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THE BIMONTHLY MAGAZINE OF THE
AMERICAN-HELLENIC CHAMBER OF COMMERCE

VOLUME XXI | NUMBER 122
ISSN 1109-4990 CODE: 6526

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As the leaves begin to turn this year, we find ourselves bidding farewell not only to the long, hot days of summer but also to that sense of carefreeness and relaxation that sweeps over almost all of us during the summer months. Returning to our daily lives, we find that the big issues remain to be tackled.

The cost of energy remains the top issue for almost all European countries, particularly those more dependent on natural gas, proving that what applies to businesses also applies to states: asymmetric supply dependence can increase vulnerability—diversification is vital. We saw it during the pandemic, when the consequences of having no domestic EU production of a series of healthcare products became apparent, and with them the consequences of global dependence on China. Europe's reaction then was swift, showing quick reflexes and resolve to tackle the challenge with a large support package to support member countries' economies on the one hand and massive vaccine orders on the other. A similar solution is now being sought to tackle the energy crisis and rising inflation that are creating suffocating conditions in many countries and triggering political and social unrest that could lead us to uncharted waters and ongoing uncertainty.

Despite global challenges, Greece seems to be faring well, with tourism revenues exceeding all forecasts in summer 2022. Taking into account our milder climate, our smaller industrial output compared to other EU members, the continuous improvement of our energy mix, and undiminished investment interest in our country, we can hope for a smaller recession. Of course, this will also depend on the support measures and how funds will be managed and disbursed alongside planned RRF funds, as excessive provisioning can have significant fiscal implications, taking into account our recent financial experiences and fiscal past.

On the coronavirus front, the situation has improved; cases are down, and as long as no aggressive new variants emerge, we are steadily returning to relevant normality—"relevant" because the pandemic changed the way we think and operate, leaving an indelible mark on how we work and on our lives in general. Many countries have been experiencing labor shortages, especially in sectors such as tourism and catering but even in the primary sector. Meanwhile, the return-to-office push and the drive to reduce remote working are facing great resistance, forcing a reevaluation of longstanding standards in labor relations.

We live in uncertain times and volatile conditions, and we must demonstrate foresight, adaptability, and determination if we are to navigate the challenges ahead without losing sight of our goal: achieving sustainable growth and prosperity for all, with respect for human values, the environment and our historical and cultural heritage.

ELIAS SPIRTOUNIAS
Executive Director

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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-

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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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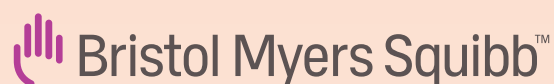
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AmCham Greece Hosts US Congressional Delegation



REPRESENTATIVE G.W. MEEKS, N. BAKATSELOS, D. PLESSAS, AND AMBASSADOR G.J. TSUNIS

On July 6, 2022, the American-Hellenic Chamber of Commerce hosted a working luncheon for the US Congressional Delegation led by Congressman Gregory Meeks, Chair of the United States House Committee on Foreign Affairs. Taking place at the Hotel Grande Bretagne in Athens, the luncheon was further attended by United States Ambassador to Greece George James Tsunis, as well as US Embassy officials and AmChamGR members, who had the opportunity to exchange insights and discuss key issues concerning the economic, trade and business relations between Greece and the United States as well as how these are affected by ongoing global developments.

Closed Luncheon with Justice Minister Kostas Tsiaras



THE DISCUSSION EXPLORED HOW THE LEGISLATIVE FRAMEWORK CAN SUPPORT BUSINESS

On July 18, 2022, the American-Hellenic Chamber of Commerce hosted a closed luncheon with Minister of Justice Kostas Tsiaras and Secretary General for Justice and Human Rights Panos Alexandris. Held at the Hotel Grande Bretagne and focusing particularly on the intersection of law and business and the issues facing the country's business community, the luncheon was also attended by the Minister's advisors, Nikolaos Sekeroglou and Aggeliki Papapanagiotou, as well as members of the Chamber, who had the opportunity to find out more about the ministry's work over the past three years and discuss key points with Minister Tsiaras.



AMCHAMGR ANNOUNCES NEW TAXATION COMMITTEE CHAIR

Ioannis Stavropoulos, founder and managing partner of Stavropoulos & Partners Law Office, has been appointed as the new Chair of the Taxation Committee of the American-Hellenic Chamber of Commerce, which, under the motto "Make taxation a business partner," works to support Chamber member corporations, particularly US-interest companies operating in Greece, in their efforts to fulfill their taxation requirements and address tax issues, while not overlooking any lawful, tax saving opportunities. Stavropoulos, a longtime member of the Chamber's BoD and Taxation Committee, is an alumnus of the University of Athens and the University of Kent at Canterbury and has over three decades of experience as a tax attorney and consultant. Widely recognized as a leading practitioner in the field, he works with major clients, and a number of his cases constitute leading jurisprudence published in Greek and international legal and tax journals. Stavropoulos has participated in legislative and scientific committees, both as an independent expert and representing various organizations, and in 2012-2013, he actively participated, as an expert, in the tax reform committee that drafted and negotiated the new income tax and tax procedure codes with the IMF-EU. Stavropoulos succeeds outgoing Chair Stavros Kostas.

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Turning Crisis Into Opportunities for Greece

Business leaders and PwC specialists came together to discuss how, in the face of ongoing global challenges, Greece can attract investments and talent and step into its next chapter as a strategic EU energy and supply chain hub.



NIKOLAOS BAKATSELOS, COSTAS FRAGOIANNIS, KYRIAKOS ANDREOU



ELIAS SPIRTOUNIAS, EMILIOS MELIS, THANASIS SPANOS

On September 8, 2022, a joint initiative by PwC Greece and the American-Hellenic Chamber of Commerce set out to explore how Greece can navigate the increasingly volatile international economic landscape in a way that allows it to bolster its position and reap maximal benefits from the challenges it is called to overcome.

The event, which was held in hybrid format and was live-streamed to a hundreds-strong audience from PwC's offices in Thessaloniki, featured a series of focused discussions aiming to assess the challenges and opportunities brought about by ongoing geopolitical developments at the European and international level. From the energy crisis and skyrocketing inflation to climbing interest rates and continuing uncertainty regarding the duration and longterm impact of Russia's war in Ukraine on international and domestic markets, speakers identified

and addressed a number of key issues facing the economy and business endeavors today. Importantly, the speakers acknowledged the country's favorable position, concurring that the prospects for the Greek economy seem positive and noting that growing interest from Greek as well as foreign investors in projects already underway or planned in the country is creating the conditions for a significant inflow of capital to Greece. Following introductory remarks by George Naoum, Clients and Markets Leader at PwC Greece, and Elias Spirtounias, Executive Director at the American-Hellenic Chamber of Commerce, the event was organized in four sections:

What does Greece need to do to maintain its momentum in attracting foreign direct investment?

A discussion between Kyriakos Andreou, Deputy CEO and Advisory Leader at PwC Greece, and Kostas Fragoiannis, Depu-

ty Minister for Economic Diplomacy and Openness, moderated by AmChamGR President Nikolaos Bakatselos.

Greece's longterm strategy in light of ongoing geopolitical developments and the EU's strategy for strengthening energy security and promoting renewables, as well as addressing threats in the supply chain. Can Greece become a regional energy and logistics hub?

A discussion featuring Thanos Dokos, National Security Advisor to the Prime Minister; Marios Psaltis, CEO of PwC Greece; and Nikos Vettas, General Director of the Foundation for Economic and Industrial Research (IOBE); moderated by AmChamGR President Nikolaos Bakatselos. A second discussion between Emilios Melis, Partner, Strategy Consulting Leader at PwC Greece, and Athanasios Spanos, Partner, Operations Consulting Leader at PwC Greece, moderated by AmChamGR Executive Director Elias Spirtounias.

Investing in Greece in the context of an ever-changing economic environment. The investors' point of view.

An interview-conversation between Angelos Benos, Tax Partner at PwC Greece, and Kostis Rokas, Managing Director at CVC.

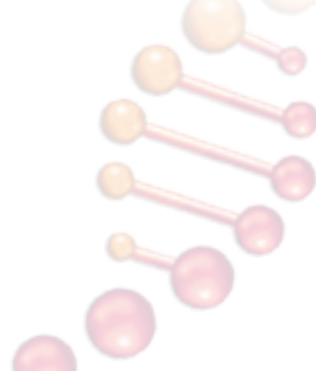
How are family businesses adapting to the changing economic landscape and how can they secure share capital amid increasingly challenging credit markets?

An interview-conversation between Costas Koukountzos, Managing Director at Kleeemann, and Vassilios Vizas, Tax Partner and Leader of the Legal Advice Business Unit at PwC Greece. 🍷



GILEAD

Creating Possible



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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.

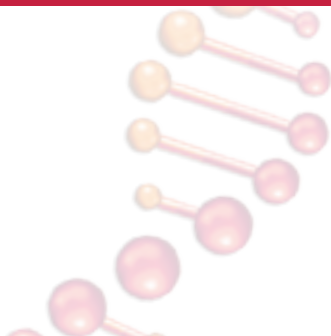
The company strives to transform and simplify care for people with life-threatening illnesses around the world.

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.

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

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



Dedicated to showcasing the AmChamGR community

ATHENIAN BREWERY UNDERTAKES SCHOOL RENOVATIONS AS PART OF NORTH EVIA RECONSTRUCTION EFFORT



Students and staff of Istiaia 1st Elementary School and Limni High School in northern Evia kicked off the new school year in newly renovated facilities thanks to an initiative by Athenian Brewery that's part of the company's commitment to supporting the region's reconstruction and recovery from the devastating damage it suffered during the catastrophic summer wildfires of 2021.

Renovation work at Istiaia 1st Elementary School included reroofing part of the school where the roof had collapsed rendering a total of four classrooms unusable; the newly reconstructed roof was completed with upgraded waterproofing and thermal insulation, not only making it possible for the young students to once again enjoy access to a section of the school that had been off limits for a whole year but also improving the building's energy efficiency and resulting in an estimated 15% reduction in heating and cooling costs. Renovation work at Limni High School included reroofing one of the building's lower sections to create a new green-roof-cum-rooftop-schoolyard that addressed leakage issues the school had long struggled with while also improving the building's energy efficiency by an estimated 10%. Notably, the low-growing shrubbery incorporated into the design also improves air quality at the school by absorbing and metabolizing airborne pollutants and harmful particles, which had increased considerably following last year's wildfires. Not least, by replacing concrete and roofing slabs with suitable vegetation, the new green roof is contributing to restoring the area's ecosystem by attracting insects and birds, which have already begun nesting in the area, and is promoting environmental awareness among students.

Renovation work at the two schools is part of Athens Brewery's larger commitment to northern Evia, which further includes co-funding an urban planning study for the Municipality of Istiaia-Aidipsos, responding to the Greek government's call for private sector support in its reconstruction program for northern Evia. "We are delighted, today, to present to students and teaching staff at these two northern Evia schools a newly renovated school environment rid of past issues," said Yiannis Georgakellos, the company's Director of Communication and Corporate Affairs. "Athenian Brewery is part of the effort to rebuild the area, doing so through targeted actions that not only deliver substantial, tangible results to existing problems but are also laden with symbolism: Our focus is on the children, who are without a doubt the future of this place and symbolize the certainty of a better tomorrow in northern Evia."

NEW MEMBERS

The American-Hellenic Chamber of Commerce welcomes its newest members

DHL EXPRESS HELLAS

international courier services
dhlexpress.gr

GRECOMAR

engineering, construction, real estate and trading
grecomargroup.gr

OKTO

mobile-first, embedded responsible payments for gaming, entertainment and leisure industries
oktopay.eu

SIREC ENERGY CAPITAL PARTNERS

private equity investments in energy efficiency and production and circular economy
sirecenergy.com

SUNLIGHT GROUP ENERGY STORAGE SYSTEMS

innovative energy storage solutions
sunlight.gr

SYMPRAXIS TEAM

communication and consulting services for sustainability
sympraxis.eu

What science can do

Κλινικά καινοτομία

Οι ψηφιακές τεχνολογίες δημιουργούν πρωτόγνωρες ευκαιρίες συλλογής δεδομένων από τους ασθενείς σε πραγματικό χρόνο. Στην AstraZeneca αναπτύσσουμε τις ψηφιακές μας δυνατότητες σε όλο το φάσμα της Έρευνας και Ανάπτυξης, για να ανακαλύψουμε καλύτερους τρόπους τροφοδότησης των κλινικών μας μελετών με επικαιροποιημένη γνώση και να βοηθήσουμε τους ασθενείς στην πρόληψη, τη διαχείριση και τη θεραπεία της ασθένειάς τους.



MEMBERS' CORNER



AMCHAM MEMBERS TAKE CENTER STAGE AT GREEK ECONOMY AWARDS

With a total of 20 distinctions, AmChamGR members took center stage at this year's Protagonists of the Greek Economy Awards, which took place on July 19 in Athens. Organized for the seventh year running by Direction Business Network, the event celebrated the leading businesses supporting the country's economy, with selection based on official data from published balance sheets as well as the company's overall standing and its course in the Greek market.

AmChamGR members participating in the awards were awarded a total of 20 distinctions across six of the event's eight categories. Seven Chamber members were honored in the event's main Industry Protagonists category; these were Autohellas-Hertz in car leasing and rent-a-car services; Barilla Hellas in pasta products; Hellenic Petroleum (HELPE) in petroleum products; Papastratos in tobacco products; Plaisio Computers in computers and tech products; Public Power Corporation – PPC (DEI) in energy; and Sklavenitis in supermarkets. Furthermore, seven Chamber members were also named among the year's Greek Business Champions for their outstanding financial performance; these were: Demo S.A., Green Cola, Karabinis Medical, Papapostolou Healthcare Technologies, Pharmathen, Sklavenitis, and Space Hellas. In the event's special distinction categories, Demo S.A. and JTI International (JTI) were among the companies honored for Business Extroversion, with JTI-SEKAP also honored as a Turn-around Business, while AB Vassilopoulos and Takeda Hellas were honored for their Development and Investment efforts. Last but not least, Kalteq Medical was among the companies presented with a Decade Achievement Award.



PAPAPOSTOLOU RUNNING FOR HEALTH

True to its corporate responsibility commitment to support the community and give back to society, Papapostolou Healthcare Technologies joined dozens of other companies and hundreds of individuals in the first Lifeline Run event in Athens on September 5, 2022. A group of Papapostolou employees competed in the charity run, which featured four categories: 5 km men and women's run, 600 m children's run, 2.5 km powerwalk, and 2.5 km "Mom and dad with the stroller" family race, all taking place in the area around the "Spiros Louis" Olympic Athletic Center of Athens (OAKA). The event was organized by the humanitarian organization Lifeline Hellas, Marathon Team Greece by Maria Polyzou, and OAKA under the auspices of the Ministry of Culture and Sports, with all proceeds going toward procuring new neonatal incubators for Attikon University Hospital and toward supporting Ukrainian children displaced or otherwise affected by the war in their homeland. The first Lifeline Run event was dedicated to the 60th anniversary of the death of George Papanikolaou, the pioneering Greek physician who developed the Pap test, a method of cervical screening that has been hailed as one of the most impactful interventions in medical history, serving as an essential tool in the prevention of cervical cancer and saving the lives of hundreds of thousands of women worldwide.

EUROBANK AND PIRAEUS BANK AMONGST BEST DIGITAL BANKS 2022 ROUND ONE WINNERS

Global Finance magazine has announced the Round One winners for the 2022 World's Best Digital Banks Awards, naming Eurobank and Piraeus Bank among this year's winners. Upgraded to reflect the digitalization efforts bank continue to develop, both in-house or via third parties, this year's categories include Best Consumer Digital Banks, Best Corporate/Institutional Digital Banks, and Best Islamic Digital Banks by country, territory and district, with winners selected in Africa, Asia-Pacific, Central and Eastern Europe, Latin America, the Middle East, North America, and Western Europe. Regional winners are further selected in subcategories such as Best Online Portal/User Experience (UX) Design, Best Mobile Banking App, and Most Innovative Digital Bank. Eurobank was named the Best Consumer Digital Bank and Best Corporate/Institutional Digital Bank in Greece for 2022 and was also named the winner of the Best Open Banking APIs in Western Europe 2022, in both the Consumer and Corporate/Institutional categories. Piraeus Bank was also named among the competition's winners, bagging the award for Best Mobile Banking App in Western Europe 2022 (Consumer) for its Winbank mobile app, which has won best in class awards every year since its launch a decade ago. This is the 23rd year that Global Finance has named the World's Best Digital Banks since first launching the awards in 1999 to acknowledge the industry leaders that had begun introducing e-banking services and initiating banking's digital revolution.

Για να νιώθουν
οι άνθρωποι καλύτερα
και να ζουν
περισσότερο



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NP-GR-NA-ADVR-220003 Ισχύς: 08/2022 – 08/2024

The Future Is Now

DIGITAL INNOVATION IN HOSPITALITY

The hospitality industry is familiar with massive transformations, bringing a wave of innovation each year.

If we look at modern global trends in hospitality, we find that innovation has an accelerating effect on the development and evolution of tourism businesses. Digitizing the traveler experience is one of these global trends. For example, the latest smartphone applications allow us to place modern technology at the heart of the traveler's experience before, during and after their trip. This experience and virtual reality are intertwined—the latter offering travelers the ability to virtually walk through a hotel room, hotel bar/restaurant, spa facilities, or nearby beach.

360 virtual tours are among the most powerful forms of content, allowing travelers to feel that they have reached their destination before starting their journey. In the past, this experience was accessible through a piece of expensive equipment that was not affordable to most. Today, thanks to smartphones, access to virtual reality applications is affordable, inexpensive, flexible, and always available. As soon as the traveler enters the actual space, they can utilize their smartphones, scan QR codes on objects and create original content or receive contactless information about restaurant menus, shows, user reviews, tourist attractions, and more.

Digital and contactless services have become a reality thanks to modern technology's evolution and broad use; to name but a few, these

include check-in via smartphone, contactless payments, face recognition, and biometrics characteristics. Travelers who are used to unlocking their smartphones with the help of face recognition will soon enjoy this offering of contactless access in a hotel room.

Personalizing the traveler's experience and handing over control to the traveler are equally important trends related to digital innovation. The modern traveler expects to be recognized and treated as an individual. A welcome email with the traveler's name is no longer enough; services like Mailchimp and Zoho allow for individualized email market-

ing and targeted communication with the traveler. Smart enterprises analyze and utilize data that enable them to know travelers' consumer behavior, style, and preferences and to personalize offers and promotions of products and services to achieve better management and revenue optimization.

Regarding modern trends, one has to mention *bleisure* travelers (a portmanteau of business and leisure) who combine business and pleasure in their trips. In the past two years, the boundaries between work and leisure have been blurred, and

remote work has become increasingly acceptable. Because of this trend, *bleisure* travelers are here to stay, leading to hotels, bars, and restaurants being turned into hospitality/work spaces. *Bleisure* travelers can spend a short time at a destination or if they are

digital nomads, a few months at a location of their liking in order to work remotely. For the destination selection, in addition to fascinating beaches, spa facilities and great food, *bleisure* travelers will seek infrastructures for quick, unrestricted and reliable internet access, not only to check their mail but also to participate in zoom calls. Moreover, they will seek a workspace with ergonomic seats and, ideally, 24-hour service.

**SMART
ENTERPRISES
ANALYZE AND
UTILIZE DATA
THAT ENABLE
THEM TO KNOW
TRAVELERS'
CONSUMER
BEHAVIOR,
STYLE, AND
PREFERENCES**




— BY —

**DR. EVANGELIA
BARALOU**

Academic Director of
the MSc in Tourism
Management at Alba
Graduate Business School,
The American College of
Greece; Senior Lecturer
in Organization Studies at
Open University

In order to serve modern trends in hospitality, tourism businesses must understand technology's significant role across the entire spectrum of the travel experience and invest in the required equipment and infrastructure that will transform it into smart businesses, offering modern travelers high-quality services and products, as well as human capital with the necessary skills and knowledge. 🇬🇷



Μετατρέποντας τον κώδικα της ζωής σε καινοτόμα φάρμακα

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

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

Για περισσότερες πληροφορίες επισκεφθείτε το www.amgen.gr και τη σελίδα μας στο facebook, www.facebook.com/amgenhellas.

AMGEN®

Six Tips for Behavior Policies and Protocols in the Hybrid Workplace

With more and more companies returning employees to the office, the time is now to redefine etiquette for the new hybrid workplace.

In addition to allowing more flexibility for employees to choose where and how they need to work, organizations rolling out return-to-office plans need to reexamine traditional notions of control and redefine workplace flexibility as well as reconsider and reevaluate cultural values and social norms. A hybrid workplace requires more clearly communicated shared policies and protocols. More explicit norms will increase equity and engagement and create a sense of inclusion and belonging—but it's crucial for managers to stay agile and revisit these as needs change. The following six tips address key policies and protocols that organizations must consider and implement to ensure a successful transition to office working in the context of a hybrid and more flexible working environment:

1. SCHEDULE TRANSPARENCY

Develop a system for communicating who will be in person and who will be remote. This will impact who comes in (when your colleague is in the office, you'll likely want

to be as well), and it will impact the space and technology needed. Make this available to all so people can plan the best possible collaboration experience.



— BY —
PANTELIS KOUZIS
General Manager,
EKA Hellas

2. SOCIAL START

Make proper introductions so everyone in the room and on video is familiar (remote participants should have video on, whenever possible), and start each meeting with just a few minutes of check in to build social capital.

3. HEAR AND BE HEARD

Know and clearly mark where microphones are in the room and make sure everyone who is remote can hear what's going on and be heard. Ask people to avoid making noise that will make it harder to hear (loud typing, crunching, side talk).

4. SEE AND BE SEEN

Consider assigning an in-person participant to pay attention to what's being seen remotely. Does the camera need to move? Can content be seen? Do you need to send a photo for a close-up of markerboard content?

5. PAUSE WITH PURPOSE

Stop regularly and ask remote participants if they have input. Develop engagement protocols based on group size and type of work. Will everyone raise their hand digitally? Who will monitor the chat? How will you ensure remote participants can jump in and engage?

**MORE EXPLICIT
NORMS WILL
INCREASE
EQUITY AND
ENGAGEMENT
AND CREATE
A SENSE OF
INCLUSION AND
BELONGING**

6. CLEAR NEXT STEPS

One of the worst experiences as a remote participant is missing the wrap up conversation that can happen after a meeting is officially over. Avoid this by ending each collaboration session with clearly stated and visible next steps. 🐜



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Byron College - the British International School in Athens, is an independent, international school following the British National Curriculum. The school offers the best educational standards where students gain entry to some of the best universities, including Oxford and Cambridge.

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- ✓ an international environment with pupils from over 50 nations
 - ✓ extensive range of IGCSEs and GCE A-levels
- ✓ emphasis on personal development and independent learning



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Building Value

Construction and real estate have proven particularly versatile, with considerable potential seen across a diverse range of projects from major infrastructure developments and urban regeneration ventures to luxury commercial and residential real estate designed for the upscale tourism and golden visa markets. To find out more, Business Partners spoke to Sophia-Athina Souka, Marketing Manager at Vitruvius Investments, an Athens-based firm specializing in real estate investment, development and management across Greece.

When it comes to construction and real estate in Greece, business seems to be booming. Tell us a bit about the sector.

Construction is one of Greece's most productive and profitable sectors, and that's because it is inextricably linked to the needs that appear, prevail and shape the Greek market. It is the first to feel the impact of developments in the domestic and global financial landscape, but it is also strong enough to withstand this and maintain its steady growth trajectory.

The field has proven extremely profitable and has demonstrated stable, longterm potential. What makes it so?

As Greeks make up the majority of property buyers, it's important to understand the relationship between Greeks and their real estate, a special connection rooted in the close relationships Greeks have with their families and consequently with the family home. For Greeks, the sense of family encompasses not only family members but also the lived experience of their relationship and the place this inhabits, the place where the family share experiences and create memories—and this space must necessarily belong to them. Greeks who live in rental properties tend to see these as a temporary solution, a transitional situation on the way to purchasing their own home. It's also very common for parents to buy homes for their children



as a way to help them as they start their own families. Notably, the country's home ownership rate last year was 74.6%.

Another reason that construction and real estate in Greece is so profitable is none other than the driving force of the Greek economy: tourism. Each year, millions of tourists from across income groups arrive in Greece (over 34 million in 2019) and stay at one of the country's many—but never enough—hotels, villas and other accommodation options. In this context, investing in flexible hotel units or even hotel rooms is a surefire way to maximize profits while acquiring a property whose commercial value will only grow. We must also note the high percentage of tourists who visit Greece and are so fascinated by its indescribable beauty and way of life that they seek to buy or longterm rent a

property here so that they can visit more frequently or move here permanently and become residents; this is especially true among older people looking to retire abroad.

Over the past years, real estate development has become linked in the public consciousness with the Greek golden visa program. What are your thoughts on this?

The golden visa program opened the door to great demand from the foreign buying public, particularly people who were already familiar with Greece as an excellent destination and wanted to acquire property in the country. Under the program, citizens of non-EU countries who invest €250,000 or more in any form of real estate are granted a residence permit for themselves and

**CONSTRUCTION
IS ONE OF
GREECE'S MOST
PRODUCTIVE
AND PROFITABLE
SECTORS**

their families. The Greek golden visa program has been a decisive factor in reshaping and developing the local real estate market, but it never dominated it. Prices were affected, but at the same time, buyers, both Greek and foreign, were introduced to the concept of investment property, which had previously been almost unknown to most of them. In a sense, the golden visa program breathed new life into the Greek real estate sector and made it stronger. 🏡



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.

Studying the US

Launched in 2021 by the University of Piraeus, and developed in collaboration with New York University (NYU), a new MSc in American Studies is taking an interdisciplinary approach to the study of what makes the US the US—from foreign policy, politics and economics to history, culture and society. Business Partners spoke to Dr. Aristotle Tziampiris, Program Director and Professor of International Relations at the University of Piraeus, and President of the Council for International Relations-Greece (CFIR-GR), to find out more.

The new MSc offers students a unique opportunity to explore the key forces that shaped the US and are still shaping US policy today. Tell us a bit about it.

The MSc in American Studies: Politics, Strategy and Economics is the first master's program in Greece dedicated to teaching about the United States. Its curriculum is formulated in consultation with NYU's Center for Global Affairs. The US has an incredibly complex political system and a very complicated, fascinating history, and it's also the world's largest economy. There's a lot to cover, so our approach is interdisciplinary and we have professors from various universities, including NYU, participating as guest lecturers. The program teaches the what and how



of the United States of America, allowing students to learn the good and the bad and develop a deep understanding of the US and its role in the world. It's incredible that this has not happened before, but I'm very glad that we are fulfilling something that was missing.

Who is this program for?

The program is designed for recent graduates as well as professionals from all kinds of backgrounds, from senior armed forces officers whose professional dealings involve NATO and the US to ministry employees who want to prepare for a posting in the US or want to be better equipped to advise government officials and policymakers on matters concerning the United States, and of course, people who want to do business in the US or with US companies—it's very important to speak the same language, so to speak. Furthermore,

as a hybrid program that is accessible online and is taught entirely in English, the MSc is open to students not just from Greece but from across the region, and that international aspect is part of our goal.

What kind of funding opportunities are there for students and what professional prospects can graduates expect?

We offer scholarships that are both need-based and merit-based, and qualifying students can have their tuition fees waived or reduced. As for prospects, a lot of our students already have careers, so it's often not so much a matter of finding a job as it is of enjoying better prospects within their existing career path. For other students, there are numerous opportunities in the private sector. That is one of the things that we want to work on with the American-Hellenic Chamber of Commerce, to offer more internships with companies and work that angle more. The economics element of our master's program is particularly relevant in this, and the employment opportunities are simply tremendous and multiple.

What are some of the program's highlights for the coming year?

We have a number of special events planned for this year. We are organizing a department trip for our graduate students to New York City and Washington DC as well as a five-day summer school in Evia in early summer 2023 with a group of NYU students and professors, and later next summer, we will also host a ceremony to award an honorary doctorate to Alexandra Papadopoulou, the first woman to serve as an ambassador of Greece to the United States. We also have a conference in the works, but we'll announce more on that soon. 🇬🇷

**THE PROGRAM
TEACHES THE
WHAT AND HOW
OF THE UNITED
STATES OF
AMERICA**

Special thanks to Alexandra Papaisidorou, Communications Specialist & UNESCO observateur

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What Is the Most Important Subject?

A BYRON COLLEGE PERSPECTIVE!

Education that values STEM and humanities alike is education that is greater than the sum of its parts.

Ask any secondary school teacher what the most important subject is at school, and chances are that they will name their own subject. Ask a primary school teacher and the answer will be very different. Ask parents and people outside of the education sector and the chances are that mathematics will be prioritized, closely followed by science. The question is why do so many people, the majority in fact, believe this to be so? What is it about our education system that makes us think like this and above all accept it? What about history? Surely this has to be one of the most important subjects? Francis Bacon once said, “Histories make one wise,” and how can we evolve if we do not learn from the past? What about physical education? Aren’t health and fitness paramount? What about the arts, a subject so often dismissed? Two years of pandemic-enforced lockdowns has proved how vital art and creativity are to our mental health. Then there is English... In a British International School, such as Byron College, fluency in English is essential to unlocking learning in all other subject areas. I would also mention philosophy, a subject that is often overlooked, but which allows children to think and express themselves differently. I am proud that Philosophy for Children is

part of the curriculum. As one of our Primary students thoughtfully put it, “Philosophy provides answers that science can’t.” The purpose of school aged education is to prepare our learners for the challenges of life and to give them the maximum range of opportunities, so that as their skills and talents develop, they are equipped with the knowledge to reach their potential. If we are to nurture the future artists, designers, writers, linguists, and diplomats, we must think carefully before belittling the importance of any subject.

We must never forget that creativity is important. Funding cuts in education are always targeted at subjects deemed “surplus to requirement.” It may take a great deal of technical ability to make advancements in the world, but these advancements start with a great deal of imagination, creativity, and more importantly a sense of belief that the impossible just might be possible. Knowledge and creativity share a symbiotic relationship. All subjects in school are important, and we must ensure not to discriminate one over another as this leads our children to think this way. Far too often, parents insist that their children take subjects like mathematics or physics even when the children’s skillsets and interests lie elsewhere. There is no set formula; what is best for one person may not be best for the next.



**ADVANCEMENTS
START WITH A
GREAT DEAL OF
IMAGINATION,
CREATIVITY,
AND MORE
IMPORTANTLY
A SENSE OF
BELIEF THAT
THE IMPOSSIBLE
JUST MIGHT BE
POSSIBLE**

It is therefore important as educators to not suppress our children’s creativity and joy of discovery. Those preparing students for a future in engineering, for example, must remember the element of design. When the cure for cancer is one day found, this will be through a combination of scientific knowledge and creative innovation. In all learning, synthesis is a key skill. The Canadian poet Robert Zend famously said “People have one thing in common; they are all different.” As educators and parents, we have a duty to embrace these differences and enable each and every child to develop their individuality and find their place in the world. What we do matters, and so does every child, especially at Byron College. 🐼

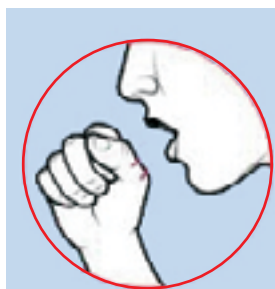
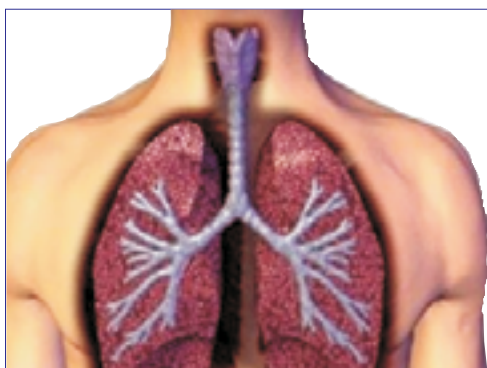
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the lungs



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STRENGTH IN COOPERATION

AmChamGR's Key Contributions to TIF 2022

Long known as a celebration of entrepreneurship, extroversion and innovation for its focus on forward-thinking business and the impact of new technologies, TIF 2022 is a perfect platform for the American-Hellenic Chamber of Commerce, which once again returned to the fair this year with a series of talks and events that focused on the impact and potential of the country's digital transformation and its emergence as a regional and global innovation center as well as a key player in energy security, while highlighting the growing importance of local, regional and global cooperation in ensuring longterm stability and prosperity.



Taking place on September 10-18, 2022, the 86th Thessaloniki International Fair (TIF 2022) was a testament to Greece's determination to move itself boldly forward and shape a promising future for itself regardless of hurdles or challenges that must be overcome. Attuned to shifting global economic realities, ongoing changes in the fields of health and energy, and the rapid technological developments marking our era, TIF 2022 once again proved its continuing relevance as a mainstay of the country's economic landscape. Organized under the theme "Forward for Green," the event highlighted regional development through a circular economy model, inviting participations that showcased the scope and applications of circular economy thinking in the Greek market. The event's nine thematic sections were: academia; automotion, electricity, mobility; cosmos - international participations; digital Greece - startups; energy - circular economy; furniture - home equipment; gastronomy - nutrition; Greece and entrepreneurship; and public entities - organizations. Within this framework, the 3rd Thessaloniki Helexpo Forum was held on September 12-16, bringing together the country's various joint chambers in fruitful discussions on all major developments facing Greece today.

With an eye to the future and taking into account the important role of developing new markets and forging new partnerships, the 86th Thessaloniki International Fair featured the United Arab Emirates as honored country, serving as a platform for the two countries to explore opportunities for further bilateral trade, investment, cultural and other collaborations. The 400-strong Emirati delegation, led by Minister of Economy Abdulla bin Touq Al Marri, included more than 65 Emirati enterprises active across a number of fields—including investment management, energy, food and beverage, defense, space technology, tourism, shipping, and real estate—and hosted hundreds of meetings with Greek enterprises.

TIF 2022 further paid tribute to the 100th anniversary of the Asia Minor Catastrophe, otherwise known as the Greco-Turkish War of 1919-1922. This included an exhibition of artifacts and heirlooms from the period as well as a special audiovisual exhibit exploring the historical narrative of the last days of the war and the ensuing influx of Greek refugees from Asia Minor and the Pontus region into Greece, tracing the story of these people through their arrival and integration to the positive impact their contribution had on the country over the past century.

TIF 2022, took place as always at the Thessaloniki International Exhibition and Congress Center, a stone's throw from the iconic White Tower and the city's renowned esplanade. Hailed as hugely successful, it was marked by a remarkable increase in participation and public interest compared to the previous year, attracting some 212,363 visitors and featuring the participation of 19 countries and approximately 1,500 exhibitors over its nine days, compared to 15 countries and approximately 900 exhibitors in 2021—numbers that according to the event's organizer are fast approaching pre-pandemic levels.

True to its tradition, the American-Hellenic Chamber of Commerce participated in TIF 2022, hosting a series of panel discussions as part of the 3rd Thessaloniki Hel-expo Forum and, of course, organizing its much anticipated Southeast Europe Energy Conference (SEEF 2022) on the eve of this year's Thessaloniki International Fair. Focusing on the global and regional energy landscape and Greece's growing role in this moving forward, the Chamber's talks and events at TIF 2022 further explored the country's investment environment, particularly in terms of the possibilities it offers for US companies, highlighted opportunities for growth and collaboration, and underlined the potential of Thessaloniki's immensely promising innovation ecosystem.

TF2022 PRESS CONFERENCE





OLGA KHAKOVA, BELINDA BALLUKU, NASER NUREDINI, ARTANE RIZVANOLLI, JOSHUA VOLTZ



SPIROS PAPAETHYMIU, TASSOS MANOS, GEORGE PECHLIVANOGLU, IOANNIS MARGARIS

SEPTEMBER 9

Southeast Europe Energy Forum 2022

On the eve of the 86th Thessaloniki International Fair, the American-Hellenic Chamber of Commerce convened its much anticipated 6th annual Southeast Europe Energy Forum (SEEF 2022) on September 9, at the MET Hotel in Thessaloniki. The event, which has emerged as somewhat of an institution in the annual run-up to TIF's official opening each year, was jointly organized with the Hellenic Association for Energy Economics, in cooperation with the United States Embassy in Greece, and with the Atlantic Council and the United States Chamber of Commerce as strategic partners.

The event's agenda this year was dominated

by the ongoing energy crisis and the new energy landscape that has emerged as a result of Russia's invasion of Ukraine, as well as the crucial role the energy sector is playing today for governments, markets and citizens, particularly as skyrocketing energy costs have sent shockwaves around the world, driving up inflation and stoking the fires of socioeconomic unrest. With this in

We need to fast forward investments in renewable energy but also in networks. [...] There is a lot of interest in the energy sector.

— KOSTAS ANDRIOSPOULOS, CHAIR OF AMCHAMGR'S ENERGY COMMITTEE

mind, SEEF 2022 showcased Greece's leading role as a major energy hub in the region and the country's commitment to promoting stability as well as green and sustainable development. Speakers concurred on the vital importance, to Greece, of fully utilizing available energy resources, especially the country's wealth of renewables, whilst also developing and improving the country's electricity grid as well as suitable energy storage systems.

Also high on the agenda was the shared conviction that despite current challenges, Europe must stay the course of its commitment to green energy and act with swiftness and determination to identify solutions and implement measures to minimize the energy and economic fallout of the global energy crisis. It further emerged, during the course of the forum, that the United

NIKOLAOS BAKATSELOS, KATE MARY BYRNES, CHRISTOPHER R. HILL, HERRO MUSTAFA, YURI KIM, GEORGE J. TSUNIS



Developing our energy resources is now more relevant than ever, and the transition to green energy has become a quest not just for sustainability and climate resilience but also for energy independence and longterm stability and prosperity.

— NIKOLAOS BAKATSELOS, AMCHAMGR PRESIDENT



KOSTAS ANDRIOSOPOULOS, MARIA SPYRAKI, OLGA KHAKOVA, KOSTIS SIFNAIOS, VLADIMIR MALINOV, MARIA RITA GALLI, DANIEL BUSTOS



ELIAS SPIRTOUNIAS, ALEXANDRA SDOUKOU, DIMITRIOS PSYCHOYIOS, LAURA LOCHMAN

**We need to collaborate.
We need to stop thinking
as individual countries and
start thinking as neighbors.**

— **SPIROS PAPAETHIMIIOU, PRESIDENT, HELLENIC
ASSOCIATION FOR ENERGY ECONOMICS (HAAE)**

States is willing and ready to contribute to Europe's medium- and long-term energy needs through LNG (liquefied natural gas) exports from the US. Speakers also discussed the important new partnerships that are taking shape, as well as advances in materials and processes, emerging smart energy management tools, the latest in green energy innovation, and developments in tools and infrastructure that can facilitate our adaptation to climate change and the preservation of crucial ecosystems. SEEF 2022's sponsors included (Platinum sponsor:) Public Power Corporation

**At this defining moment
of global history, I'm
convinced that we will
continue working together
to shape a resilient future
for our nations, with
affordable prices and
sustainable growth.**

— **KOSTAS SKREKAS, MINISTER OF ENVIRONMENT
AND ENERGY, HELLENIC REPUBLIC**

(PPC/DEI); (Gold sponsors:) Eunice Energy Group, Gastrade, Independent Power Transmission Operator (IPTO), Mytilineos, National Bank of Greece, and National Energy; and (Silver sponsors:) Deloitte, Hellenic Gas Transmission System Operator (DESFA), Enel Green Power, Hellenic Electricity Distribution Network Oper-

ator (HEDNO), and Hellenic Petroleum (HELPE). The Athens-Macedonian News Agency served as the event's news agency partner, with ANT1 serving as media partner, and with EnergyIn.gr, EnergyPress.gr, Energy-World.gr, Epiheiro.gr, GRTimes.gr, and Ενέργεια και Οικονομία newspaper as communication sponsors.

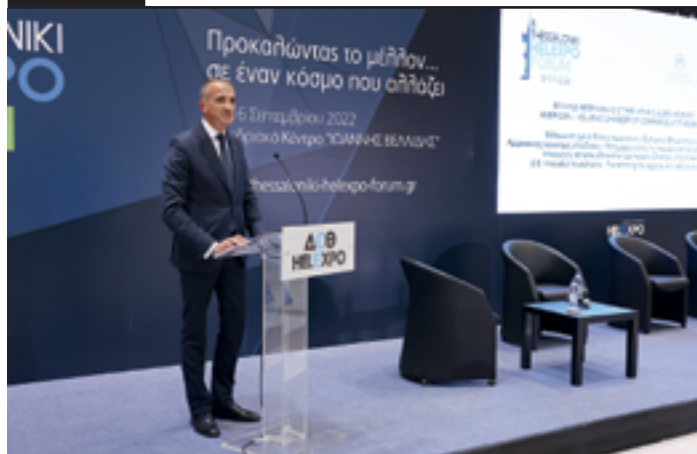
**If we are going to tackle this very complex and very global
problem, we must all be at the table and we must all be
speaking together. [...] This part of the world, the eastern
Mediterranean and the Western Balkans, is a particularly
important part of the solution moving forward.**

— **JOSHUA VOLZ, DEPUTY ASSISTANT SECRETARY FOR EUROPE, EURASIA, AFRICA AND THE MIDDLE EAST
AT THE UNITED STATES DEPARTMENT OF ENERGY**

Visit amcham.gr to find out more about SEEF 2022, browse the agenda and speaker bios, and watch videos of the forum's panels.

KOSTAS ANDRIOSOPOULOS, GEORGE J. TSUNIS, ALEXANDRA SDOUKOU, ADONIS GEORGIADIS, NIKOLAOS BAKATSELOS, VASSILIS KAFATOS, SPIROS PAPAETHIMIIOU





VASSILIS KAFATOS



ALEXANDRA GOUTA, HARRIS MAMOULAKIS, CHRISTOS STAIKOURAS, CHRISTOS HARPANTIDIS, VASSILIS KAFATOS

SEPTEMBER 13

The US and the Greek Investment Landscape

On September 13, 2022, the American-Hellenic Chamber of Commerce participated in the 3rd Thessaloniki Helexpo Forum with a day of panel discussions that took place at the Ioannis Vellidis Congress Center. In his opening remarks, Vassilis Kafatos, AmChamGR Vice President and Chair of the Chamber's Northern Greece Committee, highlighted the growing impor-

The US Pavilion at TIF 2018 was a catalyst for US investments in Thessaloniki.

— ELIAS SPIRTOUNIAS,
AMCHAMGR EXECUTIVE DIRECTOR

tance and potential of the innovation ecosystem emerging in Thessaloniki, focusing on US investments in innovation and their impact on the regional and national economy; pointing to the Chamber's contribution to promoting innovative entrepreneurship in the region, he referred to the successful organization of the US participation as the Honored Country at the 83rd Thessaloniki International Fair in 2018, which served as a springboard for several important businesses to come to Thessaloniki and to Greece. The day featured a series of in-

teresting talks and presentations on issues relating to the city's innovation ecosystem and US innovation investments in Greece, with an emphasis on cloud technologies and the massive potential that digital transformation holds for the country.

George Kollidas, Partner and Technology Leader at PwC Greece, kicked off the day with a presentation titled "Ransomware: Taking Advantage of the Crisis," which explored the impact of these malicious attacks on corporations as well as the opportunities they present to make improvements across a range of areas. This was followed by a session titled "Take the World by Cloud," during which Alexandros Minas, Principal Director at Accenture, and Dimitris Athanasiadis, SAP Practice Lead at Accenture, discussed the challenges companies face in the process of transitioning to the cloud as well as the importance of successfully completing this migration. Next, a panel discussion titled "The In-

vestment Climate in Greece and the Role of the USA" brought together a group of distinguished speakers comprising Christos Harpantidis, President and CEO of Papastratos; Dimitris Koutsopoulos, CEO of Deloitte Greece; Harris Mamoulakis, MP and Deputy Head of Development and

GDP is growing impressively and growth is mainly based on the strong increase in investment and exports.

— CHRISTOS STAIKOURAS, MINISTER OF FINANCE

Investments for SYRIZA; AmChamGR Executive Director Elias Spirtounias; and Minister of Finance Christos Staikouras. With the discussion moderated by journalist Alexandra Gouta, the speakers discussed the resilience demonstrated by the

DIMITRIS ATHANASIADIS



ALEXANDROS MINAS





GEORGIOS KOLLIDAS



IWONA SIKORA

Greek economy as well as the impact of US investments in the country, while also underlining the need for a plan that will set out a clear vision and sustain investment interest and nurture Thessaloniki's and the country's potential as a major regional and international talent and entrepreneurship hub. The day ended with a session titled "Digital Transformation: The Opportunity for Greece," during which Iwona Sikora, Vice President and General Manager for Europe and South Africa at Iron Mountain, and Viktoria Kalfaki, Head of Public Sector for Greece and Cyprus at Google Cloud, discussed the country's remarkable progress over the past years and explored the many opportunities and possibilities ahead for Greece at the country completes its transformation.

Visit amcham.gr to find out more.

Reflecting on the number of major international companies that have established a presence in Thessaloniki, the output of the city's universities and research centers, the extroversion of the local business community and the growing number of supporting initiatives by local authorities, speakers at the event had the opportunity to explore the region's potential to play a crucial role in southeastern Europe and lead the way in sustainable development.

The day kicked off with welcome addresses by the Mayor of Thessaloniki, Konstantinos Zervas, as well as Stavros Kalafatis, Deputy Minister of Interior, for Macedonia-Thrace; Nikos Papaioannou, Rector of the Aristotle University of Thessaloniki; and Christina Theofilidi, General Manager of Retail Banking at the National Bank of Greece. The day's panels were: The Internationalization of Universities and Research Centers; Extroversion and Greek Businesses; International Companies in Northern Greece;

Local Government and Institutional Initiatives; Synergies and Outcomes: What Comes Next; as well as Innovation, Extroversion, Investments and Synergies: The Cornerstones of Sustainable Development, which was moderated by the Chamber's own Litsa Panayotopoulos, AmChamGR Treasurer and Chair of the Education-Innovation-Entrepreneurship Committee.

Visit amcham.gr to find out more.

The effort is not just about Athens. It's about the whole of Greece. [...] The things we do are about our country and its development.

— **LITSA PANAYOTOPOULOS, CHAIR OF AMCHAMGR'S EIE COMMITTEE**

SEPTEMBER 16

Thessaloniki Helexpo Forum Northern Greece as an International Innovation Hub

On September 16, 2022, the American-Hellenic Chamber of Commerce participated in the 3rd Thessaloniki Helexpo Forum with a series of panel discussions on innovation, extroversion, investment and synergies, co-organized by the Chamber in partnership with NBG Business Seeds, the University of Thessaloniki and OK!Thess.

LITSA PANAYOTOPOULOS, THEOFILOS MYLONAS, VASSILIS TSAMOURTZIS, PANAGIOTIS KETIKIDIS



THOUGHT LEADERS

HEALTHCARE REVOLUTIONIZED

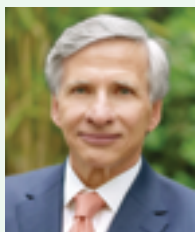
In anticipation of HealthWorld 2022, to be held this coming October under the theme “The Healthcare System in the 4th Industrial Revolution Era”, Business Partners invited members of AmChamGR’s Medical Device and Diagnostics (MD&D) and Pharmaceutical Committees to participate in this issue’s Thought Leaders feature: Healthcare Revolutionized.

Sharing their thoughts on the impact of the 4th Industrial Revolution in the sector, our Thought Leaders in Healthcare discuss a range of developments and issues facing healthcare today, as well as their respective companies and organizations, including changes in the healthcare landscape, the transformation of therapeutic approaches, the need to push forward with establishing new communication schemes between healthcare professionals and patients, and the new paths that must be forged for efficiently structuring/organizing and managing healthcare systems in Greece and around the world. The articles further touch on key topics such as digitalization in healthcare, public health policy, biotechnology, the role of patients, and the role of the healthcare industry in driving the expansion of the country’s new development model.

—ALEXANDRA LOLI, PhD



The Digitalization of Healthcare



— BY —

PASCAL APOSTOLIDES

President and Managing
Director, AbbVie Greece,
Cyprus and Malta

The 4th Industrial Revolution is changing the way health is understood, causing a paradigm shift in the methods of treatment and diagnosis, in the relationship between health professionals and patients, as well as in the management and organization of healthcare systems. New technologies and digitalization are the most important factors in this radical transformation that empower patients to progressively assume their role as consumers of health services. The

objective of Healthcare 4.0 is to provide patients with better, more value-added and cost-effective healthcare services, enhance the healthcare experience and improve the industry's efficacy and efficiency. The internet of health things, medical cyber-physical systems, health cloud, big data analytics, machine learning, blockchain, and smart algorithms are some of the breakthroughs that are leading to an exponential rate of change in healthcare.

TODAY, THERE IS A SET OF NEW TOOLS AND OPPORTUNITIES TO FORWARD THE DIGITALIZATION OF THE GREEK HEALTHCARE SYSTEM

In this new era, Greece should capture the digital opportunity. Because today, there is a set of new tools and opportunities to forward the digitalization of the Greek healthcare system. The National Recovery and Resilience Plan represents a unique financing opportunity for the digitalization of healthcare and the improvement of current infrastructure; the European Health Data Space and best practices from other member states provide the framework for the exploitation of health data and RWE research. Likewise, new digital tools allow virtual and remote care, ensuring access to health services for all and a transfer of healthcare from the hospital to the patient's premises. Finally, the necessary upgrade and interoperability of current platforms will allow effective budget management and data driven decision-making.

Realizing the Value of Personalized Healthcare



— BY —

EZAT AZEM

General Manager,
Roche Hellas

In recent years, progress in science and technology, such as the development of solutions across the care pathway (e.g. diagnostic tools, treatment options, wearables), has enabled new integrated approaches that can create value for patients and healthcare systems.

Personalized healthcare (PHC) is an approach that combines pioneering science, data, analytics, and technology to advance discoveries and improve patients' lives. By integrating different solutions to fit specific

patients and their needs, PHC can ensure better outcomes regarding diagnosis, treatment and monitoring, enabling at the same time significant healthcare efficiencies and improvements. These benefits can be realized in healthcare systems that are data and value-driven: with data guiding informed clinical decisions, and a reimbursement culture that focuses on the value of outcomes, rather than cost. Essential in this effort is the secondary use of health data from population-level sources, such as electronic health records and health insurance claims that can be used to improve personal care planning, medicines development and policy making.

GREECE NEEDS TO SIGNIFICANTLY IMPROVE ITS READINESS FOR PHC AND SECONDARY USE OF DATA

Greece needs to significantly improve its readiness for PHC and secondary use of data. This means that we need to invest more in the development of the necessary infrastructure for data collection and analysis, while ensuring access to data that is already available and adopting a value-based culture in healthcare.

Roche is ready to support this transition, by sharing its global knowhow, co-creating pilot projects and solutions and offering digital tools. By working collaboratively with all stakeholders, personalized healthcare can become a reality, delivering true value for patients and society.

Accelerating the Transition Towards a More Sustainable and Resilient Healthcare Environment



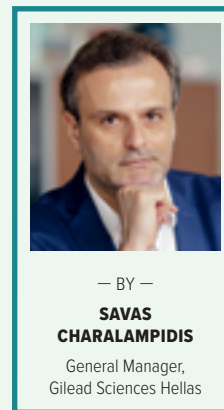
As the newly appointed General Manager for GSK Greece, I am happy to be back in the country, which feels like home to me. Thanks to my previous experience in GSK Greece in 2016-2018, I am familiar with the domestic pharmaceutical landscape and can see that significant progress has been made in health over the past years. The pandemic brought about long overdue reforms in healthcare and pharma and became an accelerant for change. If it has a silver lining, it

is this legacy of embracing real-data use and a digital mindset, while it also highlighted the value of vaccination and a new culture of prevention, which should not be left untapped. Focus on vaccination policies can protect both the public health and the healthcare system from the aggravating clinical and economic burden of devastating diseases. Other positive steps include the establishment of the HTA Committee and the subsequent concrete improvements in the reimbursement procedures as well as the incentivization for investment attraction in Greece.

INNOVATION MUST BECOME A NATIONAL STRATEGY

Yet there are still challenges that must be overcome in order to achieve predictability and sustainability for the healthcare system. Innovation must become a national strategy. Clawback must be reformed and a viable pharma expenditure secured, combined with fully operational and efficient mechanisms to ensure informed, data-driven decisionmaking that can lead to more efficient spending and improved patient outcomes. Capitalizing on my extensive international experience, I personally, and GSK as a whole, remain committed to fostering more partnerships aiming to contribute with sustainable solutions to strengthen the healthcare system and help health innovations reach patients all over Greece.

Digitalization as the Ultimate Change Enabler



Digitalization has always been perceived as an enabler of great things in healthcare planning and delivery—from epidemiological modeling and monitoring to dynamic budgeting and real-time understanding of demand and supply and real-world patient outcomes—one that, in the Greek National Health System, we had long aspired to but had never quite got closer to. It always felt as if we were trying to move the dinosaur of bureaucracy forward, and failing over and over

again. But then again, who can move a dinosaur?

And then Covid-19 broke out... Overnight, the forces of modernization, simplification and change were unleashed. Digitalization sustained care delivery and fed collective resilience; it was an unlikely gift of the times. And the question now in front of us is this: How do we capitalize on such a gift? How do we ensure it does not deflate over time, its luster lost and its potential cut short because we are back to not-moving the dinosaur?

DIGITALIZATION HAS ALWAYS BEEN PERCEIVED AS AN ENABLER OF GREAT THINGS IN HEALTHCARE

Standardization is what we should seek. Standardization of care processes and care pathways, of human resources that will deliver such care and of infrastructure that will support it. Standardization that is driven by clinical excellence and is auditable, in order to embed a culture of transparency and accountability. That allows forecasting of capacity and gaps in meeting projected needs. That embeds digitalization to enable removal of unnecessary bureaucratic steps, optimize available resources and maximize return on investment. Standardization goes hand in hand with digitalization. And it may be our only chance to finally enable change.

Collaboration, the Cornerstone of Resilience



— BY —

ELENA CHOULIARA

President and Managing
Director, AstraZeneca
Greece and Cyprus

Pre-pandemic, many healthcare systems around the world were already struggling to contain costs and meet demand amid aging and growing populations, a rise in non-communicable diseases, as well as workforce-related and other challenges. The pandemic further exacerbated these issues and starkly exposed weaknesses in health systems. Moreover, the current multilevel crisis after the war in Ukraine intensified the need to deliver sustainable solutions.

Under these circumstances, a necessary precondition for building and strengthening our healthcare systems in the era of the 4th Industrial Revolution is the constant and effective cooperation of all stakeholders involved. At AstraZeneca, leading the transformation of healthcare delivery is a priority. Our contribution during the Covid-19 era is proof of this commitment. However, meeting such goals is a collaborative challenge. We must all set and secure stable partnerships if we hope to achieve equal and uninterrupted access of all patients to innovative current and future treatments.

BUILDING RESILIENT HEALTHCARE SYSTEMS IS THE MOST VALUABLE INVESTMENT FOR ALL OF US

A key issue in this direction is the maximization of the benefits we may enjoy through proper utilization of all available data. There are plenty of examples that highlight this necessity. And we are focusing on participating in such initiatives worldwide and supporting relevant efforts which secure, considerable longterm benefits for patients and sustainable treatment costs. Building resilient healthcare systems through a well-organized cooperative model based on all available tools of our digital era should be considered the most valuable investment for all of us. Let this be our significant contribution for the next generations.

How R&D Is Driving the Transformation of Healthcare



— BY —

**SUSAN KING-
BARNARDO**

Managing Director /
General Manager, Merck
Greece and Cyprus

The 4th Industrial Revolution is changing the way health is understood, transforming the methods of diagnosis and treatment as well as the relationship between healthcare professionals and patients and altering the management and organization of health systems.

For one, today's markets have become increasingly competitive and unpredictable, with demands growing and customers becoming more selective; 79% of companies are re-inventing their business model as a result of the pandemic, which also

accelerated digital transformation, thus boosting innovation, increasing efficiency and improving products and services.

CHANGE WILL CONTINUE TO BE A CONSTANT IN THE HEALTHCARE SYSTEM

Meanwhile, specialty medicine is set to outpace traditional drugs. Globally, specialty medicines are projected to represent 45% of global medicines spending by 2025, with more than half of the spending on these products in major developed markets.* And of course, science and innovation are increasingly recognized worldwide as drivers of economic and social prosperity. In fact, two-thirds of economic growth in Europe is derived from research and development investments. R&D efforts in the pharmaceuticals and biotech industry are continuously developing breakthrough innovations for unmet medical needs across disease areas, thereby contributing to a robust industry, and generating highly qualified employment opportunities which are drivers of economic growth.

One thing is for sure, change will continue to be a constant in the healthcare system, hence effective and efficient implementation of innovation and new technologies is essential, and interaction between government, healthcare professionals, stakeholders, and society is paramount for the future.

* Source: "The Global Bio/Pharma Market: Where's the Growth?"
DCAT Value Chain Insights

Reimagining Medicine Through Innovation and Collaboration



— BY —

SUSANNE KOHOUT

Country President,
Novartis Hellas

With faster medical advancements, new medical approaches and top-notch healthcare treatments becoming accessible to everyone, the 4th Industrial Revolution will have an unprecedented impact on healthcare, a technology-oriented industry in which innovations that can improve the quality of patient care are rapidly adopted.

Novartis is reimagining medicine to improve and extend people's lives. Using innovative science and digital technologies, we create

transformative treatments in areas of great unmet medical need. We support innovation in our pipeline and technology, including cell and gene therapies, which are the future of medicine since they can offer patients targeted personalized treatment with vast therapeutical results.

TIME FOR ALL OF US TO RE-WRITE A NEW SOCIAL CONTRACT FOR HEALTH, WHERE ALL STAKEHOLDERS COMMIT ON KEY PRIORITIES & OBLIGATIONS

Healthcare is also a fundamental pillar of the economy, and co-operation with external innovators is vital to generate a sustainable future. At Novartis, we honor our strong commitment to increasing access to innovative medicines through pioneering partnerships with national health systems, while via collaborations with tech leaders such as Hewlett Packard Enterprises, we aim to accelerate the use of data and digital technologies to reimagine global health and improve healthcare access, as well. Some strong elements are already in place that make Greece a unique landscape for breakthrough solutions in disease prevention and management, not least the "Spyros Doxiadis" National Public Health Prevention Program. Equally important are the foundations in place for further development of digitalization in healthcare. Moving forward, we must fundamentally reimagine the way we work and create a culture that brings out the best in our people to fulfill our purpose of reimagining medicine to improve and extend people's lives.

Connecting the Dots from Diagnosis to Cure



— BY —

NIKOS KOURENTZIS

Country Head Radiology
GR/CY/IL/MT/RO/BG/MD,
Bayer Hellas

Health should be accessible regardless of heritage, education, or income. For us at Bayer, working towards health equity means overcoming healthcare system challenges and empowering everyone to live a healthier, happier life. Digital health can help us drive equity and access and make our healthcare systems more sustainable. A bright example is the future role of AI in radiology. With aging populations and changing lifestyles leading to an increase in chronic

conditions, the demand for medical imaging to facilitate diagnosis, treatment decisions and therapy planning is growing exponentially. Yet medical imaging data is increasing and becoming ever more complex at a disproportionate rate compared to the number of available trained readers. To tackle the challenges arising from this, we must combine human expertise and intelligence with the opportunities offered by artificial intelligence.

DIGITAL HEALTH CAN HELP US DRIVE EQUITY AND ACCESS

At Bayer, our ambition is to assist healthcare professionals in making informed decisions at critical steps within a patient's journey, by connecting the dots along the way. This is why we are launching a digital platform through which healthcare professionals can centrally manage digital clinical imaging and workflow applications including AI-enabled solutions. Integrated into the medical imaging workflow of the existing picture archiving communication system (PACS) and radiology information system (RIS) environment by our platform, these offerings will support healthcare professionals in making complex decisions and providing clear direction from diagnosis to care. In Greece, through our Healthcare Accelerator program, we aim to upgrade clinical practice by empowering healthcare professionals with innovative technologies that allow healthcare evolution from diagnosis to disease management.

A New Era for Greek Healthcare



— BY —

**THEODORE
LIAKOPOULOS**

Managing Director,
Johnson & Johnson
MedTech Greece and Cyprus

As the 4th Industrial Revolution brings about technological advances that are completely transforming how we live, work and interact with one another, a digital health revolution is transforming the healthcare industry with the promise of expanding health access for all; at the same time, patient care is becoming more targeted and individualized, greatly improving its quality and effectiveness. This transformation is reshaping the management of prevention, diagnosis and treatment of patients.

The Greek National Health System must use the momentum of the pandemic to upgrade outdated technology, stop relying on manual recordings and indexes and minimize bureaucracy, while designing a future for itself built on factual data rather than assumptions. We must use technology to improve the experience of healthcare for hospitals, suppliers, providers and patients. Using the new wave of digital platforms and applications for diagnosis and treatment can help optimize hospital flows, speed up processes, and enhance communication within healthcare structures, among healthcare authorities, and between healthcare professionals and patients. The spectrum of implementation is endless, including early diagnosis before symptoms, optimized treatment pathways, efficient inventory management, improved emergency response speed and readiness, reduced waiting times, optimization of hospital stay duration, lower readmission rates, improved outpatient management, and enhanced remote health.

A DIGITAL HEALTH REVOLUTION IS TRANSFORMING THE HEALTHCARE INDUSTRY

The MedTech industry demonstrated responsiveness, standing by the healthcare system. We remain partners, connected to decisionmakers ready for change, co-creating profound value and impact throughout the healthcare journey. Together we can advance the future of healthcare in Greece and change the trajectory of health for humanity.

Going Digital: Change that Matters



— BY —

**GEORGE
PAPADOPOULOS**

Country Manager and
Country Franchise Head,
Alcon Greece

New technologies and AI applications in healthcare are allowing us to develop new service models and explore new treatment options and are affecting how health policymakers make decisions on organizations' management and budgeting. The EU's Recovery and Resilience Facility is setting the pace by allocating 20% of RRF funding to digital transformation. In healthcare, this centers on improvements in public administration, digital enhancements to reinforce national health system capabilities, further implementation of telemedicine, and reduction of health inequalities through better access to healthcare.

WE HAVE THE OPPORTUNITY TO LAY THE GROUNDWORK FOR TRULY IMPACTFUL CHANGE

As a company, Alcon remains dedicated to improving the way healthcare providers can provide services to their patients and the way patients can access these and benefit from them, improving their quality of life. With over 75 years of innovation with a clear focus on ophthalmology, Alcon is at the forefront of generating digital tools and applications for providers and patients. One example, focusing on value-based healthcare, is our A-COM (Alcon-Cataract Outcomes Management) digital data-capturing platform that allows real-time monitoring of patient-centered outcomes, big data generation and performance-based funding and reimbursement schemes. Meanwhile, aiming to optimize the patient experience, we are also developing an application to seamlessly connect data systems, diagnostic devices and surgical equipment—clinic to OR, pre- to post-op—in order to help providers operate with greater efficiency, flexibility and accuracy and provide the best possible service.

At the dawn of this new era, we have the opportunity, through knowledge sharing and implementing disruptive technologies, to lay the groundwork for truly impactful change that will benefit all patients.

Bridging Current needs to Our Vision for the Future



— BY —

**ELIZABETH
PRODROMOU**

General Manager,
Bristol Myers Squibb

The 4th Industrial Revolution is here, and it's strongly impacting healthcare worldwide, emerging as one of the key factors in ensuring equal access to quality services and new, innovative medicines. However, the distance from vision to practice requires that we build a bridge between the strides of science and the ability of health systems to keep up and integrate those rapid advances.

Greece is ranked 26th among EU countries in using digital health

records and 25th in electronically exchanging clinical data, highlighting the distance we must yet cover. The coming years will be marked by the emergence of a digital gap, as states unable to accelerate their pace and achieve considerable digital transformation, including AI and big data analytics, will gradually be pushed to the margins. This is a major challenge but also an opportunity for stakeholders such as the pharmaceutical industry to constructively prove our support and added value. As for Bristol Myers Squibb, our strategic positioning in this new era focuses on using digital innovation to accelerate drug discovery and development, improve manufacturing, enhance business capabilities, and advance patient care. However, we also recognize our role in the national effort to reform and restructure the National Health System by leveraging digital tools.

WE MUST BUILD A BRIDGE BETWEEN THE STRIDES OF SCIENCE AND THE ABILITY OF HEALTH SYSTEMS TO KEEP UP

Greece can achieve this goal through the cooperation of all stakeholders in critical fields of digital transformation such as individual health files, therapeutic protocols, patient registries, electronic interconnection of hospitals, and telemedicine. This is the only way to bridge the needs of the present with the vision of the future and advance health equity and the system's sustainability without wasting precious time.

Digital Transformation in Healthcare Is All About Innovation



— BY —

ZACHARY RAGOUSIS

President and
Managing Director,
Pfizer Hellas

While health systems across the world are facing multiple challenges, one thing is clear: the future of global healthcare lies in digital—innovative technologies such as artificial intelligence, machine learning, big data, and augmented reality that are already transforming the relationship between patients, healthcare providers and public health systems with a more patient-centric approach. Digital transformation in the healthcare sector affects the entire

patient journey, from access to healthcare to how they pay for it and how they experience the delivery of care.

THE DIGITALIZATION OF HEALTHCARE IS NOW MORE NECESSARY THAN EVER

Digital transformation became a priority during the pandemic, helping the pharmaceutical industry as well as national health systems to respond at a pace and scale never seen before. Innovation and pioneering technologies made possible the development of a vaccine in just nine months and a treatment in 18, processes that would have taken years under normal circumstances. Meanwhile, healthcare systems adopted digital tools not only to support the vaccine's rollout but also to promote virtual engagement between healthcare providers and their patients. In Greece, the pandemic has accelerated the sector's digital transformation, with the successful rollout of the Covid 19 vaccination program and the launch of the MyHealth app demonstrating that the digitalization of healthcare plays a critical role in public health and is now more necessary than ever.

Healthcare ecosystems across the world have the opportunity to leverage digital technologies and adopt more digital health tools in order to open new opportunities in medicine R&D, make healthcare more cost-effective, and build viable healthcare systems that will guarantee equal access to all.

Investing in Innovation Is Investing in the Future



— BY —

GEORGE TOUSIMIS

Country Director, Amgen
Hellas and Cyprus


There are dozens of examples that reveal the impact of the 4th Industrial Revolution on the health sector. The ability to innovate is driven by remarkable advances in science and technology. Our approach to the recent pandemic is indicative. It took us 200 years to understand the mechanism behind measles, whereas we only needed two weeks to fully analyze the genome of Covid-19.

In our digital era, data and the way we are using it is driving the ability to innovate. For example, in 2012, Amgen acquired deCODE Genetics, which at that time had accumulated detailed genetic information on approximately 100,000 people, all from deCODE's home country of Iceland. Today we have this information for 2.5 million volunteers worldwide. It is the data that lead us to innovative medicines. And it is the need for access to innovative medicines for all patients which must lead our efforts to build a sustainable healthcare system. The key towards this direction is the functional cooperation of all stakeholders. Optima Oncology is a characteristic example: A consortium of 36 entities across Europe, comprising prestigious universities, major pharma companies, scientific societies, research institutes, data, and tech companies, as well as the European Cancer patient association, all joined forces to tackle cancer across Europe, utilizing the biggest amount of data available in Europe.

DATA AND THE WAY WE ARE USING IT IS DRIVING THE ABILITY TO INNOVATE

And when building on the amazing advances of science and technology, we can all be optimistic about our future, treating health innovation as an investment rather than just cost. This is a global but also a local challenge. Our common responsibility is to work together towards improving health, for the generations to come.





Project: Bristol Myers Squibb
Architectural Design - Construction - Project Management: ACRM

EKA Hellas SA supplied and installed Steelcase furniture and Interface flooring solutions

“The architectural details, aimed to create a new working environment. A fresh, contemporary way of working and interacting, where all employees can become productive through short and spontaneous meetings, held without strict privacy within the workplace itself. The goal was to upgrade the spaces creating small but intense interventions within the existing arrangement.”

Eleni Mourtzoukou, Senior Architect ACRM



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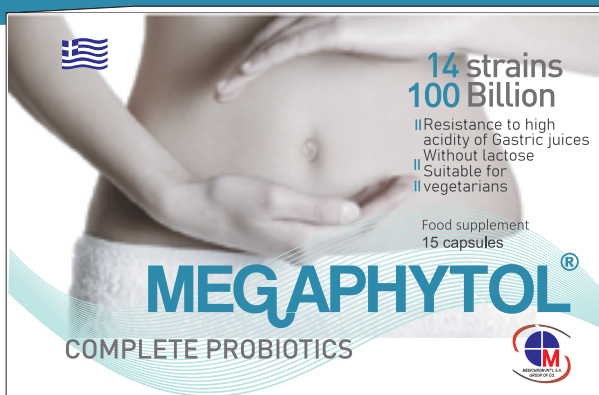
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LACTOPHYTOL®**

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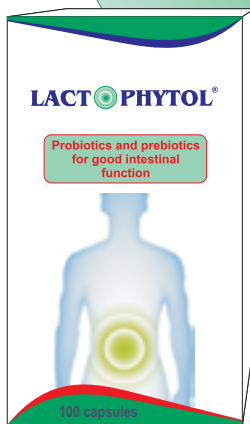


The greatest amount of probiotics
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and with the greatest potential
number of strains
(14 strems).

100.000.000.000 (100 Bil)
Billions of “friendly bacteria”

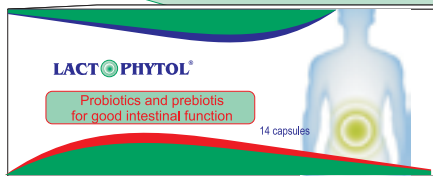
PRODUCTS

Probiotics and Prebiotics for good intestinal function



Packages:

- 14 caps
- 100 caps



5.000.000.000 (5Bil)

"Friendly bacteria" strains to maintain a healthy digestive tract / Intestinal function

50.000.000.000 (50Bil)

Billions of "Friendly Bacteria"



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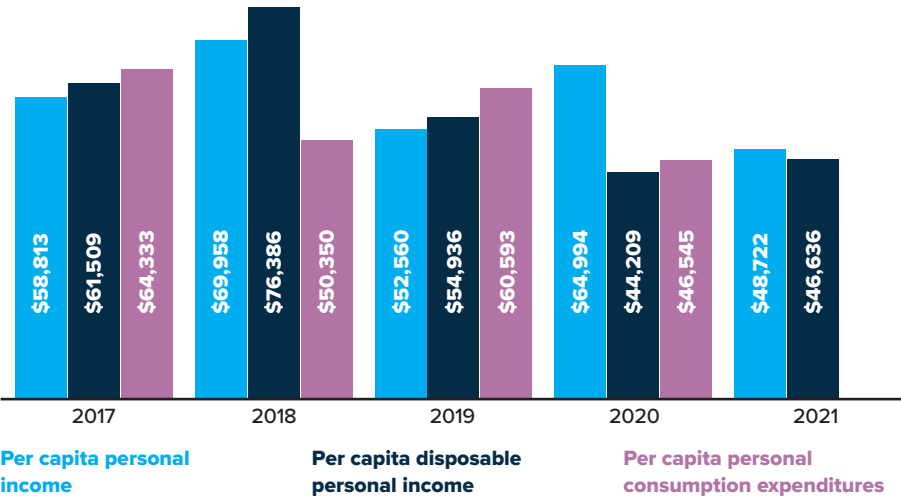
THE GOLDEN STATE

CALIFORNIA

First by population and third by area among the 50 States, California is located on the West Coast of the United States, bordering Oregon to the north, Arizona and Nevada to the east, Mexico to the south, and the Pacific Ocean to the west. It is renowned for its remarkably diverse geography and nature that range from plains to mountains and from deserts to rainforests. It has the most national parks of any state, including the Redwood and Death Valley National Parks, home to the world’s tallest tree (Hyperion, 115 m) and the lowest point in North America (Badwater Basin, 86 m below sea level) respectively. Nicknamed the “Golden State” for the mid-1800s gold rush that propelled its ascension to the Union in 1850, today California is the nation’s agricultural powerhouse, producing over a third of the country’s vegetables and three quarters of its fruits and nuts. It is also the home of Hollywood, the world’s oldest and largest film industry, and Silicon Valley, the global center for high technology and innovation.

DISPOSABLE PERSONAL INCOME

In 2021, California had a personal income of \$2.99 trillion, ranking first in the United States, and a per capita personal income of \$76,386 (up 9.2% from 2020), ranking fourth in the US at 120% of the national average of \$63,444.

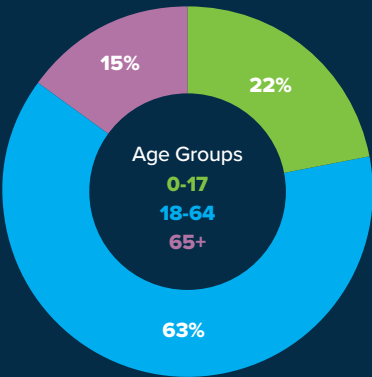


STATE CAPITAL: SACRAMENTO

MAJOR CITIES AND TOWNS

- 1 Los Angeles – 3,849,297
- 2 San Diego – 1,381,611
- 3 San Jose – 983,489
- 4 San Francisco – 815,201
- 5 Fresno – 544,510
- 6 Sacramento – 525,041
- 7 Long Beach – 456,062
- 8 Oakland – 433,823
- 9 Bakersfield – 407,615
- 10 Anaheim – 345,940

POPULATION: 39.2 MILLION



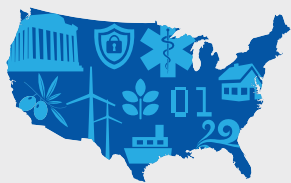
ECONOMY

With a current-dollar GDP of \$3.35 trillion (\$3,356,631.4 million) in 2021 (7.8% growth)—superseding that of Texas (the second largest) by \$1.37 trillion—California has by far the largest economy in the Union, contributing one seventh of the nation’s GDP. At the global level, California’s GDP in 2021 was larger than that of all but four countries: the United States, China, Japan, and Germany (at 22.9, 17.7, 4.9, and 4.2 trillion USD respectively). In 2021, the largest industry sectors were financial activities (finance, insurance, real estate, rental, and leasing) at 18.7% of GDP and professional and business services at 14.1% of GDP. The state’s major industries include agriculture, construction, durable goods manufacturing, information (including film and television), and science and technology.

GDP: \$3.35 TRILLION

INTERNATIONAL TRADE

In 2021, California ranked second in the nation by exports (\$174.92 billion) and first by imports (\$470.32 billion). This included \$162 million in imports from Greece, making California the third among US states by imports from the country.



TRADE USA
Exploring Opportunities™

Established in 2013, TradeUSA is the international trade department of the American-Hellenic Chamber of Commerce. It is a valuable resource of information and guidance for Greek companies looking to expand into the US market. Through a range of activities—including workshops, seminars, exhibitions, trade missions, and B2B meetings—it affords Greek companies access to a wealth of practical insights as well as networking opportunities with US importers, distributors and buyers. TradeUSA also organizes the annual ExportUSA Forum, which is the only forum in Greece focusing solely on exporting to the US market.

Figures in this feature sourced from the US Bureau of Economic Analysis (bea.gov), the US Census Bureau (census.gov), the US International Trade Administration (trade.gov), and the World Bank (worldbank.org) are up to date at the time of writing.

Top California imports from Greece in 2021, by NAICS-4 code (in million USD)



Featured Exporter

MATRIX PACK

Founded in 2009, Athens-based Matrix Pack is one of the largest producers of paper straws as well compostable straws and hot cup lids in Europe, with a current sales network that spans 52 countries. Here, Lydia Polychronopoulou, the company's Head of Communications and CSR, talks to Business Partners about understanding your market and setting the right pace.

What are the key elements behind Matrix Pack's success in the US market?

Matrix Pack entered the US market as already a global player. Our strong team and our experience working with a diverse and international customer portfolio across different business segments, combined with our local presence in the market—a factor that is essential for longterm success—added value to this venture. Of course, we also chose our timing carefully; tariff wars with China as well as local production issues created favorable conditions for entry and contributed to our success.

Why did you choose the US as part of your international expansion plan?

The US market was a strategic next step for Matrix Pack. It is a very large and strong market and consumption of our main product, drinking straws, is high. It is also a market most of our EMEA customers operate in. In recent years, the US market has been fragmented in terms of regulations/bans on plastic straws, and with local production still mostly focused on plastic, Matrix Pack's range of products and materials can serve the market properly.

What is your advice to other Greek companies interested in exporting to the US?

Create a longterm plan, and don't just treat the venture as a one-off opportunity. Be consistent with your local presence (e.g. exhibitions, visits) and get to know and understand the local market dynamics and segments, as it's a rather fluid market with multiple stakeholders. Make sure you have the capacity and product portfolio that allows you to serve the market fast and efficiently. Understand the added value that you bring to the table. And then define a time frame and starting point according to your longterm targets.

Showcasing Greek Tourism's Commitment to Sustainability

True to its commitment to lead the tourism sector's green transition and be part of the country's effort to shape a sustainable future, the Greek National Tourism Organization (GNTTO) has been steadily stepping up its work on green initiatives. Working through innovative policies and public-private partnerships within the context of a suitable institutional framework, Greece has already seen some remarkable efforts to achieve meaningful green transformation, notably the As-typalea E-mobility Project, the GR-Eco Islands initiative that kicked off with Halki, and of course, the Tilos Project. Meanwhile, the GNTTO has been working to promote sustainability and circular economy principles throughout the sector and at every level. With its new roadmap focused on sustainable tourism, the organization aims to reduce the sector's environmental footprint, cleverly regulating energy consumption, introducing and relying on renewables where possible, and other hotel-related activities.

In addition to partnering with a number of hotels, hospitality venues and other players to ensure the implementation of practical steps towards the country's green goals, the GNTTO is also working, at home and internationally, to showcase Greece's commitment to sustainability in general and especially to green, sustainable development in tourism. It does this across different channels, showing the world Greece's immense potential and appeal, both by highlighting destinations and achievements and by organizing dedicated actions to share the relevant information with the world, the public and industry stakeholders alike. Over the past year or two, these initiatives have included presentations, special webinars and other promotional materials—most recently an animated video presented at the opening ceremony of this year's Animasyros International Animation Festival. Now in its 15th year, Animasyros is the largest international animation festival in Greece and among the top of its kind in Europe. Taking place on the island of Syros

on September 20-25, Animasyros 2022 will feature more than 200 films by artists from 43 countries.

The new animation video is part of the GNTTO's promotional activities and aims to showcase Greece as an ever-evolving sustainable destination. "During this critical juncture globally, the shift to policies with well-defined sustainable characteristics is the only way to go," Greek Tourism Minister Vassilis Kikilias said, addressing the audience at the My Green Mobility 2022 event, earlier in September, and adding that the goal was "to implement a model of sustainable development that will preserve the authenticity and unique characteristics of every corner of Greece." Produced by Animasyros, the animated video is part of the GNTTO's new campaign that centers on themes of environmental protection, smart mobility, slashing gas emissions and reducing the use of plastics. The GNTTO is further preparing a dedicated sustainability hub to be launched later in 2022.

Birdman

JAPANESE PUB AND GRILL

Tucked away in a side street near Syntagma Square, Birdman is a hole-in-the-wall gem that's gained popularity for its intimate, no-fuss no-frills take on Japanese grill culture. Paying homage to late-night Tokyo eateries and Japan's jazz Kissa-style record bars, it serves new style yakitori with a side of hi-fi analog tunes, in a compact, effortlessly cool setting with counter dining. Enjoy neck-to-tail yakitori, meat and seafood kushiyaki straight from the open-fire grill, as well as the extensive selection of rare-breed beef nigiri, and explore the fabulous selection of single grain Japanese whiskeys, traditional and new-made sake labels, craft beers and natural wines, and delicious house cocktails.

Open daily 13:00 – 17:00 and 18:00 – 00:30. Limited Seating.



Birdman

Voulas 35 and Skoufou 2, near Syntagma Square, Athens
T: 210 3212 800 • birdman.gr



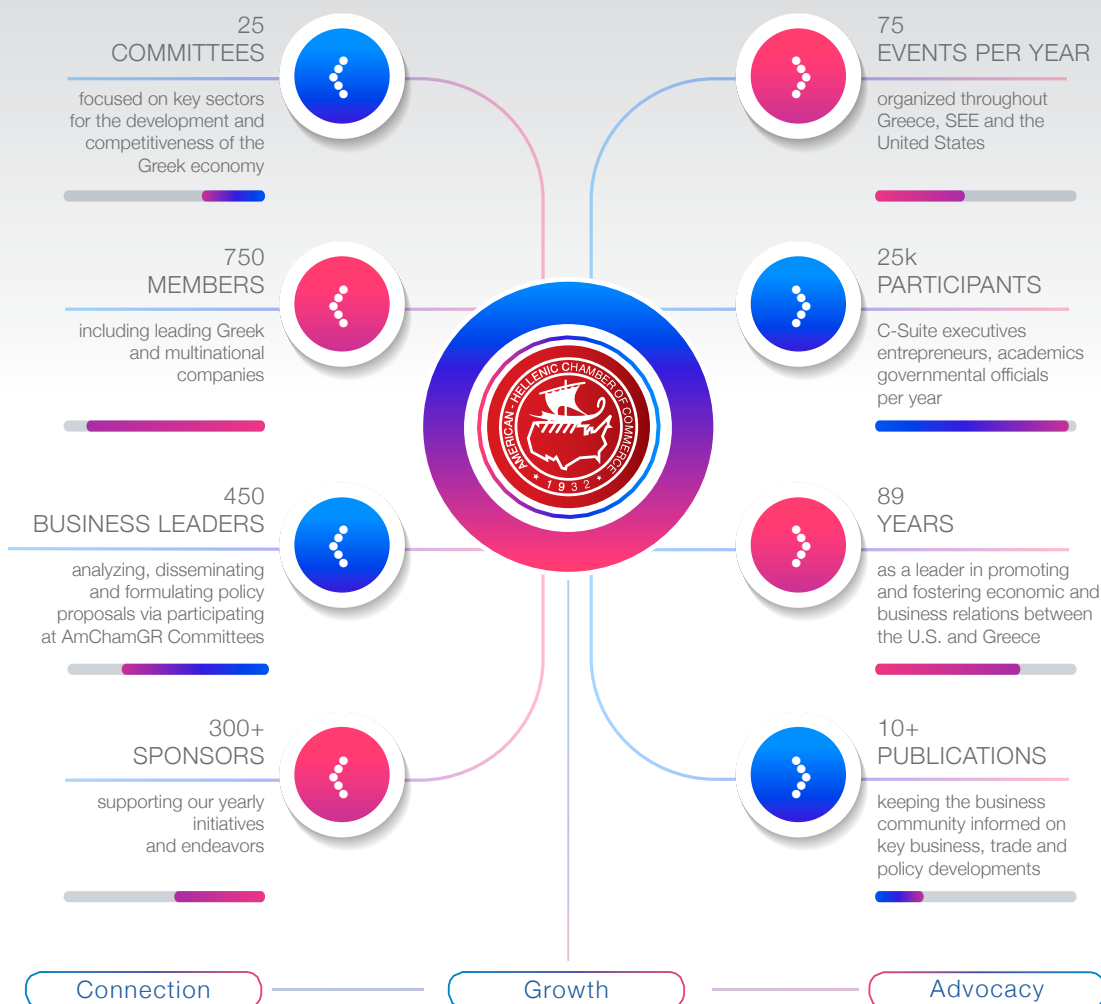
AMERICAN-HELLENIC CHAMBER OF COMMERCE

A Dynamic and Proactive Chamber

Established in 1932, the **American-Hellenic Chamber of Commerce** (AmChamGR) is one of the largest, most active and dynamic American Chambers in Europe. Its basic mandate is to promote and foster commercial, financial, and business relations between the United States and Greece. AmChamGR is a wholly autonomous, not-for-profit organization and receives no subsidy from any government body. It is an active member of the U.S. Chamber of Commerce in Washington D.C. and AmChams in Europe, the umbrella organization for 45 American Chambers of Commerce (AmChams) from 43 countries throughout Europe and Eurasia.

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- creating new business partnerships
- taking advantage of trade and investment opportunities
- being a part of American Chambers global network



www.amcham.gr



THE BUSINESS BOOK SHELF



The Chaos Machine

THE INSIDE STORY OF HOW SOCIAL MEDIA
REWIRED OUR MINDS AND OUR WORLD

BY MAX FISHER, LITTLE, BROWN AND COMPANY (HACHETTE)

We all have a vague sense that social media is bad for our minds, our children, and our democracies—but the truth is that its reach and impact run far deeper than we have understood. *The Chaos Machine* tracks the high-stakes inside story of how Big Tech's breakneck race to drive engagement—and profits—at all costs fractured and destabilized the world. Tracking the ubiquity of hate speech and its spillover into violence to their dark culmination in the US during the pandemic, the 2020 election, and the Capitol Insurrection, the author shows how social media giants' refusal to intervene in any meaningful way has resulted in a cultural shift toward a world in which people are polarized

not by beliefs based on facts but by misinformation, outrage, and fear. Fisher also tells the stories of the heroic outsiders and Silicon Valley defectors who raised the alarm and revealed what was happening behind the closed doors of Big Tech. Both panoramic and intimate, *The Chaos Machine* is the definitive account of the meteoric rise and troubled legacy of the tech titans, as well as a rousing and hopeful call to arrest the havoc wreaked on our minds and our world before it's too late.

Max Fisher is an international investigative reporter for the *New York Times*, where he authors a column on global trends and world events and where he contributed to a series about social media that was a 2019 Pulitzer Prize finalist. Fisher previously covered international affairs at *The Atlantic* and the *Washington Post*.

TRAVELOGUE

PLATAMONAS



Nestled among the trees where the verdant foothills of Mount Olympus meet the glimmering waters of the Aegean Sea, Platamonas (also known as Platamon) is an enchanting seaside town and beloved holiday destination. Renowned for its natural springs and therapeutic spas, it is surrounded by breathtaking vistas of green and blue, with lush forests and fertile fields meeting the azure expanse of the Thermaic Gulf along a stunning stretch of golden sand coastline. Busier in the summer months, Platamonas makes for a delightful late spring or early autumn getaway.

What to do: Find your favorite spot on the long sandy beach and settle in to soak up the sun and enjoy the clear, shallow waters. Treat yourself to a relaxing spa experience. Go for walks through the surrounding lush forest and enjoy some time forest bathing. Visit Platamon Castle, an early 13th-century Crusader castle that commands magnificent views of the area. Discover the area's charming traditional villages. Venture further inland—and uphill—to explore Mount Olympus.

Where to stay: Cronwell Platamon Resort, Diverso Platamon Luxury Hotel and Spa, Efharis Beachfront Villa, Porto Marine Hotel, Poseidon Palace
Where to eat: Gallaria, Kymata, Localia, Pigi ton Mouson, Psaropoula

Art & Culture

ART THESSALONIKI

In a time of successive crises, a global pandemic, political and economic upheaval, the one thing we all need is hope—hope for a new beginning, for change, for a better world. More than, arguably, anything else in the world, art has an extraordinary power to open up new ways of seeing, and in doing so, it holds immense potential to have a positive impact in the world. After all, without ideas, inspiration and imagination what would the future even look like? Originally established in 2016 and dedicated to celebrating contemporary art, the Art Thessaloniki International Contemporary Art Fair has quickly established itself as one of the most dynamic cultural events in SE Europe. Now in its sixth year, Art Thessaloniki 2022 will uphold its commitment to “distribution, briefing and amusement” with an impressive curated program of installations, performances and exhibitions, including artist showcases, museum and collectors' galleries, and a section dedicated to young and independent artists.

Where: TIF-HELEXPO Exhibition and Conference Center (pavilions 10-9-8)
154 Egnatias Str., Thessaloniki

When: November 3-6

Info: art-thessaloniki.helexpo.gr





Broadening Horizons™

Our 90-years anniversary marks an unceasing and highly vigorous presence of the American-Hellenic Chamber of Commerce, the strongest bilateral economic and trade bridge between Greece and the United States. Preserving the Chamber's exceptional heritage, we continue to forge ahead, broadening horizons and new frontiers in the years to follow.

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TIF 2022 – Taking on the Future

For as long as I can remember, Thessaloniki International Fair (TIF) has been a premier institution of the country's economic and political life, but it has also been a bastion of Thessaloniki's unique character—its entrepreneurial spirit, its cosmopolitan air, and its inimitable blend of heritage and innovation.



traditionally announce their economic policy roadmap for the coming year.

This year's TIF was all that and more, abuzz with remarkable can-do energy, and the take-away for all who attended was overwhelmingly positive. As Prime Minister Mitsotakis noted in his speech, after 12 long years of bailouts and monitoring, in 2022 Greece regained its economic autonomy, and the country has overcome all manner of challenges to emerge as a fiscally responsible European nation, ready to take a leading role the pursuit of sustainable development, innovation, energy security and stability in Europe and beyond. As a nation, we can indeed take pride in what we have achieved in getting here. And looking closer to home, I am proud to say that Thessaloniki,



— BY —

**NIKOLAOS
BAKATSEOLIS**

President, American-Hellenic
Chamber of Commerce

my hometown, has played such a vital role in the country's efforts.

Thessaloniki has demonstrated immense potential and is poised to contribute catalytically to shaping the region's as well as the country's future. As an increasingly important digital hub in southeastern Europe, the city is at the center of innovation, research and technology, and is a

hotspot for new talent and investments, attracting US and global tech giants and other industry heavyweights. I have no doubt that Thessaloniki, and indeed Northern Greece in general, will continue to build on this momentum, taking the necessary steps to ensure ongoing interest, investment and development.

The American-Hellenic Chamber of Commerce has a long tradition of participating in TIF and promoting US-Greece bilateral relations and opportunities based on forward-thinking entrepreneurship and innovation. As a Chamber, we are thrilled to see our efforts contribute to such positive outcomes for Greece. And as I have been born and raised in Thessaloniki, I am delighted to see my hometown reap the opportunity to fulfil its potential. 🇬🇷

TIF is a celebration of innovation and embracing new technologies, of business done well and partnerships that create synergies. But it's also a political and economic reference point, a platform where Greek prime ministers

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 and request an application form.

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Το Zinc Extra[®] Farmellas είναι συμπλήρωμα διατροφής το οποίο συμβάλλει στην ενίσχυση του ανοσοποιητικού συστήματος.

Ο ψευδάργυρος (Zn) αποτελεί ένα από τα πιο σημαντικά ιχνοστοιχεία του οργανισμού μας καθώς είναι απαραίτητος για την καλή λειτουργία κάθε κυττάρου.

Σε συνδυασμό με την βιταμίνη D3 παρέχει αντιοξειδωτική προστασία και συμβάλλει στην ενίσχυση του ανοσοποιητικού συστήματος, στην υγεία των οστών, των μυών και του δέρματος.



Συσκευασίες
30 tabs
100 tabs





Re-Introducing “Made in Greece”

Following our legacy & vision and utilizing our long-term experience and international mindset, today, we are re-introducing “Made in Greece”.

◆ Pyramis Metallourgia A.E., is a Greek multinational group, founded in Thessaloniki in 1960, producing and trading integrated kitchen and bathroom solutions. It is one of the top leading producers of stainless steel sinks with 97% of its production exported all over the world.

◆ It owns 9 subsidiaries in Germany, Romania, Poland, UK, Bulgaria, Czechia, Italy, Russia, United Arab Emirates and it has two production facilities in Northern Greece & one new contemporary production plant in Athens.

◆ Today, Pyramis is redefining “Made in Greece” quality, incorporating the highest design and functionality standards, in creating new appliances and seamless smart home experiences.



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