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JULY-AUGUST 2021

THE MAGAZINE OF THE AMERICAN-HELLENIC CHAMBER OF COMMERCE
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FORGING AHEAD FOR HEALTH

GEORGIOS FABIOS
MEDICHROM PRESIDENT AND CEO

THOUGHT LEADERS
FUTURE PROJECTIONS
IN HEALTHCARE

USA PAVILION - DEFEA 2021
ESG AND CLIMATE CHANGE
BY ALEXANDRA KALOGEROPOULOU
TFTD - AMCHAMGR'S NEWEST INITIATIVE
IN NORTHERN GREECE

Μία ομάδα, ένας προορισμός: ο άνθρωπος.

Η δύναμή μας ξεκινάει από μέσα. Από τους ανθρώπους μας, τους οποίους στηρίζουμε με πάθος, σ' ένα περιβάλλον ασφαλές και αισιόδοξο. Φέτος, η **AbbVie** κατέκτησε την 7^η θέση, στην κατηγορία της, στον διαγωνισμό **Best Workplaces**. Για 7^η συνεχή χρονιά, συγκαταλέγεται στις 10 καλύτερες εταιρείες του διαγωνισμού. Κι αυτό το οφείλουμε στους εργαζόμενούς μας, που νιώθοντας σιγουριά και αισιοδοξία, δίνουν τον καλύτερο εαυτό τους, για την υγεία όλων των ανθρώπων. Τους ευχαριστούμε.



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People. Passion.
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THOUGHT LEADERS

Future Projections
in Healthcare



Summer is here, bringing with it hot weather and several extreme weather phenomena, all testament to the consequences of climate change and to the need to push forward with responsible and sustainable business practices. Like every summer, urban events agendas are thinning out and many people are taking their vacations—but this year, we are also recovering from quite the unusual winter, marked by stress and uncertainty about the future regarding the pandemic and, consequently, the real economy. Let's not kid ourselves; the coronavirus is not yet eradicated, and as long as there are still a large number of unvaccinated people, things will not calm down. Rising materials and oil prices, along with increased transportation costs, are already creating inflationary trends and a global environment of uncertainty that, unless stabilized, could devastate national and global economies. Central banks' capacity for liquidity is nearing its limits, and discussions about rising interest rates have already started, with everything that entails for the real economy.

Closer to home, expectations from tourism at the time of writing have diminished due to the spread of the Delta variant, not just in Greece but across the world. The government has, very wisely, not taken horizontal measures, instead reacting on a case-by-case basis, in the hopes both that vaccinations will reduce new cases and that areas with low virus spread can continue to safely welcome visitors, contributing to the revenues the country needs. More promisingly, our country has been brought to the spotlight as a destination, owing to recent visits by renowned celebrities and important figures from showbusiness and world sports. Such promotion hints at increased numbers of incoming visitors in the next few years, and an enhanced country profile on a political and investment level.

As always, the American-Hellenic Chamber of Commerce remains dynamic, leading the way with projects and initiatives—the most recent being the USA Pavilion at the DEFEA International Defense Exhibition, set up in cooperation with the U.S. Embassy and the Office of Defense Cooperation, with the participation of 32 US companies. Our Chamber is once again on the front line, actively fostering wider business collaboration between US and Greek companies that can strengthen the Greek defense industry, disseminate expertise, boost R&D, and of course, create quality jobs. After the summer, our Chamber is organizing the 5th annual Southeast Europe Energy Forum, which traditionally takes place on the eve of the Thessaloniki International Fair and is one of the most established international conferences in the field of energy, with the participation of representatives from many countries throughout the region. In addition, we are holding a series of pertinent roundtable discussions at this year's TIF.

On behalf of the Chamber, we wish you a pleasant and relaxing summer break.

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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Μετατρέποντας τον κώδικα της ζωής σε καινοτόμα φάρμακα

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

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

Για περισσότερες πληροφορίες σχετικά με την Amgen, το πρωτοποριακό επιστημονικό της έργο και τα καινοτόμα φάρμακά της, επισκεφθείτε το www.amgen.com και το www.amgen.gr

AMGEN®

TradeUSA State-by-State Insights: TX, CA, NM



on the specific market characteristics of each state, TradeUSA, the international trade department of the American-Hellenic Chamber of Commerce, introduced a new series of webinars to provide useful insights per state to help exporting companies in their business endeavors.

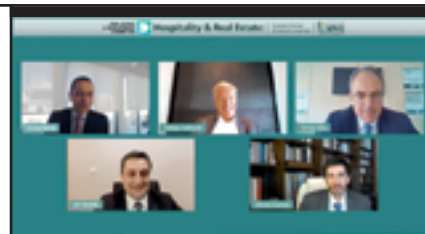
Titled “State-by-State Insights,” the series kicked off on May 20, 2021, with a focus on Texas, California and New Mexico. The webinar opened with opening remarks by AmChamGR Executive Director Elias Spirtounias and President Nikolaos Bakatselos and an introduction by TradeUSA Head Dina Athanasiou. This was followed by a presentation of key insights into the three states by Dimitris Karavasilis, AmChamGR international trade advisor and CEO of DK Marketing and Idea Monkeys LLC, leading to a Deep Dive dialogue with Corbin van Arsdale, President and General Counsel of Associated General Contractors (AGC)-Texas Building Branch; Anna Tauzin, Chief Revenue and Innovation Officer at Texas Restaurant Association; and Ted Diamantis, President of Diamond Wine Importers. The event was sponsored by DK Marketing, with CNN Greece as media partner and ExportNews.gr as communication sponsor.

AmChamGR Participates in ASE Opening Bell Ceremony with US Ambassador Pyatt



ELIAS SPIRTOUNIAS, ALEXIS PATELIS, GEORGE HANDJINICOLAOU, GEOFFREY PYATT, SOCRATES LAZARIDES, NIKOLAS BAKATSELOS

On May 25, AmChamGR President Nikolaos Bakatselos and Executive Director Elias Spirtounias were in attendance as US Ambassador Geoffrey R. Pyatt rang the opening bell at the Athens Stock Exchange as part of the launch campaign for the annual Investment Forum in the US, which took place June 8-11 and has been co-organized by ATHEX and AmChamGR for the last 10 consecutive years. Also participating in the opening bell ceremony were Alex Patelis, Chief Economic Adviser to Greece’s Prime Minister Kyriakos Mitsotakis, as well as ATHEX President George Handjinicolaou, President and ATHEX CEO Socrates Lazaridis.



GEORGE BERSIS, ANDREAS ANDREADIS, GEORGE VILOS, LEFT SIKALIDIS, CHRISTOS KOSMAS

HOSPITALITY AND REAL ESTATE

The Real Estate and Development Committee (RE&D) of the American-Hellenic Chamber of Commerce successfully organized a digital roundtable titled “Hospitality and Real Estate: Success Stories and Lessons Learned,” which took place on May 28. Aiming to increase foreign investor awareness of Greece’s real estate sector capabilities, the event brought together key speakers to discuss the crucial role of synergies between the two sectors in increasing investments in Greece and showcased company success stories to highlight the contribution of the Greek real estate industry to the development of the hospitality sector. Following opening remarks by Executive Director Elias Spirtounias and President Nikolaos Bakatselos, a welcome address was delivered by Adonis Georgiadis, Minister of Development and Investments. The discussion was launched by Left Sikalidis, founder and CEO of Sikalidis.com and Chair of AmChamGR’s RE&D Committee. Participating in the roundtable were Andreas Andreadis, CEO and co-Managing Partner at Sani/Ikos Group and honorary President of SETE; Christos Kosmas, Partner, Financial Advisory at Deloitte Greece; and George Vilos, Executive Director, Commercial and Business Development at Fraport Greece. The discussion was moderated by George Bersis, Partner at PotamitisVekris and a member of AmChamGR’s RE&D Committee. The event was sponsored by Deloitte with Kathimerini as media partner.



Novartis Hellas

Changing the practice of medicine

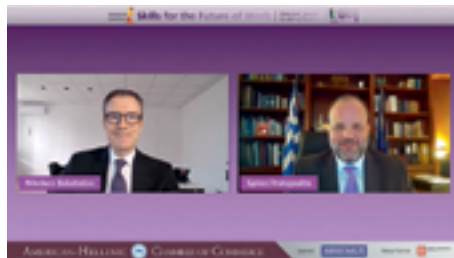
Στη Novartis, αξιοποιούμε στο έπακρο τη δύναμη της καινοτομίας στην επιστήμη για να αντιμετωπίσουμε μερικά από τα σημαντικότερα ζητήματα που απασχολούν την κοινωνία στο χώρο της υγείας.

Δεν σταματάμε ποτέ να αναζητούμε με πάθος νέους τρόπους που θα βοηθούν τους ασθενείς να ζουν περισσότερο και καλύτερα.

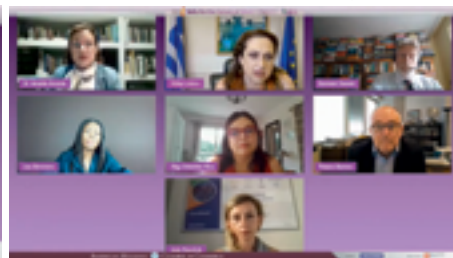
Skills for the Future of Work: Empower People to Self-Sufficiency

Taking into consideration the constant and sudden changes in today's labor market and the ongoing need for reskilling and upskilling, AmChamGR's Employment Committee organized a digital event titled "Skills for the Future of Work: Empower People to Self-Sufficiency." Taking place on June 15, the event featured presentations and discussions on the necessity of partnerships between public and private stakeholders to support skills anticipation and matching for all working groups, and looked at the best practices that Greece should examine in its efforts to recover and strengthen the efficiency of its labor market. Welcome addresses were delivered by AmChamGR Executive Director Elias Spirtounias, AmChamGR President Nikolaos Bakatselos and OAED Governor Spiros Protopsaltis. The event's speakers were Tiziano Barone, Director of Veneto Lavoro, Veneto Regional Government Employment Agency; Eamonn Davern, independent employment services expert; Vicky Loizou, Secretary General for Tourism Policy and Development at the Ministry of Tourism; Lisa Simmons, Lead Vice President of Domestic and Global Operations at Maximus; and Olga Strietska-Ilina, Area Lead, Senior Skills and Employability Specialist, at the International Labour Organization (ILO). The discussion was moderated by Dr. Venetia Koussia, Chair of the Chamber's Employment Committee, with the participation of Ania Mendrek, Director, Business Development at Maximus. The event was sponsored by Maximus, with Athens-Macedonian News Agency as media partner.

NIKOLAOS BAKATSELOS, SPIROS PROTOPSALTIS



DR. VENETIA KOUSSIA, VICKY LOIZOU, EAMONN DAVERN, LISA SIMMONS, OLGA STRIETSKA-ILINA, TIZIANO BARONE, ANIA MENDREK



AmChamGR CR Committee



CR COMMITTEE MEMBERS AT MOUNT KITHERONAS

On May 22, members of AmChamGR's Corporate Responsibility Committee organized a team-building hiking trip to Mount Kitheronas with renowned alpinist Vanesa Archontidou. After successfully scaling the mountain's Treis Korifes peak, at 1358 meters, the team enjoyed a presentation of Archontidou's upcoming mission to Antarctica's Mount Vinson in late 2021, with which she

will complete the Seven Summit Challenge, aiming to raise awareness of climate change by recording the visible degradation of the glaciers.



ANNUAL GENERAL ASSEMBLY 2021

The 2021 Annual General Assembly of the American-Hellenic Chamber of Commerce took place as an online event on June 30, with Chamber President Nikolaos Bakatselos—joined by Alexandros Costopoulos, Secretary General; Litsa Panayotopoulos, Treasurer; and Elias Spirtounias, Executive Director—presenting the actions, interventions and initiatives carried out by the Chamber in 2020 and outlining the strategy that the Chamber will develop and pursue over the coming months. The presentation also highlighted the important work of the Chamber's various committees and reflected on the Chamber's internationally resonant actions and collaborations that contributed to strengthening the country's geopolitical position, as well as its commercial and investment prospects.

"As a Chamber we responded to the demands of the times with an overall transformation of our business and communication strategy, adapting to new data. We have used technology and developed a multitude of initiatives and events with a substantial and intrusive character. Responsibly, we have submitted to the political leadership of the country substantial and targeted proposals, which were elaborated by our committees, for the post-Covid-19 era in Greece," Bakatselos noted in his speech.



MSD

INVENTING FOR LIFE

ΣΚΟΠΟΣ ΜΑΣ, Η ΑΝΑΚΑΛΥΨΗ

ΣΤΗΝ MSD, ΑΝΑΚΑΛΥΠΤΟΥΜΕ ΘΕΡΑΠΕΙΕΣ ΓΙΑ ΤΗΝ ΙΔΙΑ ΤΗ ΖΩΗ

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

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

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

MSD. **Inventing** for Life.

Ακολουθήστε μας:



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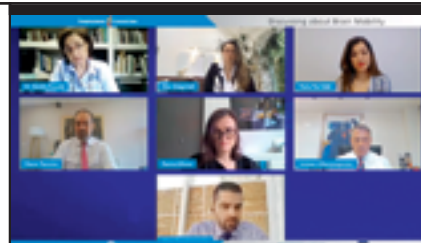
Sustainable Corporate Governance



Titled “The New Era of Sustainable Corporate Governance,” AmChamGR’s 8th Corporate Governance Conference took place on May 26-27, bringing together a stellar group of speakers to discuss key issues and developments in corporate governance, including new regulatory developments, strategies and approaches, the role of audit committees and external assessment, investment in ESG, SCG and stakeholder capitalism, and the new Law 4706/2020 and the Hellenic Corporate Governance Code.

Welcome addresses were delivered by AmChamGR Executive Director Elias Spirtounias, President Nikolaos Bakatselos, and Constantine Papacostopoulos, founding partner at CPA Law and Chair of AmChamGR’s Corporate Governance Committee. Keynote addresses were given by Christos Staikouras, Minister of Finance, and Dimitri Papalexopoulos, Chairman of the Board of SEV. The event’s speakers were Nikos Avlonas, Founder and President of the Centre for Sustainability and Excellence; Xenofon Avlonitis, Executive General Manager of Alpha Bank; John Apsouris, Group General Counsel at Hellenic Petroleum; Yiannos Charalambous FCCA; Aristodimos Dimitriadis, Executive Director Compliance, Risk and Insurance at OTE Group; Nikos Dimopoulos, Compliance Director at the at HCAP; Peter Georgescu, Chairman Emeritus at Young & Rubicam; Panagiotis Giannopoulos, Deputy Chairman of the Hellenic Accounting and Auditing Standards Oversight Board-HAASOB; Michael P. Haralabidis, Chief Risk Officer at the Hellenic Financial Stability Fund; Robert Hodgkinson, BFP FCA, Senior Strategic Adviser at the Institute of Chartered Accountants in England and Wales (ICAEW); Guy Jubb, Vice Chair of the European Corporate Governance Institute; Vassilios Kaminaris, EY Partner, Head of Assurance Services SouthEast Europe; Xenia Kazoli, Executive Vice Chairwoman at the Hellenic Corporate Governance Council; Vassiliki Lazarakou, JSD, Chair of the Hellenic Capital Market Commission, member of the Management Board of the European Securities and Markets Authority, and Chair of the ESAs Joint Sub -Committee on Securitisation; Socares Lazaridis, CEO of Athens Exchange Group; Byron Loflin, Nasdaq, VP and Global Head of Board Engagement, Executive Leader, Nasdaq Center for Board Excellence; Vassilis Monogios, Managing Partner at AMiD-Governance, Internal Controls, Internal Audit; Veroni Papatzimou, Partner, People Services, Advisory at KPMG; Anastasia Stamou, Vice Chair of the Hellenic Capital Market Commission; Paul Thanos, Director, Office of Finance and Insurance Industries US Department of Commerce/International Trade Administration; Maria Theodoulidou, Group Finance Director, Controlling and Planning at Fourlis Group; Aemilia Varfis, Founder and CEO of Velos Advisory; George Venieris, Professor at the Athens University of Economics and Business; Stefanos Verzovitis, Group General Manager of Finance and Administration at European Reliance; George Vlachos, Stanton Chase, Group Advisor-Corporate Governance Leadership-Nasdaq, Strategic Partner for SE Europe-C.G. Engagement Services; and Michael Zeler, Head of Talent and Rewards, South Eastern Europe at Willis Towers Watson.

The 8th Corporate Governance Conference was sponsored by CPA Law, EY, Hellenic Petroleum, KPMG, and OTE Group of Companies, with CNN Greece serving as Media Partner.



DR. VENETIA KOUSSIA, ALICE GREGORIADI, MARIA MAVRIDAKI, MANOS PANORIOS, MARINA NIFOROS, ANDREAS ATHANASOPOULOS, NIKOS THEODOROPOULOS

DISCUSSING ABOUT BRAIN MOBILITY

Organized by AmChamGR’s Employment Committee, the “Discussing about Brain Mobility” roundtable took place on May 21, focusing on the need of employers to create talent and shining a light on employer and employee expectations, the attractiveness of Greece to international talent, and how to address the lack of mobility in the Greek market. Following opening remarks by AmChamGR Executive Director Elias Spirtounias and President Nikolaos Bakatselos, the virtual event kicked off with an introduction by Dr. Venetia Koussia, Chair of the Chamber’s Employment Committee, who also moderated the discussion. The speakers were Andreas Athanasopoulos, Deputy CEO and Group Chief Transformation Officer, Digital & Retail, at Eurobank SA; Alice Gregoriadi, Management Consultant and Independent Non-Executive Director at Eurobank Holdings and Eurobank SA; Maria Mavridaki, Lead for International Organizations, Greek Diaspora Secretariat of New Democracy; Marina Niforos, Chair, Candidates Committee and Non-Executive Member of the BoD at the Hellenic Corporation of Assets and Participations; Manos Panorios, Managing Director and Global Practice Leader Financial Services at Stanton Chase Athens; and Nikos Theodoropoulos, Secretary of Hellenic Diaspora Affairs of New Democracy. The roundtable was sponsored by Stanton Chase, with Real.gr as media partner.

Science for a **better life**



Our vision

*Health for all,
Hunger
for none*

Advancing life – that's what we at Bayer are all about. We put ourselves to the test day in, day out. All together. All over the world. With enthusiasm for new ideas.

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Circular Economy

Titled “Circular Economy: The New Economic Model Ensuring Sustainability and Climate Neutrality,” the Circular Economy Committee’s latest event took place online on June 3, with more than 450 participants attending the event. The panel discussions and presentations focused on all the latest European and national policy updates and presented available best practices, highlighting the new circular economy framework, the Greek agenda for building a future-ready circular economy, as well as green finance and the role of companies in driving green growth. Welcome remarks were delivered by Nikolaos Bakatselos, AmChamGR President; Elias Spirtounias, AmChamGR Executive Director; and George Kremlis, Chair of AmChamGR’s Circular Economy Committee and Chief Advisor to the Prime Minister of Greece for Energy, Climate, Environment and Circular Economy. The event featured four themed sections. “Shaping the Circular Economy Framework” featured speakers Shardul Agrawala, Head of Division, Environment and Economy Integration at the OECD, and Stephane Arditi, Director of Policy Integration and Circular Economy at the European Environmental Bureau (EEB); with George Kremlis serving as moderator. “The Greek Agenda for Building a Future-Ready Circular Economy” featured Kostas Skrekas, Minister of Environment and Energy. “Green Finance” featured Theodora Antonakaki, Climate and Sustainability Advisor at the Bank of Greece; Dr. Alistair Clark, Managing Director, Environment and Sustainability Department at EBRD; Andrea Pinna, Senior Climate Action Advisor at the European Investment Bank (EIB); Ioanna Sapountzi, Head of Group CSR and Sustainability Division at the National Bank of Greece; and Thanos Vlachopoulos, General Manager, Corporate and Investment Banking at Piraeus Bank; with Dimitris Sakipis, Head of ESG, Sustainability and Climate Change Services at PwC Greece, as moderator. Finally, “The Role of Companies in Driving Green Growth” featured Sissy Iliopoulou, Public Affairs, Communications and Sustainability Director North Europe at The Coca-Cola Company; Kiara Konti, Director, Climate Change and Sustainability Services at EY Greece; Apostolos Mourgos, Chairman of Texan Envipco Hellas; and George Pechlivanoglou, Vice President of Eunice Energy Group; with Elias Palialexis, journalist at Athens News Agency, serving as moderator. The event was sponsored by AB Vassilopoulos, Coca-Cola, Eunice Energy Group, EY, NBG, Piraeus Bank, PwC, and Texan Envipco, with Athens-Macedonian News Agency as media partner.

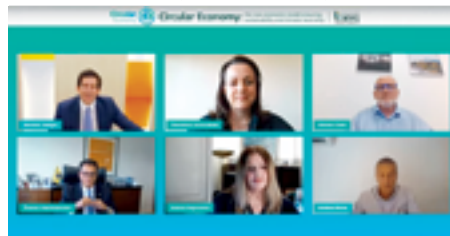
NIKOLAOS BAKATSELOS, KOSTAS SKREKAS



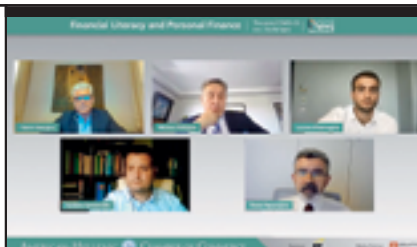
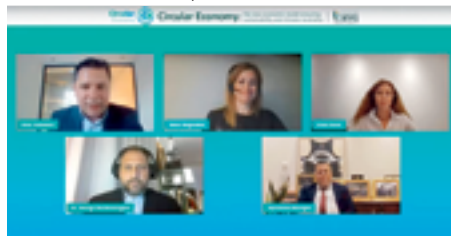
GEORGE KREMLIS, SHARDUL AGRAWALA, STEPHANE ARDITI



DIMITRIS SAKIPIS, THEODORA ANTONAKAKI, ALISTAIR CLARK, THANOS VLACHOPOULOS, IOANNA SAPOUNTZI, ANDREA PINNA



ELIAS PALIALEXIS, SISSY ILIOPOULOU, KIARA KONTI, GEORGE PECHLIVANOGLU, APOSTOLOS MOURGOS



YIANNIS GEORGIU, NIKOLAOS PHILIPPAS, LAZAROS EFRAIMOGLU, VASILEIOS SYMEONIDIS, PANOS PAPAZOGLU

FINANCIAL LITERACY AND PERSONAL FINANCE

AmChamGR’s Education-Innovation Entrepreneurship Committee hosted an online event titled “Financial Literacy and Personal Finance: The post-Covid-19 Era Challenges” on June 23, focusing on the key role of financial literacy in creating financially responsible citizens able to efficiently manage their finances and thus contribute to financial stability and prosperity nationally and internationally. AmChamGR Executive Director Elias Spirtounias and President Nikolaos Bakatselos delivered the opening remarks, with Deputy Minister of Finance George Zavvos delivering the keynote address. The speakers were Lazaros Efraimoglou, financial researcher; Yiannis Georgiou, Senior Editor at the Athens-Macedonian News Agency (AMNA); Litsa Panayotopoulos, Chair of the Education-Innovation-Entrepreneurship (EIE) Committee and member of the Executive Committee of the American-Hellenic Chamber of Commerce; Panos Papazoglou, Country Managing Partner at EY Greece; Nikolaos Philippas, Chairman and Founder of the Hellenic Financial Literacy Institute Author and Professor of Finance at the University of Piraeus; and Vasileios Symeonidis, Professor of Mathematics and Quantitative Subjects at The American College of Greece—Deree and Athens College. The event was sponsored by EY, with Athens-Macedonian News Agency as media partner.



Thank you



www.roche.gr

10th Greek Investment Forum in New York

The Athens Stock Exchange (ATHEX) and the American-Hellenic Chamber of Commerce organized the annual 10th Greek Investment Forum in New York, which took place June 8- 11, 2021 in hybrid format, with limited physical presence and extended digital participation. Dedicated to showcasing and promoting investment and business opportunities in Greece and strengthening economic relations between the two countries, the Forum is organized annually with the support of the Greek government and the participation of senior government officials.

This year's Forum, celebrating its 10th anniversary, included a briefing session with ministerial presentations and discussions on the Greek economy and the perspectives of investments in the Greek capital market, and also focused on the significant structural changes and reforms that have recently taken place in the country, as well as on specific business plans of interest to U.S. investors and fund representatives. Welcome addresses were delivered by AmChamGR President Nikolaos Bakatselos and ATHEX CEO Socrates Lazaridis. The speakers were David Burger, Deputy Chief of Mission at the Embassy of the United

States of America in Athens; Adonis Georgiadis, Minister of Development and Investments; Fokion Karavias, CEO of Eurobank; Vassiliki Lazarakou, Chair of the Hellenic Capital Market Commission; Christos Megalou, CEO of Piraeus Bank; Pavlos Mylonas, CEO of the National Bank of Greece; Alex Patelis, Chief Economic Adviser to Greece's Prime Minister; Vassilis Psaltis, CEO of Alpha Bank; Konstantinos Skrekas, Minister of Environment and Energy; Theodoros Skylakakis, Alternate Minister of Finance for Fiscal Policy; and Christos Staikouras, Minister of Finance. Vassilis Kostoulas, Managing Editor, Money Review – Kathimerini Publishing; Sotiris Nikas, Athens Bureau Chief for Bloomberg; and Maria Tadeo, Europe reporter for Bloomberg, facilitated the discussions. Closing remarks were delivered by George Handjinicolaou, Chair of the Athens Stock Exchange, Piraeus Bank and Hellenic Bank Association. The 10th Greek Investment Forum was sponsored by Alpha Finance, Ambrosia Capital, Eurobank Equities – Auerbach Grayson, Morgan Stanley, NBG Securities, Pantelakis Securities, and Piraeus Securities.

NIKOLAS BAKATSELOS, CHRISTOS STAIKOURAS, SOCRATES LAZARIDIS



SOTIRIS NIKAS, FOKION KARAVIAS, CHRISTOS MEGALOU, VASSILIS PSALTIS, PAVLOS MYLONAS



AMCHAMGR SUPPORTS CALL TO STRENGTHEN TRANSATLANTIC COOPERATION

In the run up to the EU-US Summit that took place in Brussels on June 15, the American-Hellenic Chamber of Commerce co-signed a joint statement calling for a three pronged agenda mapping a positive path to transatlantic cooperation. The statement called for reducing barriers to trade, ensuring economic recovery from the pandemic on both sides of the Atlantic, and seeking new areas for convergence and leadership as we transition towards a greener, digitalized international economy.



#1

Η καινοτομία έχει «πρόσωπο». Είναι οι άνθρωποί μας.

Ένα μεγάλο ευχαριστώ στους ανθρώπους μας,
που μας ανέδειξαν κορυφαίο εργασιακό περιβάλλον στην Ελλάδα

Για εμάς στη Pfizer, οι άνθρωποι είναι η κινητήριος δύναμη για να κάνουμε καθημερινά πράξη το σκοπό μας: Καινοτομούμε για να αλλάξουμε τις ζωές των ασθενών. Γι' αυτό επιδιώκουμε διαρκώς την ανάπτυξη των δεξιοτήτων και των ταλέντων των εργαζομένων μας, καθώς και την επαγγελματική τους εξέλιξη.

Συνεχίζουμε να δημιουργούμε ευκαιρίες για τη νέα γενιά, με σημαντικές επενδύσεις που επιβεβαιώνουν την πίστη μας στην Ελλάδα και στους ανθρώπους της.

Συνεχίζουμε να καλλιεργούμε και να εμπλουτίζουμε μια κουλτούρα που μας εμπνέει και μας στηρίζει, προσβέυνοντας τον σεβασμό, την εμπιστοσύνη, την ισότιμη αντιμετώπιση και την αποδοχή της διαφορετικότητας, νιώθοντας κάθε μέρα υπερήφανοι για όλα όσα επιτυγχάνουμε.

Με τη δύναμη της επιστήμης και τη δύναμη των ανθρώπων μας, βγαίνουμε πάντα νικητές.



Καινοτομούμε για να αλλάξουμε τις ζωές των ασθενών®





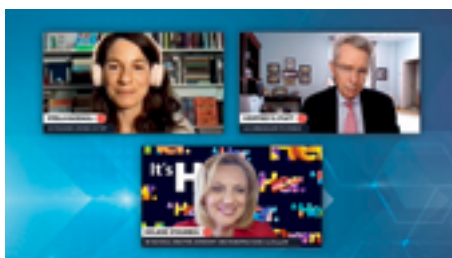
AMCHAM'S LEADERSHIP COMMITTEE SUMMER REUNION

Leadership Committee Summer Reunion

AmChamGR's Leadership Committee held its Summer Reunion on June 29, courtesy of Printec Chairman Harris Konstantinou and Printec CEO Marina Mavrommati. The meeting brought together Leadership Committee members and guests to discuss the committee's recent and upcoming initiatives, including the Advancing Women Leaders event and the Extraordinary Leadership event, planned for September and October respectively.

The meeting was attended by Leadership Committee members Konstantinos Alexopoulos, Rania Ekaterinari, Polychronis Griveas, John Kalligeros, Antoris Kerastaris, Marina Mavrommati, Nikos Negas, Pantelis Panos, Efi Papadogianni, Vassilis Rabbat, and Lefteris Samaras, as well as Leadership Committee Chair Artemis Miropoulos and AmChamGR President Nikolaos Bakatselos. Minister of Development and Investments Adonis Georgiadis attended the meeting as guest of honor.

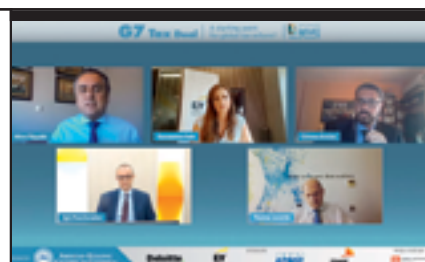
POWER Female Tech Entrepreneurs Forum



STELLA KASDAGLI, US AMBASSADOR GEOFFREY PYATT, MYLADIE STOUMBOU

The U.S. Embassy in Athens and Women On Top, with the support of the American-Hellenic Chamber of Commerce, hosted a digital women's empowerment initiative titled "POWER | Female Tech Entrepreneurs Forum: Preparing for Greece's Cloud-Based Future" on June 23-24. The event was part of POWER—Providing Opportunities for Women's Economic Rise—a U.S. State Department initiative that aims

to offer an eclectic mix of presentations and interactive workshops ranging from how to secure venture capital to incorporating tech best practices. During the two-day event, U.S., Greek and international experts with female tech entrepreneurs and stakeholders shared best practices designed to boost female high growth entrepreneurship and build a supportive ecosystem for women entrepreneurs. Myladié Stoumbou, Chair of AmChamGR's Women in Business Committee, participated in the opening remarks and stressed that "Stronger women participation in tech entrepreneurship would support more equal access to economic opportunity, but it is also a business imperative as it is proven that diverse companies are more innovative and generate better outcomes. In Greece, post pandemic recovery should be focused on offering women entrepreneurs access to information, knowledge, funding, mentoring, and networking opportunities. Our role is to support women to thrive by promoting women entrepreneurs as role models and by strengthening women's influence in the tech industry."



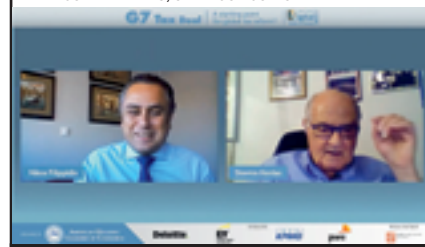
NIKOS PHILIPPIDIS, KONSTANTINA GALLI, CHRISTOS KRESTAS, AGIS MOSCHOVAKOS, THOMAS LEVENTIS

G7 TAX DEAL

On July 7, the Tax Committee of the American-Hellenic Chamber of Commerce hosted a digital event titled "G7 Tax Deal: A Starting Point for Global Tax Reform?" and focusing on the move to finalize a global minimum tax in 2021 and the implications this agreement will have in limiting tax competition and the "race to the bottom" on corporate tax rates. Following opening remarks and a welcome address by AmChamGR Executive Director Elias Spirtounias and President Nikolaos Bakatselos, the scene was set with an introduction by Stavros Kostas, Chair of AmChamGR's Tax Committee. This was followed by a discussion between Konstantina Galli, Associate Partner, Tax, at EY Greece; Christos Krestas, Partner, Tax, at KPMG in Greece; Thomas Leventis, Partner, Tax, at Deloitte Greece; and Agis Moschovakos, Tax Partner at PwC Greece, which was moderated by Nikos Filippidis, news anchor at Mega TV and columnist at Ta Nea.

The event was sponsored by Deloitte, EY, KPMG, and PwC, with Athens-Macedonian News Agency as media partner.

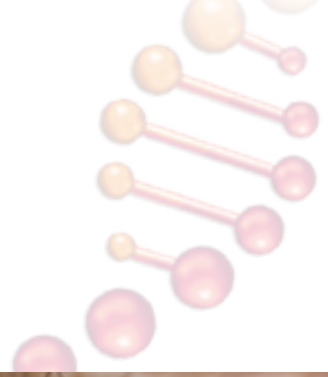
NIKOS PHILIPPIDIS, STAVROS KOSTAS





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

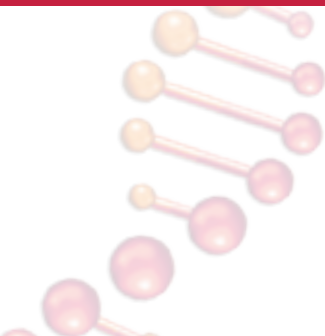
The company strives to transform and simplify care for people with life-threatening illnesses around the world.

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

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

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



Learning and the New Normal

The Covid-19 pandemic is a disruption in our everyday lives taken straight out of a book: It has affected all countries, all economies, all industries, all of us, and in an (almost) identical way.

The Covid-19 pandemic started unexpectedly and out of nowhere, developed incredibly fast, spread rapidly from one country to the next, expanded exponentially, and disrupted everything.

At the same time, it inserted distance in many aspects of our lives and accelerated dramatically the digitization of our activities and the digital transformation of the state, organizations, and companies. We learned to work remotely, to purchase products online, to study remotely, to social distance ourselves. And this is only the beginning. Until yesterday, many of the technological changes echoed sci-fi scenarios, yet today, some of them define reality. In essence, digitalization is rapidly disrupting social rules and models and is transforming everyday life. And the Covid-19 pandemic is accelerating this digitalization even more.



— BY —

KOSTAS AXARLOGLOU

Dean, Professor of
International Business and
Strategy, Alba Graduate
Business School, The
American College of Greece

We are living in a non-linear age, the present being dramatically different from the past and, of course, the future. How we live and how we work is never going to be the same again, and the skills we need are completely different with business mod-

els evolving and developing but also being disrupted in unpredictable ways. Digital transformation becomes the new reality, and changes are exponential and discontinuous—therefore disruptive. Established social norms and habits are disrupted, and we realize, not before long, that our skills are limited and become devaluated equally fast. At the same time, it becomes evident that the effective management of the post-Covid-19 disruption largely depends on the cooperation of the majority of society, where mentalities and our culture appear to matter more than our limited skills.

Our answer to the new reality: learning

and the way we understand learning! We all need those capabilities and skills that will allow us to learn under specific circumstances and then apply the lessons to an entirely different set of circumstances. This mentality requires the ability to collect models from one context/framework and apply them to a different one, so as to understand and interpret a reality that we have not encountered in the past. Our response to the new data/input is directly related to our ability to learn, adapt and fit in effectively to completely new environments. We must dare to challenge existing knowledge, have the motive to search for new knowledge, the humility to acknowledge what we do not know, and, lastly, the agility to learn and to adapt to the new reality.

Our abilities for continuous learning as well as adapting ourselves and our knowledge are important in life. The creation of a continuous learning culture is crucial in order for us to rise up to the challenges of the Digital Era while maintaining human values and virtues and getting value from being human.

The real challenge of the Digital Era is to acquire the mentality for continuous learning. To approach learning and knowledge systematically, through academic education as well as through novel and innovative forms and learning processes (executive education, learning cycles, digital learning, etc.)—this is where the new normal lies. 🍷

WE MUST DARE TO CHALLENGE EXISTING KNOWLEDGE

Alcon

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

With **70-plus years of heritage**, we are a **cutting-edge
eye care device company** with complementary
businesses in Surgical and Vision Care.

We aspire to lead the world in innovating life-changing
vision products because when people
see brilliantly, they live brilliantly

dedicated to showcasing the AmChamGR community

MICROSOFT AND ATCOM LAUNCH PROJECT ATHENA



On June 15, the City of Athens announced Project Athena, an initiative named after the ancient Greek goddess of wisdom and the city of Athens itself that aims to use technology and innovation to overcome urban challenges. A Smart City digital transformation proof-of-concept project, the initiative is co-funded by ATCOM and Microsoft, as part of “Adopt your city” by the City of Athens, a program that aims to bring significant results in areas such as sustainable development, culture, social solidarity, sports, education and new technologies.

In a press release, the city reported that the project will first work on addressing the two key issues of cleanliness and accessibility. In its pilot stage, the Project has strategically placed innovative sensors in Kotzia Square and Kolonaki to collect data on street and air cleanliness, accessibility for pedestrians and people with disabilities, noise pollution, temperature, and humidity. The data will then be analyzed and the information used to facilitate Smart City services, including smart waste management, real-time monitoring of pollution and air quality, sound, temperature and humidity levels, energy efficiency, as well as streets and crossings accessibility. As a pilot initiative in partnership with the Municipality of Athens, Project Athena has the capacity to create significant added value, to be reaped by all the citizens of the largest municipality in Greece. “This is technology at its best, with sustainability at its core, serving the citizens and visitors of our city,” commented Theodosios Michalopoulos, CEO of Microsoft for Greece, Cyprus and Malta. “Turning Athens into a smart city is one thing—but going beyond that and turning it into an innovation factory, where we can experience first-hand how technology can improve our lives and societies is what really matters.”

NEW MEMBERS

The American-Hellenic Chamber of Commerce welcomes its newest members

BOYDEN GREECE AND CYPRUS

executive search and leadership consulting

www.boyden.com/greece-and-cyprus

BFF BANK S.P.A. – GREEK BRANCH

financial services

gr.bff.com

MY COMPANY PROJECTS

IoT activities with consulting, advertising and communication
mycompany.com.gr

WIND LEANS INTO ACCESSIBILITY

WIND Wind Hellas is taking action to do its part toward addressing one of the key issues in Greece today: accessibility. With a focus on people with mobility issues, the company is installing detachable wheelchair ramps across its entire store network throughout Greece. “Exceptional service is our foremost commitment to our clients, with care to offer the best possible experience at each point of contact,” said Alexandros Glykas, Wind Stores and Indirect Retail Channels Director. “At the same time, we support equal and autonomous access to our stores for people living with mobility issues.”

LAMDA DEVELOPMENT BUYS INTO HELLINIKON SA

Lamda Development SA has moved ahead with the acquisition of Hellinikon SA shares, with the first installment of the share acquisition price, €300 million, paid to the Greek state and the €347 million deferred payment bond delivered to the Hellenic Republic Asset Development Fund (HRADF) on June 25, 2021. Touted as historic, Lamda Development's move will allow the firm to kick off an €8 billion investment in Europe's largest urban redevelopment project in the 6.2 million sq. m. (1,500 acre) Hellinikon former airport site on the Athens coast.

"For seven years, we believed that our vision would become a reality. Today, we begin implementation of everything we planned for, with so much patience, faith, and, most importantly, passion throughout this time," commented Odisseas Athanasiou, CEO of Lamda Development, going on to add, "We want to become ambassadors for our country's sustainable development, by creating a smart green city. We will constantly try to understand society's concerns, with the aim of improving citizens' quality of life and everyday lives. With Hellinikon, we will introduce a model project on multiple levels – a project that enhances our country's global image."



PAPASTRATOS'S €125M INVESTMENT IN ITS FUTURE

On the occasion of the company's 90th anniversary, Papastratos has announced a new major investment of €125 million in its Aspropyrgos factory, aiming to increase the plant's capacity and upgrade existing facilities. The investment, which is already underway, will include the installation of three new production lines (two for IQOS and one for filters), upgrading of the six existing production lines for heated tobacco sticks to produce next generation IQOS products, and full digital conversion of the printing facilities. The investment will improve the plant's production capacity, help expand exports, and create 115 new jobs, 60 of which have already been filled.

The investment kicks off Papastratos's sustainable development strategy, which is built around five key pillars: product innovation, exemplary operation across the board, employees and partners, environment, and society. Among the strategy's clear, quantifiable goals are a commitment to fill 40% of management positions with women by 2023, to reduce energy and water consumption by 20% each by 2025, and to continue its approximately €750,000 a year CSR initiatives, allocating 50% to empowering women and their place in society and 50% to initiatives working to address climate change.

COCA COLA AND KARIERA.GR LAUNCH EMPOWERED PLATFORM



Coca-Cola Hellas has joined forces with Coca-Cola Hellenic Bottling Company and Kariera.gr to launch Empowered, a new social platform designed to offer HoReCa professionals, young people and women access to key skills that will allow them to grow professionally and pursue promising careers and entrepreneurial opportunities. Through the platform, participants will enjoy upskilling and reskilling opportunities and will be able to acquire new skills as well as improve their

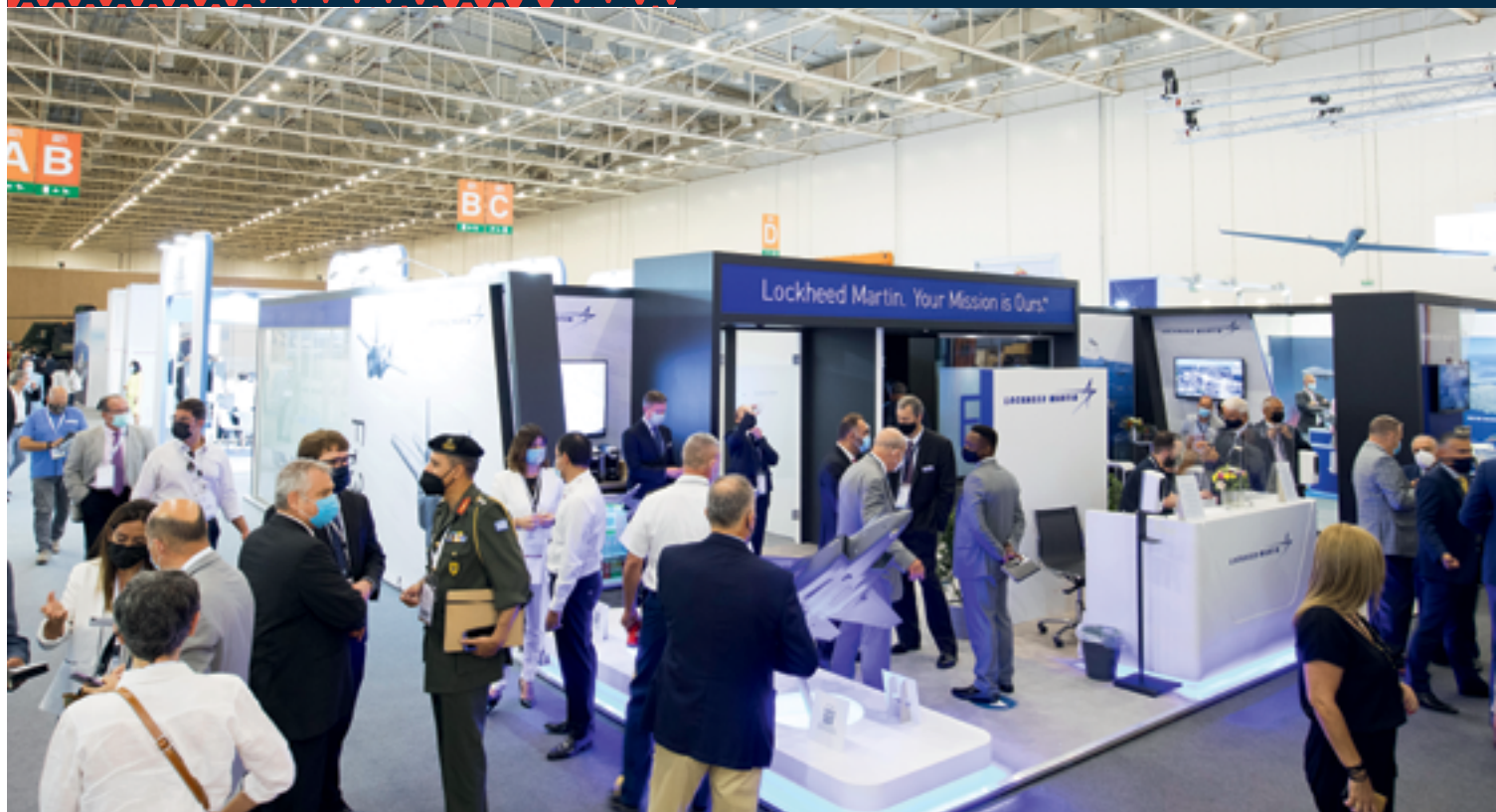
existing skillsets, through specially designed digital training sessions and workshops. The initiative aims to empower a total of approximately 10,000 HoReCa professionals by the end of 2021, and offer additional development, empowerment and growth opportunities—including mentoring, scholarships, internships and training events—to more than 500 participants, helping them launch their careers without further delays. The platform was launched in May 2021 in an online event that featured Maria Anargyrou Nikolic, GM Greece and Cyprus at Coca Cola Hellenic Bottling Company; Lilian Nektariou, Franchise Country Manager for Greece, Cyprus and Malta and Coca Cola Hellas; Kostas Pisiotis, co-owner of Nolan and Provellegios and member of Empowered's advisory board; Theofilos Vasileiadis, founder and CEO of Kariera.gr; as well as Deputy Minister of Development and Investment Nikos Papathanasis.

To find out more, visit empoweredgr.com

USA PAVILION

DEFEA 2021

Organized by the American-Hellenic Chamber of Commerce with the support of the US Embassy in Athens, the USA Pavilion at DEFEA 2021 showcased the strong defense relationship between the US and Greece and underlined Greece's role as a strategic ally in the region



LOCKHEED MARTIN'S IMPRESSIVE BOOTH AT THE ENTRANCE OF THE USA PAVILION. LM WAS AMONG THE PLATINUM SPONSORS OF THE USA PAVILION



GEOFFREY R. PYATT



HEIDI GRANT



GENERAL VIEW FROM THE USA PAVILION RECEPTION THAT TOOK PLACE AT THE GENNADEION GARDENS OF THE AMERICAN SCHOOL OF CLASSICAL STUDIES

Taking place on July 13-15 at the Metropolitan Expo exhibition center at Athens International Airport Eleftherios Venizelos, DEFEA 2021, the first biennial Defense Exhibition Athens, was a resounding success. Organized under the auspices of the Hellenic Ministry of National Defense and the Hellenic Ministry of Shipping, the exhibition was supported by the Hellenic Aerospace Security and Defense Industries Group (HASDIG) and the Hellenic Association of Space Industry, and had SEKPY-Hellenic Manufacturers of Defense and Security Material Association as its strategic partner. Highlighting Greece as a strategic regional hub, DEFEA brought together defense and security industry stakeholders from across Europe, Asia, Africa and the Middle East, as well as the United States.

"The American-Hellenic Chamber of Commerce has been the most important partner in the US-Greece trade and investment relationship and has contributed substantially to strengthening Greece's position as a pillar of stability in the region, in the fields of energy, innovation and defense. The US Pavilion at DEFEA, bringing together defense and security professionals, serves as a platform for networking and brainstorming, further expanding our countries' defense and trade ties. Our enhanced military cooperation has been consolidated, in particular, in the last two years, as a result of the updated Mutual Defense Cooperation Agreement (MDCA), led by the Minister of Defense, Nikos Panagiotopoulos."

— US AMBASSADOR TO ATHENS, GEOFFREY R. PYATT, AT THE USA PAVILION RECEPTION



HEAVY MILITARY VEHICLES DISPLAYED BY THE US ARMY



NIKOLAOS BAKATSELOS, GEOFFREY R. PYATT, HEIDI GRANT, KELLY MACDONALD, CAPT MICHAEL BIERY, AND US ARMY SOLDIERS IN FRONT OF BOEING'S AH-64 E-MODEL APACHE



NIKOLAOS BAKATSELOS, GEOFFREY R. PYATT AND NIKOS PANAGIOTOPOULOS DURING THE WALKTHROUGH OF THE USA PAVILION



USA PAVILION EXHIBITORS' BREAKFAST BRIEFING

“This trade show not only presents an opportunity to meet with our international partners but also with our partners in the defense industry who play an equally important role in achieving our defense and national security objectives. [...] Thanks again to AMCHAM for hosting. On behalf of my colleagues from the DoD, I want to thank you again for your continuous teamwork to ensure that we remain the global security partner of choice.”

— DSCA DIRECTOR, HEIDI GRANT, AT THE USA PAVILION RECEPTION

USA PAVILION RIBBON CUTTING CEREMONY



Without a doubt the reference point at DEFEA 2021, the USA Pavilion was organized by the American-Hellenic Chamber of Commerce with the support of the United States Embassy in Athens, in association with AUSA Hellenic Chapter. The Pavilion presented state-of-the-art equipment, services and heavy vehicles and helicopters of the US Army, attracting defense industry professionals, who toured its corridors, learned about the exhibits and exchanged views on further strengthening the partnership and ties between Greece and the United States.

The morning before the official opening of the fair, a breakfast briefing for USA Pavilion exhibitors gave participants the opportunity to be informed on the defense market in Greek and the wider region. A number of speakers—including Nikolaos Bakatselos, President of the American-Hellenic Chamber of Commerce; Elias Spirtounias, Executive Director of the American-Hellenic Chamber of Commerce; and US Embassy representatives Michele Siders, Political Counselor; Carl Watson, Deputy Economic Counselor; John Scimone, US Army, Army Programs Manager, Office of Defense Cooperation; and Nick Papachyssanthopoulos, Commercial Specialist, USCS Athens, US Embassy—provided a thorough review of Greece’s current status, covering key topics such as the political environment between the US and Greece and including an update on the services provided by the Office of Defense Cooperation and the USCS. The ribbon cutting ceremony of the USA



THE AUDIENCE AT THE EVENT ANNOUNCING THE ORGANIZATION OF THE HELLENIC PAVILION AT AUSA 2021




NIKOLAOS BAKATSELOS, BETTY ALEXANDROPOULOU, ELIAS SPIRTOUNIAS

LOOKING AHEAD TO AUSA 2021

A special info session held in the context of DEFEA served to inform Greek companies exhibiting at DEFEA about the Hellenic Pavilion at AUSA 2021 Annual Meeting and Exposition, which will take place on October 11-13 in Washington DC. The Hellenic Pavilion at AUSA will be organized, for the eighth year running, by the American-Hellenic Chamber of Commerce under the auspices of the Ministry of National Defense – General Directorate of Defense Equipment and Investments (GDAEE) and with the support of Enterprise Greece. Speaking at the session, AmChamGR Executive Director Elias Spirtounias spoke about the history of the Greek presence at AUSA, noting that: “We started with five exhibiting companies in 2014; today we exceed 12 companies, and the participation trend is increasing. Significant collaborations and exchange of knowhow have been achieved in the seven years of our presence in AUSA, a presence which places the Greek defense industry as a participant and interlocutor with the dominant powers in a global context.” Managing Director and Member of the Board at Enterprise Greece, Betty Alexandropoulou, noted that: “Enterprise Greece, which had supported the first Greek participation in the exhibition in 2014, continues to be on the side of Greek companies in the industry this year. AUSA is considered one of the most important international exhibitions in America in the field of defense and Greek export companies must be there.”

Pavilion at DEFEA 2021 took place on July 14, with the participation of a number of senior officials from across the political, military and diplomatic sectors as well as representatives of the business community. The ceremony was conducted by Nikolaos Bakatselos, President of the American-Hellenic Chamber of Commerce; Heidi H. Grant, Director of the Defense Security and Cooperation Agency; Geoffrey R. Pyatt, Ambassador of the United States to the Hellenic Republic; and Nikolaos Panagiotopoulos, Minister of National Defense; with Liz Wilson, Deputy Assistant Secretary of the Army for Defense Exports and Cooperation, and Major

General Joe Jarrard, Deputy Commanding General for Army National Guard, among the distinguished guests.

Addressing the audience at the ceremony, Heidi H. Grant, Director of the Defense Security and Cooperation Agency, said: “We are so very proud to be here this year to celebrate 200 years of friendship with Greece as we commemorate Greece's historic bicentennial and the shared democratic values that unite our two countries. I'm also proud to say that the US-Greece defense relationship is at an all-time high, one of our strongest in Europe, and we greatly value Greece's leadership role in the region and beyond,” going on to add that “Trade shows like DEFEA provide an invaluable security cooperation forum for the U.S. military and defense companies to engage with our Allies and partners.” In his own address, US Ambassador Geoffrey R. Pyatt referred to the strong and longstanding defense relationship between the US and Greece, saying: “This is a trade show, and a trade show wouldn't be complete without examples of the equipment and services that U.S. vendors are providing. But I want to emphasize that the U.S. relationship with Greece is not just about hardware. It's about how our forces work together, and the partnerships they enjoy.” Following the ribbon cutting, the delegation was taken on a walkthrough of the USA Pavilion and had the opportunity to meet with representatives of the 32 US defense industry companies participating and exhibiting at the Pavilion. 

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Lex Graeca: Translating Laws into Investments



With Greece heating up as an investment destination, access to information about the country's legislative framework in straightforward English is more important than ever. Stepping in to address this need and contribute to facilitating foreign investment in Greece, newly founded publishing firm Lex Graeca has set out to publish English-language translations of key Greek business- and investment-related legislation. "Investors can see for themselves the essentials of the legal system, and feel more secure with first-hand knowledge. It puts them and their own lawyers on a more equal footing with the Greek legal team. It also aids compliance,"

said Daniel Webber, one of the company's founders.

The first title in Lex Graeca's catalog, *Greek Corporate Governance Legislation*, focuses on Law 4706/2020 and relevant regulatory acts subsequently issued by the Board of Directors of the Hellenic Capital Market Commission; it allows current and prospective investors, entrepreneurs and legal practitioners to get to grips with Greece's new corporate governance regime. Future titles will feature comprehensive translations of key business- and investment-related laws, including the investment licensing legislation, investment and development laws, and the new Insolvency Code, among others.

John Kerry Awarded for Philhellenism



Former US Secretary of State John Kerry has been awarded the international Lord Byron prize for philhellenism, making him one of this year's three Lord Byron Prize recipients alongside French politician Jack Lang and Swiss businessman Charles Pictet. The awards were presented by Greek Prime Minister Kyriakos Mitsotakis during a special ceremony that

took place on April 28, 2021, at the Academy of Athens.

Kerry, who currently serves as the first United States Special Presidential Envoy for Climate, previously served as the 68th US Secretary of State from 2013 to 2017 under President Barack Obama and as Senator from Massachusetts from 1985 to 2013. He is a descendant of Thomas Winthrop, who served as Chairman of the Philhellenic Committee of Boston during the Greek War of Independence. Presenting Kerry with the award, Prime Minister Mitsotakis spoke of his contribution as well as his current work, noting that "in his new role on climate, I am confident that Mr. Kerry will bring energy, determination and ultimately success to the most important longterm challenge of our time—global warming." The Lord Byron International Prize is awarded annually by the Society for Hellenism and Philhellenism (SHP) to three important international figures from the political, cultural, academic, or entrepreneurial world who have a longterm philhellenic record or who have contributed to society with their actions and careers, inspired by the values of Hellenism. The prize is awarded in the name of renowned English poet and philhellene Lord George Gordon Byron, who traveled to Greece to take part in the Greek War of Independence and died in Messolonghi in 1824.

DID YOU KNOW TIF

■■■

Thessaloniki International Fair—TIF—is a major international exhibition held annually in Thessaloniki, Greece's second largest city

■■■

It has taken place in autumn each year since 1926

■■■

Canceled due to the Covid-19 pandemic, the 2020 exhibition was the first Fair cancellation since World War II

■■■

Since its inception almost a century ago, TIF has become the foremost event of its kind in Greece and one of the most important trade events in Southeastern Europe

■■■

The annual TIF also marks the beginning of the new financial year for the country and customarily features an address by the country's Prime Minister, outlining the government's policies for the coming year

■■■

The TIF HELEXPO International Exhibition and Congress Centre covers an area of 180,000 sq.m., of which 62,000 are indoor exhibition areas, including 17 pavilions that are further complemented by state-of-the-art conference centers, catering, sport and recreational facilities, and parking areas



8TH ENVOLVE AWARD GREECE

Envolve Entrepreneurship has announced the winners of the 8th Envolve Award Greece, a contest for startup and early-stage businesses in Greece, at a live-streamed ceremony that took place at Atraktos, in Athens, on June 23, 2021. This year's three winners are Carge, a mobile app providing e-mobility solutions to help electric vehicle drivers seek, book, plug, and pay at thousands of charging stations across SE Europe; Momcycle, a user friendly online marketplace dedicated to pre-owned children's products and enhancing sustainable consumption; and obko, a data-driven application that uses automation and AI to optimize spending and savings habits and receive meaningful and personalized financial guidance. The three winners will share interest-free funding, mentorship, as well as a wide range of business support services from Envolve's network of partners.

A number of distinguished speakers participated in the award ceremony, including Kyriakos Pierrakakis, Minister of Digital Governance, representing the Presidency of the Government – Prime Minister Kyriakos Mitsotakis; Christos Dimas, Deputy Minister of Research and Technology, and Zetta Makri, Deputy Minister of Education; as well as Myladi Stoumbou, Regional Director for Partner Business Development at Microsoft, and Chair of AmChamGR's WIB Committee; Peter Economides, brand strategy consultant; Fotis Karydas, journalist and communications consultant; Marina Hatsopoulos, Board Chair at Levitronix Technologies; and Christos Spatharakis, co-founder and CEO at Ferryhopper.



Tilos Wins EU Environmental Award

The island of Tilos in Greece's Dodecanese archipelago, in the southeastern Aegean Sea, has been named amongst the three winners of the 2021 EU RESponsible Island Prize, which were announced during the European Research and Innovation Days on June 23-24. Tilos came in third, after the Danish island of Ærø which won the €500,000 first prize and the island of El Hierro in Spain's Canary Islands which won the €250,000 second prize. Tilos, which won the €100,000 third prize, has accelerated its clean energy transition in recent years thanks to the commitment of the local municipality and the pro-environmental culture of its citizens. Its innovative energy model with community-scale wind and solar, battery energy storage and advanced energy management will inspire other islands and local communities.

The RESponsible Island Prize was launched in 2019 by the European Commission to reward achievements in local renewable energy production for electricity, heating, cooling, and transport on islands. The prize name refers to the combination of renewables (RES) and responsibility. The winners were selected on the basis of their share of renewable energy produced by innovative energy technologies, environmental and socioeconomic sustainability and impact, citizen and community involvement as well as replicability of the solution.

Webster University Recognized as Leader in Education

Webster University was recognized as a leader in online education in a set of studies issued by the Economist magazine in June this year. The reports, titled "Bridging the Digital Divide to Engage Students in Higher Education" and "Flattening the Multimodal Learning Curve: A Faculty Playbook," were issued by the Economist Intelligence Unit (EIU), which conducts market research for the Economist Magazine with sponsorship by Microsoft Higher Education, and were based on research conducted after most universities and colleges switched to fully online classes at the start of the coronavirus pandemic in 2020. "Our online programming is unique to our community, having been built from the ground up and customized to meet the specific needs of our students," said Webster University Chancellor Elizabeth J. Stroble. "We provide the same curriculum to our online students that in-class students receive, and courses are taught by the same faculty, thus assuring that our online students achieve comparable learning outcomes regardless of the means by which courses meet."

FORGING *AHEAD* FOR HEALTH

A Greek company through and through, since its establishment in 1974, pharmaceuticals manufacturer Medichrom International has carved a place for itself as a key player in the domestic market and a respected exporter to countries around the world. From crucial medicines to natural supplements and beauty products, Medichrom continues to be on the frontlines of homegrown entrepreneurship, prioritizing health and wellbeing through innovation and prevention. In this interview to Business Partners, Medichrom President and CEO Georgios Fabios discusses the company's story, commitment to innovation, and plans for the future.

Tell us a bit about how it all began. How did you get started in the pharmaceuticals industry how did Medichrom come about?

In a way, you could say it runs in the family. After graduating from the Athens University of Economics and Business (AUEB), I took over the family business, a pharmaceuticals company called Pefanic. Alongside my work there, in 1974 I also founded Medichrom and soon after the Greek-Cypriot group Medichrom International. While Pefanic was eventually sold to Sanofi France in 1993, Medichrom kept evolving and expanding. Today the group comprises ten companies: Medichrom, Medichrom International, Farmellas Enterprises, Raldex Enterprises, MTF Holdings, Assosfarma Enterprises, Gefa Brokers Corporation, Formoza Development, and Farmin Business. And through hard work and perseverance, we

are still growing and expanding our operations, both in terms of our portfolio and in markets we are active in.

Over almost five decades of operation, we have enlarged and upgraded the company's headquarters in Markopoulo, east of Athens, leading to the present-day 8,000 sq. m. state-of-the-art facility, which houses the manufacturing department as well as various administrative and commercial departments and a dedicated storage unit. We also have branches in Thessaloniki and Cyprus.

Over the years, Medichrom made a name for itself as one of the most trusted producers of high quality pharmaceuticals in the country. Tell us a bit about your current portfolio.

Fully certified by the Greek National Organization for Medicines, Medichrom manufactures a broad range of pharmaceutical prod-

ucts, from original patented formulas—extensively researched, tested and proven safe and effective—to generics, dietary supplements and natural products. Our formulations target a broad range of ailments and conditions, and fall into several categories; we manufacture analgesics, antibiotics, antifungals, anti-inflammatory agents, antibacterials, antilipidemics, antipyretics, antitussives, antivirals, anxiolytics, bronchodilators, cholinesterase inhibitors, as well as treatments for various conditions including psoriasis, acne, and sun-damaged skin. Correspondingly, our medicines and medicinal products come in many different forms, such as hard capsules, standard and slow-release tablets, powders and dry syrups, oral solutions and syrups, as well as ointments, creams, lotions, gels, liquid soaps, and medicinal shampoos. Alongside our own product lines, we have also taken on manufacturing contracts for major international brands.

From our very first products to our newest formulations, we've been driven by a strong work ethos and a commitment to maintaining the highest quality standards throughout every step of the development and production process. Our customers, consumers and businesses alike, know that they can expect the same consistent high quality from our products every single time—and that's what our reputation is built on.

You mentioned that you have expanded your portfolio to include a growing number of dietary supplements and natural products. What prompted this move?

Our exacting quality standards, reliable output and low prices help us stay ahead of the competition, and we also work to keep up to date with market trends and consumer demands. In that spirit, in the last ten years or so we have expanded into dietary supplements and natural products, building on almost 50 years of development and manufacturing knowhow to create straightforward, effective products that help improve quality of life and boost our customers' wellbeing—often working preventatively. This is particularly important in a world where increased daily stress, a more sedentary lifestyle and poor dietary habits are making us ever more susceptible to a range of ailments.

Our goal, in other words, is to naturally support and strengthen the body's own defenses with high quality products, safeguarding customers' health and wellbeing against the ever-increasing stressors of modern life. These products energy boosting formulations, prebiotics and probiotics to enhance gut health, omega 3 and omega-3-6-7-9 products, hyaluronic acid for healthy joints, products rich in antioxidants, aloe vera products, moisturizing creams, insect repellent lotion, soothing cough syrups, nose sprays, muscle ointments, antiseptic hand gels, vitamins and multivitamins, and supplements to support the immune system.

It is clear that your dedicated R&D department is constantly working to develop new products and preparations, and it's one of your company's key strengths. What does the



“OUR CUSTOMERS KNOW THAT THEY CAN EXPECT THE SAME CONSISTENT HIGH QUALITY FROM OUR PRODUCTS EVERY SINGLE TIME—AND THAT’S WHAT OUR REPUTATION IS BUILT ON”

“FLEXIBILITY IS ONE OF MEDICHROM’S KEY FEATURES AND IT GIVES OUR COMPANY A CRUCIAL COMPETITIVE ADVANTAGE”

future hold for innovation at Medichrom? Can you share some of your plans moving forward?

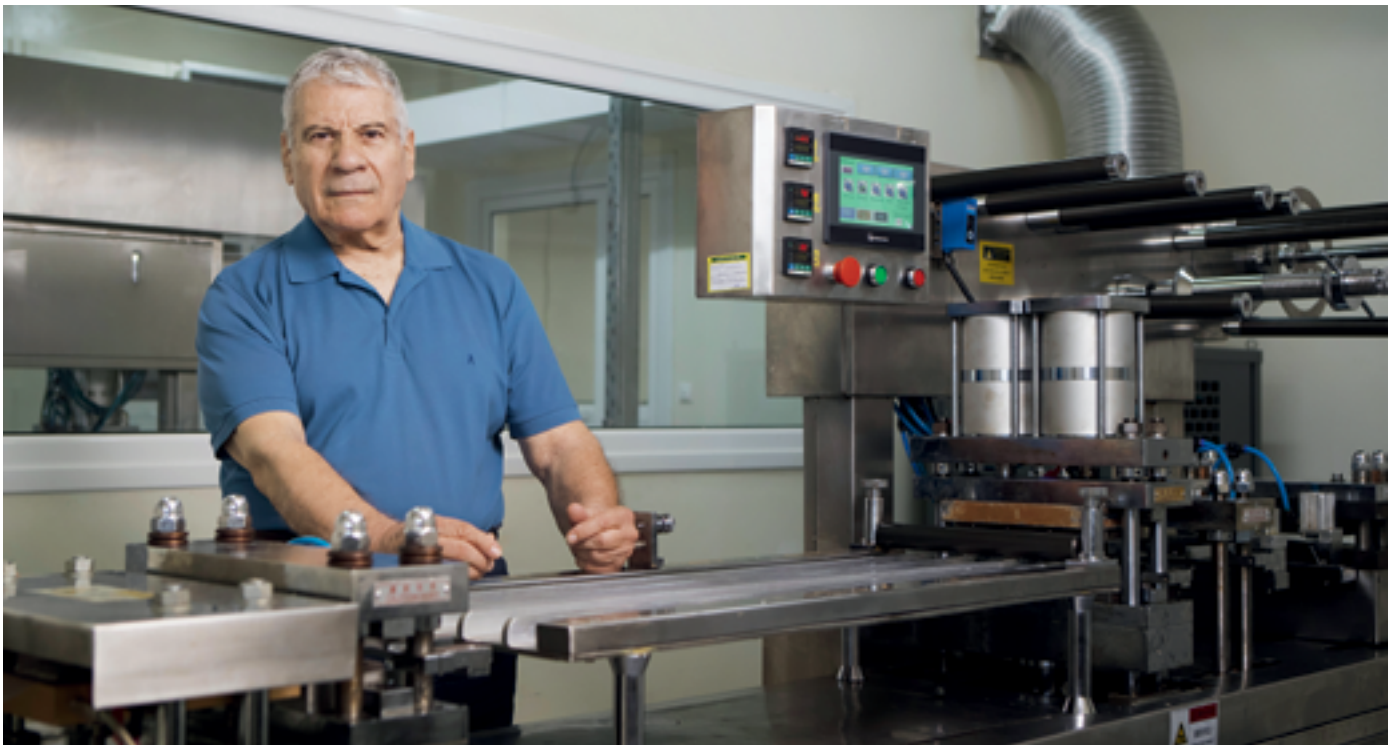
Medichrom’s ongoing success owes much to the outstanding work of our specialized R&D department, whose methodical efforts have helped strengthen and expand our portfolio with innovative high-quality products—including pharmaceuticals and patented formulations, dietary supplements, herbal products, and cosmetics—designed to meet the needs and expectations of our customers in Greece and abroad.

As well as keeping up to date with the latest scientific developments in the field and market trends locally and internationally, we always uphold our commitment to maintaining a flexible approach. This flexibility is one of Medichrom’s key features, and combined with our exacting quality standards and consistent output, it gives our company a crucial competitive advantage.

You’ve long been exporting to countries across four continents and now you are stepping up your efforts to further expand into major foreign markets. How does the American-Hellenic Chamber of Commerce factor in to this endeavor?

From pharmaceutical preparations to dietary supplements and beauty products, Medichrom has been supplying foreign markets with quality products for close to half a century. Our first exports were to Cyprus, followed by Azerbaijan, Nigeria, Saudi Arabia, Russia, Turkey, Ukraine, Georgia, Albania—and the list kept growing.

Our primary objective right now is to promote our high-quality, competitively-priced products around the world, with a focus on the United States—a country I feel particularly connected with through family ties. We’re confident that the American-Hellenic Chamber of Commerce, thanks to its extensive network and active member base, can play a key role in helping us strategically position the company so that we can continue to successfully expand and forge new partnerships with key Greek and foreign businesses. 🇺🇸



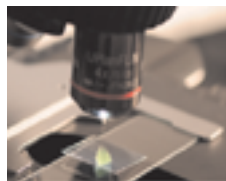


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FUTURE PROJECTIONS IN HEALTHCARE

At the beginning of what has come to be the biggest epidemiological crisis of recent years, studies suggested we were to expect at least 18 months of Covid-19 social distancing and much disruption across all sectors of economy and society. Well, we are way past that point. With the scientific community making great and speedy strides, vaccines are now available and promising medication is on the horizon—but is the end of this ordeal really here? And most importantly, what's next? In this issue of Business Partners, our Thought

Leaders—all members of the Pharmaceutical Committee and the Medical Devices and Diagnostics Committee of the American-Hellenic Chamber of Commerce—propose bold solutions for the future of healthcare. In light of the upcoming HealthWorld conference, they look at new scientific approaches to patient evaluation and treatment and discuss how the technology available to us today can help us create a roadmap for the next five or 10 years in healthcare. Read on to find out how the innovative pharmaceutical industry sees the future and to discover whether this panel of experts believes we will be ready for the next epidemiological crisis.

—ALEXANDRA LOLI, PHD



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Elizabeth Prodromou, General Manager, Bristol-Myers Squibb

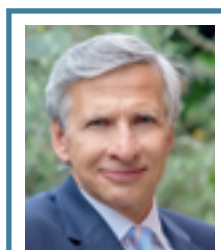
Zachary Ragousis, President and Managing Director, Pfizer Hellas

George Tousimis, General Manager, Amgen Hellas Pharmaceuticals

Committee Coordinator: Voula Tseritzoglou

Covid-19 as an Opportunity for Promoting Pharmaceutical Innovation

The outbreak of Covid-19 has caused enormous challenges to the global economy and people's lives. With the pandemic on the rise, societies have paid more attention to the healthcare and pharmaceutical industries. Governments prioritized policy measures for strengthening their healthcare systems and for the fast approval and distribution of vaccines to the population.



— BY —

PASCAL APOSTOLIDIS

President and Managing Director, AbbVie

In this unique momentum, pharmaceutical innovation became a gamechanger in the fight against Covid-19 and in our effort to gain our lives back. In this respect, the Covid-19 pandemic is a golden opportunity for promoting policies that support innovation. It is now obvious that creating incentives for investments in R&D and clinical research and taking measures for quick access of patients to innovative medicines should be an integral part of an effective pharmaceutical policy.

This is also an important task for the Greek government, as patients in Greece do not have quick access to innovative medicines. It is now time to promote reforms to accelerate the access of new medicines in the Greek market and their availability to people in need. The creation of a Pharmaceutical Innovation Fund is a concrete proposal that would enable that.

Likewise, more incentives, such as the clawback offset with clinical trials investments, would drive growth and promote clinical trials. Bold solutions for exploring the e-prescription data that are available since 2012 and are very valuable for the pharmaceutical industry and the scientific research, could transform Greece to a global Centre of Clinical Excellence.

The Covid-19 Era

AN OPPORTUNITY FOR GREECE AND TO REEVALUATE HEALTHCARE

Greece reacted quickly to the pandemic, buying time for our under-resourced healthcare system to avoid a potential collapse whilst waiting for the expedited vaccine development. Things need to structurally change, however, supported by a society and politicians who now acknowledge healthcare investments' correlation with a prosperous society and economy.



— BY —

**THEODOROS
LIAKOPOULOS**

Managing Director,
Johnson & Johnson
Commercial and Industrial

The European Commission's focus on healthcare is indicated by the European Horizon 2021–2027 Research and Innovation program, which directed €48.2 million to coronavirus research and innovation within just seven days of the first EU case reported, while destining another €8.246 billion for health projects, including the transformation of health systems and anti-microbial resistance strategies.

Greece was not ready or quick enough to attract vaccine trials; however, the rapid progression of medical technology in the fields of AI, Big Data,

digital healthcare, and the battle against infections represents the upcoming opportunities for the country. Big Data alone is projected to grow 14% annually reaching \$116 billion globally by 2027. Digital health advancements enable patient self-management, remote monitoring, device performance, and HCP decision support including digital surgery. The medtech industry is now the most innovative industry by patent applications, being transformed into a technology, services and solutions sector.

A non-exhaustive list of offered programs includes patient pathways, operating room optimization, hospital logistics, and surgical excellence.

Greece cannot afford to let these opportunities pass by. We can capitalize on the current societal maturity, the Hellenic IT and medical human resources potential to halt the constant brain drain and prepare the country for the future. This is a chance for Greece to become a technological and scientific hub.

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Spyridon Gkikas-Panousis, General Manager, Greece-Cyprus, GE Healthcare

Theodoros Katsolis, Country Manager, Edwards Life Sciences Hellas

Gregory Krinos, Head of Strategy and Business Development, 3D Life

Kostas Mariakis, General Manager, New Diagnostic Dimension

Iakovos Michalitsis, General Manager, Bausch Health

Panagiotis Mparas, Chairman and Managing Director, Philips Hellas

Dimitrios Nikas, Managing Director, Medtronic Hellas

George Papadopoulos, Business Unit Head of Surgical, Alcon Laboratories Hellas

Konstantina Roumbessi, Country Commercial Leader, Boston Scientific Hellas

Manolis Tripodianos, Sales Director Greece, Bard Hellas Medical Equipment

John Vrettos, Managing Director, Abbott Laboratories (Hellas)

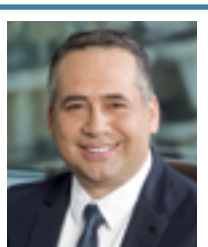
Committee Coordinator: Voula Tseritzoglou

Transforming Healthcare Systems Through the Use of Data

The Covid-19 crisis has highlighted the power of data and digital tools to protect and improve people's health and wellbeing. By applying advanced analytics to a range of data sets that are collectively termed "Meaningful Data at Scale" (MDAS)—clinical and genomic, electronic health records, etc.—we can derive valuable insights that help us deliver personalized healthcare solutions and build more sustainable, value-based healthcare systems.

Today, healthcare systems reward mainly the volume instead of the quality of interventions carried out, and this often results in ineffective use of resources, at an era when cost containment is key. Data can power a transition to value-based systems, by shifting the focus on outcomes that truly matter to patients.

At Roche Hellas, we have been contributing to initia-



— BY —

EZAT AZEM

General Manager
Roche Hellas

tives that aim to add value to the patient journey, and we are committed to continue supporting actions that facilitate the transformation of the healthcare system for the benefit of patients. However, any such efforts are limited by the lack of appropriate resources and infrastructure of the healthcare system. We welcome the Greek government's plans to address these shortcomings, through the National Recovery and Resilience Plan, and we are happy to contribute our global expertise in designing the right interventions.

The Covid-19 pandemic demonstrated once again that spending in healthcare should not be viewed as a cost, but as a necessary investment: to better respond to health emergencies in the future and to deliver better healthcare to citizens in Greece. Investing in the power of data is our opportunity to create a robust and sustainable value-based personalized healthcare system.

Science for a Healthier World

At 3M, we are a purpose driven enterprise. This is why improving the health of our planet and its people go hand in hand. Through continued innovation and the application of 3M science, we've made significant sustainability advancements in our products and solutions, improving patient outcomes and driving progress across our three pillars of sustainability.

Science for Circular: 3M has a long-standing commitment to developing efficient paper and packaging, and in 2019, 3M reduced packaging weight by more than 1,300 metric tons. These efforts are reflected across all business groups, including the 3M Health Care Business.

Science for Climate: To further 3M's mission to improve health, the 3M Medical Solutions Division (MSD) has taken on the challenge of reducing emissions associated with the use of medical tape adhesives, which are commonly created with solvent-based polymers.



— BY —

CHRISTOS BARAKOS

Director BT and Strategic
Projects SEER, Country
Leader Greece, 3M

Science for Community: According to researchers, only 20% of an individual's health outcomes are driven by medical care alone. The other contributing factors are social determinants of health (SDoH) that include housing instability, unemployment, food insecurity, and lack of transportation—factors can lead to poor health outcomes and higher costs, both for individuals and providers.

In April 2021, 3M introduced 3M™ Social Determinants of Health Analytics, a technology platform that combines clinical, social and population health data to create a complete picture of patient health and includes social risk intelligence to promote program design and management in collaboration with community-based organizations. SDoH analytics can improve outcomes and achieve health equity across communities.

These three pillars are the cornerstones where the healthcare industry will focus on in the future to prioritize sustainability in healthcare.

Healthcare Technology in Tomorrowland

LIVE THE FUTURE TODAY

The Covid-19 pandemic led to a multi-level reset of the way we were thinking and operating. Technology, in general, acted as a catalyst that enabled us to survive the public health mayhem and maintain some normalcy in our daily relationships and tasks by preserving continued access to longterm care for chronic conditions. And it was breakthrough medical innovation and biotechnology that rushed to the rescue, developing and delivering vaccines and treatments to fight the pandemic. These achievements were neither chance nor overnight successes. They were delivered on the backbone of persistent, consistent, and resource-drenching R&D that has been seeking to identify and resolve major defined or—yet—unidentified challenges in individual and population health.

Powered by R&D, the innovative pharmaceutical industry spearheads tomorrow to offer faster, more



— BY —

**SAVAS
CHARALAMPIDIS**

General Manager,
Gilead Sciences
Hellas & Cyprus

cost-effective, and patient-centered care today. Prevention and earlier detection of non-communicable diseases is enabled through AI and machine learning algorithms with predictive value. Post-diagnosis, personalized healthcare customizes therapeutic options to the specific genetic or epigenetic patient profile to optimize clinical outcomes. Cell therapies turn patients' own cells into fighters of rare diseases and offer prospects of cure in areas of care where unmet need has been consistently extremely high and the toll on public health particularly grave. Big Data offer real-world evidence of health interventions' effectiveness and inform further customization and support decisionmaking by the health system through optimizing allocative efficiency and creating a case for attracting additional investments in health.

Is this Tomorrowland? No. It is today—the day the innovative pharmaceutical industry is working to deliver solutions for whatever tomorrow may hold.

Medicines and Health

AN INVESTMENT IN SOCIAL WELFARE AND ECONOMIC GROWTH

The adversities we have all faced these past 15 months due to the pandemic, not only in Greece but also worldwide, have highlighted the value of innovation and pharmaceutical research in the health

sector. Based on innovation, biopharmaceutical companies promptly responded to the greatest healthcare challenge in decades, offering hope for the next day, with novel vaccines and therapies against Covid-19.

We live in a new era where groundbreaking scientific research has drastically changed healthcare and the approach to treating patients. There are investments in research and development underway, resulting in significant progress in the discovery of targeted therapies and personalized medicines, thus paving the way for utterly new ways of treating some of the most com-



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ELENA CHOULIARA

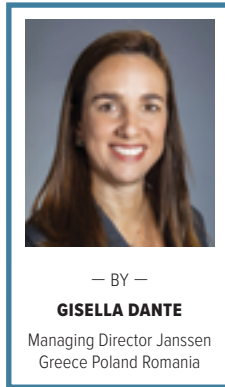
President and Managing
Director, AstraZeneca
Greece and Cyprus,
Member of the BoD of PIF

plex and difficult-to-treat diseases of our time. The future has never been brighter.

In order to ensure continued progress that will enable us to tackle any future healthcare challenges, it is important that we should adopt a policy based on promoting pharmaceutical innovation and encouraging investments in research and development, where medicines and health will constitute an investment in both social welfare and economic growth, with multiple benefits for everyone. In parallel, we must act with responsibility in order to ensure our healthcare system's sustainability. We must strengthen prevention, early detection and intervention to reduce unnecessary costs. We must promote efficiency in pharma spending. And we must move to payment models that reward outcomes for patients and take into account the full clinical pathway.

Investing in Delivering the Right Treatments at the Right Time

The last 18 months have prompted a level of technological acceleration and industry collaboration few would have imagined. To shape the future, we must take a leadership role in sustaining these historic gains. We have tremendous opportunities to accelerate progress into areas such as data science and real-world evidence, smart systems for energy efficiency, AI and early disease detection, and to use digital tools to strengthen economic and social inclusion. These advances offer the potential to be better prepared not just for a future pandemic, but for the future in general. With an enormous amount of medical and biological

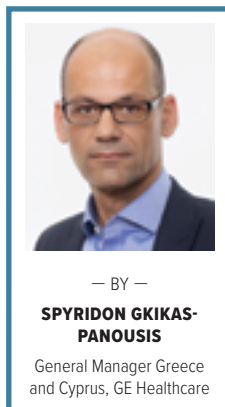


data produced every single second, the key is how we harness it. Data science tools, from AI to wearables to machine learning, can help inform clinical studies, adapt and optimize treatment pathways, and generate evidence to broaden access to innovative medicines. Our shared goal must be the best possible patient care. Telemedicine, improved access to care, and the use of more tolerable and more easily administered treatments have paved the way to improving the patient experience, while also reducing pressure on health systems. Collaboration is the key to succeeding on this goal, and the pharma industry stands ready to partner. We must continue organizing a health ecosystem around patients and their medical conditions, investing in delivering the right treatments at the right time. And this should be seen as an investment, not a cost. The pandemic has shown that we need solutions that benefit everyone, to improve the health of society as a whole and keep driving us towards a future where disease is a thing of the past.

OUR SHARED GOAL MUST BE THE BEST POSSIBLE PATIENT CARE

Intelligent Efficiency in Healthcare

The pandemic has given us some hard-earned wisdom on what works, what doesn't, and what our next priorities in healthcare should be. With more patients, fewer open beds and limited human resources, healthcare institutions have been forced to reevaluate their operations, seek improvements and increase efficiency. New technology provides clinicians with the means for earlier, better and faster diagnosis and treatment. AI algorithms, embedded into medical devices, enhance diagnostic confidence and act as a second line of defense by raising attention to critical alerts. This digitalization of the processes reduces manual labor and personnel burnout and allows clinicians to deal with the most significant cases. The pandemic has also highlighted the need for real-time decision support tools and data management. Effective use of the vast amount of healthcare data



can strengthen clinical decisionmaking, enabling workflow improvements and patient management, while tools based on machine learning, natural language processing and computer vision can coordinate patient flow, quality, risk management and system optimization. Remote monitoring solutions, virtual clinical training and telemedicine have been rapidly deployed and become popular in light of Covid-19. The evolution of virtual assessment allows healthcare delivery in new, non-traditional ways, frequently outside the hospital walls. This decentralization of care expands access and increases equality. Could we claim that tackling the pandemic has given us a glimpse into the future of healthcare? We have certainly seen that health systems must continue to respond to patients' expectations for better and more convenient healthcare and that intelligent efficiency through digital innovation must be prioritized to achieve this.

Innovating for Growth

People are living longer and better. From 2000 to 2009 life expectancy has been improved by 1.74 years in 30 OECD countries, with 73% of this benefit coming from new treatments, making it evident that pharmaceutical innovation has greatly contributed towards this. However, the concept of innovation goes far beyond medicines, touching every aspect of the healthcare system. Covid-19 has challenged healthcare systems, worsening the disruption and fragmentation of healthcare services. Thus, innovation should be integrated across all services to ensure that a patient-centered health ecosystem will be



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AGATA JAKONCIC

President PhRMA,
Managing Director MSD
Greece, Cyprus & Malta

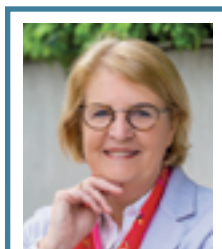
structured to meet patient needs. We need a 'well-care' system that invests in keeping people healthy, and we need a system with integrated models of care for people with chronic conditions. Innovation needs to be incorporated in the ways of preventing, diagnosing, and monitoring health conditions, as well as in the care and treatment of diseases.

Big Data, AI and other technologies are also fueling a new wave of health innovations around the world. The digital transformation of healthcare and the generation of real-world evidence will lead to personalized care approaches and an ecosystem able to support patients across their journey digitally and improve their experience. Ultimately, the continuum of care will be ensured, the system will become more efficient and resilience will be developed for future healthcare challenges. The Pharmaceutical Innovation Forum, an association that represents research-based pharmaceutical companies in Greece, has submitted a comprehensive set of proposals on how innovation can lead to social and economic growth and are willing to work with the government to succeed in achieving these goals.

INNOVATION SHOULD BE INTEGRATED ACROSS ALL SERVICES TO ENSURE A PATIENT-CENTERED HEALTH ECOSYSTEM

Reimagining Medicine Through Digital Transformation and R&D

The Covid-19 pandemic has triggered the pharmaceutical sector to accelerate its digital transformation to not only reshape our sector but to also create better experiences for patients and physicians. In the post-Covid-19 era, telemedicine, virtual trials, remote patient monitoring, and AI are expected to redefine the future of healthcare. Global health is data-dependent and Big Data is a great tool to understand, improve and evolve healthcare. Greece is very well positioned in this area, due to its e-prescription system and as one of the few EU countries with a thorough Covid-19 registry. The Ministry of Digital Infrastructure has been a catalyst, and now is the time to establish a concrete framework, as per the WHO OneHealth governance. Cooperation among all stakeholders is key.

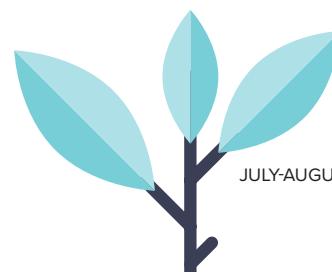


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SUSANNE KOHOUT

Country President and
Managing Director,
Novartis Hellas

Novartis's vision is to reimagine medicine to improve and extend people's lives, powered by data science and digital technologies. AAV-based therapies, cell and gene therapies and CRISPR-based technologies serve our goal to produce breakthroughs and address major unmet needs. We are currently pursuing 12 major projects to build large-scale digital solutions, including massive clinical databases, improving our people's digital capabilities, and forging partnerships with leading technology companies such as Microsoft, Amazon, Google, and HP.



Proposing Bold Solutions for the Future

The landscape of healthcare is expected to change considerably in the next years, fully adopting technologies such as AI, remote connectivity of instruments and cloud analysis, building on expanded digitalization, to achieve the needed flexibility and consistency. As medical device companies, we are now able to consolidate data through cloud analysis in order to provide to HCP's specific information on the benefits and indications of our devices and the therapeutic solutions, allowing treatment options to be determined according to patient profile and health status. Treatment of ophthalmological diseases is becoming more efficient, effective and customized not only through technological advancements but also because nowadays certain considerations such as the quality of life and the ageing population play a critical role in therapeutic approaches. For example, Cataract procedure was considered as a condition of aged people, which is no longer the case. Refractive Lens Exchange operations in order to



— BY —

**GEORGE
PAPADOPOULOS**

Country Manager and
Country Franchise Head
Surgical, Alcon Greece

correct myopia, presbyopia and astigmatism are considered a surgical option for younger patients that will develop cataract at some point in their future life but do not have cataract yet. HCPs will decide their treatment approach taking under consideration additional parameters such as way of living, age, habits etc.

The knowledge we gain year after year in applying drugs with the most suitable devices will most probably create an osmosis between the pharma and medical devices industries in our effort to achieve the best outcome. We have already seen cases where gene therapy for a rare ophthalmological disease needs the respective effective medical device so to be successfully applied.

This epidemiological crisis brought to the surface one key element, which is crucial in addressing similar challenges: The need for collaboration and knowledge sharing between industry stakeholders and healthcare providers. No one by himself can face this kind of challenge and show the reflexes needed in order to deliver the desired outcome at global level.

Accelerating Clinical Research and Innovating Clinical Practice

Covid-19 has put the global pharmaceuticals industry in the spotlight, with the world urgently working towards a breakthrough in the fight against the pandemic. But while we now all focus on the pandemic and make our contribution to overcome it, there have been challenges for the global pharma market prior to Covid-19 and there will be challenges beyond. How are we going to tackle them? Bayer is the only global company simultaneously researching improvements in human and plant health. Systematic and intensive collaboration among researchers beyond their original specialization is providing new impetus. From world-renowned pharmaceutical products to high-tech platforms and from innovative diagnostics technologies to crop protection methods with advancing technology, Bayer lives an innovation culture across national borders and areas of research.



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ANDREAS POLLNER

Managing Director,
Bayer Hellas, CDH
Pharmaceuticals for the
cluster GR-CY-BU-RO-MO

For Greece, we strongly believe that in order to accelerate healthcare, we need to accelerate clinical research and to innovate in clinical practice, through digital health solutions. Bayer Hellas supports Greek healthcare professionals, patients and government efforts by advancing clinical research through building knowledge from the early stages of medical education to acting healthcare professionals and relevant stakeholders, improving clinical practice to readily absorb the benefits of clinical research and to adopt new technologies in the clinical practice, and raising awareness among the patient community.

Collaboration and partnering deliver essential input in accelerating clinical research and innovating clinical practice. For this purpose, we are working closely with the scientific community, researchers and institutions, other companies and startups, at a local and global level. Because it is not possible to accelerate innovation without collaboration.

Innovation: The Key to a Sustainable Healthcare System

Covid-19 has been one of the most challenging health crises during which the power of science and innovation created the medical breakthrough of our lifetime. Pharmaceutical innovation made the seemingly impossible possible by offering to the world as quickly and safely as possible vaccines and therapies to address Covid-19. Additionally, the public and private sectors proved that they can collaborate effectively to meet challenges and provide innovative solutions during the pandemic.

Undoubtedly, pharmaceutical and digital innovation will play a crucial role in the transformation of healthcare in the years ahead. Innovative biopharmaceutical companies have the potential not only to develop the therapies and vaccines of the future but also to transform the lives of people with serious health issues. The application of new technologies, such as Big Data



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**ZACHARIAS
RAGKOUSIS**

President and Managing
Director, Pfizer Hellas S.A.

and AI, represents a great opportunity in the future of medicine and healthcare. The management and use of data as well as the increasingly personalized medicine, with tailor-made treatments for patients with a specific pathology and a clinical and genetic profile defined in great detail, are already helping patients live healthier lives.

In Greece, pharmaceutical innovation has the potential to become the key driver not only for creating a sustainable and resilient healthcare system but also for developing the Greek economy. However, bold reforms that will shape a strong patient-centered policy and will leverage digital tools are necessary. And we all must work together towards that end. Now is the right time to commit ourselves to carry forward the key learnings of this pandemic and create a strong and sustainable healthcare system for the benefit of our patients.

The Need for a Predict-and-Prevent Strategy in Health

Healthcare across the world is in a fast-paced transition fueled by innovation in various fields including biology, big data analytics, digital & artificial intelligence. Transition is continuous: each innovative step triggers the next one.

In this exponentially changing environment, the decisions we make today will shape the healthcare of tomorrow. These decisions must secure timely patient access to innovative treatments in our country, overcoming all the inherent distortions of the past.

In order to move forward, we all need to commit to a new mindset: A mindset that will enable the switch from our current inefficient and costly problem finding & fixing model to a new patient-centric predict-and-prevent setup, that will enable us to act proactively to avoid disease, or at least diagnose and treat it as early as possible.



— BY —

GEORGE TOUSIMIS

Country Director,
Amgen Hellas and Cyprus

This is not going to be easy; it requires strong political will, long term planning and flawless execution. The current momentum, however, is positive. Our Greece 2.0 resilience and recovery plan is a great opportunity to work together and jointly come up with very tangible, efficient and cost-conscious plans for healthcare. The innovative pharma industry is very much willing to collaborate with all stakeholders involved—academia, policymakers and patients—for the smooth implementation of those necessary reforms without any delay.

Either we find immediate and effective ways to make the new innovative personalized treatments, that are already on their way, fully accessible to those in need, or we will find ourselves at a point where we will not be able to serve our main goal: ensuring that the right patient has access to the right medicine at the right time in Greece.

THESSALONIKI FUTURE THINKING DIALOGUES

A HUB OF TALENT INNOVATION AND TECHNOLOGY IN THE MAKING

Introducing AmChamGR's newest initiative in Northern Greece

Since it was founded in the late 4th century BCE, Thessaloniki has played a key role as a major hub of trade, commerce, culture, innovation, and power in the region. An important metropolis by the Roman period, it was the second largest and wealthiest city in the early Byzantine Empire, going on to become one of the most important cities in the Ottoman

Empire, and, by the 19th century, the foremost trade and commercial center in the Balkans. Today, Thessaloniki continues in its leading role, emerging as the digital hub of southeastern Europe—a center of innovation, knowledge development, entrepreneurship, and scientific excellence.

Focusing on the crucial role of technology and talent in a rapidly changing environment and examining how this fits with the

vision of Thessaloniki as an internationally recognized knowledge and innovation hub, The American-Hellenic Chamber of Commerce convened its first Thessaloniki Future Thinking Dialogues (TFTD) conference on June 1-2, 2021. Titled “A Hub of Talent Innovation and Technology in the Making,” the event looked at the dynamic technology and innovation ecosystem that has been developing in Thessaloniki, with an emphasis on the significant boost this has recently received due to the surge in interest and investment primarily from US companies and on how the post-Covid-19 new normal is accelerating digital transformation and ushering in radically new ways of living, working and collaborating.

ATHANASIOS KOUIMTZIS, KONSTANTINOS ZERVAS, STAVROS KALAFATIS, GEOFFREY PYATT, NIKOLAOS BAKATSELOS, VASSILIS KAFATOS



For more information on TFTD, this year's agenda and the speakers, visit www.amcham.gr/events/event/thessaloniki-future-thinking-dialogues/

in-no-va-tion dis-trib A geographic area where anchor institutions and companies cluster and connect with small firms, startups, business incubators, and accelerators. Physically compact, transit accessible, and technically wired, they offer mixed-use housing, office and retail.

Bruce Katz and Julie Wagner, “The Rise of Innovation Districts”

Using various case studies of the remarkable shift and growth of place-based innovation ecosystems in the US and globally, TFTD examined the future role of innovation districts, highlighted successful examples and best practices, and identified initiatives to follow through. Particular emphasis was given to the impact of academic institutions and the crucial significance of quality networking and collaboration between academia, business, government, and society. Over the course of two days, a host of over 40 speakers presented and discussed a variety of key topics relating to innovation districts in general and Thessaloniki in particular, working around four main themes: the advent of innovation districts and how urban, open places with vision and purpose prosper and transform into crucial drivers of sustainable economic development; the manner in which exponential technologies, particularly amidst the pandemic, change the way we live, work and communicate, thereby opening up the borders of talent and innovation; the transformation of education, the scarcity of talent and the crucial role of focusing on the development of collaboration and specialized skills; and the importance of offering a fascinating quality of life as well as inspiring working conditions that encourage diversity and career development. Moving forward, Thessaloniki Future Thinking Dialogues will seek to continue bringing together key stakeholders from across the board to discuss the latest relevant development in business, policy and education, identify investment opportunities and key areas of interest, and help nurture the outstanding culture of innovation and entrepreneurship that gives Thessaloniki its rightful place as the region's leading talent and technology hub.

Grand Sponsor: Deloitte

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SPEAKERS

Cees Admiraal – Business Development Director, High Tech Campus Eindhoven

Matt Bergheiser – President, University City District

Sjors Berns – Senior Manager Financial Advisory, Deloitte Netherlands

Wassili Bertoen – Managing Partner, Deloitte Center for the Edge

Michael Bletsas – Director of Computing, MIT Media Lab

Peter Chresanthakes – Vice-President for Institutional Advancement, Anatolia College

Constantinos Constantinidis – CEO, Pelopac

Alexandros Costopoulos – Secretary General, American Hellenic Chamber of Commerce

Wayne Cuervo – Director of Innovation and General Manager, Cisco Toronto Innovation Centre

Philipp Deutscher – Managing Director, TeamViewer Greece

Christos Dimas – Deputy Minister of Research and Innovation

Tim Gaidis – Principal and Senior Project Designer, HOK

Stas Gaysan – Managing Director, Cambridge Innovation Center

Jeff Hamilton – Senior Vice President, Pfizer Digital

Marina Hatsopoulos – President, Hellenic Innovation Network

Nishita Henry – Principal US Consulting Chief Innovation Officer, Deloitte

Vassilis Kafatos – Vice President, American Hellenic Chamber of Commerce

Stavros Kalafatis – Deputy Minister of Interior (Sector of Macedonia-Thrace)

Sophia Kambanis – President and Executive Director, Massachusetts Innovation Network

Panagiotis Karampinis – Managing Director, Endeavor Greece

Athanasios Kouimtzi – BoD member and Chair of the Agrotechnology Committee, American-Hellenic Chamber of Commerce

Konstantinos Lafkas – Co-founder and Partner, Uni.Fund

Elizabeth K. Lee – Consul General, US Consulate General in Thessaloniki

Beth Letscher – Vice President Communication and Strategic Planning, Cortex Innovation Community

Kyriakos Loufakis – President, Thessaloniki Innovation Zone

Andreas Loutzidis – Co-founder, iCry2Talk

Costas Malamas – Co-founder and Managing Partner, Veltio Greece

Jamie Merisotis – President and CEO, Lumina Foundation

Maria Michalopoulou – Vice Rector of Research and Lifelong Learning, Democritus University of Thrace

Litsa Panayotopoulos – Treasurer and Chair, EIE Committee, American-Hellenic Chamber of Commerce

Nikolaos Papaioannou – Rector, Aristotle University of Thessaloniki

Geoffrey R. Pyatt – Ambassador of the United States to the Hellenic Republic

Merin Rajadurai – Adviser to the Secretary Office of Science and Technology, US Department of State

Stella Ronner-Grubačić – Ambassador of the Netherlands to the Hellenic Republic

Athanasios Savvakis – President, Federation of Industries of Greece

Margaritis Schinas – Vice President, European Commission

Alexandros Siskos – Vice President of Strategic Growth Initiatives, Everseen

Steven Strauss – Lecturer and John L. Weinberg/Goldman Sachs & Co. Visiting Professor, Princeton University

Evangelos Syrigos – Deputy Minister of Education and Religious Affairs

Anastasios Tzikas – President, TIF-Helexpo and Technopolis ICT Business Park

Apostolos Tzitzikostas – Governor, Region of Central Macedonia

Dimitris Tzovaras – President, Centre for Research and Technology Hellas

Marco Veremis – Partner, BigPi Venture Capital

Panos Vlachos – President, Anatolia College

Julie Wagner – President, The Global Institute of Innovation Districts

Konstantinos Zervas – Mayor, Municipality of Thessaloniki

On the occasion of AmChamGR's first TFTD, Business Partners asked the event's sponsors to share their thoughts and experiences on global business and innovation districts, TFTD and Thessaloniki's promising future.

Thessaloniki's Evolving Talent and Innovation Ecosystem

In the last couple of decades, and as new technologies blur boundaries and geographical distinctions, knowledge and innovation are becoming more decentralized. We are witnessing more and more cities around the world embarking on concentrated efforts to cultivate, attract and retain talent and advance innovation as a driver of inclusive economic growth. Moreover, numerous urban innovation districts are being developed, as it is widely recognized that innovation and economic growth require collaboration, communication, openness, networking, and idea exchange. Within that context, Thessaloniki has the unique opportunity to capitalize on its strengths and the latest wave of investments in competence and digital centers and develop into a talent and innovation hub of global reach.

At the beginning of 2018, Deloitte founded in Thessaloniki the Deloitte Alexander Competence Center (DACC), a pan-European center of expertise, training and innovation, aiming to harness the abundant talent of the city, create new jobs and reverse the brain drain. Although at the time uncertainty in Greece was high, Deloitte invested in the prospects and advantages of the city; the quality of the academic institutions and research centers, the strong talent pool and the good quality of life in a city becoming more extroverted and open to new ideas and concepts. DACC focuses on the development of skills and knowledge of young university graduates or professionals seeking a different career path through reskilling and upskilling. Following

continuous training in exponential technologies and innovative services and solutions, DACC professionals work from Thessaloniki on challenging and rewarding projects of the Deloitte global network.

During an era when talent is the rarest and most valuable asset for businesses and consequently for cities and countries, such investments can contribute to creating a virtue circle of growth by attracting other impactful initiatives. The American-Hellenic Chamber of Commerce recognized this growth momentum and organized the first Thessaloniki Future Thinking Dialogues on how the city can transform into a talent, innovation and technology hub of international caliber. A vision of a model city achieving sustainable and inclusive growth driven by innovation; harmoniously hosting large corporates and startups, top academic insti-

tutions and research centers; exhibiting a vibrant and contemporary urban environment, an inclusive and diverse culture and an improved quality of life; growing and attracting top talent; providing ample personal and professional opportunities.

The event hosted highly engaging dialogues with global thinkers and leaders of the innovation ecosystem, around disruptive trends and the future of work, the role of education and reskilling, the impor-

tance of talent and collaboration for driving innovation, the way vibrant and livable innovation districts are becoming drivers of inclusive economic growth and prosperity. More importantly, it provided valuable and practical insights on how Thessaloniki can develop into a prominent hub of talent, innovation and technology and achieve a brighter future for the city and its people.



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VASSILIS KAFATOS

Deloitte Partner –
DACC Chairman,
AMCHAM Vice-President

**INNOVATION AND ECONOMIC
GROWTH REQUIRE COLLABORATION,
COMMUNICATION, OPENNESS,
NETWORKING AND IDEA EXCHANGE**

Global Business and Innovation Districts

The Emerging Technologies and Incubation (ETI) Group has the charter to establish and advance the next Big Bets for Cisco. Solve the hard, large problems in a fundamentally novel, agile, ambitious, and entrepreneurial manner. Within the Cisco Innovation Labs at Cisco, we believe that ideas can come from anywhere. These ideas are

**IDEAS CAN
COME FROM
ANYWHERE**

often from customer discussions on their problems; engagement with the VC and startup communities on challenges they are facing; and especially from our employees. These ideas often need a closer look and need to be supported through our innovation pipeline. To take these ideas from incubation to scale, we are doing deep business and market analysis and pushing the limits on technology and assessing the feasibility of that technology readiness. As we explore these ideas, we go through key stages of sourcing, validating, and scoping these ideas. This is inclusive of extensive market research, customer identification, business



— BY —

WAYNE CUERVO

Director of Innovation and
General Manager, Cisco
Toronto Innovation Centre

and technical feasibility, and percentage of confidence in proof of concept.

We also drive local engagement with our key strategic customers, local government agencies and other groups. Some of these projects include Deleting Loneliness, a project in Barcelona addressing the challenges of a rise in aging populations with impaired mobility and connecting seniors to one another and to

other programs via video based on topics of interest, and Digital Canopy, a project to provide internet access for low-income communities in Toronto, scaled to 13,000 residents without internet access at home in partnership with the City of Toronto.

NEW TECHNOLOGIES SUPPORT THE PATIENT JOURNEY From Diagnosis to Treatment

The rapid development of new technologies in recent years has drastically changed what we call the patient journey. Digital capabilities are now key to supporting patients along their path from diagnosis to monitoring and then to treatment.

Diagnosis It is impossible for our doctor to check symptoms on a 24-hour basis and decide if a clinical follow-up is needed. AI can support decisionmaking by translating symptoms and suggesting next steps, focusing on prevention and fostering personalized care.

Monitoring Virtual coaches communicate with patients, answer questions about their treatment and provide alerts, reminders

and support independent living. At the same time, data analytics enable the detection of disease patterns and behavioral symptoms and provide a holistic view of the patient status, always respecting the relevant legislation about data privacy and personal data.

Treatment As per treatment, AI supports the advent of precision medicine, which uses novel technologies to better understand the biological basis of the disease, thus allowing the development of innovative therapies. Ultimately, AI and new technologies are evolving into an extremely useful tool with



— BY —

NICO GARIBOLDI

Senior Director,
Site Lead of Center for
Digital Innovation, Pfizer

significant benefits for all parties involved, provided they are properly and ethically managed.

In the Center for Digital Innovation (CDI) at Pfizer in Thessaloniki, we are on a mission to leverage AI to make clinical drug development and delivery faster and smarter. Guided by Pfizer's Purpose—breakthroughs that change patients' lives and always in compliance with legislation regulating artificial intelligence and data protection—

CDI will aim to digitize drug discovery and development and enhance health outcomes and patient experience. 🦋

HACKING WELLBEING

Pivoting Norms to the New Workplace Reality

The latest WIB Committee digital event examined the unprecedented challenges we are facing in the workplace in the post-pandemic world and looked at how we can thrive in the new normal, by learning to adapt and developing new skillsets for growth and wellbeing.

With an ear to the ground and an eye to the future, Am-ChamGR's Women in Business (WIB) Committee hosted a virtual event dedicated to examining the unprecedented workplace challenges that have arisen, as a result of rapid technology transitions, in the (post-) pandemic era. Titled "Hacking Wellbeing: Pivoting Norms to the New Workplace Reality," the event took place on May 19 and brought together a panel of experts and industry leaders to discuss the need to reinvent wellbeing in the workplace and explore the new skills that need to be adopted in order to turn current challenges into opportunities for growth. Speakers elaborated

on the need to revisit our ability to adapt to fluid work contexts, extended working hours, building connection and communication virtually, as well as to revisit our humanity and the ways in which we make sense of this world and create solutions, highlighting one of the key elements to preserving wellbeing in the workplace: the ability to sustain strong relationships and have a balanced life beyond work.

EMPLOYEE WELLBEING AT THE HEART OF A HUMAN-CENTRIC PRODUCTIVITY MODEL

**MYLADIE STOUMBOU, CHAIR, WIB COMMITTEE,
AMERICAN-HELLENIC CHAMBER OF COMMERCE**

Today, after more than a year of pandem-

ic crisis, many analysts are discussing that mental and physical exhaustion, the so-called burnout, will be the next health crisis. Wellbeing has become a universal requirement for employees, while organizations gradually focus on the topic as well. The intensification of work, the expectation that through technology tools employees will be always available and productive, the challenges to combine work from home and private life, the stress created by uncertainty and the challenging economic environment, dramatically increase pressure and anxiety among employees. Although research shows that women are more impacted than men, today wellbeing is a demand for everyone. At the same time, organizations recognize that employees' wellbeing and mental health are important to their success and sustainability, not only because it brings increased productivity and business outcomes, but mostly because it connects work to a larger purpose for employees and positively strengthens their relationship with the company. Wellbeing is a top priority today, because it helps workers not only feel their best but also perform at their best and because it fosters a greater sense of belonging overall. We in the Women in Business Committee believe that in the new norm the working environment must promote wellbeing, protect the balance between work and per-

sonal life, respect the human need for rest, and most importantly promote a new, human-centric productive model.

WELLBEING AT WORK IS A MATTER OF SELF-LEADERSHIP

AGNES MARIAKAKI, PSYCHOLOGIST & MANAGING DIRECTOR, MINDSEARCH

Work-life balance is greatly challenged by the acceleration of remote work models and by the accelerated use of technology. New, expanded work demands come to the fore, and we will need to be the guardians of our humanity and wellbeing. Taking care of our own needs will be an act of self-leadership that will require new learning and new adjustments. What can we do today, as an expression of our self-leadership, to guard our wellness at work?

Have a voice: In the post-pandemic world, we will need to learn how to be expressive and assertive not only about fulfilling our work goals but also about fulfilling our need for life balance and inner calm.

Drop the shame: There is a permeating culture where seeking work-life balance is marred by shame because it is equated with weak ambition and weak personal goals. Growth and achievement at work need to be redefined and linked with the ability to also take care of one's wellness needs.

Be both flexible and inflexible: Flexibility at work is the new requirement. Adaptability and resilience are the new radical soft skills. Yet being inflexible when it comes to overlooking personal wellness is also an important skill that must be learned and practiced.

Take charge of your renewal: part of what will constitute wellbeing in the post-pandemic world will be the ability to wind down, to have needed breaks, to engage in focused mindfulness, to seek a balance between work and personal goals, and to renew through peer mutual support, team encouragement.

The ability to guard one's wellness at work needs to become one of the critical, emerging soft skills that will disrupt employee productivity, in the coming years.

PROFESSIONAL, MENTAL AND PHYSICAL WELLBEING: AN EMERGING CHALLENGE FOR THE NEW GENERATION

PEGGY VELLIOTOU, PARTNER, CONSULTING, KPMG

The findings from the WIB Committee survey clearly show the changes that employers, companies and team leaders need to plan and implement to lead to a new balance that seems to be rather imperative. The successful course of the modern leader, according to research by KPMG, dictates characteristics such as empathy, humility and resilience.

At the same time, KPMG research shows that changes in organizations can be summarized in three pillars. The first concerns the way teams are run today, the second relates to adapting to corporate processes and operating models, and the third is inextricably linked to wellbeing, at work and beyond. The changes brought by the pandemic have come to stay, and at the same time, they should serve the arrival of the new generation in the labor market. In particular, the pillar of wellbeing according to the same research includes professional wellbeing, physical wellbeing, and mental wellbeing.

All three factors are equally important. Working conditions at home, the use of technology, training opportunities, career development, coaching and mentoring programs, and the importance of emotional intelligence as a priority in employee characteristics compose a new reality. This reality is coming fast and is extremely interesting, opening new horizons at work.

THE PANDEMIC CREATES NEW OPPORTUNITIES FOR POSITIVE CHANGE

ARIANNA HUFFINGTON, FOUNDER AND CEO, THRIVE GLOBAL

The pandemic gave us the opportunity to create a new reality, where we will say goodbye to the working day, we will not work 24/7 and we will be able to sleep well and connect with friends and family. Women

will not have to choose between success at work and their role at home. The pandemic showed that the results of each company are linked to the wellbeing of its employees. The winners in the future will be the companies that will include this condition in their culture. Although the pandemic has hit women hardest, they are the ones who have the most important tools to rebuild a new quality culture that will be based on collaborations, creativity, empathy, integration.

BE A FORCE FOR DIGITAL INCLUSION

MARION MCDONALD, WELLNESS GLOBAL PRACTICE LEAD, OGILVY

Our mindset about connecting in a virtual work environment is a leadership skill and now much more important to future success. We need to make this skill visible on the screen, and here are some tips: Have a captivating posture of confidence, by sitting up straight. Project your openness, empathy and presence by smiling. Make eye contact with people by looking at the camera. Be interesting to watch by wearing bright, solid colors. Craft your elevator pitch with focus and be a force for inclusion, by making a purposeful effort to invite all voices to speak and hear them equally.

INNOVATING OUR ADAPTABILITY

DR. PANOS KORDOUTIS, PROFESSOR, SOCIAL PSYCHOLOGY IN INTERPERSONAL RELATIONS, PANTEION UNIVERSITY

The pandemic is a new experience, and the unknown often creates passivity, fear, the desire to stick to the well-trodden past and to the security of what is familiar. Yet, the familiar is no more there, and we miss its comfort. We will need to find a way to renew the way we adapt to change and to what shifts in our lives. It is "sharing" that increases the sense of normalcy. Sharing allows us to borrow from the experiences of others, to explore in new ways, and then our ability to find new solutions increases. The narratives of others inspire our own resources and we become better able to mobilize ourselves.

THE ABILITY TO DETOX FROM TECHNOLOGY WILL AID ITS OPTIMAL USE

DR. ALEXIS PAPAZOGLU, AUTHOR, PRODUCER AND HOST, THE PHILOSOPHER & THE NEWS

Today, technologies largely determine the pace of our lives via the internet, in a hyperconnected world of smartphones and screens. We do not have control, and I think to some extent the creators of these technologies do not have it either. Technology has its own character, which is imposed on us in a way that makes us see the world in the light defined by its nature, pace, and rhythm. And when it comes to preparing for the future and creating positive work environments, we will not only need to think about people, teams, collaboration, but also about the need to ensure that we create time and space that does not depend on technology and reinforces our sense of humanity.

WELLNESS IS A SURVIVAL SKILL

ANDREAS VOUIROS, MANAGING DIRECTOR, THRIVE GLOBAL GREECE AND ROMANIA

In a period of heightened uncertainty where VUCA—volatility, uncertainty, complexity, ambiguity—is part of our new normal, it is time to turn to nature and take lessons from organisms that survive and thrive. These organisms are the ones that show adaptability, creativity and endurance. The basis for all this is wellness. To achieve these characteristics in an organization, we must take care of the wellbeing of each cell that constitutes it, that is, its teams and employees.

WE WORK BETTER WHEN WE FEEL PURPOSEFUL AND BALANCED

MARIANNA SKYLAKAKI, EDITOR-IN-CHIEF, AΘHNĒA

The past period has broken a number of taboos in relation to how we work. The aim is to apply these lessons with an open mind, with a disposition to use technology well, with an emphasis on quality of life and work. We work better when we feel good, that is, when feeling focused, purposeful, balanced, and complete. 🐼

YOUTH, WELLBEING AND THE WORKPLACE

Research by AmChamGR's Women In Business (WIB) Committee

DR. GEORGIA-ZOZETA MILIOPOULOU, ASSISTANT PROFESSOR, THE AMERICAN COLLEGE OF GREECE

They are young, educated, full of dreams. They have been working for almost a decade. Millennials are climbing the ladder amidst the crisis and the pandemic. How do they experience their first steps? How do they feel about progress, wellbeing and success? What do they expect of their employers?

STRESS · BURNOUT · OVERTIME

Millennials cherish wellbeing, acknowledging it is hard to claim in the workplace, mostly because of stress (83.84%), long hours (74.5%), tense relationships with colleagues (84%) and supervisors (79%), as well as lack of free time for themselves or their loved ones (74.5%). The lockdown has impacted wellbeing at work, preventing youth from mingling and learning from their older colleagues (72%). Beyond working hours, however, young people believe they claim wellbeing much more effectively (73%).

WHAT LIES AHEAD

More than 50% of respondents believe that career progression increases wellbeing by increasing income and influence, while 20% believe career progression reduces wellbeing as it comes with stress and responsibilities. A further 19% believe that career progression does not affect wellbeing.

BEING WELL MEANS BEING WELL-OFF TOO

Respondents acknowledge that wellbeing is about more than money but point out that their current remuneration hardly allows them to create their own household and family. Still, they invest in their careers because they believe in personal growth not just in raises or promotions. They dedicate time and effort to their work and their future, even though stress heavily impacts their everyday life.

THE GREATEST REWARDS ARE NOT FINANCIAL

83% of respondents said they need more support from their organizational leaders. They do not believe that employers respond to the signs of times nor that they realize how much employee wellbeing benefits the entire organization.

Most of all, according to our respondents, employers do not understand how much younger people appreciate intangible incentives, everyday positive reinforcement and opportunities for growth, skill development, lifelong training, or mentoring.

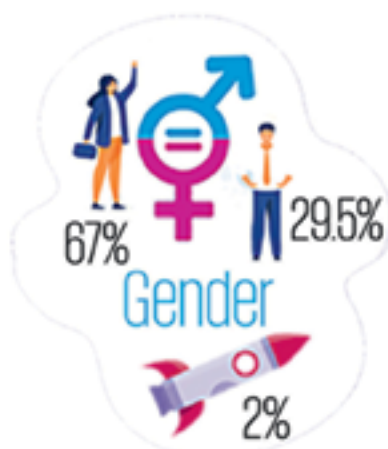
Younger generations always ask for more. This generation does not just ask for more money. Having been raised in a world of constant change, they seek opportunities for professional progression and personal growth. Therefore, employers should invest in lifelong training as well as mentoring or career planning opportunities and must ensure a stable working environment but flexible working schemes.

Today's organizations are the greenhouses fostering tomorrow's leaders. These young people are asking for more incentives, encouragement, opportunity, and growth in a humane yet technologically advanced environment. After all this time of crisis, lockdown and stagnation, it is finally time to admit they are right.

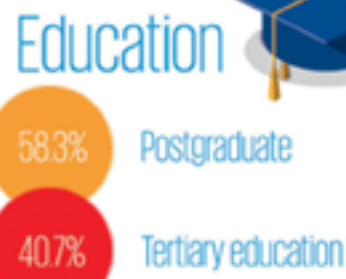
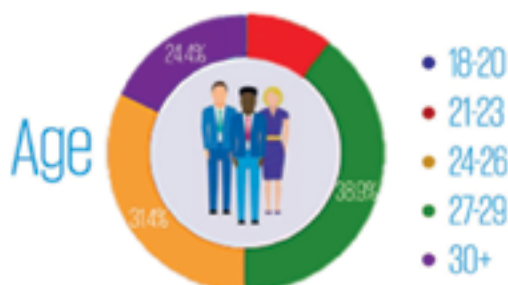
#HackingWellbeing

Pivoting norms to the new workplace reality

AmChamGR
Digital
Talks & Events **2021**



On-line survey / April 2021 **427** responses



Which of the factors below affect your well-being at work, negatively?



Key Findings

Their Comments?

- Employers should foster well-being - this is win-win
- Try rewards and incentives have a significant psychological impact
- Salaries, bonuses, and benefits come at the expense of employees' rights
- Employers consider neither well-being nor even the possibility of burn-out
- Well-being is first and foremost about being able to make a living on our salary
- The pandemic deprives new employees from the opportunity to stand and learn
- Women need to try harder to achieve as much as men



Their 2 cents?

- Progress is good but when at the expense of personal life, everything goes wrong
- We should not connect well-being with money. This is a multifaceted issue
- Progress makes me feel more confident and motivated
- Progress can increase well-being when you are at personal fulfillment, not money
- Progress should increase well-being, but this is hardly the case
- Progress comes with more stress
- Nothing more important than free time and empathy

How has the pandemic affected your sense of well-being in your workplace?



Well-being & career progression: what is your view?



Suggestions for employers

People purpose

Support future growth

Approach wellness holistically

Foster flexibility

the socially responsible employer brand matters.

lifelong training, mentoring, career planning.

is a tech-savvy manner.

in working conditions- not in employment terms.



AMERICAN-HELLENIC
CHAMBER OF COMMERCE

ESG AND CLIMATE CHANGE

What Will the Impact Be for Businesses Moving Forward?

Environmental, Social and Governance (ESG). Three key words that are going to drive significant changes in corporate reporting.

There currently exist a plethora of voluntary and diverse corporate reporting frameworks, some of which a number of, mainly large, companies have chosen to adopt. However, the reporting is inconsistent due to the differing requirements of those frameworks, and because they are voluntary, there is inconsistency in their application together with a perceived (and real) risk that companies will focus on metrics that portray them in a positive light, leading to suggestions of so-called greenwashing. Change is coming, with companies under increasing pressure to demonstrate greater commitment to longterm, sustainable value creation which incorporates the wider demands of people and planet.

In September 2020, the International Business Council of the World Economic Forum published a white paper which sets out 21 core,

and 34 expanded, metrics, drawn where possible from existing standards and disclosures that could be reflected in mainstream annual reports of companies on a consistent basis across all industries and countries. Elsewhere, on a regional basis, the European Commission is revising its Non-Financial Reporting Directive, and a Project Task Force of the European Financial Reporting Advisory Group (EFRAG) has been working on the potential establishment of an EU non-financial reporting standard setter.

As the world looks ahead to emerging from the Covid-19 pandemic, there is increasing focus on another global imperative: climate change. From a straightforward commercial perspective, this should be high on the agenda for all companies, in particular those in more significantly affected industry sectors. To attract funding from investors and lenders, businesses will need to demonstrate how their operating models are sustainable in the short, medium and longer term. This is not something for the future; investors are demanding it now. Many governments are also driving change, by developing and implementing policies that are designed to encourage (and in some cases require) businesses to take substantive steps towards the longterm goal of a zero carbon economy.

Many investors are calling for companies to be transparent about the effects of climate on their current and future activities. The reality is that, unless businesses embrace the need to build climate change into their strategy and planning, they will pay higher costs of capital or, in some cases, will not be able to raise capital at all. In some industry sectors, such as natural resources, tourism, transport, and agriculture, the need to demonstrate how entities have sustainable business models in the context of climate change is with us already.

In February 2021, Mark Carney, former central banker and currently the UN Special Envoy for Climate Action and Finance,

— BY —
**KLEOPATRA
KALOGEROPOULOU**
International Liaison
Partner, CPA, ACA,
at BDO Greece

was quoted as saying that “the scale of investment in energy, sustainable energy and sustainable infrastructure needs to double. Every year for the course of the next three decades, \$3.5 trillion a year, for 30 years. It is an enormous investment opportunity.”

Many companies incorrectly perceive that the implications of climate change will be relevant only at some point in the future and, therefore, not necessarily something to be built into decisions made today. However, the bottom line is this: Companies that make themselves part of the solution, by starting their transition to a low carbon economy sooner rather than later, will have the opportunity to develop and maintain sustainable business models which thrive in the short, medium, and long term. At the same time, they will create significant value for investors. Those that do not will become increasingly uncompetitive. With investors focusing on how well prepared companies are for climate change and seeking to identify which of them will be on the right and wrong side of climate history, the message is clear.



RECOMMENDATIONS OF THE TASKFORCE FOR CLIMATE-RELATED FINANCIAL DISCLOSURE

The Financial Stability Board established the Taskforce for Climate-Related Financial Disclosure (TCFD) in 2015 to develop recommendations (the Recommendations) for more effective climate reporting. It was an industry led group, with global membership drawn from large banks, insurance companies, asset managers, pension funds, large non-financial companies, accounting and consulting firms, and credit rating agencies.

The aim of the Recommendations, which focus on four areas—Governance, Strategy, Risk Management, and Metrics and Targets—is to promote more informed investment, credit and insurance underwriting decisions, and improve stakeholders’ understanding of climate-related risk and opportunities.

Globally, over 1,500 companies have already adopted the Recommendations with some jurisdictions announcing the introduction of mandatory adoption. The Recommendations have been mapped across all major non-financial reporting frameworks already in existence, including GRI, CDP, the IIRC, CDSB, and the G20/OECD Principles of Corporate Governance. Consequently, even if a company is already reporting information under another existing framework, the Recommendations can be integrated into its existing disclosure systems and practices without conflict.

The Recommendations were designed to be capable of being adopted by all companies, regardless of sector and geographic location. They describe information that companies should disclose to help investors, lenders and other stakeholders better understand how companies view and manage climate-related risks and opportunities. In addition, companies are encouraged to clearly state their material climate-related risks and opportunities in the short, medium and longer-term.

It is recommended that the disclosures are made in mainstream (i.e. public) annual financial filings and should be aligned with legal and regulatory requirements that, in most G20 jurisdictions, require material information to be included in financial filings, including material climate-related information.

Most information included in annual financial filings is subject to an assessment of materiality. However, because climate-related risk is a non-diversifiable risk that affects almost all industry sectors, many investors consider it requires special attention. The Recommendations note that, when they are assessing a company’s financial and operating results, many investors want insight into a company’s governance and risk management. Consequently, disclosures in the Recommendations about those two areas should be made regardless of their materiality. For disclosures related to strategy, and metrics and targets, disclosures should be included in annual financial filings when the information is material. Companies in the non-financial groups and associated industries above a certain size (in excess of \$1 billion in annual revenue) are encouraged to disclose this information in other reports when it is not material. However, the Recommendations caution against a premature conclusion that climate-related risks and opportunities are not material because a company perceives certain of the risks to be long-term in nature. 🌱

**COMPANIES THAT MAKE THEMSELVES PART OF THE SOLUTION WILL HAVE THE
OPPORTUNITY TO DEVELOP AND MAINTAIN SUSTAINABLE BUSINESS MODELS
WHICH THRIVE IN THE SHORT, MEDIUM, AND LONG TERM**



Corfu Joins GSTC

The Municipality of Central Corfu and Diapontia Islands, located in the Ionian Islands, has become a member of the Global Sustainable Tourism Council (GSTC), following a five-month sustainability assessment of the island by the GSTC, which started in December 2020 and focused on four main categories of destination sustainability: destination management and governance; economic benefits to local communities; protection of cultural heritage, community, and visitor wellbeing; and environmental protection and conservation.

“With the fact that the majority of generated income is from tourism, the Municipality is encouraging and supporting the cooperation with the GSTC in an effort to ensure the sustainability of tourism development to the destination on a long term basis,” said Mayor of Central Corfu and Diapontia Islands, Meropi Spyridoula Ydraiou. “Such a perspective will ensure a better living environment and quality in services both to the locals as well as to the visitors and tourists.”

Speaking on behalf of the GSTC, CEO Randy Durband welcomed Corfu’s efforts toward sustainable tourism management. “GSTC applauds Corfu’s tourism managers for taking seriously the imperative for continuous improvement in managing their destinations more sustainably,” he said. “Applying the GSTC Criteria is to take a holistic and systematic approach to sustainable development and management.”

1ST GLOBAL YOUTH TOURISM SUMMIT

Developed by the World Tourism Organization as a new platform to enhance youth empowerment and engagement in tourism, the Global Youth Tourism Summit (GYTS) is a global series of international events where children and youth will develop, share and discuss their innovative ideas, vision and proposals for the future of sustainable tourism within the global framework of the UN Agenda 2030 and 17 Sustainable Development Goals (SDGs). The GYTS will bring together children and youth, aged 12 to 18, with UN and government officials, representatives of the tourism industry, globally recognized celebrities, tourism experts, and other major stakeholders, inviting participants to explore different aspects of responsible and sustainable tourism through a variety of interactive activities including workshops, roundtables, masterclasses, plenary sessions, cultural and sports activities, and UNWTO General Assembly simulations.

The 1st Global Youth Tourism Summit will take place August 23-25, 2021, in Sorrento, Italy.

Kouvelos

A JOURNEY INTO GREEK GASTRONOMY

A veritable gem in the heart of Athens, Kouvelos serves up elevated traditional favorites from across Greek cuisine, prepared with carefully selected and sourced ingredients that honor the country’s unique flavors and culinary traditions. Founded in 1906 and situated in a traditional old-Athenian building, the restaurant boasts gorgeous outdoors seating in a lush back yard that offers both delightful ambiance and a cool, shady respite from the summer heat. With a selection of traditional salads, dips and pies as appetizers, favorite mains include tender tomato-stewed beef on smoked eggplant puree, Kerkini water buffalo soutzoukakia with grilled vegetables, and handmade Cretan pasta filled with smoked apaki and black garlic.

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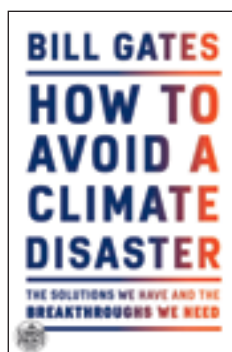
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THE BUSINESS BOOK SHELF

How to Avoid a Climate Disaster

THE SOLUTIONS WE HAVE AND THE
BREAKTHROUGHS WE NEED

BY BILL GATES, KNOPF



Bill Gates has spent a decade investigating the causes and effects of climate change. With the help of experts in the fields of physics, chemistry, biology, engineering, political science, and finance, he has focused on what must be done in order to stop the planet's slide to certain environmental disaster. In this book, he not only explains why we need to work toward net-zero emissions of greenhouse gases, but also details what we need to do to achieve this profoundly important goal. He gives us a clear-eyed description of the challenges we face. Drawing on his understanding of innovation and what it takes to get new ideas into the market, he describes the areas in which technology is already helping to reduce emissions,

where and how the current technology can be made to function more effectively, where breakthrough technologies are needed, and who is working on these essential innovations. Finally, he lays out a concrete, practical plan for achieving the goal of zero emissions—suggesting not only policies that governments should adopt, but what we as individuals can do to keep our government, our employers, and ourselves accountable in this crucial enterprise.

TRAVELOGUE

CORFU OLD TOWN



From ancient Greeks and Romans to Byzantine, Venetian and Ottoman conquerors and from there to the French and British Empires before its unification with the modern Greek state in 1864, Corfu has been shaped by the foremost forces and cultures in the region—and today, its character is simply inimitable.

The best way to experience it? Corfu's Old Town. With its roots in the 8th century BCE, the Old Town is one of the most historic and cosmopolitan island capitals in the Mediterranean, picture perfect and steeped in culture and history. No wonder it's a listed UNESCO World Heritage Site!

What to do: Wander through Campiello's picturesque alleyways, stroll along the Spianada, treat yourself to coffee and cake at the Liston, admire the exquisite religious art at Agios Spyridon Church, tour the Old and New Fortresses, stop in at the Dionysios Solomos Museum, and visit the Ionian Parliament and the Palace of Saint Michael and Saint George to get a sense of the island's enthralling 19th century history.

Where to stay: Cavalieri Hotel, Corfu Palace Hotel, NJ Corfu Liston Apartments, Siora Vittoria Boutique Hotel; or further afield: Corfu Imperial - Grecotel Exclusive Resort, Corfu Palace Hotel, Domes Miramare - a Luxury Collection Resort

Where to eat: Aegli, Bakalogatos, Belissimo, Nolita, Pomo d'Oro Corfu, The Venetian Well

Art & Culture

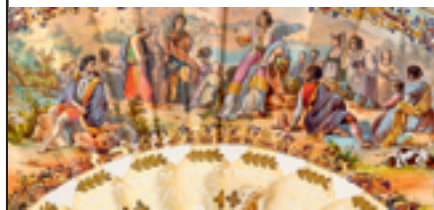
1821: THE COLLECTORS' CHOICE

Continuing its tribute to the 200th anniversary of the Greek Revolution, which was inaugurated with the exhibition "1821 Before and After" at Pireos 138, the Benaki Museum has opened a new exhibition on Greece's Bicentennial, titled "1821: The Collectors' Choice". Featuring works from four important private collections—Nikitas Stavrinakis and Evangelia Stavrinaki, Petros Vergos, Apostolos Argyriadis, and Stéphan Adler—the exhibition includes more than 300 objects related to the Greek Revolution of 1821 and the Philhellenism movement in Europe and America. Their variety is impressive: weapons and archival material from revolutionary Greece but also everyday life objects (clocks, fans, vases, etc.), works of art (paintings, engravings, etc.) and luxury objects with representations of heroes and scenes of the Struggle from the European and American living rooms of the 19th century.

Where: Museum of Greek Culture
1 Koumbari Str. and Vasilissis Sofias Ave.
Athens

When: June 25 – September 05
Mon, Wed, Fri, Sat: 10:00 – 18:00
Tue: closed
Thu: 10:00 – 00:00
Sun: 10:00 – 16:00

Info: www.benaki.org





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For more information, or to share your thoughts and feedback on the initiative, contact Ritana Xidou at r.xidou@amcham.gr

The American-Hellenic Chamber of Commerce is continually working to support and enhance the status of its members and create new opportunities for the AmChamGR community to thrive in their business endeavors in Greece and internationally. In line with this policy, the Chamber has recently introduced a new section on its website: Member-to-Member Offers.

This new section will be developed as a space where AmChamGR members can find out about the latest special offers that are available exclusively to them, and access these offers directly. We invite all our members to participate in this initiative, both making use of available offers as well as contributing their products and services at special rates to fellow Chamber members.

THE AMERICAN-HELLENIC CHAMBER OF COMMERCE

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

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#HDynamiTouMazi

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ΟΤΗ/00297/1/0221

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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 ανάπτυξη 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.



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