vaccine Branch of the Center for Cancer Research at the National Cancer Institute in the United States, and Athanasios Skoutelis, M.D., Ph.D., Internist – Infectious Diseases Specialist and Director of the 2nd Internal Medicine and Infectious Diseases Department at Hygeia Hospital. The discussion, which focused on developments in vaccine research and the scientific response to the pandemic in Greece and

around the world, was moderated by Nattassa Spagadorou, Health Correspondent for CNN Greece and Onmed.gr.

“The COVID-19 vaccine is a conscious intervention that concerns everyone,” said Athanasios Skoutelis, going on to add that “The goal is to ensure people’s safety, without immediate or medium-term side effects.”

HealthWorld 2020 Series: One-to-One Discussion I was organized with the support of Alcon. CNN Greece and Onmed.gr supported the event as media partners.

#TAXFORUMSERIES: ROUNDTABLE DISCUSSION I

**TAX ADMINISTRATION DIGITAL
TRANSFORMATION: CHALLENGES
AND OPPORTUNITIES**
MAY 27

The first of a series of roundtable discussions on key tax policy and administration issues, the #TaxForumSeries roundtable titled “Tax Administration Digital Transformation: Challenges and Opportunities” focused on the need for digital transformation that will modernize the Greek taxation landscape with interconnected systems and streamlined services and will contribute to a secure, stable and sustainable tax and business environment in the country.

Stavros Kostas, Chair of AmCham’s Tax Committee and member of the Chamber’s Board of Directors, delivered the welcome remarks. The roundtable speakers were George Pitsilis, Director of the In-

dependent Authority for Public Revenue (IARP); Georgia Stamatelou, Partner and Head of Tax at Legal at KPMG; Panos Daveros, Tax and Customs Group Director at Hellenic Petroleum; Angelos Benos, Tax Partner at PwC Greece; and George Nikolaou, member of the Board of Directors of Athenian Brewery. The discussion was moderated by Ioannis Stavropoulos, Managing Partner at Stavropoulos & Partners Law Office.

#TaxForumSeries: Roundtable Discussion I was sponsored by KPMG, PwC and Stavropoulos & Partners Law Office, with Naftemporiki and Naftemporiki.gr as media partners.

**AT LEAST 80% OF SERVICES AT IARP ARE ALREADY
DIGITAL. DIGITAL TRANSFORMATION IS A NECESSITY
FOR OUR PROTECTION AND OUR SAFETY AND
ULTIMATELY FOR OUR SURVIVAL.**

— GEORGE PITSILIS

GREEK INDUSTRY AND THE NEW GROWTH MODEL: NECESSARY REFORMS

MAY 28

Focusing on the role of the industrial sector as a key component of the new production model that Greece must adopt to ensure strong and sustainable economic growth, this roundtable discussion examined how technology, research and education can shape the industry of tomorrow, what heavy industry in Greece might look like, and what structural changes would be needed. Key points included the government's role in and willingness to change the country's production model, and the need to invest, innovate and diversify to increase the sector's—and the economy's—resilience.

The roundtable speakers were Adonis Georgiadis, Minister of Development and Investments; George Milonas, President and CEO of Alumil; Michalis Stassinopoulos, member of the Board of Directors of Viohalco; Theodoros Tryfon, Co-CEO of Elpen Group; and Christos Harpantidis, Chairman and Managing Director of Papatratos. The discussion was moderated by Vasilis Kafatos, Vice President of the American-Hellenic Chamber of Commerce and Partner at Deloitte.

The event was sponsored by Deloitte, with Capital.gr supporting it as media partner.

IN THIS NEW GREECE THAT WE SEEK TO BUILD, WE AIM THAT THE INDUSTRY SECTOR BE A KEY PILLAR TO WHICH WE WILL PROVIDE INCENTIVES AND TRY TO CURE IT OF ITS GREAT WEAKNESSES. — ADONIS GEORGIADIS

EAST MED AND THE TRILATERAL PARTNERSHIP

JUNE 2

Titled “East Med: The trilateral partnership (Greece-Israel-Cyprus) and its role in regional energy security and economic cooperation in the age of COVID-19 and beyond,” the event was organized by the American-Hellenic Chamber of Commerce and the Atlantic Council in cooperation with the American Chamber of Commerce in Cyprus (AmCham Cyprus) and the Israel-American Chamber of Commerce (AmCham Israel). The discussion focused on the key role of the East Med project in contributing to energy

security and stability in the SE Mediterranean and SE Europe, the importance and potential of economic cooperation between the three countries, and future prospects of expanding this cooperation to include more Mediterranean countries and more sectors. Welcome remarks were delivered by Nikolaos Bakatselos, President of AmCham Greece, and Benjamin Haddad, Director of the Future Europe Initiative at the Atlantic Council. The roundtable speakers were Kostis Hatzidakis, Greek Minister of Environment and Energy; George Lakkotrypis, Cypriot Minister of Energy, Trade, Industry and Tourism; Yuval Steinitz, Israeli Minister of National Infrastructures, Energy and Water Resources; Francis Fannon, Assistant Secretary of Energy Resources at the U.S. Department of State; Richard Morningstar, Chairman and Founding Director of the Global Energy Center at the Atlantic Council; Geoffrey R. Pyatt, U.S. Ambassa-

dor to Greece; Mathios Rigas, CEO of Energean; Symeon Kassianidis, President of DEFA (Cygas-Cyprus Natural Gas Public Company) and President and CEO of Hyperion Systems Engineering Group; Bini Zomer, Director of Noble Energy in Israel; and Dimitris Manolis, Head of International Works and Activities and Deputy Director of Development at IGI POSEIDON. Closing statements were delivered by the Presidents of the three AmChams: Nikolaos Bakatselos (AmCham Greece), Harris Kakkoulis (AmCham Cyprus), and Oded Rose (AmCham Israel). The discussion was moderated by Katerina Sokou, Non-resident Senior Fellow at the Atlantic Council and Washington DC correspondent for Kathimerini newspaper and Skai TV.

The East Med and the Trilateral Partnership discussion was sponsored by HEDNO and Hellenic Petroleum, with Kathimerini as media partner.

#AMCHAMIDEASSERIES

STARTUPS AND SMES: CHALLENGES AND OPPORTUNITIES TO OVERCOME THE COVID-19 CRISIS

JUNE 3

Taking into account the unprecedented disruption caused by the COVID-19 pandemic and its long-lasting reverberations to come, this #AmChamIdeasSeries event focused on the impact of the crisis on startups and SMEs. The discussion explored key topics including the imminent risks for businesses in the Greek ecosystem, the economic and governmental assistance that is required to help companies survive the economic fallout, and what SMEs and startups can do to navigate their way out the crisis. Welcome remarks were delivered by Litsa Panayotopoulos, Chair of AmCham's Education, Innovation and Entrepreneurship (EIE) Committee. The event's speakers were Yannis Tsakiris, Deputy Minister of Development and Investments; Nuno Quental,

European Innovation Council Task Force; Peter Cowley, President of the European Business Angel Network (EBAN) and Chair of Cambridge Business Angels; Ron Weissman, member of the Board of Directors of Angel Capital Association (ACA) and Angel Investor at Band of Angels; and Dimitris Tsingos, Co-founder of HeBAN and Founder of Starttech Ventures. The discussion was moderated by Panayiotis H. Ketikidis, Co-founder of HeBAN, member of the Board of Directors of EBAN, and member of AmCham's EIE Committee. The event was organized by the American-Hellenic Chamber of Commerce in cooperation with EBAN and HeBAN. It was sponsored by Cisco Greece, with emea.gr and Startupper supporting it as media partners.

GREECE IS BECOMING AN ATTRACTIVE INVESTMENT DESTINATION, IN WHICH WE HAVE THE WILL TO BUILD POLICIES AND BRING TOOLS TO SUCCEED. I WOULD LIKE TO INVITE THE INTERNATIONAL INVESTMENT COMMUNITY FOR START-UPS TO SEE THE PROSPECTS THAT GREECE OFFERS. — YANNIS TSAKIRIS

REFORMING THE AGRICULTURAL SECTOR FOR AN ADVANCED ROLE IN THE STATE'S NEW DEVELOPMENT MODEL

JUNE 3

With a focus on Greece's agricultural sector, this event looked at the significant impact that the COVID-19 crisis has already had on agrofood and examined how this challenging period can be transformed into an opportunity for restructuring and reform that will set the foundations for solid growth in the years ahead. The discussion explored topics such as ways to bolster the sector through the crisis, planning for local and global demand, the need to find a balance between competitiveness and tradition, and how to optimize the use of scarce natural resources.

Welcome remarks were delivered by Nikolaos Bakatselos, President of the American-Hellenic Chamber of Commerce,

and Mavroudis Voridis, Minister of Rural Development and Food. The event's speakers were Nikolaos Karagiorgos, member of AmCham's Agrotechnology Committee and President and CEO of Karagiorgos Cotton Industry; Nikitas Pothoulakis, Vice President and CEO of Barba Stathis; Ioannis Bellas, CEO of Belas Filotas & Son; and Konstantinos Kravvas, rice farmer. The discussion was moderated by Georgios Katsaros, member of AmCham's Agrotechnology Committee and President and CEO of E. Katsaros.

The event was sponsored by Barba Stathis, Karagiorgos Cotton Industry, Kouimtzis Group, and Pelopac, with Real.gr and enikos.gr supporting it as media partners.

THE QUALITY INTERNSHIP GUIDE

In a rapidly changing, ever more demanding job market, nothing is more important than equipping young people with the crucial real-world skills that will enable them to successfully transition from education to employment.

FEATURED BY



EY

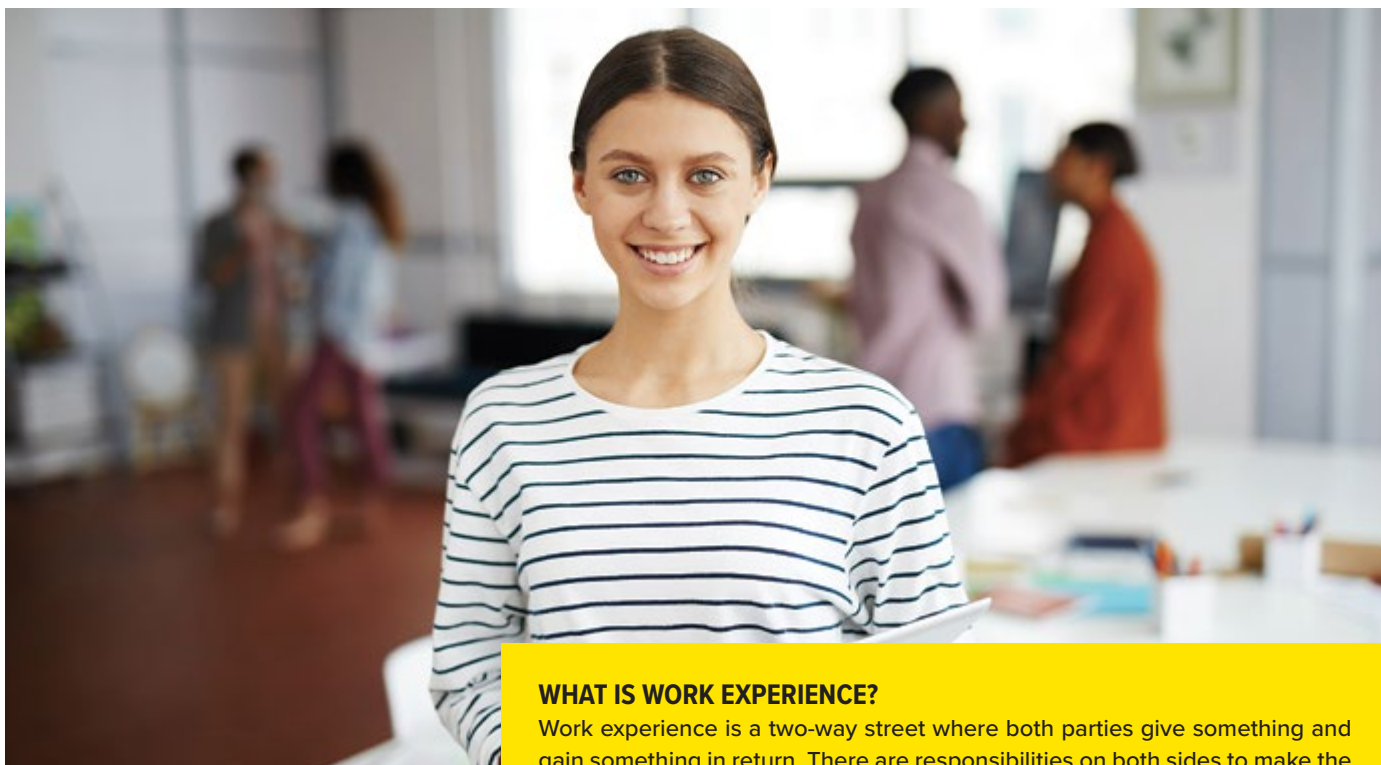
Building a better
working world

Since 2015, the American-Hellenic Chamber of Commerce has been organizing specially designed skills labs and networking events for young people aged 18-30, aiming to give them a competitive advantage in today's demanding job market.

Indeed, the changing employment landscape and subsequently the different skillsets required to succeed in it are a key area of focus throughout many of the Chamber's events and activities. Building on this and determined to further contribute to strengthening the Greek labor market across the board (workers, employers, collectives, public bodies, academic institutions, etc.) by disseminating some of the very same best practices used by some of the most important and influential companies and organizations in Greece—the American-Hellenic Chamber of Commerce, in cooperation with the Athens Exchange Group (ATHEX) and EY, is launching its most recent initiative: the Quality Internship Guide (QIG).

Launched in May 2020, the Quality Internship Guide aims to highlight the crucial importance of quality internships, as much for young people and their successful entry into the job market as for companies in their efforts to recruit and develop young talent that can grow to effectively contribute and create added value for their organizations.

To encourage the widespread adoption and implementation of quality internship programs, the QIG showcases successful internship models used by some of the country's foremost public and private universities and offers information, ideas and solutions for institutions interested in introducing new internship programs or improving those they already run. To this end, the Quality Internship Guide includes:



WHAT IS WORK EXPERIENCE?

Work experience is a two-way street where both parties give something and gain something in return. There are responsibilities on both sides to make the relationship work and produce positive outcomes.

WHAT ARE INTERNSHIPS?

An internship is a period of work experience with a distinctively educational character. Internships allow young people to gain work experience relevant to their studies in order to speed up and facilitate their transition from education to the job market.

According to the European Youth Forum's European Quality Charter on Internships and Apprenticeships, the success and quality of an internship hinge on a number of key factors that include creating educational value, providing decent employment conditions, and ensuring adequate remuneration. These quality standards are essential and they ensure that internships become valuable experiences for young people, companies, and society as a whole.

- An outline of the fundamental principles and quality standards adhered to by companies that offer quality internships
- Insights into the practical steps needed to create a quality internship framework
- Information on various public and third sector initiatives for transitioning young people into the job market, as well as information on the role of private enterprise in this process
- Case studies of internship best practices from companies already offering quality internship programs
- Tips and advice on supporting and mentoring young people to make the most of the internships

The Guide also examines the benefits that quality internships can offer young people as well as businesses and includes a helpful guide for self-evaluating existing internship programs and identifying areas for improvement. 🇬🇷

The Quality Internship Guide will be available from end June 2020.

For more information and to order your copy, visit www.amcham.gr or contact Sofia Chaidogiannou at s.xaidogiannou@amcham.gr

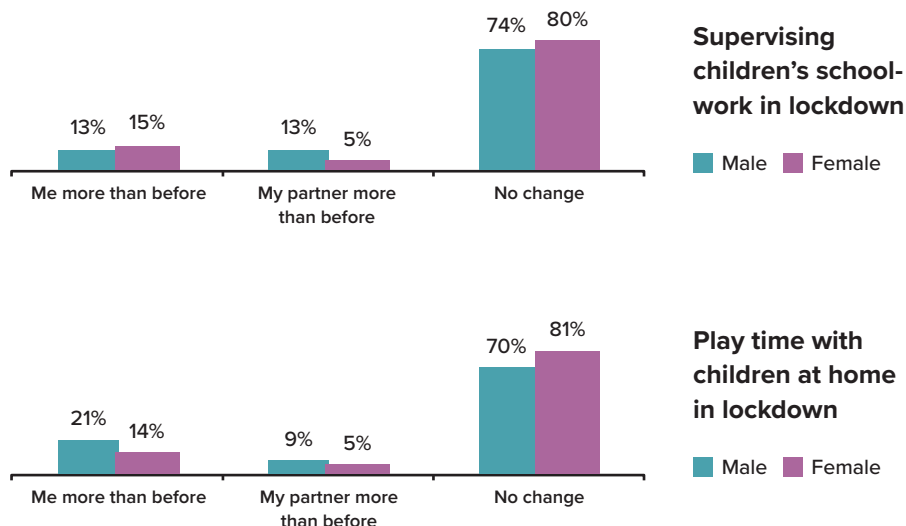
INTERNSHIPS CONFER BENEFITS ON THREE LEVELS: EMPLOYERS FIND THE SKILLS THEY NEED, YOUNG PEOPLE GAIN ACCESS TO THE JOB MARKET, AND SOCIETY IS ABLE TO AVOID THE NEGATIVE AND LONGTERM OMINOUS IMPLICATIONS OF HIGH YOUTH UNEMPLOYMENT.

– DR. VENETIA KOUSSIA, EXECUTIVE DIRECTOR OF THE COUNCIL ON COMPETITIVENESS OF GREECE, CHAIR OF AMCHAM'S EMPLOYMENT COMMITTEE, AND MEMBER OF AMCHAM'S BOARD OF DIRECTORS

Locking Down Gender

THE IMPACT OF THE PANDEMIC ON DAILY LIFE AND WORK

A survey carried out by AmChamGR and its Women in Business (WIB) Committee highlights the discrepancy between how men and women were affected by the pandemic control measures at home and work, revealing that women will bear the brunt of the impact.



Social stereotypes and traditional gender roles seem to determine the division of duties and housework in the family: 40% of men said it is mostly they who do the home shopping, while only 5% of the men mentioned that it is mostly they who do the housework, compared to 47% of women. On the other hand, 6% of men said it is mostly they who supervise homework, compared to 27% of women, while 6% of men, compared to 22% of women, said it is mostly they who are engaged with care of the elderly.

The results of the survey reveal that the bulk of unacknowledged, unpaid, taken for granted domestic work seems to burden women. School closures and a shift to online learning saw the responsibility of supervising schoolwork falling on women. Only 5% of women stated that during the lockdown their partner got more involved with the responsibility of supervising schoolwork. And while 21% of men said that they spent more time than before the lockdown playing

with their children, just 5% of women said that their partner played with the children more during the lockdown.

The research made it clear that men and women do not see eye to eye when it comes to who does what in the home. Case in point, while 44% of women said they did more of the housework than before, this was affirmed by just 28% of men, and while 21% of the men said that they did more housework than before, only 9% of women seemed to agree.

So why do the perceptions of working men and women differ when it comes to the proportion of domestic work they perform? Housework is done by women quietly, without a call for recognition. Their socially invisible contribution is taken for granted, while with men, even the smallest engagement with domestic work is lauded, because it is outside their traditional masculine role.



— BY —

AGNES MARIAKAKI

Psychologist –
Social Researcher,
Member of AmCham's
Women in Business (WIB)
Committee, Managing
Director at MindSearch

Although women have conquered so many previously male-dominated fields, men have not equally embraced traditionally feminine activities, such as childcare and housework, neither have they shown enthusiasm in contributing. Indeed, parenthood is the domain where men and women continue to shoulder responsibilities unequally.

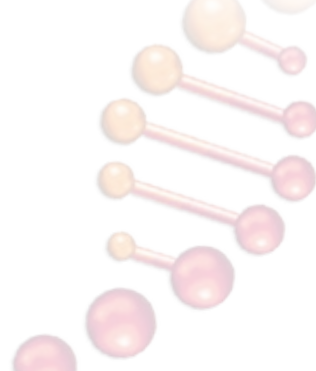
This survey reaffirms that women strengthen their feminine identity by nurturing the household, the children and

the elderly, while men perform their masculinity by securing the breadwinner role and by not participating in housework and domesticity. What this means for women is extra work, employment vulnerability, and economic and professional risks, making them much more vulnerable than men to experience the negative impact of the pandemic in their professional life.



GILEAD

Creating Possible



**CREATING
A BETTER,
HEALTHIER
WORLD.**

Gilead Sciences, Inc. is a research-based biopharmaceutical company that discovers, develops and commercializes innovative medicines in areas of unmet medical need.

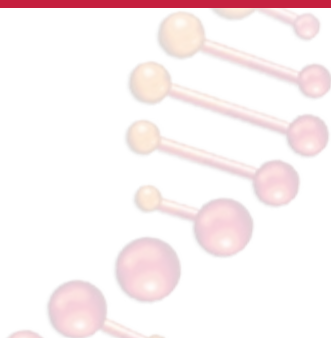
The company strives to transform and simplify care for people with life-threatening illnesses around the world.

At Gilead, we have pioneered more than 25 medicines since our founding in 1987 and have an expanding portfolio of investigational compounds, including the world's first HIV single tablet regimen to treat the disease and the first medicines to prevent infection with the HIV virus.

We have also led the way in developing treatments for people living with hepatitis B and hepatitis C.

Today we are also seeking to advance oncology programs outside of cell therapy and researching new therapies to help people with inflammatory diseases.

Gilead Sciences has pursued – and achieved – breakthroughs once thought impossible in medicine for more than three decades, with the goal of creating a healthier world for all people.



While its economic, social and medical effects will be global and long-lasting, the COVID-19 pandemic also presents an opportunity. This is the first time during a pandemic that gender differences are so closely monitored and taken into account by researchers and policymakers. For too long, politicians have assumed that childcare and elderly care can be soaked up by private citizens—mostly women—effectively providing a huge subsidy to the paid economy at the expense of those who have to shoulder the additional burden on top of their paid work. This pandemic should remind us of the true scale of that distortion.

To address these inequalities, we must ask key questions to address gender bias in the family, education and policymaking, as well as our own unconscious bias:

Will the family unit be more sustainable, and partner relationships be more enduring, with a more equal sharing of responsibilities? Housework and childcare, on top of paid employment, can be a physical and emotion-

al burden on women. This care drains and exhausts them, often eroding the couple's ability to stay together. Male partners must acknowledge the service provided and volunteer tangible support, while women must constructively negotiate her need for support from other family members.

Is it possible to change biases that are rooted in society for millennia?

As emotional intelligence and soft skills training enter primary education, gender equality must be taught in schools. Curricula should be adapted and teachers trained to promote diversity. They can showcase behaviors, role models and bias-free practices that will help children become more balanced citizens and will lead a more balanced society and a better future for all.

How can policymaking reverse stereotypes and make things better in regard to gender equality?



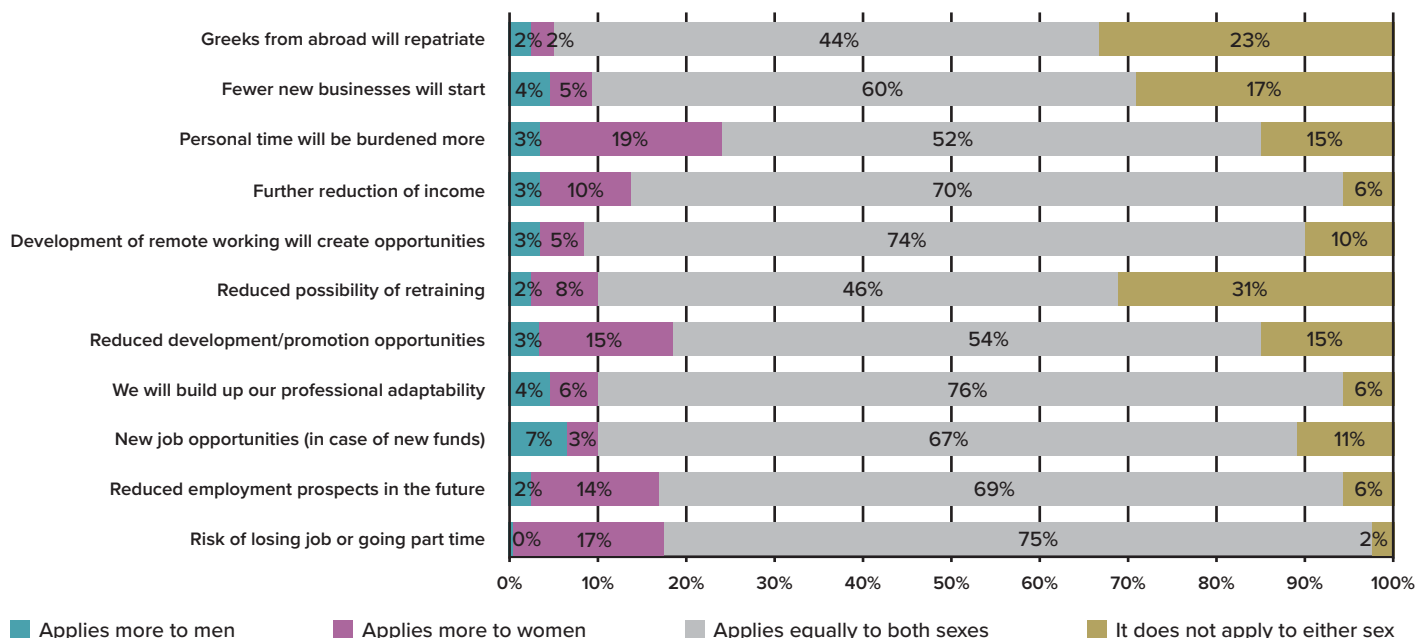
— BY —
Anastasia Sideri
Chair of AmCham's
Women in Business (WIB)
Committee, External
Communications Director
for Central and Eastern
Europe at The Coca-Cola
Company

Any state with a longterm vision for a fair and equitable society should pursue measures that promote gender equality. That goes beyond quotas in the public domain and private sector or balanced life-work measures. This requires role modeling by politicians, signature placements in key public roles and educational campaigns to change long-standing biases.

How can individuals of all genders address the biases that undermine our ability to act rationally and foster equality?

While education, legislation and role modeling are the longterm solutions to reversing biases, mindfulness, conscious awareness of the present moment, has also been scientifically proven to be a helpful practice. This mindfulness needs to extend to our unconscious gender bias. We must all learn to take responsibility for our automated behaviors that are driven by our own distorted perceptions and biases. 🇬🇷

What will be the impact of the pandemic & lockdown on the professional prospects?



Η Δύναμη του μΑΖί.

#HDynamiTouMazi

Όλοι μΑΖί, ενωμένοι
απέναντι στην πανδημία,
είμαστε πιο δυνατοί.

ΟΤΗ/00280/1/0520

μΑΖί με τους ασθενείς

Εργαζόμαστε εντατικά για να εξασφαλίζουμε τη σταθερή διάθεση των φαρμάκων μας έτσι ώστε κάθε ασθενής να μπορεί να έχει πρόσβαση στη θεραπεία που χρειάζεται ανεξαρτήτως των συνθηκών.

μΑΖί με την Επιστημονική & Υγειονομική κοινότητα

Εντείνουμε το ερευνητικό έργο μας για την εύρεση νέων θεραπειών και εμβολίου, υποστηρίζουμε το Εθνικό Σύστημα Υγείας και είμαστε στην πρώτη γραμμή, παρέχοντας πρόσβαση στη σύγχρονη γνώση.

μΑΖί με τους εργαζομένους μας

Φροντίζουμε να είναι ασφαλείς οι ίδιοι καθώς και οι οικείοι τους, εφαρμόζοντας σχολαστικά τους κανόνες πρόληψης.

This interview is part of The Fulbright Alumni Corner series, an initiative of Business Partners and the Fulbright Foundation in Greece to showcase some of the extraordinary individuals who have been part of the Fulbright Program.

ON SOLID FOUNDATIONS

Building on Educational and Cultural Diplomacy

Distinguished member of the Greek Foreign Service. Fulbright Alumna. Trailblazer. Alexandra Papadopoulou, Ambassador of Greece to the United States, talks to Business Partners about her experience with the Fulbright Program, the advances of women in the Greek Foreign Service, her path to arguably the most prestigious appointment in her field, and the role of education and culture at the center of diplomacy.

Tell us a bit about your early years. What inspired you to serve your country and pursue a career in the diplomatic service?

Joining the Foreign Service was a childhood dream. Somehow, I think I always knew the professional path I wanted to follow in life. From a very young age, I was fascinated by history and politics, travels and adventure, people, cultures and diversity; the diplomatic career was the obvious choice. In this respect, I consider myself a very lucky person, as I ended up doing what I always wanted to do.

How did you become a Fulbright Scholar? And what was your time with the Program like?

I finished law school at the University of Athens and, like a lot of my fellow students, I wanted to further pursue my studies. Doing so in the U.S. was a real dream because it combined an outstanding academic experience with exposure to a different educational system and way of life. The Fulbright Program made this possible for me and I share in the gratitude of all alumni for having been given such a unique opportunity—especially at a time when this kind of foreign exploits was not as common or easy as today.

The people at the Program, both in Greece and the United States, were indeed magnificent in guiding me throughout the process but also in easing me into the American way of doing things. I have strong feelings of gratitude for their professionalism, kindness, patience and commitment—and the remarkable way they performed.

Are there any particularly memorable moments that really defined that experience?

First and foremost, I attended one of the finest universities in the United States, the University of Pennsylvania, in Philadelphia, the city of brotherly love. As I said, being exposed to the American educational system was an invaluable experience. But I was also exposed to the U.S. as a country, to its people, to their mentality, to the system, the admirable and the not-so-admirable points. As a young person at the time, I was very receptive to ideas, changes and challenges. I took the opportunity to also travel a lot in the country. The time I spent in the U.S. defined a great deal my way of thinking, my understanding of the U.S., and my abiding love for all things American. It was a life-changing experience.



You recently made history by becoming Greece's first female ambassador to the United States. This achievement will undoubtedly open new doors for women in the Greek foreign service. What is your message to the young women striving to achieve such professional distinction in Greece and, of course, to the women who came before you and helped pave the way?

Women were first admitted to the Greek Foreign Service only in the mid-70s—and, even then, in limited numbers. We owe a great deal of respect and admiration to the first two Greek women diplomats, the pioneers of our profession, Maria Zografou and Maria Papaefstathiou. With their professional skills, their knowledge and their dignity, they paved the way for all of us and set an example.

In my 38 years of professional life, I witnessed a great deal of change; I have to acknowledge that things did eventually work in the right direction. Today, female colleagues are close to almost 35-40% of the total number of Greek diplomats—and going strong. There is also a good number of female Greek ambassadors, including in capitals like Moscow or Paris, as well as the Greek permanent representative to the UN in New York. Some five years ago, I was the first female permanent representative of Greece to the EU in Brussels. As the younger generation, which counts more women in its ranks, gets promoted, more and more female colleagues are appointed to positions of influence. And this is most important, since, as you very well know, achieving gender equality means going beyond numbers; more importantly, it means breaking the glass ceiling and reaching the top.

While faced with an array of obvious challenges, being a member of the diplomatic service also offers many rewards. Like in every profession, the key to success is loving what you do. And this has

**“
IN THEIR 200+ YEAR
HISTORY AS MODERN
STATES, GREECE AND
THE UNITED STATES
ALWAYS FOUGHT
SIDE BY SIDE, NEVER
IN OPPOSITE CAMPS ”**

no gender prefix. I can only wish my younger colleagues to find in their job the excitement and satisfaction I did—and still do.

You presented your credentials to President Trump in February, mere weeks before the outbreak of an unprecedented global crisis. How has the novel coronavirus pandemic affected the Greek community in the United States and the relationship between the two countries?

THE INTERVIEW

Greek-American relations are at their highest point in recent memory. We should not forget that the two countries share the same values and principles; in their 200+ year history as modern states, they always fought side by side, never in opposite camps; they cooperate closely, they exchange views and opinions on a regular basis; they belong to the same alliance and strive for the same goals of peace, security, human rights and democracy, stability and progress, for their peoples, their regions and the world. The numerous and extremely vibrant and highly successful Greek-American community serves as a strong reminder of these unbreakable ties, as well as the bridge facilitating mutual understanding and commonality of purpose.

The coronavirus pandemic has been a challenge to all of us, to all countries and peoples. For the first time, we were faced with a ruthless enemy posing a severe collective threat and upsetting our ways of living. But I hold huge trust to science and I believe that soon this will be a thing of the past.

I am very proud to say that Greece has been extremely successful in dealing with this challenge. Our top priority has been to preserve human life, while striving to minimize the effects of the pandemic to our economy. Our success has been acknowledged by the whole world; I am not bringing any news to you. Especially after 10 hard years of severe economic crisis, this is a source of extreme pride and renewed self-confidence of the Greek nation, living at home or abroad. The Greek-American community, always being

very close to the motherland, is feeling this success and shares in the pride of the accomplishment.

All of us in Greece look forward to the day-after and invite all Americans to visit Greece, to invest in Greece, to trust Greece, to bet on Greece. The role of the Greek-Americans in this regard is invaluable.

What are your thoughts on the role of educational and cultural diplomacy, especially in trying times such as these? From smaller initiatives such as the newsletter published by the Greek Embassy in DC to global international exchange programs such as Fulbright, how do you think that this kind of soft diplomacy can strengthen ties between countries and contribute to global peace and stability?

Is education and culture the cornerstone of international understanding and cooperation? My answer is a sound YES. Thus, they are at the center of diplomacy, as the main components of soft power. As far as Greek-American relations are concerned, their first and most important component is commonality of values, as I said before. How do you communicate these values? How do you make them part of the mindset of the younger generations in both countries, so that they learn to appreciate the bonds of friendship that abide us? Culture and education is the answer for abiding and long-lasting friendship and understanding. The Fulbright Program served—and continues to serve—a noble cause; in this vein, it deserves our strong support and deep gratitude. 🇬🇷



“
ACHIEVING GENDER
EQUALITY MEANS GOING
BEYOND NUMBERS;
MORE IMPORTANTLY,
IT MEANS BREAKING
THE GLASS CEILING AND
REACHING THE TOP”

Alcon

SEE BRILLIANTLY

**Alcon is the global leader
in eye care dedicated
to helping people see
brilliantly**





THOUGHT LEADERS

PHARMA ON THE FRONT LINES

The recent COVID-19 pandemic has shed light on both major vulnerabilities and key strengths of our societies. As was expected, healthcare was at the forefront—from the doctors and nurses treating patients in hospitals to the policymakers working on new policies and recommendations to protect the population, facilitate medical innovation, and strengthen the healthcare system in response to COVID-19.

Healthcare policy issues are a key priority for the American-Hellenic Chamber of Commerce, which swiftly responded with a series of roundtable and one-to-one, discussions on healthcare policy as part of its AmChamGR Digital Talks & Events Series. In light of these high-value digital discussions—and looking ahead to AmCham's HealthWorld 2020 conference that will be held in September 2020—Business Partners asked Thought Leaders in healthcare to share their thoughts and suggestions on the impact of the pandemic, its financial and technological implications for healthcare in Greece, and its role in accelerating the restructuring of the country's National Healthcare System.

—ALEXANDRA LOLI

Building a Silver Economy Alliance

The COVID-19 pandemic revealed the strong correlation between public health and economic growth. Now, even the biggest skeptics understand that public spending on healthcare is not a cost factor but probably the most important investment for our society.

To avoid a similar crisis in the future, we must ensure that public policies for health and economy are seen as the two main aspects of a circular process, in which strong economic growth supports an effective healthcare system and such a system is a fundamental stability factor for unobstructed growth.

In a matrix like this, pharmaceutical innovation has a double contribution.

In terms of public health, new innovative therapies are fundamental for a sustainable, productive and efficient healthcare system: There can be no prevention policy without the necessary vaccines, no



— BY —

PASCAL APOSTOLIDIS

Managing Director,
AbbVie

efficient primary healthcare system without the innovative therapies that prevent hospitalizations, and no effective hospitals without the innovative therapies that reduce surgeries, reduce the extensive use of intensive care units and shorten the duration of hospitalizations.

In terms of economic growth, pharmaceutical innovation is not only one of the best tickets to the fourth industrial revolution through clinical trial investments but also a strong prerequisite for the silver economy, a sector that could support the recovery of the Greek economy in the near future mainly through medical tourism and purchases of secondary residences by middle-aged or elderly foreign citizens. To this end, AmCham can bring together healthcare, tourism, wellness, transport, technology, construction, and agri-food companies to form a common vision and a clear roadmap on how Greece can become a leading European destination.

The New Era in the Greek Healthcare System

AN OPPORTUNITY FOR DIGITIZATION, TECHNOLOGY AND INNOVATION

The pandemic has defined a new reality. It has created a unique opportunity to elevate the readiness and efficiency of healthcare systems, and it has kickstarted the process of transitioning societies to the next digital level.

The COVID-19 pandemic has brought our society many steps forward with respect to digital transformation, technology and innovation, something that would otherwise have taken a decade, maybe two, to achieve. The Greek healthcare system must use this momentum to upgrade outdated technology, stop relying on manual recordings and indexes, and minimize bureaucracy and paperwork while designing the future state on factual data rather than assumptions.

We need to use technology in areas that will improve the healthcare experience for hospitals, suppliers, healthcare professionals, and patients. Diagnosis and treatment using the new wave of digitization, plat-



— BY —

**THEODORE
LIAKOPOULOS**

President, Medical Devices
& Diagnostics Committee,
American-Hellenic Chamber
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Managing Director, Medical
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Commercial & Industrial SA

forms and applications will help hospital flows, speed up processes, and enhance communication within healthcare structures, among healthcare authorities, between healthcare professionals and patients, and between providers and hospitals.

The spectrum of implementation is endless. Examples include early diagnosis even before symptoms, optimizing treatment pathways, efficiencies in inventory management, intensive care unit optimization, operating room optimization, accident and emergency speed and readiness, reduction of patient waiting times, length of stay optimization, reduced return visits to hospitals, outpatient management, and remote health. The medical devices and diagnostics industry has demonstrated responsiveness, standing by the healthcare system. We remain partners, connected to decisionmakers, ready for change. Together we can collaborate to advance the future of healthcare in Greece and transform healthcare for the benefit of Greek patients.

Evidence and Reason in Pharmaceutical Policy

LEARNINGS FROM THE COVID-19 ERA

Greece is globally hailed as one of the few countries that successfully managed the COVID-19 pandemic, despite a resource deprived healthcare system and an economy plagued by 10 years of fiscal crisis. Why? Because policymaking followed timely evidence and made room for the experts to propose what measures, when and how should be applied to safeguard the health of the population—a population that complied because it was provided with the necessary evidence.

So what would happen if such evidence guided all aspects of pharmaceutical policy? We would be able to define actual (health) needs on the basis of our—studied and published—epidemiological profile. We would be able to set priorities for our pharmaceutical budget to meet these needs. We would be able to understand what kind of innovation can change people's



— BY —

**SAVAS
CHARALAMPIDIS**

General Manager
Greece and Cyprus,
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lives and we would establish processes to foster and swiftly benefit from it. We would be able to make fiscal room for such innovation through targeted, evidence driven interventions on market sectors that offer critical space for savings without compromising coverage of the population. And the pharma industry would be able to collaborate with the state to introduce transparent, accountable partnerships able to measurably improve public health indicators.

Better still, we would be doing all this in the public eye, educating citizens, patients, and healthcare professionals on the need for sustainability and encouraging responsible behavior.

An undisputed winner. Driven by evidence. Delivered with transparency and accountability. We acknowledge the steps we need to take. We have the evidence. Now, we need to apply it.

Elementary, my dear Watson...

Crisis as an Opportunity to Reform the National Healthcare System

Greece, in the midst of the COVID-19 crisis, managed to reinforce and protect the National Healthcare System from a potential overload. This crisis is an opportunity to reform, and although it is still ongoing, we should highlight two major points. Firstly, if there is willingness to drive the National Healthcare System's resources toward a specific direction, even under the difficult conditions of urgency, all stakeholders—i.e. medical and nursing staff, healthcare companies, administration and patients—will comply and respond with speed and agility simply because it is in the common interest of all to be successful. Secondly, now is the time to move forward with implementing reforms of the National Healthcare System that should have taken place several years ago but were always passed through to the next political leadership.



— BY —

**GEORGE
PAPADOPOULOS**

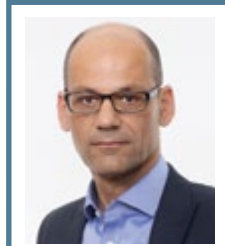
Head of Surgical Franchise
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Hellas Single Member
S.A.C.I.

The receptiveness of all stakeholders to do things differently is an opportunity arisen from this unprecedented crisis. The leadership of the National Healthcare System must seize this opportunity and address long standing problems. The safety of patients, medical staff and industry associates who are supporting all the medical technology has become a priority and should stay as such. Future decisions should take under consideration the single use of medical devices and the possibility of remote technical support. In addition, medical training should become more flexible and should include the option of using digital tools. Finally, now more than ever, procurement processes must enter the digital era, moving away from annual equipment and medical supply budgeting and toward a more sustainable budget planning that takes under consideration medium to long-term investments.

Partnerships as a Necessity

The outbreak of the COVID-19 pandemic has dramatically illustrated both the contribution and the needs of the ecosystem surrounding public health. Humans, machines, structures, and services are the dominant parts of this ecosystem, and their availability or lack thereof influences the outcome of efforts to ensure the health of all of us.

The healthcare system consists of state and private structures and resources, the coexistence, cooperation, complementarity, and contribution of which have been strategically invaluable in tackling the crisis. Their role, either as main reference centers or backup and support centers, has allowed better re-



— BY —
**SPYRIDON GKIKAS
PANOUSIS**
General Manager, Greece &
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sponse times, provided additional and alternative organizational options, and enhanced the self-confidence of the healthcare system.

Collaborations also provide knowhow. The collaborative approach that was chosen from the start for dealing with the crisis had a catalytic effect on correct decisionmaking and the commitment and consistency in implementation.

Technology and human resources, key pillars for healthcare, are strengthened through collaboration. Medical equipment must be modern, safe, efficient, and effective. The effectiveness and efficiency of the technology are intertwined with user familiarity and training. Meeting these needs in technology, people and education must be timely, adequate and constantly guaranteed.

Partnerships can bring new structures, services and equipment, and knowhow to the healthcare system, the capacity and potential of which have already been tested and established in several countries. This experience can help us to design collaboration schemes that will maximize the benefits for the citizens and will protect the healthcare system in Greece.

TECHNOLOGY AND HUMAN RESOURCES, KEY PILLARS FOR HEALTHCARE, ARE STRENGTHENED THROUGH COLLABORATION

COVID-19

The Next Day for Healthcare

The recent COVID-19 pandemic has stressed healthcare systems. As the impact of the COVID-19 pandemic is still being felt throughout the world, the pharmaceutical industry remains focused on the global endeavor to develop vaccines, diagnostic tests and treatments, ensure patients are well supplied with the medicines they need, and collaborate with governments and healthcare systems.

The COVID-19 outbreak highlighted that investing in pharma innovation—prevention and treatment—is critical to protect the healthcare system, improve population health, and ensure fiscal sustainability. Furthermore, it underscored the need for collaboration between all stakeholders towards continuous healthcare and pharmaceuticals provision to all Greek patients. In this context, pharma industry



— BY —
ELENA CHOUILIARA
President and Managing
Director, AstraZeneca
Greece and Cyprus

and the state should continue their collaboration via a three-year MoU that will (i) set a budget at a level that may address current and evolving patient needs, (ii) recognize the value that innovation brings to patient health and set the framework for prompt access, and (iii) establish efficient operation of the pharma market and control mechanisms in order to secure efficiencies.

At AstraZeneca, since the outbreak of the COVID-19 pandemic, our priority has been to ensure that we continue to supply our medicines to patients around the world while ensuring the safety and well-being of our colleagues. As the situation has evolved, we have also accelerated our R&D efforts and have engaged in multiple scientific efforts to both treat and prevent the further spread of COVID-19, including with a number of partners.

In a Post COVID-19 World, the Ability to Innovate is Key

Although the COVID-19 pandemic has created unprecedented disruption, it has also sparked many encouraging innovative responses. Organizations fighting infectious diseases, supporting health workers, delivering social services, and protecting livelihoods have risen to the challenge and taken center stage in the innovation spotlight. Working at a remarkable pace, experts mapped the COVID-19 genome, developed and carried out diagnostic tests, and initiated therapeutic clinical trials. Their speed and focus give us a sense of what's possible when we nurture a mindset of innovation to find solutions to pressing healthcare needs that affect us all.

Undoubtedly, we rely on innovation in healthcare to meet the challenges posed by COVID-19, in areas such as data collection and population monitoring, testing, supply chain, and especially in therapy and vaccine



— BY —

GISELLA DANTE

Managing Director
Janssen Greece,
Romania and Poland

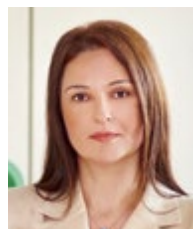
development. Johnson & Johnson has embarked on a journey to develop and deliver a vaccine by early 2021 and to supply more than one billion doses of it globally on a not-for-profit basis. To achieve this, we will continue to work across businesses, academia, government, and other potential partners; the importance of interconnected collaboration has never been greater. Dealing with a new challenge means accepting that we may need to learn from failures until we get it right. We, as a society, must put the needs and wellbeing of people first. Together, we must adopt a positive mindset, embrace change, and drive innovation. The big players in the healthcare industry, and in particular pharmaceutical companies, have an obligation to be frontrunners, pursuing medical breakthroughs, sharing expertise and collaborating across disciplines to deliver effective solutions to people who need them, creating a better and healthier world.

Budgeting Innovation

TIME TO RETHINK PHARMACEUTICAL EXPENDITURE

Recent legislative changes aimed to facilitate the speedier entry of generics, biosimilars and other medicines into the List of Reimbursable Medicinal Products are a positive development and a step toward modernizing the national healthcare system. Such initiatives should be complemented with the removal of barriers to access to innovative treatments, such as the 25% entry fee, clawback (which puts unbearable pressure on all efforts to introduce new technologies in Greece), and exceeding the legislated timeline for the assessment and negotiation of new medicines.

Public pharmaceutical expenditure, and in particular hospital expenditure, remains at the same level as four years ago. It is evident that rebates from pharmaceutical companies, which especially in hospitals correspond to particularly high percentages of the manufacturer price, are now even more relevant to



— BY —

**ELIZABETH
PRODROMOU**

General Manager,
Bristol Myers Squibb
Greece

the industry's request to redefine public pharmaceutical expenditure on the basis of the country's epidemiological data and the population's real needs while offering optimal healthcare services to Greek patients on par with other western European healthcare systems. The recent COVID-19 outbreak highlighted the need for properly assessing and boosting hospital budgets, as well as rapidly and consistently integrating new health technologies.

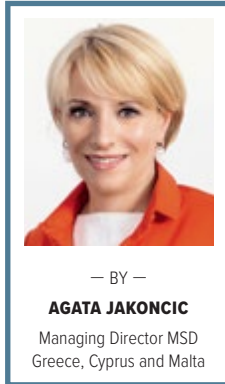
Fair allocation of budgets based on the aforementioned criteria will lead to an administrative reassessment of hospital budgets and ultimately to smooth patient access to treatments.

And while disease prevention expenses, such as vaccines, are of prime importance in order to improve health indicators among the population, it is equally crucial that they should be excluded from the pharmaceutical expenditure so as to free up resources to introduce innovative medicines in the country.

United We Win

PRESENT AND FUTURE OF THE CORONAVIRUS PANDEMIC

Greece has been recognized worldwide for successfully avoiding the worst ravages of the global pandemic. A distinctive feature of the Greek response has been trust in science experts' opinions and leadership in action. I was astonished by how quickly the government activated the measures. It was the first time in my life that I saw emergency alerts on our phones, and I shared this great initiative with other countries as a best practice. Now Greece needs to keep this momentum of leadership excellence, support the economy, and also take into consideration what can be achieved when we are



united, disciplined, and well managed. After showing the world how to successfully lock down, now Greece can take a lead in demonstrating how to reopen and prepare for the future.

As humanity anticipates the new vaccine against COVID-19, we realize the importance of protecting our health. We have realized that investing in our health means investing in society's capabilities and in the national economy. Within this context, the contribution of pharma innovation can be significant. Investing in innovation means investing in resources, education and specialization—and this is emerging as an important part of solving the problem. Innovation supports a country's wealth and the health of its citizens and, along with a strong healthcare system, contributes to ensuring public health and the wider development of a country. Restricting the COVID-19 pandemic is a global health challenge, requiring co-operation in all levels, companies and sectors. As we work toward a solution, our people, our employees and their wellbeing, will be our continued focus.

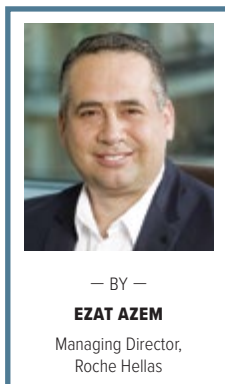
WE HAVE REALIZED THAT INVESTING IN OUR HEALTH MEANS INVESTING IN SOCIETY'S CAPABILITIES AND IN THE NATIONAL ECONOMY

The Digital Evolution of Greek Healthcare

The COVID-19 crisis progressed our understanding and thinking on many aspects, one of which has the potential to reshape the future of healthcare: faster adoption of technology into the healthcare system.

The adoption of new technologies and digitalization of Greek healthcare accelerated during the COVID-19 pandemic, and patients have already experienced the benefits to their health and wellbeing. Paperless/digital prescriptions have helped patients with chronic diseases avoid unnecessary risks associated with visiting hospitals and private practices, but most importantly have shown how digital technologies can make healthcare more patient-centric.

Undoubtedly, COVID-19 has made all sides more open to the adoption of technology, demonstrating that healthcare can evolve to embrace digital technology. This openness should be leveraged further to ensure we continue moving in this direction. Blockchain



technology that until recently was connected mainly to the crypto world is increasingly helping healthcare systems across the world to handle and share patient data with high standards of data privacy and protection. The adoption of technological advancements in telemedicine will further support a more decentralized system increasing the capacity of third level hospitals and maximizing the value of primary healthcare. Digital healthcare tools can play a role in faster diagnosis, better monitoring and management of diseases, and wiser utilization of healthcare resources close to the personalized healthcare approach, meaning that every patient should be treated in a way that uniquely suits condition and disease.

Collaboration among all stakeholders is required to accelerate the effective deployment of technologies that will lead to a sustainable healthcare system through improvements in patient care delivery and efficiency, leaving a positive footprint on society.



MSD

INVENTING FOR LIFE

ΣΚΟΠΟΣ ΜΑΣ, Η ΑΝΑΚΑΛΥΨΗ

ΣΤΗΝ MSD, ΑΝΑΚΑΛΥΠΤΟΥΜΕ ΘΕΡΑΠΕΙΕΣ ΓΙΑ ΤΗΝ ΙΔΙΑ ΤΗ ΖΩΗ

Αναζητούμε συνεχώς νέες θεραπείες, γιατί έχουμε ένα σκοπό: θέλουμε οι ανακαλύψεις μας να προσφέρουν περισσότερη και καλύτερη ζωή, σε όσο το δυνατό περισσότερους ανθρώπους παγκοσμίως.

Στην MSD πρωτοπορούμε στην έρευνα γιατί ο κόσμος μας έχει ανάγκη από θεραπείες για τον καρκίνο, τη νόσο Αλτσχάιμερ, τον ιό HIV και πλήθος άλλων παθήσεων, που ταλαιπωρούν ανθρώπους και ζώα σε όλο τον κόσμο.

Στόχος μας, να βοηθήσουμε τους ανθρώπους να απαλλαγούν από τις πιο δύσκολες και απαιτητικές ασθένειες, για να εξακολουθούν να δημιουργούν, να απολαμβάνουν και να ζουν μια καλύτερη ζωή.

MSD. **Inventing** for Life.

Ακολουθήστε μας:



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BUSINESS IN ACTION

From material contributions to essential services, businesses have stepped to the forefront of the response to the COVID-19 pandemic, pitching in to curtail its effects and support the country in this time of crisis.

When the Greek government, along with governments around the world, enforced preventive measures to stave off the brunt of the COVID-19 pandemic, we all found ourselves having to adjust to a new reality that radically transformed the way we live, socialize and work. And as we witnessed industry after industry bear the impact of these measures, we also witnessed the extraordinary resilience and resolve of private sector companies to give back—to the country, to society, and to the communities in which they operate. In Greece, a country whose economy was just recovering from an extraordinary decade-long ordeal, the impact of the COVID-19 pandemic could have been a catalyst for disaster. Yet swift government action coupled with a high rate of social com-

pliance and a commendable private sector response ensured that the country defied the odds.

Hundreds of Greek companies as well as multinational organizations active in Greece stepped up to the plate with donations and contributions, demonstrating that the important role of the business community in times of crisis. Commenting on the remarkable surge in solidarity exhibited by Greek businesses, AmChamGR President Nikolaos Bakatselos pointed out that solidarity and commitment to the common good are at the heart of Greek culture. “Greece’s (national) culture is intertwined with Greek corporate culture and strongly influences how our companies’ CSR policies are developed. The donations are totally in line with the norms and ethics of our nation,” he said. “Since ancient times, Greeks have given away large parts of their wealth and even sacrificed themselves for the pursuit of higher common causes and ideals. The fact that western culture exists today has its foundations on precisely this idea. Despite our failures and disagreements, even our fighting, when circumstances require it, we always come together in full alignment.”

Among the companies that took the lead in responding to the crisis were numerous companies that are members of the American-Hellenic Chamber of Commerce, which not only demonstrated this spirit of solidarity but also exemplified the Chamber’s commitment to rapidly responding to events and developments with actionable and practical solutions that support economic growth and social prosperity in the country. The American-Hellenic Chamber of Commerce acknowledges the important contribution of its member companies, as well as all Greek companies, to the national effort against the COVID-19 pandemic. The services, funds, materials and goods donated have helped support crucial services in key areas, including education, security and healthcare, helping the country successfully navigate its way through this period of unprecedented crisis.

MEMBERS OF THE AMERICAN-HELLENIC CHAMBER OF COMMERCE THAT HAVE CONTRIBUTED DONATIONS TO THE EFFORT AGAINST THE PANDEMIC

AB Vassilopoulos	EY	Michalopoulou & Associates
Abbott Laboratories (Hellas)	GE Healthcare	Microsoft Hellas
Adaptit Group	Gek Terna	Motor Oil (Hellas) Corinth Refineries
Aegean Airlines & Hellenic Petroleum	Google	Mytilineos Holdings
Aegean Oil	Grant Thornton	National Bank of Greece
Akritas	Green Cola	Nestle Hellas
Alpha Bank	Hellenic Aerospace Industry	Novartis Hellas
Alumil	Hellenic Association of Pharmaceutical Companies	ONEX
Amgen	Hellenic Petroleum	OTE Group
Anatolia College	Hewlett Packard Enterprise Hellas	P&G
Astra Zeneca	IBM	Papastratos
Athenian Brewery	Interamerican	Pelopac
Athens International Airport	Intracom	Pfizer Hellas
Athens Medical Group	ION	Philips Hellas
Autohellas	Ioannou Group	Piraeus Bank
Barba Stathis	Isomat	Plaisio Computers
Bard Hellas Medical Equipment	Johnson & Johnson Hellas Medical	Public Power Corporation
Barilla Hellas	Kleemann	PwC Hellas
Baxter Hellas	Kobatsiaris Bros	Redestos Efthymiadis Agrotechnology Group
Boston Scientific Hellas	Koukaki Farm	Saracakis Brothers
Cisco	KPMG	Sklavenitis
Citibank	Lamda Development	Stanley Black & Decker Hellas
Coca Cola 3E & Coca-Cola Hellas	Lampsas Hellenic Hotels	Sofmedica
Colezopoulos Group	Medtronic Hellas	Texan
Deas	MEL Macedonian Paper Mills	The American College of Greece
Deloitte	Mentekidis	The Luxury Hotels
Ellaktor Group	MetLife	Titan
Elpen	Metro	Vodafone
Energean Oil & Gas	Mevgal	Wind
Eurobank		

IT IS TIMES LIKE THESE THAT BEST REMIND US HOW MUCH WE NEED EACH OTHER. WE AT THE AMERICAN-HELLENIC CHAMBER OF COMMERCE COULD NOT BE MORE PROUD OF OUR MEMBERSHIP FOR EXHIBITING SWIFT REFLEXES AND EXEMPLARY CAMARADERIE, AND STANDING BY OUR FELLOW HUMAN BEINGS. TOGETHER WE STAND. – ALEXANDRA LOLI, PUBLISHER

Unraveling Amazon's Tangle

A WAY TO E-EXPORTING?

Selling through Amazon can be trendy and can seem like the easy way out to boost sales and export volumes, but can also be overwhelming to newcomers. Getting to grips with the ins and outs is the key to successfully competing on the world's largest online marketplace.

**COMPANIES
SHOULD EXPLORE
ALL TRADE
CHANNELS TO
REACH AMERICAN
CONSUMERS**

Over the past couple of months, we experienced unprecedented circumstances on a global scale that have affected, in one way or another, all types of companies and left us all looking ahead to the so-called “new normal.” As we weather the situation, companies are eager to rebound and make up any lost ground amidst trade show cancellations. The global landscape's new normal will inevitably push companies to explore different ways to reach global markets. Pandemic-driven changes in online shopping behavior will have an enduring impact on grocery e-commerce in the United States. Targeting the U.S. market still makes sense for companies as evidenced by a recent national survey that looked at the impact of the COVID-19 pandemic on key behaviors of the average American consumer. In brief, the survey found that:

- 51% report cooking and baking more often than before the pandemic
- 41% customize their everyday meals
- 36% follow a healthier diet
- 89% have changed the way they buy food
- 40% are buying more packaged foods than normal

During the lockdown, Walmart and Am-

azon led the way in grocery e-commerce sales. While selling through Walmart requires companies to follow traditional trade tactics, Amazon sales favor a completely different mindset and approach.

Companies selling via Amazon's Seller Central platform can expect to increase their exposure thanks to the platform's millions of monthly visitors, leverage marketplace benefits and find new customers by building on the platform's own branding, reputations, and large and varied shopper base, and increase sales as part of one of the world's most active online marketplaces.

Meanwhile, it is crucial for a company to be able to secure solid supply chain support.

Amazon makes clear that it is exclusively the responsibility of the brand to secure its distribution. Amazon will rarely get involved in helping brands remove unauthorized resellers, thereby effectively allowing anyone to sell any product on Amazon, as long as it is a legitimate product where no harm is inflicted on the Amazon customer.

The critical point for any company is to build its brand equi-

ty, develop a connection with shoppers, and establish trust. Some of the ways to optimize a brand's creative on Amazon include working with an agency to transfer the company's brand equity to Amazon using Amazon's A+ Content; creating thorough detail pages with comprehensive copy and clear images to effectively communicate to consumers why they should purchase the product; and analyze advertising search term reports—and even Amazon customer

reviews—to determine what consumers are searching for when they come across and purchase specific products.

Always bear in mind that in order to successfully compete in the Amazon marketplace, you must be well prepared by crafting a viable well-structured strategy, creating a comprehensive product listing, and setting up a solid supply chain support.

Happy Amazon selling! 🍷



— BY —

JOHN MOYSOGLOU

Director of Sales and
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OnePoint Sales &
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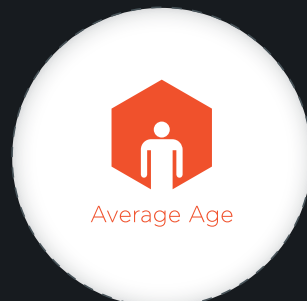


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Average Work
Experience

18



Average Age

42



Top & Upper
Management

74%



Middle
Management

26%

The Key to Flexible Work

HOW ORGANIZATIONAL CULTURE DETERMINES COMPANY READINESS
FOR NEW WAYS OF WORKING

In April 2019, Alba Graduate Business School at The American College of Greece conducted a study on behalf of the Greek People Management Association (SDADE), with the support of the Association of Chief Executive Officers (EASE), to determine executives' perceptions of the upcoming changes in the nature of work.

At the time of the study, 8 out of 10 participants responded that they expected the nature of work to change significantly within the next three years. Two main themes emerged: the increase in the use of flexible work arrangements (teleworking, virtual workgroups) and a shift towards a culture of work more open to collaboration, innovation and continuous learning.

Although the nightmarish scenario of a pandemic was not anticipated a year ago, what the participants foresaw is now—albeit temporarily—a reality. There are already those who claim that the nature of work will never be the same and that the rules of social distancing that brought about the abrupt transition to flexible work arrangements will impact the way work is organized for a long time to come.

The transition was more than abrupt. In a way it was violent, as a large number of people, previously unfamiliar with flexible work arrangements, were asked to adapt to a new way of organizing work under circumstances of uncertainty, anxiety for their own health and the health of loved ones, and

disruption to their everyday life, their personal and family obligations. Equal pressure was experienced by company executives who were assigned to organize this transition and asked to implement—with very limited time for planning—relevant technologies and practices in real time.

So, how ready were Greek companies for this transition, and how did they respond to the current challenges? We will have the opportunity to evaluate the situation once this public health risk is over. Nevertheless, based on the perceptions of those participating in the study, the readiness of Greek companies to experiment with flexible work arrangements was deemed average—let alone their readiness for implementation on a large scale. And this is where organizational culture emerges as a limiting factor.

We already know that in a digital transformation environment there is a need to adapt the organizational culture from the previous command-and-control model to

an agile model that emphasizes extraversion, positivity and autonomy as well as experimentation and the undertaking of calculated risks. Encouraging adaptability, continuous learning, collaboration, future-oriented decisionmaking, and accountability helps employees to develop behaviors that are useful for a company in the modern business environment.

It is these values, behaviors and the functioning of leaders as role models that allow

companies to interact with their environment in a creative manner, capable of exploiting opportunities at the right speed and creating impact in the business context. The introduction of new technologies and other innovations in practices or processes needs to be done with care for the human factor and through actions that allow timely diagnosis and a reduction of the gap from the desired organizational culture.

The implementation of flexible work arrangements in the context of a command-and-control culture limits the capability of businesses to reap the benefits of such practice. Making true use of flexible work arrangements is possible only in the context of an agile organizational culture. A year ago, participants in Alba's research evaluated the readiness of Greek enterprises to encourage an agile culture as average. At this juncture, there is perhaps a hidden opportunity to reconsider the overall readiness of Greek companies for the new world of work. 🇬🇷



— BY —

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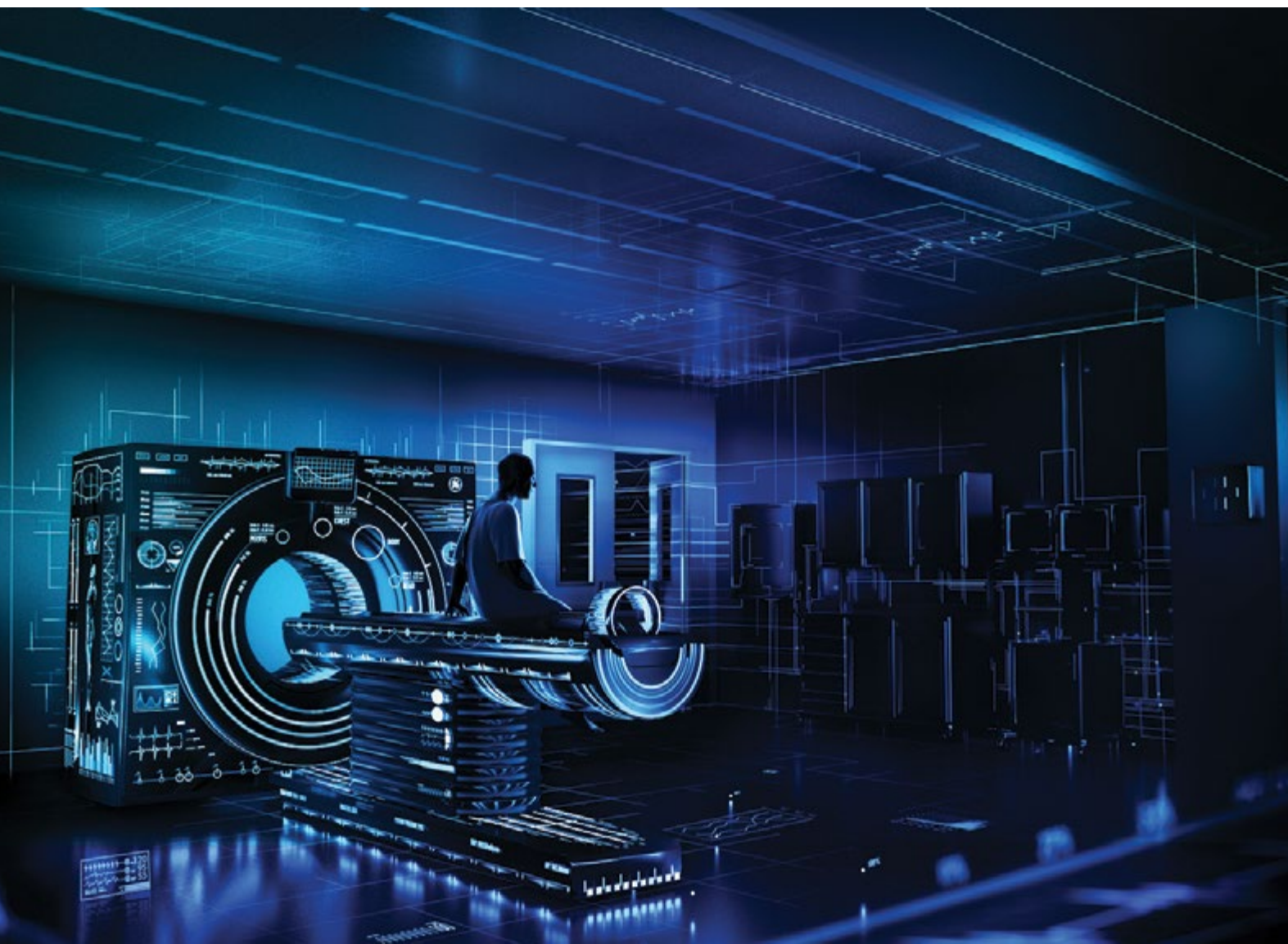
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gehealthcare.com



Greece Beats the Odds

A NEW WINDOW OF INVESTMENT AND TRADE OPPORTUNITIES
HAS OPENED UP FOR GREECE

After a series of initiatives taken by the newly formed government and the competent ministries, Greece has been removed from the 301 Watch List, paving the way for sustainable trade opportunities in the country.

The removal of a country from the 301 Watch List is the result of extensive and lengthy multi-stakeholder engagement. In simple words, it reflects whether a government establishes the necessary laws, policies, and practices to provide adequate and effective intellectual property rights protection and enforcement for brands, manufacturers, and service providers; therefore, each country is characterized as a preferred investment location, or not, for U.S. companies and not only. This list is issued on a yearly basis by the U.S. Trade Department. It does not go unnoticed that Greece, Romania and Switzerland were the only three EU countries list remaining on this list until recently. Currently, Romania is the only EU country left on the 301 Watch List issued for 2020. After 12 years on the 301 Watch List, Greece was removed in light of the bold steps taken by the competent ministries to address the widespread use of unlicensed software in the public sector, the progress in online enforcement, and the introduction of legislation to im-

pose fines on those possessing counterfeit products.

It was not an easy task as it required the close collaboration between the public and private sector as well as the cooperation between a number of ministries in the newly formed government.

A window of investment and trade opportunities has just opened for Greece, though it is important to understand that the reforms that have been initiated must be completed as soon possible and that the private sector will continue to monitor the enforcement efforts. If the competent authorities do not step up enforcement efforts and the reforms are not completed timely, this will deal a blow to the country's efforts, successes and progress.

The Greek government took clear steps to address the matter by allocating over €39 million for the purchase of software licenses. In addition, the Committee for Notification of Copyright and Related Rights Infringement on the Internet is taking steps to address enforcement in the online environment, and a new law has been introduced imposing fines for possessing counterfeit

products. The General Secretary of Trade and Consumer Protection upgraded the unit with representation from several law enforcement agencies to perform enforcement actions against traders of counterfeit goods. The enforcement actions have yielded concrete results, and it is clear that further enforcement must follow.

**SUSTAINABLE
INVESTMENTS
WILL BRING
NEW JOB
OPPORTUNITIES**

Alongside the 301 Watch List action plan, it is with pleasure to see another strategic priority of the government; the one to fight illicit trade. On this front, the Minister of Finance announced, prior to the COVID-19 outbreak, that it is within their plans to fight illicit trade in the excisable goods, namely tobacco products, alcohol and fuel. This will not only bring money into the state's coffers but will also create a safer environment for investments. Once the government takes the necessary bold decisions and steps to establish a secure trade environment, then sustainable investments will bring new job opportunities and contribute to the financial growth of our country. 🇬🇷



— BY —
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Getting Back to a New Normality

We are at one of the most critical turning points in our country's history, in the midst of an effort to return to a normality that will be very different from the one we knew and expected, with uncharted waters ahead.

In our transition to the new normality, we are armed with a great achievement, attained through diligence and commitment to shielding our society from the worst of the COVID-19 pandemic; this achievement is the credibility that Greece has built and earned, both within its borders and in the international community. Managing and preserving this credibility will be the biggest challenge as the country moves forward toward restoring sustainability and growth.

Taking into account the chronic issues and outdated paradigms that the pandemic has brought to light, we must focus our attention on four crucial pillars in our effort to restore this new, different normality: Education. Tourism. Healthcare. Entrepreneurship. Four aspects of the Greek ecosystem that weave the narrative of our present and our future.

In education, the much needed integration of digital technologies is both a challenge and grounds for redesigning educational process-

es and boosting digital skills. Tourism, which is severely affected, must redefine itself, finding new ways of providing services while continuing to deliver outstanding customer experience. We must pursue a year-round season, exemplary accommodation options, and conference and medical tourism infrastructure that acknowledges the new hybrid environment in which physical presence and digital interconnection are inextricably linked.

In healthcare, the crisis has highlighted the importance of a highly skilled workforce with sufficient knowhow as well as the need for major structural changes that will enable our public health system to handle the new demands even in periods of protracted crisis. We must also expand our medical

research capabilities in collaboration with international institutions, and we must offer specialization opportunities to young doctors from across the world.

Entrepreneurship is a key force for growth in Greece and could be the key to growth that is also fully plugged into the globalized, inter-

connected economy. Efforts, on the local and national level, to support innovation, encourage startups and add value to existing businesses and organizations, are driving a truly dynamic economic model.

The effort to build on these fronts has transformed into a quest for a new production model for our economy that will make us more productive, more creative, more patient, and more collaborative. If we have learned something from this crisis, it is that we must listen to experts and have level-

headed and constructive debates—the very things that allowed us to rebuild our credibility in the midst of adversity. And we must continue to build on this. 🇬🇷

A longer version of this article, in Greek, has previously been published online on emea.gr



— BY —

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