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JULY-AUGUST 2020

THE MAGAZINE OF THE AMERICAN-HELLENIC CHAMBER OF COMMERCE
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MERGING GIANTS

JOHN BESSIS

COUNTRY MANAGER GREECE AND CYPRUS, ALLERGAN AESTHETICS

PASCAL APOSTOLIDES

MANAGING DIRECTOR, ABBVIE IN GREECE

THOUGHT LEADERS
**SMEs AND STARTUPS
SPEARHEADING
GROWTH**

KYRIAKOS PIERRAKAKIS IN AN ALLIANCE FOR
DIGITAL REVOLUTION

IOANNA LYTRIVI TALKS ABOUT EDUCATION AND
EMPLOYMENT IN POST-COVID-19 GREECE

GREEK INVESTMENT FORUM – NEW YORK



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Of the recent developments that stand to significantly affect the course of things in our country and the wider region, two are most noteworthy: the European Union's Next Generation Recovery Fund and the geopolitical turmoil in the SE Mediterranean.

The American-Hellenic Chamber of Commerce salutes the EU's decision on the new recovery package and the 2021-2027 budget, which together raise the amount that Greece will receive in this period to over €70 billion. According to the package, funds will only be released following the submission of thorough project proposals that will detail plans for transforming Greece. The projects themselves will need expert management and implementation and, considering the handling and outcomes of previous development packages in Greece, will also necessitate substantial reforms, transparency, accountability, and bold decisionmaking if Greece is to take not steps but leaps forward and emerge as a modern competitive country.

Of course, another crucial element—and one that most Greek governments tend to neglect—is communication with the public. It is imperative to the success of such projects that citizens understand what the reforms entail, why these are urgently needed, and what is at stake for them and their children. We need communication and transparency, honest dialogue, and proper briefings with facts and figures, and we must involve all kinds of organizations, business associations, labor unions, and chambers of commerce in this process. In the end, changing for the better is not just for the few but for all citizens and especially the younger generation who have every right to expect and claim better prospects in the near future.

Yet while Greece, Europe and much of the world work to navigate these challenging times and build a better, more secure future, we are also witnessing the rise of destabilizing forces that create a clear need for stronger alliances and security policies based on common values. In the face of such outdated but dangerous ambitions for regional hegemonies and forces that seek to upset longstanding geopolitical balances and treaties, it is absolutely essential to strengthen the institutions and organizations that protect the democratic values, freedom of religion and sovereign rights of the region's citizens and countries. Failure to do so would undermine the foundations of the prosperity and peace between countries that we currently enjoy.

History has shown that tolerance and constant concessions to blind ambitions and rights abuses can lead to widespread catastrophic results. Surely then, it is our collective resolve to stand for the values of democracy and freedom that can avert such unnecessary, painful disasters and ensure longterm peace, stability and prosperity for all.

My wishes for a joyful and safe 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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Leadership Committee Event

The Leadership Committee of the American-Hellenic Chamber of Commerce held a private event on June 7, 2020, at the gardens of Gennadius Library in Athens. Titled “In the Shadow of Kadmos: Excavating Eleon in Boeotia,” the event featured a talk by Dr. Brendan Burke, Associate Professor of Greek and Roman Studies at the University of Victoria and the American School of Classical Studies, on how archaeological projects in Greece are conducted by members of foreign archaeological schools. Burke discussed his own archaeological survey and excavation work in Boeotia, in central Greece, which began in 2007 as a collaboration with Dr. Vassilis Aravantinos and continues today in collaboration with Dr. Alexandra Charami of the Ephorate of Antiquities of Boeotia. Their work—“a true *synergasia*” (Greek for collaboration) as Burke pointed out—at the site of ancient Eleon provides valuable opportunities for students and researchers to collaborate on new archaeological discoveries.



BRENDAN BURKE, PHD, ASSOCIATE PROFESSOR, GREEK AND ROMAN STUDIES, UNIVERSITY OF VICTORIA

Doing Business in the USA



11, 2020, and featured presentations from industry experts from Greece and the United States who shared valuable insights on the impact of the pandemic on the US market and retail industry, presented key figures on the bilateral trade between the two countries, analyzed consumer trends, and addressed the challenges and opportunities that the pandemic has created for Greek companies doing business in the United States.

TradeUSA, AmChamGR's international trade department, participated in the “Doing Business in the USA: COVID19 Challenges and Opportunities” webinar organized by the Embassy of Greece in Washington DC and the Enterprise Greece. The webinar took place on June

GREECE: INVESTMENT OPPORTUNITIES IN THE POST-COVID-19 ERA A VIRTUAL BRIEFING SESSION

“Greece: Investment Opportunities in the Post-COVID-19 Era” took place in the context of the 9th Greek Investment Forum – New York, which was held on June 15-18 and organized by ATHEX in collaboration with the American-Hellenic Chamber of Commerce. A world-class digital event, the virtual briefing session took place on June 15 and featured keynote addresses by Christos Staikouras, Minister of Finance, and Adonis Georgiadis, Minister of Development and Investments. The event also boasted a number of distinguished speakers, namely: Alexis Patelis, Chief Economic Adviser to the Prime Minister; Geoffrey R. Pyatt, U.S. Ambassador to Greece; Vassiliki Lazarakou, Chair of the Hellenic Capital Market Commission; George Hadjinicolaou, Chairman of ATHEX, Piraeus Bank and the Hellenic Bank Association; Nikolaos Bakatselos, President of the American-Hellenic Chamber of Commerce; and Socrates Lazaridis, CEO of ATHEX.

More information on the 9th Greek Investment Forum – New York on pages 18-19.





NOGR20202064-01/ April 2020

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Annual General Assembly

The 2020 Annual General Assembly of the American-Hellenic Chamber of Commerce took place online on July 15. AmChamGR President Nikolaos Bakatselos presented an overview of the Chamber's activities in 2019 and underlined the Chamber's commitment, through its numerous initiatives, to contribute meaningfully to the implementation of all necessary reforms that promote and enhance competitiveness, sustainable growth, and a safe, stable and investment-friendly business environment in Greece. Noting that this year's General Assembly coincided with the completion of his first year as Chamber President, he thanked the members, Executive Committee, Board of Directors, and staff of the American-Hellenic Chamber of Commerce for their continued support and pledged his commitment to the mandate and mission of the institution.

Talking about 2020 so far, Bakatselos referred to the changes the Chamber has and will continue to implement in its operations, internally but also in organizing its events and activities, and reiterated that the Chamber's priority is to support the country, the economy, and the society needs, particularly during these challenging times. Among the various steps it has taken to this end, the Chamber has actively participated in several initiatives and discussions with other US Chambers on issues of common interest, such as the course of the tourism sector and the next day for the EU and transatlantic relations, and has prepared white papers, through its committees, to assess how sectors have been affected by and responded to the crisis, compiling recommendations for a rapid, effective and sustainable recovery that were presented to the Prime Minister's Office and the country's political leadership.

Moving forward, the American-Hellenic Chamber of Commerce will seek to expand its presence and activity in the United States, making the most of the excellent environment in Greek-American relations and the positive contribution of the US Embassy in Athens.



USA ★ PAVILION

DEFEA CONFIRMS 2021 DATES

Defence Exhibition Athens (DEFEA) has confirmed that DEFEA 2020 has been postponed to May 11-13, 2021. The American-Hellenic Chamber of Commerce, organizer of the USA Pavilion at the exhibition, fully supports the organizer's decision to move the event to May 2021 in light of the escalating challenges brought on by the COVID-19 pandemic.



PANAGIOTIS ARKOUMANEAS, DR. CONSTANTINA POLITIS, CLAUDIA CARYDIS – BENOPOULOU, NIKOLAOS BAKATSELOS, ELIAS SPIRTOUNIAS

AmChamGR AND ACG JOIN FORCES FOR ATHENS HOSPITALS

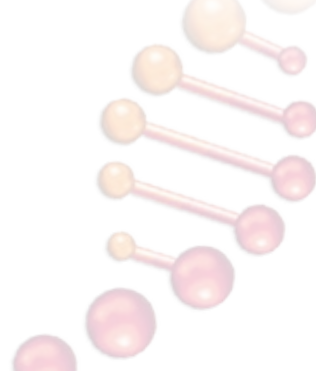
The American College of Greece and the American-Hellenic Chamber of Commerce joined forces to organize a three-day blood drive, on July 8-10, 2020, in support of three Athens hospitals. The initiative was carried out in collaboration with the National Public Health Organization (EODY).

More information on the blood drive on page 20.



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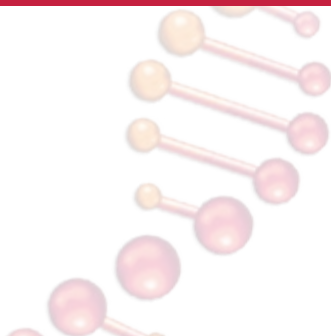
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Digital Talks & Events

Taking its conferences and workshops online, AmChamGR continues its valuable work promoting best practices and supporting strong and sustainable growth in Greece while also safeguarding the health and wellbeing of its members, partners and the general public.

CORPORATE GOVERNANCE ROUNDTABLE DISCUSSION

CORPORATE GOVERNANCE: NEW REALITY DURING AND AFTER THE PANDEMIC ERA

JUNE 11

Organized by the Corporate Governance Committee of the American-Hellenic Chamber of Commerce, the roundtable discussion explored different aspects of corporate board governance—including risk and oversight systems, digital practices, and regulatory requirements—and how these inform the critical role of boards in organizations' ability

to deal with major crises, build trust relationships with stakeholders, and contribute to longterm sustainability.

AmCham Executive Director Elias Spirtounias delivered the welcome remarks and introduced the five sessions. The first session, titled "The crisis and the increased requirements for an effective corporate governance," was moderated by Xenofon Avlonitis, Executive General manager of Alpha Bank, and featured speakers Vasiliki Lazarakou, Chair of the Hellenic Capital Market Commission, and Andreas Shiamishis, CEO of Hellenic Petroleum. The second session, titled "Crisis management under the framework of risk management," was moderated by George Vlachos, Group International Director, Board Advisory Services at Stanton Chase, and featured speaker Vassilis Antoniadis, Partner at The Boston Consulting Group. The third

session, titled "Financial Reporting," was moderated by Maria Theodoulidou, Finance Director, Controlling and Planning, at Fourlis Group, and featured speaker Andreas Hadjidamianou, Partner at EY. The fourth session, titled "BoD and general assembly meetings," was moderated by John Apsouris, Group General Counsel at Hellenic Petroleum, and featured speaker Socrates Lazaridis, CEO of Athens Exchange Group. The fifth session, titled "Internal control system and regulatory compliance," was moderated by Yiannos Charalambous, F.C.C.A. Technical Consultant at UHY Axon Certified Auditors, and featured speaker Aris Dimitriades, Executive Director for Compliance, Risk and Insurance at OTE Group.

The event was sponsored by Hellenic Petroleum, with Epiheiro.gr as media partner.

HEALTHWORLD 2020 SERIES: ROUNDTABLE II

ECONOMY AND TECHNOLOGY IN HEALTH DURING THE COVID-19 PANDEMIC

JUNE 15

The second roundtable discussion in the HealthWorld 2020 Series brought together top representatives of the healthcare and pharmaceuticals business communities, government officials and distinguished academics to analyze the current situation,

exchange ideas and put forth proposals for promoting best practices and enhancing the healthcare sector during, and after, this challenging period.

AmCham President Nikolaos Bakatselos introduced the event and Ioannis Kotsiopoulos, Secretary General for Health Services at the Ministry of Health, delivered the keynote address. The roundtable speakers were Konstantinos Champidis, Chief of Staff to the Minister of Digital Governance; Panos Tsakloglou, Professor at the Department of International and European Economic Studies at the Athens University of Economics and Business; Spyros Gkikas, member of AmCham's Medical Devices and Diagnostics Committee and

General Manager Greece and Cyprus of GE Healthcare; Kostas Bargiotas, Orthopedic Surgeon, former Member of Parliament, and Secretary of the Health Committee, KINAL; and Kostas Athanasakis, Director General, Institute for Health Economics. The discussion was moderated by Yannis Tountas, Professor of Social and Preventive Medicine and Director of the Center for Health Services Research at the Medical School at the University of Athens.

HealthWorld 2020 Series: Roundtable II was sponsored Alcon, AstraZeneca, BD, GE Healthcare, Genesis Pharma, Johnson & Johnson, MSD, and Philips, with Capital.gr as media partner.

EMPLOYMENT ROUNDTABLE DISCUSSION

LEARNING AND SKILLS: TRENDS IN THE COVID-19 ERA

JUNE 16

Focusing on the new normal, in which the phygital (physical + digital) prevails, this roundtable discussion looked at the immediate impact of the pandemic in the work-

place and examined the importance and necessity of lifelong learning and skills development. Particular emphasis was placed on the role of transferrable skills, the evolution of learning tools, the reputation of non-formal education, and the importance of certifications, while the speakers also stressed the importance of synergies and multi-stakeholder partnerships in implementing strategies and policies for shaping a better workplace environment.

AmCham Executive Director Elias Spirtounias delivered the opening remarks. The speakers were Ioanna Lytrivi, CEO of the National Organization for the

Certification of Qualifications and Vocational Guidance (EOPPEP); Ania Mendrek, Director of Maximus Global Group; Konstantinos Pouliakas, Expert at the Department of Skills and Labor Market at the European Center for the Development of Vocational Training (CEDEFOP); and Harry Anthony Patrinos, Practice Manager, Education, at the World Bank Group. The discussion was moderated by Dr. Venetia Koussia, Chair of AmCham's Employment Committee.

Epiheiro.gr served as the event's media partner.

DIGITIZATION AT THE SERVICE OF A MODERN AND EFFECTIVE JUSTICE SYSTEM

JUNE 18

An event dedicated to examining how the Greek judicial system can keep up with rapid technological advancements and make the most of new and innovative technolo-

gies to deliver timely and effective justice. As the Fourth Industrial Revolution transforms the way we live and work and court systems around the world are modernized, this roundtable focused on the steps that Greece must take to embrace the digitalization of justice and the use of modern technologies in domestic as well as cross-border disputes to render justice more efficient and cost-effective.

The event's speakers were Leonidas Christopoulos, Secretary General of Digital Governance and Simplification of Procedures at the Ministry of Digital Governance; Panos Alexandris, General Secretary of Justice and Human Rights at the Ministry of Justice; Pa-

nagiotis Lymperopoulos, Judge at the Court of Appeal at the Athens Court of Appeal; and Themistoklis Sofos, Vice President of the Athens Bar Association. Opening remarks were delivered by Elias Spirtounias, Executive Director of the American-Hellenic Chamber of Commerce, and the discussion was moderated by John Kyriakides, Managing Partner at Kyriakides Georgopoulos Law Firm and Chair of the Legislative Reforms Committee at the American-Hellenic Chamber of Commerce.

The event was sponsored by Kyriakides Georgopoulos Law Firm and PwC, with Emea.gr as media partner.

WIB FORUM SERIES

RESILIENT OVERCOMERS: REDEFINING NORMAL

JUNE 25

Organized by AmCham's Women in Business (WIB) Committee, the "Resilient Overcomers: Redefining Normal" event focused on overcoming barriers during these challenging times. Speakers from a variety of sectors—including healthcare, technology, psychology, pharmaceutical, and e-commerce—shared

their perspectives and personal stories on how empathy, resilience, courage, flexibility and collective contribution are the key elements that will help us survive and thrive in the new redefined normal. They also shared examples of how values-based leadership can create a competitive advantage and enhance Greece's positive image in the world.

The event's speakers were Anastasia Sideri, External Communications Director for Central and Eastern Europe at The Coca-Cola Company and Chair of AmCham's Women in Business (WIB) Committee; Thodoris Georgakopoulos, Editorial Director at diaNEOsis; Anastasia Kotanidou, Professor of

Pulmonary and Critical Care Medicine at the National and Kapodistrian University of Athens and President of the Hellenic Society of Critical Care; Myladié Stoumbou, Regional Director of Commercial Partner Channels and Programs for Multi-Country Cluster at Microsoft; Agnes Mariakaki, Managing Director at MindSearch; Stella Demou, member of the Board of Directors at Demo S.A.; and Zina Mavroeidi, CEO of e-Fresh.gr.

The event was sponsored by AB Vassilopoulos, Kyriakides Georgopoulos Law Firm, OTE Group, and Pharmathen, with Kathimerini as media partner.

DIGITAL ROUNDTABLE DISCUSSION

THE ENERGY OIL CRISIS: IMPACTS ON THE GREEK AND GLOBAL ECONOMY – OPPORTUNITIES

JUNE 29

Looking at the immense impact that the COVID-19 pandemic has had across sectors, from healthcare and the economy to

education and diplomacy, this roundtable discussion focused on the effects of the pandemic on the energy sector. The speakers examined the considerable impact on the Greek as well as the global economy, emphasizing changes in the demand for oil, the ensuing consequences on oil prices and production, and the opportunities to reshape the energy sector.

Welcome remarks were delivered by AmCham President Nikolaos Bakatselos. The event's speakers were Andreas Shiamishis, CEO of Hellenic Petroleum; Nikos Tsafos, Senior Fellow in the Energy Security and Climate Change Program at the Center for

Strategic and International Studies (CSIS); Lucian Pugliese, President of the Energy Policy Research Foundation; and Dr. Mamdouh G. Salameh, International Oil Economist and Visiting Professor of Energy Economics at ESCP Europe Business School. The discussion was moderated by Dr. Kostas Andriosopoulos, Professor of Finance and Energy Economics at ESCP Europe Business School and Chair of AmCham's Energy Committee.

The event was sponsored by HEDNO and Hellenic Petroleum, with CNN Greece as media partner.

THE NEW LANDSCAPE IN RETAIL MARKETS:

HOW COVID-19 AFFECTS THE SUPPLY CHAIN, RETAIL SALES AND CONSUMER BEHAVIOR

JUNE 30

An in-depth look at how the retail sector has been affected by the pandemic, this event focused on changes in consumer behavior during and after the lockdown period, how the crisis is reshaping the retail as we know it, and what the sector can do to prepare for the for this new landscape.

AmCham President Nikolaos Bakatselos delivered the welcome remarks. The event's speakers were Panagiotis Stampoulidis, Secretary General of Commerce and Consumer Protection at the Ministry of Development and Investments; Vicky Grigoriadou, President and Managing Director

of The Nielsen Company; Vassilis Stavrou, CEO of AB Vassilopoulos; Ermioni Georgoulaki, P&G Greece Country Leader; and Damianos Charalampidis, Executive General manager, Chief Digital Officer and Retail Banking Products at Alpha Bank. The discussion was moderated by Nectarios Notis, Founder and CEO of Notice Content and Services.

The event was sponsored by AB Vassilopoulos, Alpha Bank and P&G, with Naf-temporiki and Naftemporiki.gr as media partners.

TRADEUSA: EXPLORING OPPORTUNITIES

THE IMPACT OF COVID-19 ON THE U.S. MARKET AND CONSUMER BEHAVIOR

JULY 1

TradeUSA, the international trade department of the American-Hellenic Chamber of Commerce, organized this webinar for companies and professionals who are involved or plan to get involved in trade with the United States. Key areas of focus included the impact of the pandemic on the U.S. market, the shifts in U.S. consumer behavior, and the challenges and opportunities that have emerged for Greek exporters aiming to enter or further expand their business operations in the U.S. market.

The webinar's speakers were Dina Athanasiou, Head of TradeUSA at the American-Hellenic Chamber of Commerce; Elias Spirtounias, Executive Director of the American-Hellenic Chamber of Commerce; and Dimitris Karavasilis, Founder and CEO of DK Marketing and Idea Monkeys.

The webinar was sponsored by DK Marketing, with FnB Daily as retail media partner and Emea.gr as media partner.

BUILDING A CULTURE OF CYBER READINESS

CYBERSECURITY IMPLICATIONS: PROTECTING ORGANIZATIONS, BUSINESSES AND REMOTE EMPLOYEES IN A CHALLENGING PERIOD

JUNE 29

Focusing on the current challenges that organizations face and the best practices that must be adopted and enforced to build a

culture of cyber readiness that can live up to the demands of a “cyber everywhere” reality and successfully prepare for the future, this event brought together top representatives from public and private organizations to share their insights and expertise on all things cybersecurity.

The event’s speakers were Demosthenes Ikononou, Head of the Operational Security Unity at the European Union Agency for Cyber Security (ENISA); George Drivas, Head of the Greek National Cyber Security Authority at the Ministry of Digital Governance; Konstantina Syntila, Cyber Security Sales Specialist Lead-

er at CISCO; Thanassis Diogos, Incident Response Consultant and X-Force IRIS South Europe Lead at IBM; and Robert Goglis, Manager, Cybersecurity and Information Security Division, at Alpha Bank. The discussion was moderated by Christos Vidakis, Cyber Leader and Risk Advisory Partner at Deloitte. Opening remarks were delivered by Nikolaos Bakatselos, President of the American-Hellenic Chamber of Commerce.

The event was sponsored by Alpha Bank, Cisco, Deloitte, and IBM, with Emea.gr as media partner.

THE POSITIVE IMPACT ON THE ECONOMY AND INVESTMENTS OF GREECE’S EXIT FROM THE 301 WATCH LIST:

DEVELOPMENTS IN THE PROTECTION OF INTELLECTUAL PROPERTY RIGHTS

JULY 3

Dedicated to the removal of Greece from the Special 301 Report Watch List, this event analyzed the significance of this most recent development, its impact on economic diplomacy, the necessary legislative

changes concerning digital piracy and intellectual property rights, and the importance of public-private sector collaboration. The event was introduced by Nikolaos Bakatselos, President of the American-Hellenic Chamber of Commerce, and Yiannis Mastrocostas, External Affairs – Manager South East Europe Cluster Illicit Trade Prevention at Papastratos and Chair of AmCham’s Intellectual Property Rights Committee. The event’s speakers were Gregory Dimitriadis, Secretary General for International Economic Affairs at the Ministry of Foreign Affairs; Panagiotis Stampoulidis, Secretary General of Commerce and Consumer Protection at the Ministry of Development and Investments; Nikos Prentoulis, Partner at Prentoulis Gerakini Law Partnership; Tassos Sykakis, Manager of Government Affairs at

Papastratos; Dimosthenis Anagnostopoulos, Secretary General of Information Systems of Public Sector at the Ministry of Digital Governance; Police Colonel Vasileios Papakostas, Director of the Hellenic Cyber Crime Division, Hellenic Police; Antonis Economou, Government Industry Lead for Greece Cyprus and Malta at Microsoft Hellas; Nicholas Yatromanolakis, General Secretary of Contemporary Culture at the Ministry of Culture and Sports; Irini Souganidou, Managing Director of Feelgood Entertainment; and Elli Filippopoulou, Attorney at Law, LL.M. Cambridge University, Regulatory Expert in Intellectual Property, Entertainment and EU Competition Law.

The event was sponsored by Papastratos, with Capital.gr as media partner.

#TAXFORUMSERIES: ROUNDTABLE DISCUSSION II

INTERNATIONAL TAX CONSIDERATIONS NAVIGATING COVID-19 DISRUPTIONS

JULY 6

The second #TaxForumSeries roundtable focused on the emergency tax policies and responses that were introduced to support society and businesses during these challenging times.

Stavros Kostas, Chair of AmCham’s Tax Committee and member of the Chamber’s Board of Directors, delivered the welcome remarks. The event’s speakers were Aikaterini Savvaidou, Associate Professor at Aristotle University, Jean Monnet Chair holder, and former Secretary General for Public

Revenue; Pierce O’Reilly, Tax Economist, OECD – OCDE; and Elli Ampatzi, Lawyer and Manager at CPA Law Firm. The discussion was moderated by John Dryllerakis, Managing Senior Partner at Dryllerakis & Associates Law Firm.

The event was sponsored by Dryllerakis & Associated and KPMG, with Naftemporiki, Naftemporiki.gr and TaxHeaven.gr as media partners.

CORPORATE RESPONSIBILITY SERIES

EMPOWERING THE CONTEMPORARY SOCIAL RESPONSIBILITY OF BUSINESS JULY 7

Organized by AmCham's Corporate Responsibility Committee, this event focused on how businesses need to adapt and repurpose

their corporate message during these unprecedented times, with speakers sharing experiences and perspectives on how empowering a company's message for purpose can confirm the relevance of corporate choices to the societal environment and enhance reliability toward consumers and stakeholders. Pakis Papademetriou, Chair of AmCham's Corporate Responsibility Committee delivered the opening remarks, and the discussion was moderated by Dimitris Michopoulos, Managing Director of Weber

Shandwick. The event's speakers were Dimitra Daskalaki, Organizational Development and Communications Director at Metro S.A.; Sevi Sfakianaki, Communications and CSR Manager at MSD; Vaso Griva, Corporate Affairs Manager at Public-MediaMarkt; and Angeliki Papadopoulou, Corporate Affairs Director at Stoiximan/Betano.

The event was sponsored by MyMarket, Public-MediaMarkt, and Stoiximan/Betano, with CNN Greece as media partner.

REAL ESTATE IN A POST-PANDEMIC ENVIRONMENT:

SUSTAINABLE GROWTH PILLAR VS EASY STATE REVENUE SOURCE JULY 9

This roundtable discussion looked at how substantial tax reform and the introduction of tax incentives for individuals as well as

companies could stimulate investment in real estate and transform the real estate market into a key contributor to sustainable growth. The event's speakers were Stavros Kostas, Chair of AmCham's Tax Committee and member of the Chamber's Board of Directors; Lefteris Sikalidis, Founder and CEO of SiRE, Managing Partner at Primera Advisors, and Chair of AmCham's Real Estate and Development Committee; Vasilis Delikaterinis, Advisor to the Board at GEK TERNA; Aspasia Malliou, Tax Partner at Potamitis Vekris Law Partnership and Editor of the Bulle-

tin of Tax Legislation; and Fredy Yatracou, Partner, Financial Services and Real Estate, Tax and Legal, at PwC Greece. The discussion was moderated by Sophia Grigoriadou, Deputy Managing Partner, CPA Law Firm. Elias Spirtounias, Executive Director of the American-Hellenic Chamber of Commerce, delivered the welcome address.

The event was sponsored by KPMG, Potamitis Vekris, and PwC, with Naftemporiki, Naftemporiki.gr, TaxHeaven.gr, and Epiheiro.gr as media partners.

HO.RE.CA. BUSINESSES:

SHAPING THE TRENDS OF THE FUTURE JULY 13

Focusing on the impact of the pandemic on the HoReCa sector, this digital event brought together industry experts to discuss the severe challenges faced by many HoReCa businesses, the industry's real needs in navigating the crisis, the new consumer

trends that are taking shape, the response of domestic producers and distributors, the numerous social initiatives by major Greek companies, and the government's efforts to support and empower Greek HoReCa businesses to emerge as a force for growth and competitiveness in the post-COVID-19 era. Welcome remarks were delivered by AmCham President Nikolaos Bakatselos. The event's speakers were Nikolaos Papathanassis, Deputy Minister of Development and Investments; Alexis Damalas, Partner and Financial Advisory Leader at Deloitte; Tim Ananiadis, General Manager and Managing Director at Hotel Grande Bretagne and King George; Nikos Negas, Managing Di-

rector at TGI Fridays; Takis Christofileas, Owner of Dipnosofistirion; Alexandros Daniilidis, President and Managing Director of Athenian Brewery; Lilian Nektariou, Franchise Country Director for Greece, Cyprus and Malta at Coca-Cola Hellas; and Yannis Papachristou, General Manager Greece and Cyprus at Coca-Cola HBC Greece. The discussion was moderated by Nectarios Notis, Founder and CEO of Notice Content and Services.

The event was sponsored by Coca-Cola and Deloitte, with FnB Daily and HO.RE.CA. Open as retail media partners and Insider.gr as media partner.

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.

AN ALLIANCE FOR DIGITAL REVOLUTION

When the Ministry of Digital Governance was established a year ago, its name seemed to refer to the preparation of each country for the changes and challenges brought on by the Fourth Industrial Revolution in the digital transformation of the state. Yet if one were to take a closer look at the content and scope of our portfolio, they would find that, beyond the obvious, there was another goal, and that is to fulfill past priorities.

The mission of the Ministry of Digital Governance has been twofold from the very beginning, but our ultimate goal is just one: to empower citizens and businesses, as well as their relationship with the state. Especially in a country such as a Greece, where there was a substantial backlog of digital loose ends from the past, we had to move swiftly and precisely, implementing an extensive program of reforms and digital transformation, with our work focused on two key areas: streamlining procedures and establishing interoperability. As evidenced by all the successful examples, everyone benefits from this policy. However, particularly when it comes to business, where conserving resources and time is a top priority, the benefits have already become apparent and will soon be manifold. Indicatively, our work during the first year includes the following measures that support businesses:

— BY —
**KYRIAKOS
PIERRAKAKIS**
Minister of State and Digital
Governance

- We launched gov.gr, which offers services for businesses, significantly streamlining interactions with the state. During the pandemic, citizens and businesses were able to access all digital services through a single portal. We have gone from 501 to 584 services in 120 days, while five million website visits and tens of thousands of documents that have been issued digitally prove that Greece is ready to move into the digital age.
- We created the proper organizational infrastructure for Greece to enter the 5G era: we made a series of simplifications in the cell tower regulations, specifically in the legal framework for licensing. This allowed us to encourage the development of an entire ecosystem of innovation around fifth generation networks.

**OUR ULTIMATE GOAL IS JUST ONE: TO EMPOWER
CITIZENS AND BUSINESSES, AS WELL AS THEIR
RELATIONSHIP WITH THE STATE**

- We designed the Εθνικό Πρόγραμμα Απλούστευσης Διαδικασιών, which has two goals: to record and to simplify the life events of citizens and businesses.
- We implemented the interoperability of the Independent Authority for Public Revenue's register with municipal registers across the country for non-tax data to allow municipalities access to up-to-date data on individuals as well as corporations.
- We started, through the General Secretariat for Telecommunications and Post at the Ministry of Digital Policy, the competitive dialogue on the Ultra Fast Broadband (UFBB) project.
- We designated the Ministry of Digital Governance as an intermediary for the "Public Sector Reform" and "Competitiveness, Entrepreneurship, Innovation" operational programs, giving it access to the management and implementation of the NSRF's operational programs with a total value (until the end of 2023) of €738,697,217.
- Starting in early 2020, tax certificates were made available digitally to all public bodies, meaning that suppliers for the public sector are no longer obligated to submit these documents in person.
- We extended the Superfast Broadband (SFBB) program to businesses allowing them to easily access to the internet at high speeds, with a total subsidy of €360 per connection.
- We established a system of automated off-setting between the central government and suppliers.

The above is just the beginning of what we want to accomplish. There will soon be more initiatives from the Ministry of Digital Governance as well as other projects in which the Ministry will participate, the pivotal of which are:

- At the end of the year, there will be a public auction of 5G spectrum. Greece is one of the few countries in which the pandemic only slightly interfered with the relevant timeframe, and this gives us a significant advantage over many other countries.
- Unified digital maps will be drawn up, allowing investors to find out about permissible land use in each area of the country.



WE WANT TO MAKE INTEROPERABILITY BETWEEN STATE SERVICES AND RECORDS THE RULE RATHER THAN THE EXCEPTION

To conclude, the key ambition and goal of the Ministry of Digital Governance is to operate in such a way as to make interoperability between state services and records the rule rather than the exception; essentially, what we want is at the end of these four years for a system to be in place that exchanges not information rather than documents. This will contribute to accelerating all procedures, particularly those relating to business activities and the everyday life of citizens.

At the same time, we also want to act as a horizontal organization that not only facilitates the creation of businesses but also allows them to swiftly interact with the state and citizens at all stages of their operations. We have the will, the plan and the tools to achieve all the above. Businesses are a necessary and valuable ally in this endeavor, and we want to stand by them in a mutually beneficial collaboration.

INVESTING IN GREECE

PROSPECTS AND OPPORTUNITIES FOR GROWTH IN THE POST-COVID-19 ERA

During this challenging period that has forced the world to reevaluate everyday life and business, Greece draws on its decade-long experience of austerity to take on the future with perseverance and determination.

The American-Hellenic Chamber of Commerce and Athens Exchange Group (ATHEX) have successfully convened the 9th Greek Investment Forum – New York on June 15-18, 2020. The event, which is normally held in New York as part of the AmCham's annual Greek Investment Road Show in the United States, was this year hosted online in response to the new needs and regulations that have emerged as a result of the COVID-19 pandemic. Despite its new format, the event saw a large number of participants: leading and arriving Greek

companies that enjoyed the opportunity to represent their products as well as U.S. and international investors looking for opportunities to invest in Greek business.

In its first time online, the Greek Investment Forum – New York saw a total of over 550 teleconferences take place between representatives of these key Greek companies and various investors and investment funds; a total of 77 investment funds and 116 portfolio managers took part in the event. The Forum also included a highly successful briefing titled "Greece: Investment Opportunities in the Post-COVID-19 Era."

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THE 29 GREEK COMPANIES THAT PARTICIPATED IN THE 9TH GREEK INVESTMENT FORUM – NEW YORK

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GEK Terna – Terna Energy
Hellenic Petroleum
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OPAP

OTE
Piraeus Bank
Piraeus Port Authority
Prodea Investments
Public Power Corporation
Sarantis Group
Thrace Group
Titan
Violhalco, ElvalHalcor



“With a decade of austerity under its belt, the Greek economy has proven that it has the indispensable—for itself and, today, the rest of the world as well—critical mass of experiences to face the COVID-19 pandemic, as well as the era that will follow it, with determination and confidence.”

— SOCRATES LAZARIDIS, CEO, ATHENS EXCHANGE GROUP



“For many years, Greece has faced a considerable investment void which we must close. This priority is even more pressing today. To this end, we are setting two interconnected goals. The first concerns how we will cover the negative production gap whilst also safeguarding public finances. The second concerns how we can improve the supply side, that is the economy’s production capacity, in order to achieve sustainable and inclusive growth rates with a high level of social cohesion, whilst also dealing with demographic challenges.”

— CHRISTOS STAIKOURAS, MINISTER OF FINANCE



“The government’s appetite for reforms is immense. Prime Minister Kyriakos Mitsotakis has decided to use his political capital, which is higher than it was at the time of the 2019 election, to move forward with important interventions that were difficult to see through in the past for political reasons. [...] The reforms will affect most areas of government policy, such as public procurement and the labor market, with the aim of making Greece even more friendly to investment and entrepreneurship.”

— ADONIS GEORGIADIS, MINISTER OF DEVELOPMENT AND INVESTMENT



“We will try, based on the positive image that Greece exhibited in its handling of the coronavirus, to create new jobs, but also the conditions that will make it possible to bring back some of our 800,000 fellow citizens who left Greece during the crisis.”

— ALEXIS PATELIS, CHIEF ECONOMIC ADVISER TO THE PRIME MINISTER

Working Miracles

ACG and AMCHAM Join Forces for a Blood Drive to Support Athens Hospitals



PAKIS PAPADEMETRIOU, NIKOLAOS BAKATSELOS, CLAUDIA CARYDIS – BENOPOULOU, ALEXANDROS COSTOPOULOS, ELIAS SPIRTOUNIAS

The American College of Greece (ACG) and the American-Hellenic Chamber of Commerce joined forces to organize a three-day blood drive, which took place on July 8-10, 2020, in collaboration with the National Public Health Organization (EODY), as part of the “Oloi Mazi Bouroume” (meaning “All Together We Can”) initiative.

ACG welcomed the volunteers at its prem-

ises—a safe and spacious environment—to support patients in need and to help replenish our hospitals’ low blood supplies during the summer months. Specifically, the blood drive supported three Athens hospitals—G. Gennimatas, Agios Savvas, and Evaggelismos—whose representatives congratulated us on the organization of this initiative. Precautionary measures, as directed by EODY, were taken to safeguard the health and safety of the blood donors, particularly

in light of the COVID-19 pandemic, while participants were requested to register online in advance in order to avoid overcrowding and long waiting times.

“Staying true to its motto ‘To serve, not to be served,’ The American College of Greece, as a non-profit institution, strongly believes in the value of community contribution. We are very happy to collaborate with two organizations that have actively proven the significant societal role they play, especially during the pandemic,” said Claudia Carydis, Vice President of Public Affairs at ACG. In total, 90 volunteers—students, alumni, faculty and staff, Pierce and Deree parents, as well as members of the American-Hellenic Chamber of Commerce—came together during this blood drive, resulting in 70 blood units collected in total.

“I am very pleased that we were able to give back to the community through this initiative and our collaboration with ACG and EODY. I hope this is only the beginning of a series of such initiatives, especially during this period when it is much needed,” said AmCham President, Nikolas Bakatselos.

Commenting on the significance of the initiative, Panagiotis Arkoumanas, President of EODY, highlighted, “The pandemic has taught us that miracles can be achieved when we work together.” 🙏

DR. CONSTANTINA POLITIS (CENTER) AND THE MEDICAL TEAM OF GEORGIOS GENNIMATAS GENERAL HOSPITAL



NIKOLAOS BAKATSELOS





Σας ευχαριστούμε



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KEP PLUS

STEPPING UP SUPPORT FOR STARTUP ENTREPRENEURSHIP

A new initiative aims to build on the existing network of Citizen Support Centers to offer targeted support for startups and entrepreneurship across the country.



GEORGIOS GEORGANTAS, ALEXANDROS COSTOPOULOS, ATHANASIOS SAVVAKIS, GRIGORIS ZARIFOPOULOS

Launched by the Ministry of Digital Governance in the context of the country's ongoing efforts towards digital transformation and the establishment of a more streamlined and efficient business environment, the new KEP Plus initiative promises increased support for startups and entrepreneurs across Greece in the form of interactive info-points and easy-to-access digital toolboxes available at select Citizen Service Centers (KEPs). The initiative's primary goal is to seize on

the possibilities offered by new technologies and to utilize the potential of the country's 1000+ KEPs to provide support to entrepreneurs regardless of location by providing access to tools, programs and resources developed by chambers of commerce, universities and other reputable entrepreneurship related organizations.

Speaking about the initiative, Minister of Digital Governance Kyriakos Pierrakakis praised KEPs as one of the most popular public institutions in Greece and pointed to the need to ensure that citizen-state interac-

tion keeps up with times and to explore all possibilities for using the country-wide network of KEPs to support entrepreneurship. "At the Ministry of Digital Governance, we are interested in hearing every good idea, every good thought, every smart policy no matter where it comes from," said Pierrakakis. Also commenting on the initiative, Deputy Minister of Digital Governance Georgios Georgantas said, "KEPs are constantly being upgraded to keep pace with the new reality. In this context, it is our strategic choice that they also serve as startup accelerators and accelerators of entrepreneurship in general." Determined to launch from solid founda-

**In this context, it is
our strategic choice
that they also serve as
accelerators, of startups and
entrepreneurship in general.**

— GEORGIOS GEORGANTAS,
DEPUTY MINISTER OF DIGITAL GOVERNANCE

**At the Ministry of Digital Governance, we are interested in
hearing every good idea, every good thought, every smart
policy no matter where it comes from.**

— KYRIAKOS PIERRAKAKIS, MINISTER OF DIGITAL GOVERNANCE

tions, the initiative kicked off with a survey and a series of roundtable discussions that sought to identify the kinds of help and support that can have a real impact in the country's startup ecosystem and, for the first time, allow startupper themselves to be part of the process and be heard. "Appreciating the significant power of bottom-up initiatives, we advised on designing a large-scale discussion in 16 cities across Greece, where in collaboration with local chambers we invited entrepreneurs and startups to share their insights and ideas and deter-

mine the kinds of services that they would like to have access to through this kind of initiative,” said Alexandros Costopoulos, CEO of Foresight Strategy and Communications, the firm hired to design and implement the program.

The survey, which was carried out in May and June 2020, examined a sample of 65 Greek startups that were selected in collaboration with the Hellenic Federation of Enterprises (SEV), MIT Enterprise Forum Greece, NBG Business Seeds, and the American-Hellenic Chamber of Commerce’s Education, Innovation and Entrepreneurship Committee. The roundtable discussions were held in 16 key municipalities with distinctive entrepreneurial ecosystems and included local government officials, representatives of local chambers of commerce and KEPs, and, primarily, local entrepreneurs and business owners. The cities were: Agia Varvara, Aharnes, Arhaia Olympia, Athens,

The program highlighted the need of an alliance of all stakeholders that will awaken, enhance and unleash Greece’s creativity and entrepreneurial spirit.

— ALEXANDROS COSTOPOULOS, CEO, FORESIGHT

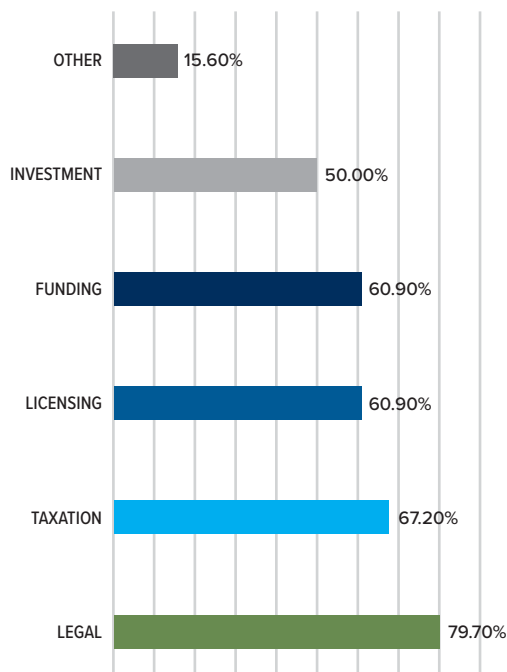
Drama, Hania, Ilioupoli, Ioannina, Kastoria, Kilgis, Marousi, Nafplio, Rethymno, Sparti, Thessaloniki, and Trikala.

The survey and discussions yielded important insights that will undoubtedly prove crucial as much to the Ministry and its efforts as to all stakeholders active in and working to strengthen the country’s entrepreneurial and business landscape. Some of the key findings underlined the impor-

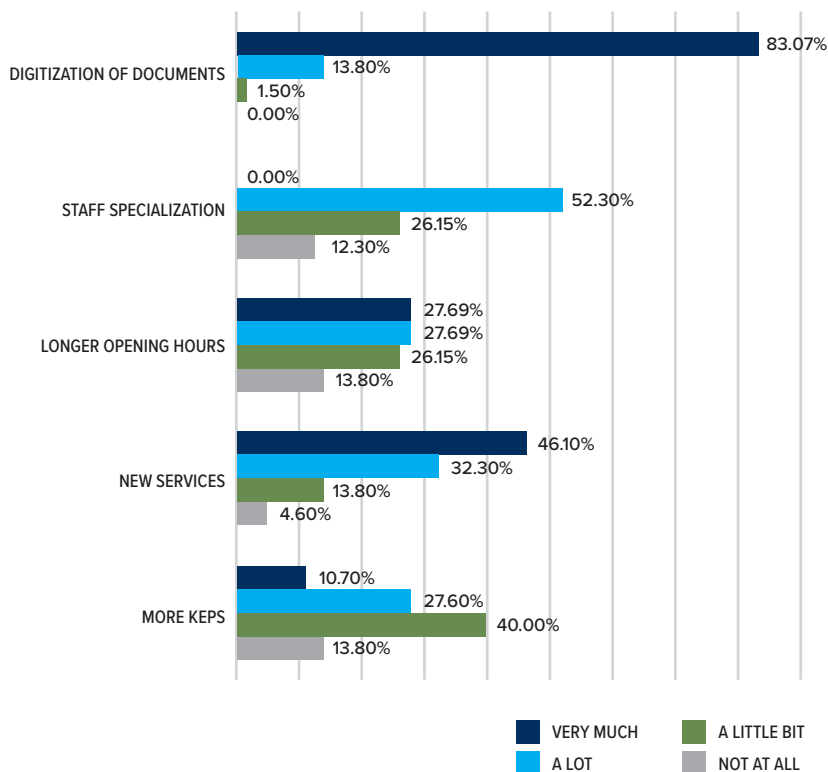
tance of bridging the capacity and mentality distance between Athens and the rest of Greece, promoting digital literacy across the board, reducing bureaucracy and streamlining the various government business development and assistance programs to keep up with rapidly changing global trends and technological developments. Equally, simplifying the relevant legislation, increasing mentorship and knowledge exchange opportunities, and improving the flexibility and accessibility of existing structures and services, including KEPs, were highlighted as key areas for further development.

“Perhaps the most important finding,” Costopoulos noted, “was the clear need for a dynamic and entrepreneurs-driven alliance of all key business, government and academic stakeholders across the board—an alliance that will awaken, enhance and unleash this country’s creativity and entrepreneurial spirit.” 🇬🇷

WHICH SERVICES WOULD YOU CHOOSE AT A KEP DIGITAL INFORMATION POINT?



WHAT CAN CONTRIBUTE TO KEP SUPPORT FOR ENTREPRENEURSHIP?



MERGING GIANTS

Pushing the Limits of R&D and Innovation

Following AbbVie's landmark acquisition of Allergan, Business Partners talks to Pascal Apostolides, Managing Director for AbbVie in Greece, and John Bessis, Country Manager Greece and Cyprus at Allergan Aesthetics, about the merger, the Greek pharma landscape, and the future of the industry.

Since launching in 2013, AbbVie has made it its mission to find new approaches to addressing today's health issues and make an impact on people's lives by being at the forefront of biopharmaceutical research and new science. What has that meant for AbbVie in Greece thus far?

Pascal Apostolides: AbbVie's mission is to achieve a remarkable impact on people's lives through innovative medicines. We are a passionate, diverse and inclusive organization that supports the best ideas, wherever they originate. We bring people together because we know that collaboration is the key to breaking barriers and exploring new frontiers in science. We are committed to R&D, which we have almost doubled since 2013 and which has resulted in 14 approvals of products or indications. Since 2013, our revenue grew from \$18 billion to more than \$33 billion in six years. All this and more ranks us at the top of our peer group.

In Greece, despite a decade of deep crisis, the ingredients to shape a strong pharmaceutical sector are still present. We believe in Greece's potential, and we are working to improve public health through breakthrough therapies for serious diseases. We are collaborating with health authorities to support the sustainability of the healthcare system and to improve access to innovative therapies for patients. We are investing in clinical trials to support the economy

and the labor market and the level of clinical practice, by building our Operations Hub—which is responsible for 16 countries across Europe, the Middle East and Africa—in Athens. AbbVie is the only multinational pharmaceutical company in Greece to do so and is in the second place of clinical trials conducted in Greece. We also support more than 40 direct jobs through an annual R&D investment of more than six million euros, and we give back to society through several meaningful social responsibility programs.

In May, AbbVie completed the acquisition of Allergan, further raising its profile as an industry colossus with a remarkable drug portfolio. Tell us a bit more about this merger.

P.A.: This integration of the two companies creates the fourth largest pharmaceutical company worldwide based on revenue. We will continue to perform at the top tier of our peer group, with strong profitability and significant cashflow, and we have the financial resources to invest in our franchise areas to ensure longterm growth and make a difference for millions of people around the world.

With our enhanced growth platform fueling longterm industry-leading performance, this merger allows us to diversify AbbVie's business while sustaining our focus on innovative science and the advancement of our robust pipeline into the future. We operate



“ WE KNOW THAT COLLABORATION IS THE KEY TO BREAKING BARRIERS AND EXPLORING NEW FRONTIERS IN SCIENCE”

– PASCAL APOSTOLIDES

in several therapeutic areas including immunology, oncology, aesthetics, neuroscience, eye care, virology, gastroenterology, women's health, and other specialty areas. We will continue to focus on developing medicines that deliver strong clinical performance, provide more benefit to patients, and deliver economic value – particularly where significant need exists.

Taking into account this enhanced growth potential, what can we expect to see in the coming time in terms of innovation in AbbVie's key therapeutic categories?

P.A.: This acquisition allows us to remain focused on continuing our investment in discovering and developing innovative medicines for critical areas of medical need, and building a longterm,

sustainable growth company. This great collaboration expands and diversifies AbbVie's revenue base and complements existing leadership positions in immunology and hematologic oncology, and Allergan provides new growth opportunities in neuroscience, eye care and a global aesthetics business, with leading brands.

Our combined company means that we can help more patients and make a greater impact in more than 60 conditions, with more than 30 brands. This diversified on-market portfolio will drive the existing AbbVie growth platform to approximately \$30 billion in revenues for 2020, with combined revenues of approximately \$50 billion. It also positions the company for enhanced longterm growth potential, a growing dividend, and investment in innovation in each of its therapeutic categories. Together with our new colleagues, we will focus on the therapeutic areas where we have proven expertise but we will use our scientific expertise to discover and develop medicines for diseases for which patients have limited treatment options including endometriosis, uterine fibroids, cystic fibrosis, reproductive health, ulcerative colitis, and irritable bowel syndrome.

Specifically, as concerns AbbVie and Allergan in Greece, how will this merger affect your operations in the country?

P.A.: Allergan is now AbbVie, but we will need some time to complete the full transition. AbbVie will be the parent brand and strategic endorser. The Allergan brand name will be retained in certain cases with exceptional value for external audiences as in the transition to “Allergan Aesthetics, an AbbVie company” for medical aesthetics. The Allergan brand will be used for the eye care portfolio, while it will be named as a manufacturer for the therapeutic use of botulinum toxin type A. AbbVie will be used as a company and employer name, and Allergan employees are AbbVie employees.

Most importantly, our joint strong portfolio marks a bold step forward in advancing our mission: to make a remarkable impact on patients' lives.

Allergan is an established leader in medical aesthetics. Can you tell us a bit about the company's activity in Greece until now?

John Bessis: Allergan has been strategically investing in R&D, allocating approximately \$1.6 billion last year to the development of new molecules. We have adopted an open science model, resulting in a very promising portfolio in seven therapeutic categories. In many of them, we are leaders or have significant growth during the last years, in over 100 countries.

In Greece, Allergan was established four years ago; our presence in the Greek market includes 10 brands in three therapeutic categories: eye care; neuroscience, as a leader in spasticity; and, of course, medical aesthetics. We created a new company with several new talented members to quickly transform the organization and focused on effective account management by providing fast and personalized solutions. We have also managed to differentiate Allergan from the competition through efficient product management and the

substantial value of our educational programs through the Allergan Medical Institute. During 2016-2018, more than 276,000 patients were treated with Allergan eye care and neuroscience products and more than 1,700 healthcare professionals were trained in Allergan training programs. As an AbbVie company, Allergan Aesthetics will continue to provide top customer service programs and grow further its leadership position.

How will this merger affect Allergan's operations in the country and boost the development of new drugs in your main therapeutic categories?

J.B.: Allergan is now AbbVie, and this underlines a new era for both companies. Our commitment to patients, partners and employees remains unwavering, and joining forces will only positively impact our established partnerships. Both teams have worked diligently and enthusiastically to achieve this merger, and we are excited about the future, which holds more investment, more innovative therapies, more scientific progress.

The Allergan brand will be used for the eye care portfolio, while at the same time it will be mentioned as the manufacturer for the therapeutic use of botulinum toxin type A.

In Medical Aesthetics the legacy is even more important. "Allergan Aesthetics, an AbbVie company" has a standalone portfolio that will continue to have a leading position in the field worldwide, as well as in Greece. Strengthened by the consolidation of two leading companies, Allergan Aesthetics has the resources and infrastructure to achieve outstanding results in R&D, capitalize on more opportunities, cultivate innovative ideas, and promote medical education. In Greece, we focus mainly on the world-renowned botulinum toxin type A for cosmetic use (VISTABEL®), the world's leading brand of hyaluronic acid facial fillers (Juvéderm®) and the FDA-approved cryolipolysis treatment (CoolSculpting®).

This merger comes at a particularly interesting, and perhaps trying, time for the world in general and the pharmaceutical industry specifically. What are your thoughts on the impact of the COVID-19 pandemic thus far and on how it will continue to affect—impact or inspire—the industry moving forward?

P.A.: First and foremost, the pandemic underlined the fact that people's health is fundamental. It also underlined a strong correlation between public health and economic growth. Public spending on healthcare is not a cost factor, but one of the most important investments for our society. To avoid similar future crises, we must ensure that public policies for health and economy are part of a circular process, where strong economic growth supports an effective healthcare system. Innovative therapies are fundamental for a sustainable healthcare system, as there can be no prevention policy without vaccines, no efficient primary healthcare system without innovative therapies that prevent hospitalizations or minimize hospitalization days and reduce surgeries and extensive use of in-



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**WE ARE COMMITTED TO
ENSURING THAT PATIENTS
FULFILL THEIR DREAMS FOR
A BETTER LIFE THROUGH
EFFECTIVE TREATMENTS**”

— JOHN BESSIS

tensive care units. Pharmaceutical innovation is our pathway for the fourth industrial revolution through clinical trial investments, as well as a strong prerequisite for the silver economy, a sector that can support the Greek economy, mainly through medical tourism.

J.B.: Completed during this unprecedented health crisis, this merger underlines the need for a solid pharmaceutical sector that works for the benefit of people and patients. Our actions have and will continue to focus on innovation and on improving people's health. Health is a matter of life—a better life. We are committed to ensuring that patients fulfill their dreams for a better life through effective treatments. However, we cannot do it alone; cooperation with the state and healthcare authorities is vital. We stand strong to work for a stable framework of cooperation that will secure a sustainable and innovative healthcare system and a sustainable business environment. 🐼

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THOUGHT LEADERS

SMEs and Startups

SPEARHEADING GROWTH





The COVID-19 pandemic that broke out at the beginning of 2020 triggered a global economic slowdown affecting trade, investment, growth, and employment in a major way. SMEs and startups, as key players in the global landscape (they represent 90 percent of businesses and more than 50 percent of employment according to the World Bank), also took a big hit.

The American-Hellenic Chamber of Commerce, swiftly responding to the crisis, has launched a discussion on the anticipated economic fallout, which is expected to be immense. And although forecasts suggest that a large number of SMEs and startups worldwide will not survive this crisis, it is in our common interest to make available the right tools to help them get through this.

In this issue of Business Partners, in line with AmCham's latest session in the Digital Talks and Events series, we invite industry leaders to assess the current situation, evaluate the likely consequences of this crisis for SMEs and startups, and share their thoughts on the necessary actions to be taken moving forward.

—ALEXANDRA LOLI

“Together with the Ministry of Finance, we have deployed a palette of measures so that almost all SMEs will be benefitted. Starting from the repayable advances from the Ministry of Finance and coming to measures issued by the Ministry of Development such as the co-financed loans with interest subsidy, the interest subsidy of all business loans for three months, and as of today the new SME loan guarantee fund. [...] We are building a network of measures specifically for innovative startups in Greece.”*

— YANNIS TSAKIRIS, DEPUTY MINISTER OF DEVELOPMENT AND INVESTMENTS

*From #AmChamIdeas Series “Startups and SMEs: Challenges and Opportunities to Overcome the COVID-19 Crisis” which took place on June 3 as part of the AmChamGR Digital Talks and Events series

STARTUPS AND SMES

Challenges and Prospects Post-COVID-19

According to a 2017 Eurostat report, startups and SMEs constitute upwards of 99.5% of businesses in Europe and account for approximately two thirds of total employment. In this context, the European Business Angels Network (EBAN) and the Hellenic Business Angels Network (HeBAN) have expressed their concern on the impact of the ongoing coronavirus crisis on Europe’s startup and innovation ecosystem, particularly in terms of liquidity, the reduced investment capacity of business angels and the need to make often drastic adjustments to adapt to the new reality.

The pandemic has also slowed down the growth of Greece’s relatively small entrepreneurial ecosystem, which had in recent years evolved into an attractive investment destination with numerous promising



— BY —

**LITSA
PANAYOTOPOULOS**

Chair of the Education,
Innovation and
Entrepreneurship (EIE)
Committee,
the American-Hellenic
Chamber of Commerce

tech and software startups that will form that basis for Greece’s new growth model. While uncertainty will certainly slow down domestic funding procedures, the Greek diaspora could yet prove to be an important factor in reigniting the country’s startup ecosystem; the international business angel community could be another. Greece needs a robust revitalization strategy for startups and SMEs that will define the necessary means and procedures to ensure a swift exit from the current situation. Funding and support agencies, including private sector investors, will have to play a key role in this recovery, working alongside regional and local government authorities throughout the country to support innovation and entrepreneurship, small companies as well as individuals with extraordinary ideas and the drive to evolve and excel, creating more jobs as they do so.

THE GREEK DIASPORA COULD YET PROVE TO BE AN IMPORTANT FACTOR IN REIGNITING THE COUNTRY’S STARTUP ECOSYSTEM; THE INTERNATIONAL BUSINESS ANGEL COMMUNITY COULD BE ANOTHER

Turning Crisis into Opportunity

The COVID-19 pandemic has caused unprecedented disruption to all areas of political, social and economic life worldwide. In Greece, SMEs and startups, which have been a key part of the economy in recent years, have come under extreme pressure, to the extent that the very existence of many companies is now at stake.

Yet while the Greek economy was not prepared for such sudden disruption, the crisis has given the country the chance to reassess the current system's insufficiencies and initiate the necessary steps for remedies and reforms.

SMEs and startups, beyond merely ensuring their survival by securing liquidity, cutting costs and focusing on their core competences, need to re-evaluate and adapt their business models in relation to both the existing constraints and the new opportunities that are arising in the post-COVID-19 era. Thus, the crisis has given innovative entrepreneurs the chance to seek bigger and new market share while implementing the resilience concepts necessary to face any future crises.

Greece, in recent years, has developed into an attractive investment destination in a variety of business



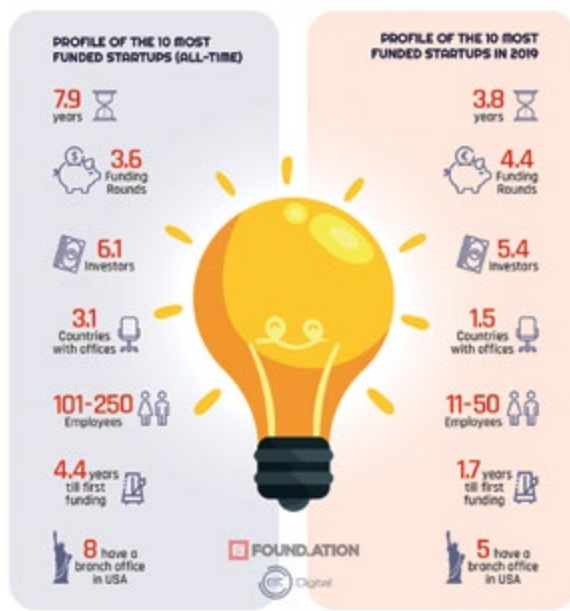
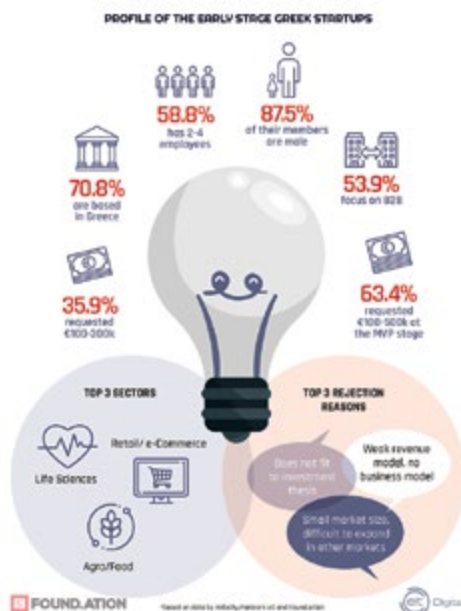
— BY —

PROF. PANAYIOTIS H. KETIKIDIS

Vice Principal of Research and Innovation at City College, University of Sheffield; Chairman, South East European Research Center (SEERC); Founder, International Conference of Entrepreneurship Innovation and Regional Development (ICEIRD)

THE GREEK GOVERNMENT MUST FULLY APPRECIATE HOW PUBLIC FUNDS CAN DELIVER MORE EFFICIENT SUPPORT FOR SMES WITH THE HELP OF BUSINESS ANGELS

sectors, and the Greek government must fully appreciate how public funds can deliver more efficient support for startups with the help of business angels. Business angels bring smart money, knowledge, experience and a network to startups and help them to scale up. Co-investment schemes with business angels have proven to be an efficient way to attract new money in many countries, and they also add value for public authorities, compared to grants, because their leverage effect is higher.



Source: "Startups in Greece 2019: Re-mapping the investment landscape," an annual report by Found.ation and EIT Digital in partnership with Velocity.Partners VC

Supporting Startups Through the Crisis

LOANS, INVESTMENTS AND INTELLECTUAL PROPERTY

The European Business Angel Network (EBAN) represents the early stage investment ecosystem in Europe and many other countries. As a trade body, we have both approached the European Union directly and helped our members approach their own governments with information that underlines the need to strongly support early stage startups in the same way that governments currently support later stage businesses.

Commonly, early stage companies do not have enough income from customers to break even while developing technology and markets, and hence rely on business angels and other investors. That being the case, government schemes that generally protect jobs need to be adapted and extended to also support and protect intellectual property. In early stage companies, that intellectual property is still under development and includes technology, possibly patents, teams, brand, and customer base.



— BY —

PETER COWLEY

Serial Entrepreneur,
Angel Investor, President
of the European Business
Angel Network (EBAN)

while furloughed, and is mainly used for service industries such as hospitality and retail. Technology product companies, which represent approximately 95% of angel backed startups, need to continue to develop their intellectual property and hence cannot use the furlough scheme. Loans are available for companies from a single to over 100,000 employees, but these, by definition, need paying back. Government grants for innovative companies have increased both in volume and in size, and these are extremely useful for startups.

The United Kingdom has also set up the Future Fund, which provides government money as a co-investment with angels and VCs. In order to avoid discussion of valuations in these very uncertain times, this is via an interest-bearing convertible loan at a discount to a later investment round. There has been significant takeover, mainly with VCs as co-investment partners.

There are similar wage-support and loan schemes throughout Europe, and some countries have equity schemes. Business angels must help their portfolios with assistance—it is more likely than an investor will have experienced downturns and other crises than early stage founders—and with more money as equity. It is critical for companies to understand that “cash is king” and for governments to provide finance either directly to companies or via business angels and other investors. It is also critical to support employees, who are probably working from home, sometimes in difficult situations due to lack of space and simultaneously caring for small children.

In conclusion, the survival of early stage companies is paramount—if they fail, teams will dissipate and intellectual property will be lost. And the way to ensure their survival is to provide cash via equity and grants, not repayable debt.

Entrepreneurs are always risk takers, willing to learn and adapt; given appropriate support from governments, most early stage companies will survive this crisis.

THE SURVIVAL OF EARLY STAGE COMPANIES IS PARAMOUNT—IF THEY FAIL, TEAMS WILL DISSIPATE AND INTELLECTUAL PROPERTY WILL BE LOST

In the United Kingdom, support for the commercial sector has been provided by means of a furlough scheme that covers 80% of the wages of approximately nine million workers, who are then not allowed to work

How Can Startups Survive COVID?

EMBRACE CUSTOMERS

C OVID-19: a worldwide pandemic for startups as well as people. Over 50% of startups have seen revenues plunge by more than 20%, while 41% of global startups have less than three months of cash and 65% have less than six months. India, the United Kingdom and the Middle East have given similar dire warnings.

While investors worldwide say we're "open for business," many focus on portfolio companies or are waiting for better deals later in the year. While government funding can provide some relief, it is temporary and scarce. Successful startups deal directly with cash-flow problems, particularly those in less developed ecosystems, such as Greece.

During previous crises, survivors preserved cash by focusing on core activities and fast expense reduction. And they stayed close to their customers. If customers think you offer real value, they will find ways to support you.

Now is the time to embrace customers.

- **Encourage customer-driven design:** Involve customers in design early. Form product advisory boards. Start early access programs. Steve Jobs was a master at making "ADBO" (advisory board) members think they designed the product. Result: They bought and bought. Some will even pay you to give you product advice via early access. Explore joint development agreements (JDA) where customers prepay and pre-buy products they help design.
- **Turn products into services:** Help customers gain product value. Train users on how to achieve customer business goals, not just GUI button pushing. Some companies derive over a quarter of revenues from services helping solve business problems.
- **Understand that selling is more than your product.** Understand how you can solve the customer's top problems. Map your product to their issues. Naïve



— BY —

DR. RONALD F.E. WEISSMAN

Chairman, Software Group,
Band of Angels; Member
of the Board, Angel Capital
Association

companies push products. Smart companies sell solutions. In today's climate, you have no chance of selling if you're not solving one of their top problems.

- **Speed up the sales cycle.** Use technology to make onboarding faster and enable products to be sold, installed and supported remotely, without a site visit and or extensive custom engineering. You may have a best in class product, but if you're last-in-class in usability, you may lose the deal.
- **Be creative with pricing and contracts.** If customers need lower pricing, offer a SaaS-like contract. Any product can be delivered via a subscription, even tractors. If customers want to reduce perpetual SaaS charges, offer a traditional contract. Modularize and sell something basic that solves core problems — start somewhere, land and expand. Avoid "all or nothing" deals. Find out how customers want to buy. Explore risk-sharing contracts where customers can bundle your product with theirs and can choose how much to pay up-front versus paying royalties. Be flexible, understand deals from the customer's perspective. True partnership is a win-win. Collaboration is much more than a narrow, buyer-seller relationship.

IF CUSTOMERS THINK YOU OFFER REAL VALUE, THEY WILL FIND WAYS TO SUPPORT YOU

¹ Startup Genome, "The Impact of COVID-19 on Global Startup Ecosystems," April 2020.

Customers remember who had a customer-first attitude, who went beyond the minimum level of support, and who was there when they needed you. Embracing customers will help you survive now and thrive later.

The Case for Meritocracy

While many have called the COVID-19 pandemic “unexpected,” experts have long warned the international community about this kind of threat.

Much like with earthquakes, it seems that our inability to predict the exact timing of such events creates a kind of illusion that they will never happen. Yet the last six months have shown us that they absolutely do. The economic impact of the COVID-19 pandemic is devastating. Unemployment in the U.S. reached the highest level since the Great Depression, China recorded its first negative quarter in decades, and many leading economies are facing the impact of lockdowns and other measures. In Greece, a country that has essentially been in permanent crisis since 2009 the situation is particularly difficult.

Greece’s economic exposure to tourism is huge, with the sector accounting for almost 20% of the GDP. Yet despite considerable efforts from the state and industry stakeholders, the country’s tourism income is expected to shrink by 75% or more.



— BY —
DIMITRIS TSINGOS
Founder,
Starttech Ventures

there’s no time better for a company offering digitization solutions than during a lockdown. Companies doing e-commerce, e-learning, e-collaboration, *e-everything*, are thriving and enjoying unprecedented growth in the healthiest way of all: based on revenues. On the other hand, deep tech startups, those developing groundbreaking technologies and other scientific/technological breakthroughs, are by definition unaffected by shortterm demand fluctuations as their products are not yet ready. Deep tech startups are often well funded and prepared to work for several years before having their first paying customer.

The third category of startups are in a kind of a limbo state: lacking sufficient capital, technical innovation and an efficient business model that could support organic growth in times of crisis. Unable to find investors or customers, these startups might indeed face an existential threat. The question is whether these startups should exist in the first place. Don’t we often witness the creation of solution-looking-for-a-problem companies, made possible through an abundance of available capital (mostly state subsidies)?

MERITOCRACY IS A KEY ELEMENT OF SUCCESS IN ENTREPRENEURSHIP ECOSYSTEMS AND SUBSIDIES VERY RARELY CONTRIBUTE TO HAVING MORE OF IT

Yet while the real economy is clearly in bad shape, financial markets do not seem to be affected by the pandemic. Looking at the stock, PE/VC and M&A markets, the pattern is evident: After an initial shake-up in March, when the pandemic accelerated in the U.S., investors seem to have regained confidence.

So, what about startups and the early stage investment ecosystem? Though many think that the state should intervene with support packages, there is little evidence that this makes sense. From a startup perspective, the number of companies that have been positively affected by the pandemic is likely higher than those who were negatively affected. This is simply because most startups work in digitalization and

The next couple of years will be very tough for millions of people around the world. Whole industries (e.g. airlines) face serious challenges, with unprecedented layoffs already taking place. We must create a safety net for this large number of people, making sure that our social fabric is preserved. It is my humble opinion that our precious taxpayer money would be better used in this good cause than supporting startups that shouldn’t even exist in the first place. Meritocracy is a key element of success in entrepreneurship ecosystems and subsidies very rarely contribute to having more of it. Quality startups not only will survive the coronavirus crisis but will also thrive in it. Let’s use our society’s resources to support those who are truly in need. 🐼

Traversing the Fault Lines

EDUCATION AND EMPLOYMENT IN POST-COVID-19 GREECE

EOPPEP CEO Ioanna Lytrivi talks to Business Partners Magazine about trends and challenges in Greece's volatile post-COVID-19 job market.

At just 37, you were appointed CEO of EOPPEP, the National Organization for the Certification of Qualifications and Vocational Guidance. Tell us a bit about your background and how you came to your current position.

I am a graduate of the University of Athens in Linguistics, and I hold a Master's degree from the University of Crete in Educational Policy. I also hold a Ph.D. in Political Science.

My studies reflect my interest in both education and policymaking. For years, I served as the Head of the Education Department at Lifelong Learning Centers, in charge of planning, monitoring and evaluation of the educational process. I have also been a trainer for adult learners at Vocational Training Centers. I also served as a special advisor to Ministerial cabinets and the Hellenic Parliament, for almost 9 years. In September 2019, I responded to an open call for the position of CEO of EOPPEP and following a thorough selection process, I was awarded the position.

Looking at today's job market and the growing need to provide reskilling opportunities to workers and establish a culture of lifelong learning, what do you think of the current situation in Greece and how can the Greek workforce be empowered to thrive in the rapidly evolving 21st century workplace?

Recent projections from the World Trade Organization foretell an economic downturn and job losses worse than those caused by the



global financial crisis in 2008. Moreover, the OECD declared global GDP growth could fall this year to 1.5%, nearly half the rate predicted before the pandemic. And according to the International Labour Organization, "nearly 25 million jobs could be lost worldwide due to the coronavirus pandemic."

**MY MESSAGE TO
YOUNG PEOPLE?
COMMIT TO A
LIFETIME OF
LEARNING.**

But even before the current crisis, changing technologies and new ways of working were disrupting jobs. In 2017, the McKinsey Global Institute estimated that as many as 375 million workers will have to switch occupations or acquire new skills by 2030 because of automation and artificial intelligence. In a recent McKinsey Global Survey, 87% of executives said they were experiencing skill gaps in the workforce. Constant technological changes and Artificial Intelligence make it urgent for societies to enhance their digital skills, develop their cognitive skills to ensure that they can respond to the need for redesign and innovation, strengthen their social and emotional skills to ensure effective collaboration, and build adaptability and resilience skills to thrive during an evolving business situation.

This is a particularly testing time for the country's youth, who, as a result of the COVID-19 pandemic and the ensuing economic crisis, are facing major disruptions to both their education and fledgling professional careers. What is your message to these young people traversing the fault lines between schooling and employment?

What I would say to young people, after an almost 10-year recession and the pandemic, is that in a post-COVID-19 world, success will be linked to the ability to adapt to ever-evolving workplaces and to continuously update and refresh one's skills. I would also remind young people that the job market of the future will need unique human qualities—social intelligence, imagination, innovation, creativity, improvisation, and empathy—skills that cannot be replicated by algorithms. In other words, my message to young people is this: Commit to a lifetime of learning. 🍷

DESTINATION GREECE

Rethinking Greek Tourism for the Post-COVID-19 Era

With the world eager to shake off the lockdown blues and make the most of the summer holidays, Greece banks on its excellent track record of keeping the coronavirus at bay to bring tourists back to the country.

The past few months have seen the world experience unprecedented levels of peacetime disruption as the global COVID-19 pandemic sent life as we know it into disarray. Today, as we come out of the thick of the crisis and Europe opens its borders, millions of eager travelers are exploring their options for a summer quite unlike any other. And as the world's leading destinations are venturing into unexplored territory and working to redefine travel and tourism in the post-COVID-19 era, Greece is ready to deliver.

With its lauded handling of the pandemic, low R rate, and long list of health and safety protocols, Greece is brilliantly positioned to appeal to the millions of potential travelers who had to endure months of lockdown and uncertainty. And the country's Ministry of Tourism and Greek National Tourism Organization (GNTOT) know this. Their latest campaign, launched on July 6, is designed to showcase Greece as a destination that is not only breathtakingly beautiful and renowned for its cultural wealth and hospitality but also safe.

Titled "Destination Greece: Health First," this new campaign aims to reassure potential travelers and—through social media, the dedicated greecehealthfirst.gr microsite, and the new Visit Greece app—provide a thorough range of information on the extensive preparations and health protocols that the country has put in place to protect traveler health and allow foreign visitors to enjoy safe and carefree holidays.

"It gives the impetus, the encouragement but also the guarantee that the current reality in Greece is exactly as the tourist can dream of it [...]," said Dimitris Fragakis, GNTOT Secretary General, at the event for the new campaign's launch. "The message, as it was emphasized, is that our country remains a wonderful destination. Because behind every experience that the visitor will experience in Greece, there is infrastructure, care and faithful observance of the required procedures (health protocols)."

Destination Greece: Health First launched alongside the "Endless Greek Summer" campaign that aims to both showcase the ideal of the eternal Greek summer and to highlight the impressively long Greek summer season. Both campaigns build on the



“Greek Summer Is a State of Mind” campaign, which was launched a month earlier, on June 4, by the Ministry of Tourism and Marketing Greece, a private sector initiative of the Greek Tourism Confederation (SETE) and the Hellenic Chamber of Hotels that works to promote Greece as a world class tourism destination.

With an increasing number of travelers booking their summer 2020 holidays in Greece and tourism businesses up and down the country working around the clock to ensure they comply with latest protocols and deliver safe, first class holiday experiences to their customers, the world is looking to Greece to see if the country really can reinvent its tourism product for the post-COVID-19 era. Importantly, Greece must not lose the momentum and the brand capital that it has gained after a series of bumper seasons in previous years and the commitment to health and safety that it demonstrated in its handling of the pandemic and the reopening of its tourism season. “It’s an identity that Greece must now build on as it looks to reap what it can from the current tourism season and, of course, prepare for next year,” noted Ioanna Dretta, CEO of Marketing Greece.

Greek tourism had grown significantly in recent years thanks to major investments and being a priority for all recent governments. 2019 was a record year for Greek tourism and prospects for 2020-2021 were great, but the COVID-19 pandemic completely overturned the situation. In 2020, we might be able to reach 20-30% of the previous years’ revenue, with some areas in Greece more affected than others, depending on whether they rely on road, air or sea access. The question now is how we can overcome these challenges while prioritizing the health and safety of our employees and our visitors and providing the high standard of hospitality that Greece is renowned for. We must focus on safeguarding the country’s good image and the investments that have been made in tourism. It might take two to five years to see the figures of 2019 again, depending on the course of the pandemic, how soon vaccines become available, and how soon the economy can rebound, both locally and across Europe. The industry will have to overcome significant challenges in the short and medium term, but people’s desire to travel, to get to know different places and cultures, will endure—it is a fundamental need we all have”.

— STEPHANOS THEODORIDES, CHAIR OF AMCHAM’S TOURISM COMMITTEE



The coming months, at the very least, will pose serious questions on and demand solutions to new as well as long standing issues, ranging from ensuring health and safety at beaches and implementing health protocols at hospitality establishments of all sizes across the country to tackling overtourism in popular beauty spots and, finally and truly, establishing the country as a year-round destination. There is no doubt that Greek tourism is undergoing a significant transformation, changes that began before any of us ever heard of COVID-19 and that will continue for some time to come. The challenge now is to build carefully on what has been accomplished and to ensure that as we plan for and move into the future, we collectively honor the unique destination that Greece truly is.



To find out more about the campaigns visit:
greecehealthfirst.gr
endlessgreeksummer.gr

THE AMERICAN-HELLENIC CHAMBER OF COMMERCE TOURISM COMMITTEE

AmCham's Tourism Committee is dedicated to examining the various, often complex and challenging, issues facing the tourism business community in Greece. Employing the considerable know-how and industry expertise of its members, the Committee analyzes these issues from a variety of perspectives and produces a broad spectrum of informed opinions and actionable ideas that contribute to improved business practices within the industry and reinforce the marketing efforts of various relevant government agencies to promote and enhance the image of Greece in the United States.

COMMITTEE CHAIR

Stephanos Theodorides
Managing Director, TEMES

MEMBERS

Tim Ananiadis
General Manager and Managing Director, Lampsa Hellenic Hotels

Michael Argiri
Managing Director, Conceptours

Makis Fokas
Senior Consultant, BCA

Nikolas Kelaitidis
Vice President, FedHATTA

Celia Koukouli
Senior Executive, Siva Travel

Carol Marriott
President and CEO, Best Western Hotels Southeastern Europe

Panos Panayotopoulos
General Manager, Athenaeum Intercontinental

Andreas Stylianopoulos
President and CEO, Navigator Travel and Tourist Services

Yannis Tsakalos
Managing Director, Electra Hotels and Resorts

Bart van de Winkel
General Manager, Hilton Athens

COMMITTEE COORDINATOR

Angeliki Dikeoulia

Alcon

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THE AMERICAN-HELLENIC CHAMBER OF COMMERCE

INTELLECTUAL PROPERTY RIGHTS COMMITTEE

AmCham's Intellectual Property Rights (IPR) Committee is dedicated to monitoring domestic and international intellectual property legislation and its enforcement, as well as intellectual property rights infringement policies, and corporate strategies and policies for the safeguarding of intellectual property rights.

The IPR Committee uses this information and builds on the considerable industry expertise of its members to present invaluable insights into intellectual property rights practices and strategies for the protection of the world economy.

Nikolaos Bakatselos

President
American-Hellenic
Chamber of Commerce

Effective policies and strategies for the protection of intellectual property rights are vital in today's global marketplace, allowing businesses and consumers alike to benefit from innovation and quality. Fostering a culture of new ideas and continuous innovation and promoting secure production chains and accountable transactions, and improving product differentiation, customer loyalty, and revenues,

intellectual property rights are invaluable to companies and enterprises of all kinds and sizes. Our Chamber's Intellectual Property Rights (IPR) Committee offers businesses a number of tools as well as its unique insight into the latest developments in intellectual property law and IPR infringement policy, and it provides Chamber members with valuable information and advice for navigating IPR laws and regulations and protecting their IPR rights.

Elias Spirtounias

Executive Director
American-Hellenic
Chamber of Commerce

Intellectual property rights are crucial for businesses and consumers. They play a key role in securing investment for startups, they incentivize and drive innovation, they help create jobs, and they result in better products and services for consumers. Protection and enforcement of intellectual property are crucial for promoting sustainable growth and healthy competi-

tion in both local and global markets.

AmCham's IPR Committee works hard to stay on top of all relevant developments in Greek, European and international law and works with Chamber members as well as private and public sector stakeholders to promote best practices and contribute to a strong, safe and profitable market in which everyone's a winner.

CHAIR



Yannis Mastrocostas

External Affairs – Manager
South East Europe Cluster Illicit
Trade Prevention, Papastratos S.A.

MEMBERS



Elli Filippopoulou

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and EU competition Law



Michalis Kosmopoulos

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Yota Kremmida

Region Counsel Greece,
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Hewlett Packard Enterprise



George Michos

General Manager
EPOE



Daphne Constantinidou

Committee Coordinator



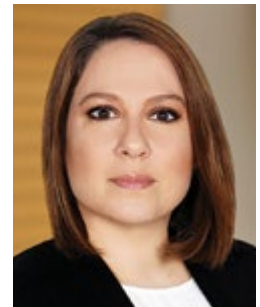
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Senior Account Executive
Microsoft Hellas



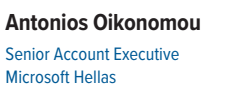
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Maria Spanou

Senior Associate
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Yannis Mastrocostas

Chair of AmCham's Intellectual
Property Rights Committee; External
Affairs – Manager South East Europe
Cluster Illicit Trade Prevention,
Papastratos S.A.

Intellectual capital is recognized as the most important asset of the world's largest companies. Nevertheless, the role of intellectual property rights (IPRs) and intangible assets in business is insufficiently understood. IPR infringements are a widespread and worrying phenomenon, as they reduce business and government revenues, stifle investment and innovation, and hinder economic growth. Trade in IPR infringing goods is a serious issue, and dealing with it is everyone's responsibility. For consumers: Fake products are of inferior quality, being consequently potentially harmful to use. For legitimate businesses: Lower demand for

legitimate goods reduces revenues and employment openings.

For society: IPR infringement discourages research and innovation, making it more difficult and economically unattractive to invest in solutions in areas where societies face serious challenges. Finally, yet equally important, IPR infringing activities are often carried out by criminal organizations that use the profits to finance other illegal activities, threatening in this way public security.

To battle this effectively, the public and private sectors should continue working together to protect IPRs.

Business in Action

From material contributions and money donations to providing essential services, the members of the American-Hellenic Chamber of Commerce have been at the side of the country's frontline workers, hospitals and government agencies throughout the COVID-19 crisis.

COMPANIES / ORGANIZATIONS	DONATIONS
3M Greece	\$5,000 to the non-profit organization Boroume through the 3M Global Giving Program
Abbot Laboratories Hellas	Development of diagnostic solutions and reliable reagents for the detection of antibodies to SARS-CoV-2, as well as molecular testing for the detection of the virus on all its diagnostic platforms; Uninterrupted provision of products, solutions and services of diagnostic laboratories and health professionals through the technical maintenance of equipment and scientific support from a distance (remote diagnostics); Free access to a series of online seminars for health professionals; Management of diabetes remotely through the FreeStyle Libre glucose monitoring system
AbbVie Pharmaceuticals	Donation of the total requested units from hospitals of a medicinal product that is used as a treatment option for COVID-19
AB Vassilopoulos	Donation of a state-of-the-art equipment package, with integrated AI technologies that can fully support more than 30 ICU beds—the total donation of €494,000 has provided crucial support the National Healthcare System; €500,000 to municipalities across the country through the Help at Home initiative; 200,000 protective masks to the Greek Police; 3,000,000 protective masks to store and warehouse associates
Adaptit Group	10,000 masks and 10,000 disposal gloves to the Ministry of Civil Protection
Aegean Airlines & Hellenic Petroleum	10 flights to transfer medical material
Aegean Oil	€300,000 worth of fuel to handle the traffic needs of the Ministry of Health
Akritas	€2,000 to Alexandroupoli Hospital
Alpha Bank	State-of-the-art medical machines to Sotiria Hospital, AHEPA Hospital, and Larisa General Hospital; Support for the Médecins du Monde – Greece program for assistance to vulnerable seniors
Alumil	500 3D face shields to Alexandroupoli Hospital and Ippokrateio Hospital of Thessaloniki; Money donation to the Network of Social Solidarity and Assistance to buy equipment for Thessaloniki's AHEPA, Papanikolaou, and Ippokrateio hospitals as well as Kilkis Hospital
Amgen Hellas	Donation, financial and in kind, to Mazi gia to Paidi NGO to support children and families in need; Donations to medical associations, hospitals and patient associations; Launch of free drug delivery program for patients with serious chronic diseases; \$12.5 million to support mitigation actions of COVID-19 impact globally
Anatolia College	Over €56,000 for medical equipment to AHEPA Hospital
AstraZeneca	9,000,000 medical masks globally; 4,000 FFP2 medical masks and 10 ICU vital screens to the Ministry of Health; Collaboration with patient associations and scientific societies to meet patient needs and train health professionals; Teamed up with Oxford University to develop a vaccine against SARS-CoV-2, aiming at large-scale manufacturing and distribution; Work to identify monoclonal antibodies and to assess their use as a possible treatment of COVID-19 disease in clinical trials; Explore possibilities for off-label use of existing medicines in the treatment of COVID-19
Athenian Brewery	100,000 protective masks to the Ministry of Health; Donation of loli bottled water to doctors and nursing staff of reference hospitals
Athens International Airport	10 respirators for ICUs
Athens Medical Group	Conceded the medical clinic of Peristeri to undertake the hospitalization of non-COVID-19 patients
Attica Bank	1 equipped ambulance to the National Emergency Aid Centre (EKAB)
Autohellas	150 cars to local municipalities
Avis	250 vehicles to support the mobile health units; 10 vehicles for the Help at Home Plus program
Barba Stathis	Offered ready meals for two months to the 140 residents of Athens Nursing Home; 10 ICU beds and 10 monitors to AHEPA Hospital

Bard Hellas	ArcticSun 5000 machinery, worth €27.000, to Evangelismos Hospital
Barilla Hellas	10 compact monitors and 50,000 masks to the Ministry of Health; 3 tons of pasta to The Smile of Child, Social Grocery Store of Thiva, and Chatzikiriakeio Foundation of Child Support
Baxter Hellas	Technical support to ICUs prioritizing COVID-19 reference hospitals and support to Chronic Hemodialysis Units (HDUs); Installed additional CRRT monitors and electronic pumps in ICUs and additional hemodialysis monitors in HDUs to cover the increasing needs of the healthcare system; Provided training to the additional staff of ICUs, continuous support to all healthcare professionals, training to peritoneal dialysis patients, and online training to patients and healthcare professionals; Provided financial support, through its International Foundation, to groups facing the needs of patients, healthcare workers and communities at local, national and global levels
Bios Agrosystems (Redestos Efthymiadis Agrotechnology Group)	€5,300 worth of gloves, face shields, antiseptics and gauzes to Papanikolaou Hospital
Boston Consulting Group (BCG) Hellas	Participated in the Digital School for Everyone initiative that offered a total of 3,150 tablets to public secondary school students; Offered its services to the government, executing a study into the viability and financial stability of the Greek power sector in view of the COVID-19 pandemic
Boston Scientific Hellas	Provision of products and services to healthcare professionals
Cisco	150,000 Webex accounts; Training for 1,000 teachers (allowing 1 million students access to online classes)
Citi and Citi Foundation	Committed over \$100 million in grants and charitable contributions to deliver relief for communities; In Greece, this was \$90,000 to IFET for refurbishing ICUs in public hospitals, 10,400 disposable robes to support the re-opening of ELEPAP, and \$50,000 to support a special protection-from-COVID-19 street work program for homeless people
Coca-Cola 3E and Coca-Cola Hellas	Disposal of their products free of charge to EKAB, EODY, reference hospitals and social grocery stores throughout Greece
Copelouzos Group & Fraport	500,000 surgical masks to support the National Health System
CSL Behring Hellas	2 advanced ICU ventilators to the National Health System
Deas	Medical equipment and machines for the Halkidiki General Hospital ICU
Deloitte	Coordination of all donations to the Ministry of Health; 20 stretchers to Evangelismos Hospital (worth €90,000); €10,000 to the Ministry of Education through the Junior Achievement Greece non-profit; Accommodation, care and nutrition to underprivileged vulnerable seniors of the non-profit organization Social Care of Moschato - Dionysios Theofilatos; 1 airconditioning unit to Margarita Vocational Training Centre; Creation of the first Pocket Park in the heart of Athens
Electra Hotels & Resorts	5 respirators for ICUs
Ellaktor Group	Collection, transfer and safe disposal of all medical waste from N.I.M.T.S. Hospital
Elpen	Funded the clinical study GRECCO-19
Energiean Oil & Gas	Supported the patent to produce Shields of Protection for hospitals, emergency response units, and police stations across Greece
Envipco and Texan	1,000 tablets to Greek students
Eurobank	Hospital equipment and sanitary material to the Ministry of Health; 200 tablets to increase accessibility to distance learning for school students who need them
Eurolife ERB Insurance Group	Medical and sanitary material to Social Welfare Centers in Greece; 3 months free on all car insurance contracts to all medical and nursing staff of the National Health System for one year of continuous insurance
EY	Free online financial planning software "EY Finance Navigator" available to Greek startups for three months
GE Healthcare Hellas	Fast and safe system monitoring and repairs through Remote Servicing; Technical support focusing on respirators, monitoring devices (monitors), ultrasound tomographs, mobile radiology systems and axial tomographs
Gek Terna and Terna Energy	8 respirators, nine state-of-the-art monitors, one central monitor control station, and 18 syringe infusion pumps for Attikon Hospital ICU; Respirators, medical equipment, and consumables to regional hospitals in Ioannina and Serres and Bodosakeio Hospital in Ptolemaida
Gek Terna, Terna Energy and Heron Thermoelectric	Uniforms, masks, antiseptics, etc. to Evangelismos Hospital
Google	Free usage of tele-working and tele-education platforms
Grand Hotel Palace	3 modern electric hospital beds for AHEPA Hospital ICU

Grant Thorton	2 state-of-the-art ICU beds and 4 monitors to the Ministry of Health; 2,500 protective masks, 450 goggles and masks, 4 examination beds, 6 children's stethoscopes, 10 sphygmomanometers, 5 needles, 1 sterilizer, 40 ward-ropes, 30 kitchen tables, and 14 beds with mattress (total worth 50.000€) to the Municipality of Athens
Green Cola	7 vital parameter monitors to the University Hospital of Alexandroupoli
Hellenic Aerospace Industry	Production of face shields
Hellenic Association of Pharmaceutical Companies	23 high-tech ICU respirators, 123 ICU vital signs monitors, 300 inhalation chambers, 6,000 certified physicians' and nurses' masks, antiseptic gels (22 tons of ethyl alcohol) and an important donation of innovative medicine for COVID-19 treatment; 220,077 masks, 2,146 uniforms, 3,168 special eyeglasses, 54,574 protective supplies for feet, and 44 gloves to the National Health System
Hellenic Petroleum	€8,000,000 donation including medical equipment, materials and medicines to Attikon Hospital, AHEPA, Agia Varvara Hospital, Thriasio Hospital, the Ministry of Health, the Municipalities of Megara and Aspropyrgos, Delta and remote islands, and the non-profit organization GIVMED; fuel donation through EKO (automotive and aviation)
Hewlett Packard Enterprise Hellas	Free use of a supercomputational system for minimum six months to the Ministry of Digital Governance; Donation of a central storage system hybrid flash with a capacity of 150TB, 32 modular servers with more than 400 processing cores and 6.5TB of memory, 10 Gbps internet infrastructure including installation, maintenance of the infrastructure and technical support 24 hours a day to the General Secretariat of Information Systems #DigitalSolidarityGR
IBM	Made IBM Watson Assistant for Citizens available for free and co-developed a Virtual Assistant that leverages AI to facilitate the provision of COVID-19 related information to citizens; Provided, through the IBM Public Cloud, remote working, collaboration and security tools to the #DigitalSolidarityGR initiative (digitalsolidarity.gov.gr)
Imerys Bauxites in Fokida	3,000 surgical masks and 10,000 pairs of gloves to Amfissa Hospital; Organized a blood drive for company employees
Imerys Greece in Milos	Donated a portable respirator Oxylog plus 3000 to Milos Health Center
Interamerican	National Health System: 7 ICU beds, 5 portable ultrasound systems, financial support through the Insurance Union and financial support to Kastoria Hospital; Local Government Municipality: Sanitary material and equipment to Athens Municipal Clinics, renovation of the social pharmacy and dentist treatment room, financial support for Médecins du Monde, providing medical services at the Homeless Shelter of the Municipality of Athens; Society Vulnerable group of people: Food supply in social structures/NGOs, distribution of meals to Shedia vendors, collection/delivery of more than 15,000 masks from the volunteer group Quick Response Seamstresses, support for KEDE structures; 1,500 tables by Anytime to the Ministry of Education as well mentoring students for stress management (The Tipping Point program)
Intracom	50 respirators to the Ministry of Health
Intrakat	8 mobile health units in various hospitals and medical equipment and supplies to Thriasio Hospital and Serres General Hospital
Ioannou Group (Intercontinental, Yes Hotels)	€100,000 to the state
ION	1 state-of-the-art digital ultrasonograph to Arta Hospital ICU (together with Epiros company); Over €1,500,000 including the purchase of 12 fully equipped ICU beds (beds, fixed respirators, special monitors, pumps, defibrillators, etc.) and the costs of all construction and electromechanical work, all the medical and nursing equipment required, and the spatial conversions required to the General State Hospital of Nikaia (together with Evangelos Marinakis and Aggeliki Fragkou)
Ioniki Sfoliata	60 food boxes to The Smile of Child
Isomat	10 ICU beds and 2 state-of-the-art stretchers to AHEPA Hospital
ISS Facility Services Hellas	Disinfection and cleaning services for 3 months to the Municipality of Athens Homeless Shelters in Athens City Center; Advanced disinfection services to SOS Children's Village in Vari and SOS Babies' Home in Marousi
Johnson & Johnson Hellas	Medical equipment to the Ministry of Health; Products and services to healthcare professionals; Working to produce and make available a safe and effective vaccine against COVID-19 worldwide
Kleemann	21 ICU beds to 13 hospitals; Money donation to Network of Social Solidarity and Assistance to buy equipment for Thessaloniki's AHEPA, Papanikolaou, and Ippokrateio hospitals as well as Kilikis Hospital
K&N Efthymiadis (Redestos Efthymiadis Agrotechnology Group)	€5,300 worth of gloves, face shields, antiseptic and gauzes to AHEPA Hospital; €1,800 worth of masks to Papanikolaou Hospital
Kobatsiaris Bros	2,000 3D face shields to Papageorgiou Hospital
Kosmocar	1 Volkswagen Crafter ambulance, a fleet of vehicles at the disposal of food stores, and cars to EODY
Koukaki Farm	1 ICU bed to AHEPA Hospital
KPMG Greece	Free evaluation and selection of professionals for positions arising from the pandemic

Lamda Development	Money donation for medical equipment to the National Health System
Lamda Hellix	Money donation to the National Health System for medical equipment needs; Fever screening thermal cameras to the Ministry of Environment and Energy, the Ministry of Digital Governance, and the Ministry of Development; Participated in the Digital Solidarity initiative by offering customers 2 months of free double-speed upgrade of Multihome Internet Service and 2 months of free Remote Hands services to our colocation and ICT customers
Lampsas Hellenic Hotels	€150,000 for medical equipment
Loulis Mills	30 ICU bedside monitors and 2 respirators to the Ministry of Health; High-tech respirator, enhanced surgical t-shirts, portable vital signs monitors, three-channel electrocardiographs, pulse scanners, finger pulse oximeters, stethoscopes, digital thermometers, and surgical caps to Volos General Hospital
Mediterranean Palace	110 single bed sheets, 81 double bed sheets, 85 pillow covers, 419 pillowcases, and 23 single blankets to G. Genimatas Hospital; 1 defibrillator to AHEPA Hospital and dinner for the medical staff at Cookoo Restaurant
Medtronic Hellas	Provision of products and services to healthcare professionals; Donation of protective equipment (PPE) to various public hospitals in Greece; Donation of 120 devices for remote monitoring of implanted patients and educational programs for health professionals to the Ministry of Health
MEL Macedonian Paper Mills	330 special uniforms to the 4th Health District of Macedonia-Thrace and 4 air sterilization units with UVC rocking photocatalytic oxidation upper room type to AHEPA Hospital
Mentekidis	2 special suction machines to Bodosakeio Hospital in Ptolemaida; 3,000 masks and consumables needed for intubation and oxygen support to the Katerini General Hospital; FFP2 and FFP3 masks to the Volos General Hospital
Mercedes-Benz Hellas	3 vans (2x Sprinter and 1x Citan) to the Hellenic National Emergency Center (EKAB) from April to July 2020 (extended for two months on one of the vans) for the transportation of medical material and supplies to SARS-CoV2 reference hospitals, to release the ambulances initially used for this purpose
Metro - My market	Provided the necessary quantities of food and other essentials needed to meet the needs of their residents; Tens of thousands of food packages delivered to municipalities across Greece; Responded to over 80 requests for support from local food banks, hospitals, institutions and other agencies, offering more than 25,000 items of food and basic necessities; Additional payment of over €2,500,000 collectively to its employees; Over 450 new members of staff were hired to meet the new needs of the physical stores, the e-shop and the distribution centers
MetLife	\$25,000,000 to strengthen local communities affected by COVID-19 in all countries where MetLife operates; MetLife Greece, with the MetLife Foundation and the NGO Desmos, supported the work of six institutions that provide care for the elderly and people with chronic diseases and mobility problems, addressing immediate shortages in basic medical equipment, with emphasis on the treatment of respiratory difficulties; Current needs for food and consumables have also been covered, as well as the purchase of communication equipment for the patients
Mevgal	Laboratory equipment for the microbiology laboratory of the Medical Department of Aristotle University (capacity boost of 30%); Products to institutions and agencies depending on emergencies resulting from the pandemic
Michalopoulou & Associates Lawgroup	Pro bono preparation and drafting of contracts regarding donations in money or in kind (related with the COVID-19) on behalf of companies
Microsoft Hellas	Free usage of Microsoft's O365 collaboration and productivity platform
Motor Oil (Hellas) Corinth Refineries	50 high-tech respirators for ICUs
Mytilineos Holdings	65 specialized respirators for ICUs
National Bank of Greece	11 high-tech respirators for ICUs
Nestle Hellas	Medical-technological equipment to AHEPA Hospital
NN Hellas	Money donation to the National Health System
Novartis Hellas	3 ICU beds, 3 ICU ventilators, 3 portable ventilators, 3 vital signs monitors, 1 central operating unit, other consumables, and 5 vital signs monitors for Ioannina University Hospital; 4,000 face masks and gloves to the personnel of EOPPY pharmacies; Technology equipment to the Hellenic Pasteur Institution; Launch of a free home delivery program for patients with serious chronic diseases; Pushed a new app to all associate phones to help improve mindsets, nutrition, movement, and recovery; Expanded the employees' families' free access to the Coursera and Khan Academy digital education platforms
ONEX Neorion Shipyards	Disposable uniforms and gloves and 2 infrared thermometers to Syros EKAB
OTE Group	€2,000,000 donation for 110 ICU beds, 110 monitors, 24 respirators and other medical equipment; OTE Group's total contribution in support of COSMOTE subscribers, the National Health System and the state reached €12,000,000
Panagiotidis Sokratis Participations & Constructions (PANHOL GROUP)	10,000 disposable gloves to the Municipality of Kordelio-Evosmos; 5,000 disposable gloves to the Municipality of Oraioakastro; 5,000 disposable gloves to the Municipality of Kalamaria; 5,000 disposable gloves to the General Police Directorate of Thessaloniki; 1,000 disposable gloves to Evzonoi Customs in cooperation with the Ministry of Interior

Papastratos	50 high-tech respirators to the National Health System for the support of ICUs and 500,000 protective masks; 1 vital signs monitor, 1 blood gas analyzer, protective masks, protective glasses, disposal gloves, and protective supplies for feet to the Primary Medical Center of Astypalea; 20,000 protective masks to the Ministry of Civil Protection for the Hellenic Police; 20,000 protective masks to the Ministry of Civil Protection for the Fire Brigade's needs; 7 respirators, 1 cardiac ultrasound system and 200,000 protective masks to the Ministry of Cyprus; 1,500,000 disposal gloves to 15,000 retailers; monetary donation through the NGO Junior Achievement Greece to the Ministry of Education and Religious Affairs to acquire computers for students; 857 Hope Boxes with food supplies to the NGO Wise Greece; food supplies to the Panhellenic Center for the Disabled of Aspropyrgos, the Social Grocery of Aspropyrgos, and the NGO Faros Elpidas; food supplies and 8,000 protective masks to the NGO Prometheus Hellenic Liver Patients Association, distributed to homeless patients; 13,000 meal portions to the Municipality of Elefsina; 6,000 meal portions to the Municipality of Mandra; 2,000 meal portions to Imeros Topos Church; 2,000 books to Homeless Old Bookstore; 237 Papastratos employees volunteered to support the Help at Home program, using their own vehicles to transport essential items, food and medicine to citizens in 113 Municipalities
Pelopac	Money donation to the Network of Social Solidarity and Assistance to buy equipment for Thessaloniki's AHEPA, Papanikolaou, and Ippokrateio hospitals as well as Kilkis Hospital
Pfizer Hellas	100 monitors for ICUs; 100,000 FFP2 protective masks to the National Health System; 10,000 FFP2 N95 masks for 10 ICUs; 40,000 masks and 44,000 gloves for the protection of homeless citizens in cooperation with the Ministry of Labor's General Secretariat for Social Solidarity; Donations to cover the individual needs of 14 ESY hospitals including PPE, ICU beds, monitors, rapid tests, and antiseptic gels; Donations to patients associations and NGOs; Total worth of more than €600,000
P&G	Equipment for ICUs donated to the Ministry of Health and personal hygiene and household products donated to more than 50,000 individuals (families, seniors, elderly, homeless, immigrants) to a total worth of over €350,000; 1000 lt of hand sanitizer to Athens Solidarity Center
Pharmathen	Donation, through the Panhellenic Association of Pharmaceutical Industries, of 4 ICU beds, voluntarily production of 28,400 lt of antiseptic solution, and a significant amount of face masks to the Ministry of Health; Gloves, face masks, protective uniforms and other materials to municipalities, fire departments, retirement homes and to coast guard stations in areas close to Pharmathen factories; financial support to front line charities
Philips Hellas	Installation of new systems in all public hospitals; 5 portable ultrasound systems Philips Lumify to the Ministry of Health
Piraeus Bank	Essential health supplies to the Ministry of Health; Pay & Save €420,000 to the National Health System
Plaisio	Tablets to students who live in remote areas
Public Power Corporation	€5,000,000 to the National Health System and discounts to each subscriber
PwC Greece	Technical equipment for COVID-19 ICUs and financial aid to support additional needs; Digital upskilling to high school students in Kalamata, Themi and Ioannina, in collaboration with The Tipping Point; Donation of 200 laptops for schools in remote areas in collaboration with SEN and the Ministry of Education; Support of the first Antivirus Crowdfundathon that will lead to the financial aid of a selected startup; Pro bono consultation and webinars to the public administration and clients to prepare for the new situation; Financial support to Bloode social enterprise to organize public blood donations; Food supplies, books and radios to 130 homeless in collaboration with Shedia; Food provisions to Asylo Aniaton and Youth Shelter in collaboration with Boroume
Pyramis Metallourgia	2 ICU beds to the Athens Naval Hospital
Quest Holdings	1,000 iPads 4G to the Ministry of Education and Religious Affairs for distance learning in primary schools; State-of-the-art equipment, 120 laptops and desktop computers and 15 multifunctional printers, to the National Public Health Organization (EODY); 2 respirators and related consumables to the 2nd Pulmonary Clinic of Attikon University General Hospital; 5 monitors to Pammakaristos Hospital; 9,584 free of charge deliveries of sanitary materials and vital goods to vulnerable population groups
Roche Hellas	Donation of portable digital X-ray machines and infusion pumps to public hospitals; Support and enhancement of standing programs for the home delivery of medicines in therapeutic areas with high unmet medical need; Support of scientific and patient association COVID-19 related initiatives such as the Together against COVID program in collaboration with the Greek Patients Association; Alma Zois webinar education to women with breast cancer; Patient transportation to and from hospital for treatment in collaboration with Alma Zois in Patras; Hellenic Society of Medical Oncology (EOPE) web-based educational program for oncologists; Hellenic Liver Patient Association Prometheus initiative aiming to educate prisoners, a group at high risk from COVID-19, and prison officers; Development of a series of short educational videos for children staying at home
Saracakis Brothers	Vehicles to the General Secretariat for Civil Protection (1 Volvo Bus Irizar 51 seats, 1 Volvo Truck FH16 tractor for 40 ton gross load carrying capacity) and to the National Public Health Organization (Honda and Mitsubishi passenger cars and Honda bicycles to facilitate the movement of mobile sampling stations) and 15 new motorcycles Honda Supra GTR150 to Athens Municipal Police
Sklaventis	€5,000,000 bonus to 25,000 employees

SofMedica Hellas	Technical and clinical support to hospitals, following all the necessary safety protocols; Special support protocols for remote installation of new systems in hospitals; Granted to three COVID-19 reference hospitals, occasionally, the use of the Air Seal iFS Intelligent Flow System, which reduces the chances of spreading the virus and other pathogens; At the European level, SofMedica Group provided financial support to hospitals affected by the situation due to reduction of surgeries, through a Relief program and free telemedicine counseling services through its Diagnostic Centers
Stanley Black & Decker	DeWALT portable battery system for Ford and 3M's Powered Air-Purifying Respirators (PAPR), which will be used to help protect healthcare professionals on the front line as they treat patients of COVID-19
Stassinopoulos Foundation - VIOHALCO	€650,000 for medical equipment to the National Health System
The American College of Greece	1,000 face shields produced by Pierce's Fab Lab to 14 public hospitals and health organizations across Greece; 125 blood units donated by ACG students, faculty, staff, alumni and parents for Evangelismos, Agios Savvas and Paidon-Agliaia Kyriakou Hospitals; 70 blood units donated by ACG students, faculty, staff, alumni, parents and members of the American Hellenic Chamber of Commerce in support of G. Gennimatas, Agios Savvas and Evangelismos Hospitals; Student councils (Gymnasium & Lyceum) of Pierce-The American College of Greece donated medical masks and gloves to the public hospitals in Xanthi and Kastoria; The ACG Institute of Public Health organized an online roundtable discussion titled "COVID-19 Pandemic," during which Professor Behrakis, Director of the ACG Institute of Public Health, and various experts—including the President of the Hellenic National Public Health Organization—analyzed multiple aspects of the pandemic
The Coca-Cola Company, their bottling partners & Coca-Cola Foundation	Over \$120,000,000 to support COVID-19 relief efforts in affected communities
The Coca-Cola Foundation	3 fully equipped ICUs, 3 respirators and reagents for 12,000 COVID-19 diagnostic tests in collaboration with Boddassaki Foundation to the National Health System
Theon Sensors	ARGUS night vision monoculars and THERMIS LR thermal sights designed and manufactured at THEON's facility in Koropi to the Hellenic Armed Forces and police departments located in border areas
Titan-Paul & Alexandra Canellopoulos Foundation	€1,000,000 to the Institute of Pharmaceutical Research and Technology
Toyota	150 vehicles to meet mobility needs for the Help at Home program
Vodafone	Health and safety for employees; Seamless communication services to individuals and businesses; 3 months free Vodafone Smart Working solutions for businesses; Online learning content on Vodafone Foundation's Generation Next platform; Equipment/connectivity donation to SOS Children's Villages for educational purposes; Repurposing of Instant Classroom equipment for at home learning; Payment of small business suppliers within 15 days; Employment program giving hiring priority to people who lost their jobs as a result of the crisis; 400 minutes free voice on all fixed customers for calls to fixed and mobile numbers in Greece and 47 countries, for consumers and businesses; 50% discount for three months on Giga Boost data packs for consumers and businesses; Free upgrade for customers to TV Family pack and free Disney movies; 10GB free for 30 days with new My Vodafone app downloads; Vodafone Volunteers activated to support Shedia organization for the homeless and donation of handsets and mobile services; Donation to Diotima in support of online counseling services to domestic violence victims; Donation to Desmos in support of children charities and to Nosileia to enable e-care services for the elderly; SMS service set up for use by Civil Protection Agency to 10033; Zero rated calls to Public Health Organization helpline 1135 and to psychological support line 10306; Zero-rated access to Ministry of Education sites to support remote education; Donation of tech equipment to COVID-19 Clinics and free data/voice services to medical staff; Repurposing of telemedicine program equipment to support in-house doctor visits in 100 remote sites
Wind	Free voice and data communication to its subscribers; Free wifi services in all buildings of Sotiria Hospital to facilitate communication of employees and patients; Covers as Telco Provider all the communication needs of the 500 mobile units of the Ministry of Health that performs COVID-19 tests nationwide; Free and same-day home delivery of essential items from any pharmacy store and food market to vulnerable or elderly people in Athens and Thessaloniki; Free access (SMS) to 13033, 10306 and 1110; Zerorating from mobile networks on digital platforms used by the Ministry of Education and Religions for distance learning in schools
Wind and Taxiway	"Stay home! We will bring you the shopping!" free and same-day home delivery of essential items from any food store or pharmacy to vulnerable or elderly people in the Municipality of Thessaloniki
Zanae	Money donation to the Network of Social Solidarity and Assistance to buy equipment for Thessaloniki's AHEPA, Papanikolaou, and Ippokrateio hospitals and Kilkis Hospital
Zepos & Yannopoulos	4 multi-parameter patient monitors, 2 electrocardiographs and 1 external defibrillator to Laiko General Hospital

Shall We Take a Walk?

The “Great Walk of Athens,” which started as a pilot in June 2020 and is expected to be completed in 2022, aims to give back the center to residents and visitors to the city.



Based on studies by the National Technical University of Athens on the impact of traffic changes, the ambitious project is one of the largest urban interventions to ever take place in the Greek capital and aims to significantly increase public space and decongest public transport. The project also aims to showcase the city’s historic center and boost tourism in the capital by connecting its past with its present and future.

The new routes connect a total area of 50,000 square meters of free space and have a total length of 6.8 km, uniting for the first time the historic neighborhoods of central Athens and its world class archeological treasures, enabling pedestrians, residents and visitors alike, to experience the city on radically different terms.

The creation of the Great Walk is transforming the heart of the capital; it is enhancing the city’s image, adding a new bike path on Panepistimiou Street, reclaiming the city’s historic areas and commercial center, and transforming previously congested streets into areas free of private cars.

When completed, the project will have created 1.9 km of new bus lanes and 6.3 km of pedestrian walkways. The first, pilot phase of the project, involves minor changes to road configurations through signage and different pavement colors, as well as the installation of new planters, benches, litter bins, and plants. The second phase will see the full implementation of the project that will allow residents and visitors to Athens to enjoy the benefits of the largest urban intervention in the city’s history.

The project is still at its very beginning. And despite the initial problems, the dreaded traffic increase, the poor trees that were left

to wither in planters under the merciless summer sun, and the residents’ complaints over the reportedly exorbitant costs, I remain optimistic as to its future. Will everyone like it in the end? Certainly not. Will it need fine-tuning? Definitely. Will it mature into its final form at some point soon to allow us to fall back in love with Athens? Hopefully so. 🍷



— BY —

ALEXANDRA LOLI, PhD

Publisher

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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.

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