

# BUSINESS Partners

MARCH-APRIL 2023

THE MAGAZINE OF THE AMERICAN-HELLENIC CHAMBER OF COMMERCE  
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# 24 LEADING WIB

Turning Points



Spring is in the air, and its warmer weather, sunshine, and flower-scented air make us all happier and more optimistic. It is a season that lifts our spirits, energizes and makes us more hopeful. And that's a state of mind we must hold on to if we want to keep successfully overcoming challenges and striving for a more positive future—particularly, for us in Greece, as we find ourselves welcoming spring with the lingering bitterness of the February 28 disaster, in the aftermath of which, public grief was compounded by revelations of deep-rooted issues that persist despite the country's considerable efforts—and significant achievements—over the past years. These issues must finally be acknowledged and properly addressed if we are ever to leap rather than stumble forward.

Greece is entering the final straight to the May 21 election, with hope that rational discussion will prevail, focused on real, relevant issues and meaningful policies and guided by a clear sense of duty and responsibility. Critical issues include tax evasion, justice system reform, and separation and independence of executive power and the state mechanism from political parties. And of course, transparency, ethics, assessment and meritocracy, and equality across all levels of society must be prioritized if we hope to truly progress.

To move forward, Greece must set clear goals for the immediate future to guide the country onto a sustainable and substantial growth trajectory. We must invest in further upgrading infrastructure, including transportation and networks, accelerating digital transformation, enhancing the investment framework, boosting competitiveness, modernizing education and interlinking it with the real economy, and attracting and maintaining a large and competent workforce. Not least, we must address the longstanding issues contributing to Greece's declining birth rate and create the conditions to lead to its reversal.

There are many challenges on the road ahead, and we must face them in a local and global environment that is increasingly volatile. To succeed, we must be adaptable, resilient and vigilant, tempering wariness with optimism and hopefulness. Consider the rapid and unchecked development of AI and the technology's potential to transform the world: Are we able and also sufficiently prepared to cope with the implications of emerging innovative tech? How do we reap the benefits of these technologies while also safeguarding the fundamentals of our humanity and society? What does caution look like in the process of openly embracing the future?

From reform to future tech, these questions and topics are at the heart of AmChamGR's activities in the coming time. True to our motto, we are a Chamber committed to broadening horizons and opening new paths.

ELIAS SPIRTOUNIAS  
*Executive Director*

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## THE AMERICAN-HELLENIC CHAMBER OF COMMERCE

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

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

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

### MISSION STATEMENT

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





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## Supporting Innovation in Crete

The American-Hellenic Chamber of Commerce, through its Education, Innovation and Entrepreneurship (EIE) Committee, proudly co-organized NBG Business Seeds' "Innovation in Crete and the Bodies that Support It 4.0" event, which was held on February 17, 2023, in Kastellaki Hall, at the Heraklion Chamber of Commerce and Industry. Featuring a total of 14 panels, 101 speakers and 9 workshops, the conference mapped out innovation in Crete by addressing key questions, such as: How is innovation implemented in Crete today? Who can benefit? Which sectors of the economy are affected? Which organizations support the effort of teams and companies to innovate? What financial tools are there? What other forms of support are provided? In the aftermath of the pandemic, what is the future outlook?

Representatives of more than 40 key innovation-focused bodies and organizations attended the event, taking advantage of the opportunity to network and hold meetings with local organizations, while on February 18-19, a two-day "Bootcamp Match and Develop a Startup 4.0" gave research groups and startups the chance to present their ideas, compete for prizes, network with and receive feedback from entrepreneurs, executives and fund managers from Uni.fund, Metavallon, Big Pi, L-Stone, and NBG Business Seeds; one company was shortlisted to participate directly in Phase II of the 14th Innovation and Technology Competition.

The conference was held in memory of Artemis Saitakis (1954-2021) who served for many years as Head of the Science and Technology Park of Crete (STEP-C), part of the Foundation for Research and Technology – Hellas (FORTH), and was a key figure in the support and promotion of innovation and entrepreneurship in Crete.

An initiative of Smart Attica EDIH, "Innovation in Crete and the Bodies that Support It 4.0" was co-organized by NBG Business Seeds, the Prefecture of Crete, FORTH's PRAXI Network, FORTH's Science and Technology Park of Crete (STEP-C), the Biz-rupt innovation catalyst, the H2B HUB at the Heraklion Chamber of Commerce and Industry, smartHealth EDIH, the 4Locals initiative, the Athens Center for Entrepreneurship and Innovation (ACEin) at Athens University of Economics and Business, the Archimedes Center of the National and Kapodistrian University of Athens, the Hellenic Development Bank of Investments, Bayer Hellas, Endeavor Greece, Metavallon, Uni.fund, and the American-Hellenic Chamber of Commerce and was further supported by the Microsoft for Startups Founders Hub.

RESEARCH GROUPS AND STARTUPS AT BOOTCAMP MATCH & DEVELOP A STARTUP 4.0



VASSILIS KIKILIAS, VASSILIS KAFATOS

### CLOSED LUNCHEON WITH MINISTER KIKILIAS

The American-Hellenic Chamber of Commerce organized a closed luncheon with Minister of Tourism Vassilis Kikilias on February 3, 2023, at The MET Hotel in Thessaloniki. The luncheon, which was attended by AmCham Greece members and top representatives of the country's tourism industry, saw Minister Kikilias discuss the vital role of tourism in the Greek economy and outline the Ministry's priorities for the sector over the coming time, as well answer questions and discuss key points put forth by Chamber members.



VASILIKI PAPASOULI, ANTIGONI LYMBEROPOULOU, LITSA PANAYOTOPOULOS, PANAGIOTIS PAPAGEORGIOU, ZOE PASCHALIDIS







## Transatlantic Conference 2023

On Tuesday, March 21, AmCham EU hosted its annual Brussels Briefing with 25 representatives from 15 AmChams in Europe in attendance. The Brussels Briefing is an approach to inform colleagues about the latest developments in EU policy, to exchange advocacy best practices and to network. This year's programme began with advocacy workshops focusing on digital and healthcare issues. The day also saw sessions on transatlantic cooperation, EMPOWER HER, the attractiveness of Europe and an inside look at the stories driving the agenda in Brussels.

This year's Transatlantic Conference, 'Thriving together: uniting in the face of global challenges' put industry and institutions in the same room to discuss the importance of a strong and united transatlantic relationship, especially on the green and digital transitions. The conference took place on Wednesday, March 22 2023 and featured speakers from both sides of the Atlantic. As an opening video, Gina Raimondo, US Secretary of Commerce, underlined the importance of keeping the transatlantic dialogue open through forums like the Trade and Technology Council. The conference included a series of panel discussions, diving into key priorities for the transatlantic relationship. Mark Gitenstein, US Ambassador to the European Union, gave his perspective on how the relationship between both sides of the Atlantic is deeper and stronger than ever before.

## Closed Luncheon with Deputy Minister Rapti



The American-Hellenic Chamber of Commerce organized a closed luncheon with Deputy Minister of Mental Health Zoe Rapti on February 23, 2023. Attended by members of the American-Hellenic Chamber of Commerce, the luncheon served as a platform for discussion that touched on the government's National Action Plan for Mental Health and also explored the impact of public health and mental health on the country's business and investment environment and on Greek society as a whole.



## 20TH TRANSATLANTIC ECONOMY REPORT

AmCham Greece is honored to support the *Transatlantic Economy 2023* report, the annual survey of transatlantic trade and investment that is now in its 20th year. The report presents the most up-to-date facts and figures about the economic relationship between Europe and the United States. The research was conducted independently by Daniel Hamilton and Joseph Quinlan at the Foreign Policy Institute, School of Advanced International Studies, Johns Hopkins University and the Transatlantic Leadership Network.

The *Transatlantic Economy 2023* features new insights into the impact of the war in Ukraine, international sanctions on Russia, transatlantic energy transformations, the reconfiguration of global supply chains with derisking strategies, relations with China, as well as the green and digital transitions. It also includes individual profiles for more than 30 European countries, with Ukraine surveyed for the first time, as well as all 50 US states.

Access the full report, executive summary, and key findings at [www.amchameu.eu/transatlantic](http://www.amchameu.eu/transatlantic)



## AI Is Here

The multifaceted relationship between AI and humans and the way it will continue to evolve as we explore new possibilities and confront new challenges was the subject of an event organized by ACS Athens and its Institute in partnership with the Education, Innovation, Entrepreneurship (EIE) Committee of the American-Hellenic Chamber of Commerce. Held under the title “AI Is Here – Where Are We?” on March 9, 2023, the event saw more than 300 participants register to attend in person at the Theater at ACS Athens. Building on the premise that today more than ever before, it is crucial to engage in continuous dialogue to ensure that the advantages of AI are distributed fairly and its risks mitigated responsibly, the two panel discussions addressed important issues including future skill needs in the job market, the role of education in aligning human and artificial intelligence, and the importance of ethics and regulation as we explore the positive potential and impact of AI on our lives. The keynote speakers—Michael Kratsios, Managing Director at Scale AI and former US Chief Technology (2017–2021), and Christian Talbot, President and CEO of Middle States Association Commissions on Elementary and Secondary Schools—and expert panel members brought a variety of perspectives from the fields of health, technology, business, shipping, and education. Key takeaways from the discussions included the importance of reskilling the workforce to improve quality of life and ensure good oversight and management of AI tools as well as of ensuring sufficient diversity in the AI-skilled workforce; the need to promote conscious citizenship and skills such as critical thinking, inquisitiveness and ethical decisionmaking in the younger generations; and the vital significance of understanding that when it comes to technology and AI, our decisions today are shaping our future. “Education must lead in preparing young people for the future with AI,” said Dr. Peggy Pelonis, President of ACS Athens. “We are calling on all educational institutions to engage in this dialogue because it is our responsibility to pay attention to these changes. Education is the perfect place to develop ethical lenses. We call it conscious citizenship. We want kids to see themselves as problem-solvers who can position themselves to improve life and living.”

L. PANAYOTOPOULOS, A. MANGIRIADIS, P. PELONIS



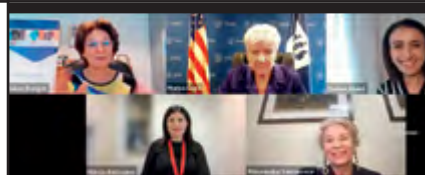
A. MANGIRIADIS, A. KYRIAKOPOULOU, N. MANIATIS, G. MEGAS, P. PAPAZOGLOU



N. BAKATSELOS



ACS ATHENS STUDENTS VOLUNTEERS



SUSAN DANGER, MARISA LAGO, OUALAE ALAMI, MÁRCIA BALISCIANO, ALESSANDRA SANTACROCE

## EMBRACE EQUITY WITH EMPOWER HER

On March 2, 2023, AmChams in Europe (ACE), AmCham EU, and the US Commercial Service jointly hosted an online discussion celebrating International Women's Day (IWD) 2023. Hosted under the mantle of the *Empower Her* initiative, the event gave participants the opportunity to discover first-hand how the Department of Commerce and the private sector are embracing equity, the theme of this year's IWD, and empowering women economically. The keynote address was delivered by Marisa Lago, US Undersecretary of Commerce for International Trade. Following her remarks, Susan Danger, CEO of AmCham EU and Chair of ACE, moderated a panel discussion featuring insights from Oualae Alami, Vice President, Global Influenza Lead, at Pfizer; Márcia Balisciano, Chief Sustainability Officer at RELX; and Alessandra Santacroce, Director of Government and Regulatory Affairs at IBM. *Empower Her* is an initiative between the US Department of Commerce, AmCham EU and the ACE network, which was launched by Gina M. Raimondo, US Secretary of Commerce, at AmCham EU's Transatlantic Conference in March 2022. The initiative aims to promote the role of women in international business while exploring ways to encourage and support women-owned and -operated exporters and business interests abroad.

We encourage all member companies to sign and return the *Empower Her* Declaration of Support. If you have any questions about what signing the declaration means for your company, please contact [ace@amcham.si](mailto:ace@amcham.si).





## Digital Transformation in Tax

The American-Hellenic Chamber of Commerce hosted a closed international high level tax experts meeting on MyDATA at the IAPR premises, on March 2, 2023. Bringing together global leaders in politics, business and tax administration, the meeting focused on the Greek tax authority's myDATA platform, examining its impact in revolutionizing tax services, improving taxpayer services, and cutting administrative costs. Delegation further discussed digital transformation in tax services role as a powerful tool in the fight against tax evasion and, consequently, as a crucial step in boosting the competitiveness of the Greek economy. The American-Hellenic Chamber of Commerce appreciates the support on the meeting and thanks its member companies: CoCa Cola HBC, Deloitte, EY, KPMG, PWC, Dryllerakis and Associates Law Firm, Eurobank, KG Law Firm, Notice Content and Services and Stavropoulos & Partners Law Office.

## AmChamGR Meeting with DOS ECA's Mark Howard



THOMAS YFANTIDIS, ELENi GIANNELI, LITSA PANAYOTOPOULOS, MARK HOWARD, ALEXANDROS COSTOPOULOS, VENETIA KOUSSIA, POLYVIOS RAPSOMANIKIS

The American-Hellenic Chamber of Commerce held a meeting, at its Athens headquarters, with Mark Howard, Director for the Office of Private Sector Exchange Program Administration at the US Department of State's Bureau of Educational and Cultural Affairs (ECA), on March 20, 2023. During the meeting, Howard outlined the Early Career STEM Research Initiative that connects US STEM businesses and research institutions across the United States with

J-1 exchange visitors seeking STEM training and research experience through State Department-designated BridgeUSA sponsors. These private sector exchange programs allow US companies overseas to utilize J-1 visas to send their employees to the United States for training. This tool could support US companies in Greece to prepare Greek university graduates for the workforce.

The meeting was further attended by Evgenia Diatsigkou, Maria Georgousi and Shanna Surendra from the US Embassy in Athens; AmChamGR's Alexandros Costopoulos, Venetia Koussia and Litsa Panayotopoulos; as well as Eleni Gianneli, Polyvios Rapsomanikis and Thomas Yfantidis from Hewlett Packard Enterprise, Oracle, and PwC respectively.



## AMCHAMGR AND SIDO SIGN MOU

The American-Hellenic Chamber of Commerce and the State International Development Organizations Inc. (SIDO), the premiere US organization dedicated to supporting state international trade agencies, are pleased to announce that a memorandum of cooperation between the two organizations was jointly signed on March 6, 2023.

This MoU establishes a partnership between the two organizations with the aim of advancing their joint missions, supporting international commerce and promoting the principles of healthy trade and economic development.

Through a range of activities and events, the partnership will concentrate on facilitating international trade and commerce, educating policymakers and government leaders about the benefits of trade and crossborder investments, promoting goods and services exports, and providing connections between Greece and the United States to promote foreign direct investment opportunities.

SIDO is the only national organization in the United States focused on supporting governors' international trade agendas by serving and representing the 50 state trade agencies to the federal government. It is a nonprofit, nonpartisan organization affiliated with The Council of State Governments, or CSG, and comprises international economic development practitioners and professionals from state and related organizations across the country. SIDO is located at the Hall of States in Washington, DC.



## Supporting Innovation in Western Greece

Working through its Education, Innovation and Entrepreneurship (EIE) Committee, the American-Hellenic Chamber of Commerce was once again a proud co-organizer of NBG Business Seeds' latest innovation event, focusing on Western Greece. Held for the third consecutive year, the two-day workshop was held in the context of the Regional Growth Conference, on March 16 and 17 at the University of Patras Cultural and Conference Center. Titled "Innovation in Western Greece and Bodies that Support It 3.0," the event mapped out innovation in Western Greece through a series of 18 panel discussions and 12 workshops—and featuring 143 speakers and representatives from 48 key innovation-focused bodies and organizations—by answering key questions, such as: How is innovation implemented in Western Greece today? Who can benefit? Which sectors of the economy are affected? Which organizations support the effort of teams and companies to innovate? What financial tools are there? What other forms of support are provided? In the aftermath of the pandemic, what is the future outlook? The event, which was preceded by a series of online warmup workshops by Orange Grove on March 9-11, further featured a networking cocktail reception and was followed by the two-day "Bootcamp Match and Develop a Startup Patras 4.0" which took place on March 18 and 19. Research teams and startups had the chance to discuss their ideas with local entrepreneurs, attend workshops, receive mentoring by fund managers, present their work before a panel of judges, and win prizes awarded by collaborating businesses and organizations; one company was shortlisted to participate directly in Phase II of the 14th Innovation and Technology Competition.

An initiative of Smart Attica EDIH, "Innovation in Western Greece and Bodies that Support It 3.0" and the subsequent bootcamp, were co-organized by NBG Business Seeds, the University of Patras, the Prefecture of Western Greece, Patras IQ, Achaia Chamber of Commerce, Patras Science Park, the University of Peloponnese, the Hellenic Open University, PoS4Work, Mindspace, Orange Grove, the Archimedes Center of the National and Kapodistrian University of Athens, Bayer Hellas, Metavallon, Uni.fund, and the American-Hellenic Chamber of Commerce and was supported by the Microsoft for Startups Founders Hub.

HARIS LAMBROPOULOS, VANESSA STACHTOU,  
LITSIA PANAYOTOPOULOS, PANTELIS TZORTZAKIS



PANEL DISCUSSION



BARBARA MERGOU



ARCHONTOULA PAPAPANAGIOTOU



NIKOLAOS BAKATSELOS, MARINA HATSOPoulos,  
ALLYSON KNOX

### EDUCATION AS A PILLAR OF GROWTH

The role of education in economic growth and in bolstering the ties between the United States and Greece was the subject of the American College of Greece (ACG) event that took place on March 2, 2023, at the Dupont Circle Hotel in Washington DC. Organized by ACG under the auspices of the Embassy of Greece in Washington DC and in collaboration with the American-Hellenic Chamber of Commerce, the event was held as part of the celebrations of ACG's 100-year anniversary of operations in Greece in 2023 and 150-year anniversary of its founding in 2025, aiming to highlight the importance of and ACG's leading role in delivering US-style education in Greece. Titled "Education as a Pillar of Growth and US-Greece Cooperation," the event brought together high-level speakers from the Greek Embassy in the United States, the US State Department and the US and Greek business communities, including AmCham Greece President Nikolaos Bakatselos. The day's agenda comprised two highly engaging panel discussions as well as a presentation on ACG's role in Greece by ACG President Dr. David Horner, showcasing ACG's long-standing ties with US academic institutions, top-quality education and research programs, and economic and social impact in Greece, and ended with a networking reception at the Dupont Ballroom.

# Conversations with Youth

ON PROFESSIONAL OPPORTUNITIES AND ENTREPRENEURSHIP

Students, young professionals and top business leaders came together to discuss the ins and outs of today's work environment at the latest AmChamGR Leadership Committee forum.



joy, and find a good balance between your professional and personal lives—but work hard. After all, that's in our DNA." Going on to talk about the importance of striving to be better and the value of good communication, the Ambassador shared some advice with the young audience: "Listen. Ask people what their advice is. Seek to cooperate—but seek to do it with respect."

Miropoulos in turn, stated: "The speakers taking part in today's event are distinguished CEOs and owners of large Greek and multinational companies who aim to help young people grow into responsible business leaders in society."

The event's next section featured talks by the Leadership Committee members who shared their insights, and this in turn was followed by a section dedicated to group discussions and mentoring, during which the event's young participants talked with Committee members and exchanged thoughts on recent trends and developments in the local and global market.

Key topics and themes at the event included women in business and entrepreneurship, the importance of soft skills, the role of risk in business, and the significance of passion, dedication, timing and achieving a good work-life balance. The event ended with a networking cocktail reception. 🍷

**A**mChamGR's Leadership Committee successfully hosted its "Leadership Forum: Conversations with Youth on Professional Opportunities and Entrepreneurship" on March 14, 2023. The event, which was sponsored by TGI Fridays and hosted at the company's Syntagma premises in central Athens, attracted an enthusiastic audience of 18-to-28-year-olds who seized the opportunity to hear directly from top executives about what it takes to climb up the career ladder.

"I'm glad to be here and once again be part of the Leadership Forum to meet people like yourselves and share our goals, aspirations and concerns," said AmCham Greece Executive Director Elias Spirtounias introducing the event.

The Leadership Forum then kicked off with a keynote talk between the guest of honor, US Ambassador to Greece George J. Tsunis, and the event's coordinator, Artemis Miropoulos, who is Chair of the Chamber's

Leadership Committee and CEO of Linkage Greece. "It is a joy and an honor to be with you today and have the chance to talk with youth and leaders. The fact that you are here today shows how serious you are about your goals in life," said Ambassador Tsunis. "You are the new generation, the one that will conquer the world and continue to advance Greece, transforming it into an economic superpower. Stay aware, spend time with the people you love and who bring you

## LEADERSHIP FORUM SPEAKERS

Polychronis Griveas, Chair of the Board of Directors, Hellenic Post (ELTA)

Nikos Negas, Managing Director, Friday's Restaurants Greece

Pantelis Panos, General Manager, American School of Classical Studies at Athens

Aristotelis Panteliadis, CEO, Metro S.A.

Nicolas Plakopitas, Vice Chairman of the Board of Directors, Euroclinic Group

Marianna Politopoulou, MBA, The Wharton School, University of Pennsylvania

Vassilis Rabbat, Managing Director, Xerox Hellas; President of the Greek Association of CEOs

John Vasilakos, CEO and Vice Chairman, Kotsovolos - Dixons South East Europe

Andreas Xirocostas, Managing Director Greece, Cyprus and Malta, SAP

# Dedicated to showcasing the AmChamGR community

## KOTSOVOLOS TRAINS STAFF TO BETTER SUPPORT CUSTOMERS WITH ASC

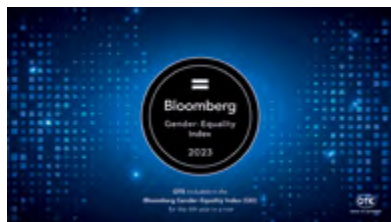


Continuing its work under its Technology Without Obstacles initiative—which recently saw the company carry out sensory mapping of 11 of its stores—Kotsovolos has stepped up its efforts to make technology more accessible to a wider range of customers, this time teaming up with TheHappyAct, specialists in helping companies

make their products, services and facilities more accessible to people with autism spectrum conditions (ASC). In the context of this latest effort, TheHappyAct conducted a series of workshops for Kotsovolos employees of all seniority levels, focusing on the differently abled. The workshops educated staff on visible and hidden disabilities as well as ASC and discussed how to best support customers with ASC, touching on ideas of sensory integration and associated challenges and highlighting ways to respond to customers in distress. Going a step further, Kotsovolos has also created a virtual tour video for its Athens Airport store, that allows customers to prepare for their visit, gain a better sense of the sensory stimuli they might encounter, and enjoy an enhanced, stress-free shopping experience. Sensory accessibility information and a sensory map of the store are also available and can be accessed on the store's page.

Through its inclusion-focused Technology Without Obstacles initiative, Kotsovolos works to make its stores more accessible to all through initiatives that include employee awareness training, translation of documents into Braille, live customer support in sign-language, sensory maps for customers with ASC, and upgrading stores to make them fully wheelchair accessible. For more information visit [texnologixwrisempodia.kotsovolos.gr](https://texnologixwrisempodia.kotsovolos.gr).

## OTE MAKES BLOOMBERG GEI 2023



For the fourth year running, OTE has been included on the annual Bloomberg Gender-Equality Index (GEI), a recognition of the group's ongoing efforts to promote inclusion, gender equality and diversity in the workplace through targeted actions and initiatives. Women hold 35% of managerial positions at OTE

Group in Greece and make up 40% of its total workforce, while in 2022, 50% of male employees eligible for childcare leave used it. The addition of questions about equality and inclusion in the employee satisfaction survey and the creation of functional workplaces for new mothers in the Group's renovated buildings also contributed to OTE's high assessment.

"We are proud that OTE is in the 2023 Bloomberg GEI for four consecutive years. We believe in a work environment that is inclusive and free of discrimination, contributing to the creation of a better world for all," said Elena Papadopoulou, OTE's Chief Human Resources Officer.

## NEW MEMBERS

### AXIES

chartered surveyors and property valuers  
[cbre-axies.gr](https://cbre-axies.gr)

### BAKER TILLY

consulting services  
[bakertilly.gr](https://bakertilly.gr)

### CEO CLUBS GREECE

professional development  
[ceoclubsgreece.com](https://ceoclubsgreece.com)

### CFA SOCIETY

association of investment professionals  
[cfa.gr](https://cfa.gr)

### DRAKOPOULOS LAW FIRM

legal services  
[drakopoulos-law.com](https://drakopoulos-law.com)

### JOHN ECONOMIDES

partner at Aristides Economides & Co. law and consultancy firm  
[economidesco.gr](https://economidesco.gr)

### ENGEL & VOLKERS GREECE

real estate, yacht and aircraft brokerage  
[engelvoelkers.com](https://engelvoelkers.com)

### FOURLIS S.A. HOLDINGS

holding company  
[fourlis.gr](https://fourlis.gr)

### ANTHONY GARNER

defense consulting

### ANDRONIKI GEORGIU HAZLEWOOD

### HED ENGINEERING

design and manufacturing of ground support equipment for aircraft and helicopters  
[hed-engineering.com](https://hed-engineering.com)



The American-Hellenic Chamber of Commerce welcomes its newest members

#### HEXAGON EUROPE

lubrication and environmental engineering  
hexagon-europe.com

#### LINDE HELLAS

production, filling, trade and distribution of industrial and medical gases  
linde.com

#### METRO ONE REAL ESTATE GROUP

real estate, insurance brokerage and tourism operation  
metone.gr

#### MONDELEZ HELLAS

trade and distribution of chocolate and confectionary products  
mdlz.com

#### PLUG AND PLAY

consultancy services  
pnptc.com

#### SOUL DESIGN

full service creative agency  
souldesign.gr

#### THESSALONIKI PORT AUTHORITY

transport services, port activities  
thpa.gr

#### WE ARCHITECTURAL TANK

architecture, design and project management  
wearchtank.com

#### YOUR DIRECTORS CLUB

C-suite professional development  
yourdirectorsclub.com

## ALPHA BANK KICKS OFF 2023 WITH DISTINCTIONS BECOMES FIRST ISO22316-CERTIFIED GREEK BANK



### ALPHA BANK

Alpha Bank has kicked off 2023 with distinctions, including becoming the first ISO22316-certified Greek bank and making the 2023 Bloomberg GEI for the fifth year running.

In a nationwide first, Alpha Bank was distinguished for its organizational resilience, becoming the first Greek bank to obtain certification under the ISO 22316 international standard by TÜV AUSTRIA Hellas. The distinction reaffirms the bank's commitment to best practices and innovative methodologies that ensure its successful adaptation and resilience to the changing business environment, as well as the smooth attainment of the objectives of its daily operation.

Commenting on the certification, Alpha Bank's Organizational Planning Division Manager, Konstantinos Tzimopoulos, said: "Our ISO 22316 certification comes in recognition of Alpha Bank's capacity to strengthen all governance structures, so as to be able to anticipate and respond effectively to threats and opportunities, both in its internal operation and in its external business environment. Meanwhile, Alpha Bank, driven by its unwavering commitment to promoting equal opportunities and respect for diversity in the workplace and in business, has been included in the Bloomberg Gender-Equality Index (GEI) 2023, for the fifth year running. Alpha Bank was the first Greek bank to make the GEI and its continued inclusion is proof of the progress the Group continues to make on DEI issues. In 2022, women made up more than 30% of the bank's board of directors, while women make up 62% of Alpha Bank's employees at Group level and 56% of its employees in Greece and hold 57% of manager-level positions and other positions of increased responsibility across the Group. "For us at Alpha Bank, diversity, equality and inclusion are the foundations on which we are building the bank of tomorrow. The recognition that we receive for our performance on female empowerment is a source of pride," said Fragiskis Melissa, Alpha Bank Group's Chief Human Resources Officer.

## PFIZER EXPANDS 'AN ACCORD FOR A HEALTHIER WORLD' OFFERING



Pfizer has announced that it has significantly expanded its commitment to An Accord for a Healthier World to offer the full portfolio of medicines and vaccines for which it has global rights on a not-for-profit basis to enable greater health for 1.2

billion people living in 45 lower-income countries.

Launched in May 2022, the Accord, a transformative initiative focused on greatly reducing health inequities that exist between many lower-income countries and the rest of the world, initially included a commitment from Pfizer for access to all its patented medicines and vaccines available in the US or EU on a not-for-profit basis to 45 lower-income countries. However, to better align with disease burden and unmet patient needs in these countries, Pfizer will now expand its offering under the Accord to include off-patent products, bringing the total offering from 23 to around 500 products. The offering now includes both patented and off-patent medicines and vaccines that treat or prevent many of the greatest infectious and non-communicable disease threats faced today in lower-income countries. This includes chemotherapies and oral cancer treatments as well as a wide range of antibiotics. As Pfizer launches new medicines and vaccines, those products will also be included in the Accord portfolio on a not-for-profit basis.

"We launched the Accord to help reduce the glaring health equity gap that exists in our world. Our hope is to empower country governments and co-create solutions with them and other multi-sector partners to break down many of the system-level barriers to better health," said Pfizer Chairman and CEO Albert Bourla.

# Athens

# NEW YEAR'S RECEPTION 2023

With a celebratory atmosphere and in the company of friends, colleagues and other distinguished guests from across Greece and beyond, the American-Hellenic Chamber of Commerce made its Athens New Year's Reception 2023, a night to remember.

LITSA PANAYOTOPOULOS, VASSILIS KAFATOS, STELIOS PETSAS, IOANNIS STAVROPOULOS, SOFOKLIS YIANNACOU, NIKOLAOS BAKATSELOS, KOSTAS FRAGOIANNIS, ADONIS GEORGIADIS, ALEXANDROS COSTOPOULOS, ATHANASIOS PAPADOPOULOS, DESPINA PASSARIS, ELIAS SPIRTOUNIAS, ANDREAS STYLIANOPOULOS, JOHN KYRIAKIDES







ELIAS SPIROTONIAS



NIKOLAOS BAKATSELOS



GEORGE J. TSUNIS

Upholding one of its most beloved traditions, the American-Hellenic Chamber of Commerce held its annual Athens New Year's Reception at the Athenaeum InterContinental Hotel on February 21, 2023. Festive and glamorous, the much-anticipated event was attended by over 1000 guests, bringing together Chamber members, top government ministers and members of parliament, ambassadors, senior public officials, business leaders and senior executives, representatives of leading national and international organizations, and a host of other experts and stakeholders as well media representatives, for a very enjoyable and rewarding networking event.

Welcome remarks were delivered by Nikolaos Bakatselos, President of the American-Hellenic Chamber of Commerce, as well as United States Ambassador to Greece George J. Tsunis, Minister of Development and Investments Adonis Georgiadis, and Deputy Minister of Foreign Affairs for Economic Diplomacy and External Affairs, Kostas Fragogiannis.

The evening's festivities included heartfelt speeches, live music and the traditional new year pitta-cutting, as well as a special ceremony during which President Bakatselos, on behalf of the American-Hellenic Chamber of Commerce, presented a special commemorative plaque to Fire Brigadier Christos Simiakakis, Commander of the 1st Special Disaster Unit (EMAK), in recognition

of the bravery, sacrifice and outstanding service of EMAC units.

The American-Hellenic Chamber of Commerce would like to thank the sponsors of its Athens New Year's Reception 2023: AB Vassilopoulos, Abbott, AbbVie, AstraZeneca, Athenian Brewery, Bayer, Cisco, Coca-Cola, Cosmote, Delta Air Lines, Digital Realty, EFA Group, Envipco Texan, GE Healthcare, HEDNO, Helleniq Energy, Interamerican, IQVIA, Jack Daniel's, Johnson & Johnson Medtech, Kotsovolos, Medtronic, Merck, Mytilineos, Navigator Travel and Tourist Services, Pfizer, Plug and Play, Pro Events, Public Power Corporate (DEI), PwC, Pyramis, Sioufas and Associates Law Firm, and Stavropoulos and Partners Law Office. 🇺🇸

ADONIS GEORGIADIS



NIKOLAOS BAKATSELOS, ADONIS GEORGIADIS, KOSTAS FRAGOIANNIS PRESENTING SPECIAL PLAQUE TO FIRE BRIGADIER CHRISTOS SIMIAKAKIS AND EMAC OFFICERS



# Thessaloniki NEW YEAR'S RECEPTION 2023

Merriment, positivity and festive spirit set the tone at the Thessaloniki New Year's Reception 2023, as the American-Hellenic Chamber of Commerce ushered in the new year with a delightful evening for members and friends.







NIKOLAOS BAKATSELOS



VASSILIS KAFATOS, MARIA OLSON, APOSTOLOS TZITZIKOSTAS, NIKOLAOS BAKATSELOS, STAVROS KALAFATIS, KONSTANTINOS ZERVAS

The American-Hellenic Chamber of Commerce held its annual Thessaloniki New Year's Reception on January 26, 2023, at the city's MET Hotel, where more than 300 Chamber members, prominent local businesspeople, senior government and local authority officials, diplomats, high-ranking military officers, academics and researchers, media representatives and other distinguished members of the local community came together to celebrate the new year. Welcome remarks were delivered by AmCham Greece President Nikolaos Bakatseelos and AmCham Greece Vice-President

Vassilis Kafatos, as well as Maria Olson, Deputy Chief of Mission at the US Embassy in Greece; Stavros Kalafatis, Deputy Minister of Interior for Macedonia-Thrace; Apostolos Tzitzikostas, Governor of the Region of Central Macedonia; and Konstantinos Zervas, Mayor of Thessaloniki. The American-Hellenic Chamber of Commerce would like to thank the sponsors of its Thessaloniki New Year's Reception 2023: Alumil, Deloitte, Kouimtzi Group, and Margaropoulos and Associates - Scientia Legis Law Firm, as well as the event's supporters: Eventora, Ktima Gerovassiliou, Polizoidis Advertising and Interior Constructions, and of course The MET Hotel. 🇬🇷

VASSILIS KAFATOS



STAVROS KALAFATIS



NIKOLAOS BAKATSELOS, ELIAS SPIRTOUNIAS, MARIA OLSON, VASSILIS KAFATOS



# UNLOCKING THE FUTURE

Marking its eleventh year, AmChamGR's 2023 Agrotechnology Conference looked at the challenges and opportunities facing agrifood today and explored paths into a secure and sustainable future for the sector.

Focusing, as always, on technological advances and innovation in agrifood—this year with particular emphasis on food security and nutritional safety and on the importance of implementing circular economy practices across the sector—the Agrotechnology Committee of the American-Hellenic Chamber of Commerce convened its 11th Agrotechnology Conference on February 17, 2023, at the Porto Palace Hotel in Thessaloniki. Held under the title “Modern Agrifood Systems in a Circular Economy Framework:

Unlocking the Future,” the conference featured an array of high-profile speakers from Greece and abroad, who came together to share their insights, participate in targeted panel discussions, exchange views and identify opportunities ahead for the sector. Agrotech 2023's speakers were:

- Yiannis Ampatzidis, Associate Professor, Department of Agricultural and Biological Engineering, University of Florida
- George F. Balias, Senior Researcher at the Institute for Bio-Economy and Agri-Technology (iBO), Centre for Research and Technology-Hellas (CERTH)

- Avital Bechar, Head of the Institute of Agricultural Engineering at the Agricultural Research Organization, Volcani Center
- Stella Bezergianni, President of NOESIS Science Center and Museum of Technology
- Ioannis Chaniotakis, Senior Director of Agricultural Sector Operations Development at Piraeus Bank
- Aphrodite Chrysochoou, Journalist, Ypaithros
- Constantinos Constantinidis, CEO of Pelopac
- Vasileios Diamantis, Co-founder of Act4Energy

VASSILIS KAFATOS



GEORGIOS GEORGIADIS







NIKOS PAPACHRYSSANTHOPOULOS



ELIAS SPIRTOUNIAS

- Victoria L. Finkenstadt, National Program Leader at the National Institute of Food and Agriculture of the United States Department of Agriculture (NI-FA-USDA)
- Georgios Georgantas, Minister of Rural Development and Food
- Vassilis Kafatos, Equity Partner, Clients and Industries Leader at Deloitte Greece; President of the Deloitte Alexander Competence Center; and Vice President of the American-Hellenic Chamber of Commerce
- Theodoros Kallitsis, Farm Manager at the American Farm School of Thessaloniki
- Georgios Katsaros, President and CEO of E. Katsaros

ATHANASIOS KOUIMTZIS



**“The connection between the agricultural sector and circular economy has always been there, but the balance has been disturbed due to the great challenges of our times. Sustainable investments are essential for the primary sector in Greece. Expertise, commitment and planning are the prerequisites.”**

— **IOANNIS CHANIOTAKIS, SENIOR DIRECTOR OF AGRICULTURAL SECTOR OPERATIONS DEVELOPMENT AT PIRAEUS BANK**

- Phoebe Koundouri, President of the European Association of Environmental and Resource Economists (EAERE)
- Efthimia Koutsomitropoulou, Product Innovation - R&D Manager at Barba Stathis
- Laura Lawson, Executive Director of the New Jersey Agricultural Experiment Station (NJAES) and Executive Dean of the School of Environmental and Biological Sciences (SEBS) at Rutgers University
- Effie Lazaridou, CEO of New Agriculture New Generation
- Aristidis Makris, Sales and After-Sales Manager, Agricultural Machinery, Massey Ferguson
- Ioannis Mavroudis, Board Member and Business Strategy and Extraversion Executive at Neuropublic
- Annie Michailides, President and Managing Director of EVYP
- Nicolas Moussiopoulos, Professor at the Sustainability Engineering Laboratory of the School of Mechanical Engineering, Aristotle University of Thessaloniki
- Divine N. Njie, Deputy Director of the Food Systems and Food Safety Division at the Food and Agriculture Organization of the United Nations (FAO)
- Nikolaos Ntavos, Co-founder and Manager of the Western Macedonia Cluster of Bioeconomy and Environment (CluBE)



## AGROTECHNOLOGY CONFERENCE 2023



DIVINE NJIE, CONSTANTINOS CONSTANTINIDIS, THEODOROS KALLITSIS



THEOFANIS PAPAS, APHRODITE CHRYSOCHOU, ELEFTHERIOS PAVLOU, VASILEIOS DIAMANTIS, ATHANASIOS SAVVAKIS

- Bennie I. Osburn, Dean Emeritus of the UC Davis School of Veterinary Medicine and Director of Outreach and Training at WIFSS, UC Davis
- Nikos Papachryssanthopoulos, Commercial Specialist at the Foreign Commercial Service of the US Department of Commerce's International Trade Administration
- Theofanis Pappas, owners, Traditional Pytia
- Eleftherios Pavlou, Milk Zone Director, Mevgal
- Liisa Pietola, Leading Specialist, Sustainability Solutions, Sitra
- Athanassios Savvakis, CEO of BioSolids
- Elias Spirtounias, Executive Director of the American-Hellenic Chamber of Commerce
- Begoña Pérez Villarreal, Director of EIT Food South
- Saskia Visser, Coordinator of the European Joint Program on Agricultural Soils under Climate Change (EJP SOIL) at Wageningen University and Research

**“If we are to have an impact we need to act together. We need academia, corporations, entrepreneurs, everyone.”**

— BEGOÑA PÉREZ VILLARREAL, DIRECTOR OF EIT FOOD SOUTH

YIANNIS AMPATZIDIS, ANNIE MICHAILIDES, ARISTIDIS MAKRIS, IOANNIS MAVROUDIS, GEORGIOS BANIAS



Opening remarks were delivered by Elias Spirtounias, Executive Director of the American-Hellenic Chamber of Commerce, and Athanasios Kouimtzis, Chair of the Chamber's Agrotechnology Committee—who both noted the growing importance of the conference as a platform for discussing crucial issues and developments in agrifood and exploring the possibilities ahead the sector in Greece—while Nikos Papachryssanthopoulos, from the US Department of Commerce's International Trade Administration, shared insights on the US perspective.

The discussions that followed explored a broad range of topics, including the impact of climate change and global population growth and the challenges these bring; the latest outlook on food security and safety at the global as well as regional level; the growing role of circular agriculture and food systems, from research- and innovation-boosting policies to real-world appli-

**“The challenge is to provide nutrition to a growing population - remote sensing and AI can help towards that direction. Precision agriculture in a circular fashion is what we need.”**

— VICTORIA L. FINKENSTADT, NATIONAL PROGRAM LEADER AT THE NATIONAL INSTITUTE OF FOOD AND AGRICULTURE OF THE UNITED STATES DEPARTMENT OF AGRICULTURE (NIFA-USDA)



APHRODITE CHRYSOCHOOU, IOANNIS CHANIOTAKIS



VASSILIS KAFATOS, ANNIE MICHAILIDES, GEORGIOS GEORGANTAS, BEGONA PEREZ VILLARREAL, ATHANASIOS KOUIMTZIS, NIKOS TSAVDAROGLOU

cations and EU initiatives in this area; and the importance of research, technological advances and innovation in the pursuit of sustainability, particularly in the context of the proliferation of robotics and AI. The

conference also featured keynote addresses from Begoña Pérez Villarreal, Director of EIT Food South, and Georgios Georgantas, Minister of Rural Development and Food, and ended with a cocktail reception. 🍸

“There is a need to ensure an increase in production, but our first priority has to be the protection of the environment. The key is incorporating the latest agrotechnology tools in our farmers' day-to-day practice.”

— GEORGIOS GEORGANTAS, MINISTER OF RURAL DEVELOPMENT AND FOOD

“We are obliged to accelerate our efforts for an agrotech sector ready to face the challenges of the future.”

— VASSILIS KAFATOS, VICE PRESIDENT OF THE AMERICAN-HELLENIC CHAMBER OF COMMERCE

The American-Hellenic Chamber of Commerce would like to thank the sponsors of the 11th Agrotechnology Conference.

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To find out more about the Agrotechnology Conference 2023, access information on the agenda and speakers, and watch videos of the event, visit <https://www.amcham.gr/events/event/11th-agrotechnology-conference/>



# Greece: A Safe Harbor in the Storm

Alarm bells are going off in real estate markets around the world, as rising interest rates are causing price contractions from New Zealand to Germany to Canada. German housing prices, a representative example, fell by 5% in 2022, and, according to Deutsche Bank, could drop as much as 25% before turning the corner.

**PROSPECTS  
FOR GREECE'S  
PROPERTY  
MARKET REMAIN  
BRIGHT**

**W**hile recent developments paint a bleak picture of the future of the global real estate market, Greece remains a bright spot for investors seeking value for money and reliable returns. The latest Bank of Greece data show Greek residential property prices rising at an 11.2% year-on-year rate in Q3 of 2022. A new survey by consultancy Deloitte positions Athens among the top 10 most attractive European cities for hotel investments in 2023. And, recently, the UAE sovereign wealth fund took a stake in one of Greece's most promising real estate related startups.

The striking resilience of the Greek market is due to several factors. Key among these are value, the enduring strength of the Greek tourism brand, and a range of opportunities in various asset classes from residential housing to commercial property, from logistics facilities to luxury hotels and resorts. And for foreign buyers especially, there is always Greece's attractive climate and quality of life.

Greek real estate prices are seen as highly competitive and offer attractive yields, compared to

other Mediterranean markets. And although Greek property prices have been rising steadily over the past years, housing prices are still below their peak of 15 years ago, before the financial crisis slashed residential prices by more than 40%.

The quick and definitive recovery of Greek tourism in the wake of COVID-19 repaid the confidence of investors, who had continued to invest in Greek hospitality during the pandemic. Investment, especially in the luxury end of the market, shows no signs of slowing down, and Greece continues to attract investors—with notable recent deals from Spain and Singapore—to the country's booming hospitality sector.

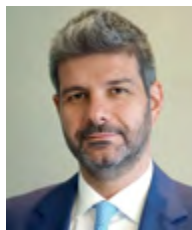
Greece's overall growth momentum is also driving investor interest in commercial real estate from office space to logistics facilities,

taking advantage of the country's enviable geostrategic location and well-developed transportation infrastructure. Both local and foreign investors are betting on Greece's potential as an emerging regional business center and as a future logistics hub for Southeast Europe.

Last, but not least, the country's beauty, mild climate and quality of life are drawing a growing number of holiday and second

home buyers to Greece, with numbers expected to grow further in the years ahead. Current tax incentives have already helped in attracting aspirants to Greece, including high net worth individuals, retirees, and digital nomads. And Greece's resilient real estate market is adding further luster to the country's allure as a safe harbor investment. Enterprise Greece showcases the Greek real estate market through a range of actions, including organizing the national pavilion at international property exhibitions. Most recently, we organized the Greek pavilion at MIPIM 2023, one of the world's leading property events, which this year took place in Cannes on March 14-17, where we presented the remarkable investment opportunities in the country's real estate sector.

Looking ahead, prospects for Greece's property market remain bright. Despite a recalibration in real estate markets worldwide, assets in Greece remain attractively priced and offer a wide range of investment opportunities. Enterprise Greece will continue to showcase the vast potential of Greece's real estate market, highlighting the wealth of exciting opportunities for investors, and will continue to facilitate investment in Greece by supporting potential investors with information, consulting, and assistance. 🇬🇷



— BY —  
**MARINOS  
GIANNOPOULOS**  
CEO, Enterprise Greece

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## LEADING WIB

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# TURNING POINTS

**W**hen, more than a decade ago, I found myself at a major turning point in my career, all I could think of was “*Can I make it?*” and “*Perhaps I should play it safe.*”. I didn’t, and today I’m glad that I took that leap of faith—in *myself*—and pursued something that has been more fulfilling and has made me happier. I am grateful for those few people that said “Change is OK” and pointed out that “it doesn’t matter if you don’t get it right the first time.”

This Leading Women in Business special looks at the power of change in our lives. In line with the upcoming 7th WIB Forum, we have asked Thought Leaders from AmChamGR’s Women in Business (WIB) Committee and WIB Forum to share their experience and thoughts on facing, embracing and building on change. Welcome to a very special episode of the Thought Leaders series of Business Partners magazine.

—ALEXANDRA LOLI, PhD







# Women in Business (WIB) Committee

## COMMITTEE CHAIR



**Myladi Stoumbou**  
Regional Director, Microsoft

## COMMITTEE MEMBERS



**Betty Alexandropoulou**  
Executive Director & Board Member, Enterprise Greece



**Lia Bertsiadou**  
Inflammation & Immunology Lead, Greece-Cyprus-Malta, Pfizer Hellas



**Zeta Cheimonidou**  
Vice President Digital & Technology, Head of Ecommerce, AB Vassilopoulos



**Chara Dalekou**  
General Manager Marketing & Communications, National Bank of Greece

## COMMITTEE COORDINATOR

Angela Boyatzis

## ACTIVITIES AND OBJECTIVES

Events and forums featuring the participation of prominent speakers from across Greece and around the world, providing vision and practices on how to succeed in today's business environment

Networking events to integrate and establish new collaborations

Initiation of position papers, surveys, thought leader articles

Online networking platform through LinkedIn Group



**Sissy Iliopoulou**  
Head of Marketing & Media, Lamda Development



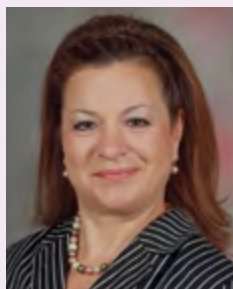
**Betty Kazakopoulou**  
Board Member, Ogilvy Greece



**Alexandra Konida**  
Managing Director, Head of Global Banking Greece, HSBC Continental Europe



**Agnes Mariakaki**  
CEO, MindSearch



**Iphigenia Tarou**  
Senior Business Consultant



**Teti Tsekoura**  
Group Chief Legal Counsel & Board Member, Ogilvy Greece



**Katerina Tsemperlidou**  
Author & Site Founder



**Maria Tzelepi**  
Manager Public Affairs, Communication and Sustainability, Greece, Cyprus and Malta, The Coca-Cola Company

### MISSION STATEMENT

Through best practices, role modeling, storytelling, and networking to advocate for women in business leadership, to strengthen inclusion and diversity, and to leverage their influence and inspiration in all sectors of the economy.



**Kelly Damalou**  
Product Manager, Ansys



**Despina Doxaki**  
Member of the Board, Public Power Corporation



**Anastasia Dritsa**  
Partner, Kyriakides Georgopoulos Law Firm



**Zozeta Miliopoulou**  
Associate Professor, The American College of Greece



**Martha Mylona**  
Organizational Consultant & Executive Leadership Coach



**Peny Retsa**  
Market Access & External Relations Director, AbbVie Pharmaceuticals



**Deppie Tzimea**  
Executive Director Corporate Communications & Sustainability, OTE Group



**Peggy Velliotou**  
Partner Consulting, KPMG Greece

It is always a pleasure to be asked to comment on the work of the Chamber's Women in Business Committee, a committee with a very special task, as its work is relevant in all aspects of business and our world in general, focusing on important issues of social sustainability through empowerment, support, and encouragement, and grounded on the fact that human beings – regardless of sex, race or age – always remain the basis of all development. I commend Committee Chair Myladi Stoumbou and the members of the WIB committee on their ongoing efforts to reframe the conversation and drive positive change. The Committee is a real source of inspiration for our country's business environment. This year's WIB main event focuses on turning points, pivotal events that define a person's life and inspire them to move forward, turn over a new leaf, and make a breakthrough. I eagerly look forward to AmChamGR's 7th WIB Forum, with its great line-up of speakers and its, as always, engaging agenda. I am sure this year's event will be second to none!

**NIKOLAOS BAKATSELOS, PRESIDENT,  
AMERICAN-HELLENIC CHAMBER OF COMMERCE**

Rapid and continuous changes are increasingly part of our daily lives and will be even more so in the time to come. We must therefore learn how to deal with them effectively. In this context, the AmChamGR Women in Business Committee is hosting its 7th WIB Forum, titled "Turning Point to Breakthroughs," shining a spotlight on the various changes and challenges underway in business today and providing useful insights and proposals about better change management. With an exceptional array of speakers, the Forum aims to examine the requirements and priorities of tomorrow and to identify the various different attitudes and mindsets that will allow us to grasp new opportunities as they arise and turn them into breakthroughs. All of us at the American-Hellenic Chamber of Commerce, and I personally, are very proud of our WIB Committee and its diverse range of activities and initiatives over the years. I look forward to participating in the 7th WIB Forum, and to being part of the Committee's dynamic efforts.

**ELIAS SPIRTOUNIAS, EXECUTIVE DIRECTOR,  
AMERICAN-HELLENIC CHAMBER OF COMMERCE**

# We Are WIB



— BY —

**MYLADIÉ STOUMBOU**

Chair of the Women in Business Committee

The American-Hellenic Chamber of Commerce Women in Business Committee (WIB) is a dynamic group of female leaders who are committed to empowering and supporting women in the workplace and who advocate for stronger women's participation in all sectors of the economy. WIB leverages best practices, promotes role modeling, embraces storytelling, and creates networking opportunities in order to champion women in business leadership, strengthen

diversity and inclusion, and influence and inspire around more equity in the business environment.

Despite progress made, women still face significant barriers to empowerment in the workplace. These obstacles include gender bias and stereotypes, limited access to training, discriminatory policies and practices, and work-life balance challenges. These barriers make it challenging for women to advance in their careers and reach leadership positions.

In Greece, following the introduction of Law 4706/2020, women account for 25.9% of seats on boards of publicly listed companies. However, the picture appears less promising when it comes to women heading companies or organizations: Based on EU data less than 10% of publicly listed companies have women in CEO or Chair positions.

Having more women leaders is essential for achieving gender equality, for creating a more diverse and inclusive work environment, and for achieving better business outcomes. Gender diversity fosters increased innovation and creativity, better problemsolving, and improved employee morale.

The WIB Committee employs four different strategies to support women's empowerment:

- 1. Advocacy.** Partnering with government and private sector institutions to influence policymaking and decisionmaking around diversity and inclusion.
- 2. Public Debate.** Organizing events to raise awareness on major areas of diversity and inclusion and present best practices.
- 3. Thought Leadership.** Conducting surveys, writing articles, and sharing our positions with the media.
- 4. Mentoring.** Offering voluntary counseling to the youth, mainly university students and young professionals.

In this journey, there are three major opportunities: The first opportunity comes from the acceleration of digital technology and the associated economic opportunity. Today, there

are four times more men than women working in the digital sector, when the deficit of talent with strong digital skills is counting thousands of jobs at the European level. At WIB, we are partnering with government agencies and the private sector to encourage young women and girls to pursue studies in science and technology fields, support female founders to grow their digital businesses, and empower more women to participate in the digital economy.

The second opportunity comes with the emergence of hybrid work, which offers more flexibility and can support, in the longer term, more women to effectively combine having a career with family/private life. Flexible working arrangements provide greater possibilities for entering the labor market, retaining full-time jobs, or striking a better work-life balance. At WIB, we are partnering with government institutions and the private sector to help develop the regulatory framework that would support more flexible working arrangements for the women who need it.

## WOMEN MUST BE AT THE CENTER OF GROWTH FOR GREECE

Finally, there is the leadership element. Over the past couple of years, we have experienced an increasing number of companies focusing on taking care of their employees—ensuring they are healthy, offering wellbeing benefits, and extending caregiving leaves. Through these acts, large and small, organizations are showing that the new leadership paradigm is no longer one of “command and control”; during adversity, organizations are becoming people-centric, putting the wellbeing of their employees at the center of what they do.

Women leaders play a big role in this shift. Having women in leadership positions should become the norm, not the exception. Companies with gender diverse executive teams are more likely to embrace employee-friendly policies and programs and to champion gender equality. Women leaders more often take a public stand for gender equity at work and are more likely to mentor and sponsor other women and act as role models. They inspire. They *empower*.

Today, women are made for technology, for business, for service. Women are fit to lead. Women are proving that career and family can go together. We, at the Women in Business Committee, do not settle for inequality, we choose to challenge stereotypes and bias. We aim to support all women in the workplace to have a stronger voice. Women must be at the center of growth for Greece. It matters for us and for our daughters. It matters for our future.



# Turning Points to Breakthroughs

7TH WIB FORUM, JUNE 7, 2023



— BY —

**AGNES MARIAKAKI**

Research Psychologist and  
CEO of MindSearch

The first thing to understand about the frenetic forces of change in the workplace is that they are not going away any time soon. The new normal in business includes the unpredictable, the uncertain, and the unexpected—and continuous disasters. Not only our careers, but our whole world will keep reshaping. The way we think, decide, relate, and solve problems will be constantly challenged. And we will find ourselves way too often at crisis points in our personal and work lives.

The ability to shape turning points into breakthroughs will be part of the growth mindset of the future. Our ability to disrupt ourselves while we embrace transitions will be part of our quality of life in a kaleidoscope world in which perspectives are constantly shifting.

AmChamGR's Women in Business (WIB) Committee will host its 7th WIB Forum on June 7, 2023, at the Stavros Niarchos Foundation Cultural Center, presenting practical, actionable, hands-on blueprints on managing personal and business change and on standing strong and staying creative at crisis points. Featuring a number of renowned speakers, leaders in academia and business, the Forum will explore different aspects of transforming turning points into breakthroughs:

- **Building the compass:** Turning points often do not provide warning nor allow time for preparation and smooth adjustment. So how do we build a strong compass that allows us to stay the course, remain focused and look ahead to the steps that will create the breakthrough?
- **Rising together:** Having a tribe and ensuring support during tough times takes commitment, but it is also what makes the difference in building the strength needed, ensuring the support that lights the path and the sense of connection that sustains the effort.
- **Managing uncertainty:** Uncertainty is perhaps the toughest challenge and the single biggest factor that can keep people from fulfilling their potential. Becoming fearless in the face of the unknown requires wisdom, precision and attention but is worth the result.
- **Purpose and meaning:** A sense of personal purpose and meaning can provide steadfastness when perspectives and horizons expand radically. The challenge is to preserve a steadfast sense

of purpose as a foundation for stamina and endurance even when workplace reality is turned upside down.

- **Catalyzing turning points:** The ability to catalyze turning points at work will be the new charisma to aspire to.

The Forum will also examine the findings of a study on facing change, pioneered by the WIB Committee in collaboration with the University of West Attica, which seeks to map changes most often encountered in the workplace and explore what hinders and what empowers career people as they navigate turning points. The study's findings will serve as a backbone of understanding, providing rich insights into the challenges of escalating change.

The Women in Business Committee invites all those who want to have clarity about responding creatively and purposefully to unexpected challenges to participate and become part of the tapestry of learning at the 7th WIB Forum.

## Lessons I Learned from Turning Points



— BY —

**YANNIS DIMARAKIS**

Managing Partner,  
Scotwork Hellas

Life's turning points can stem from many different sources. Whether internal, driven by our choices and decisions, or external, occurring as consequences of external factors out of our control, turning points reconfigure our lives. It is very hard to imagine a life without any turning points—such a life would be dull, uneventful, hardly worth living. Having had my fair share—maybe even more—of turning points, there are three lessons I have learned that helped me unleash new possibilities:

1. **Stay positive.** No matter how dramatic the events that transpire, the circumstances that prevail and the magnitude of change that is brought upon you, it is important to maintain a positive attitude and identify the best possible outcome.
2. **Be realistic.** Most turning points do not bring about the end of the world. They often seem like they do, but they don't. The opposite is also true. They will rarely result in a perfect (for you) world. Keep your feet on the ground and assess your options realistically.
3. **Don't look back.** Act as if there is no Plan B. Stay focused on your goal and make the most of the hand you have been dealt. Apply yourself with all your mental and physical resources. Keep going and don't look back.

And one last, bonus remark: Our handling of turning points is very telling of the traits of our character and mental stamina. Treat them as an opportunity to get to know yourself even better.

## Embracing Change



— BY —

**ROMAN GERODIMOS**

Professor of Global Current Affairs at Bournemouth University and faculty member at the Salzburg Academy on Media and Global Change.

The truth is that I am, by nature, risk averse. I opt for continuity, security, and rituals, as opposed to change and the unexpected. In other words, I dislike and mistrust surprises. Let's be honest: It is not very often that a surprise is a positive experience. Achievements, success, and sustainable growth are only ever the result of painstaking hard work, meticulous planning, and careful reflection on what worked and what didn't. You don't get offered these things on a platter. Having said all that, it's deeply ironic that some of the most trans-

formative and insightful experiences of my life have emerged as a result of the *unexpected*, of the things you can't or don't control; usually—but not always—key moments of failure: a project not going as planned, a promotion that is denied, a painful breakup.

It is during those challenging moments that I had to confront and re-evaluate my priorities or *modus operandi*; that I forced myself to step outside my comfort zone. This could mean letting go of expectations or deciding to focus on projects that brought meaning and creative fulfilment rather than ticking corporate boxes or challenging myself to experience places and situations that I wouldn't normally put myself through. Each of those turning points became a process of liberation from mostly mental barriers (or what in political science we call "path dependence") and helped me grow and get a bit closer to my true self.

If you, like me, find even the prospect of change unpleasant, it helps to remember that there is always room for improvement.

## Who Before How



— BY —

**SALLY HELGESEN**

Author, Speaker, Leadership Coach

The first thing I do when confronting a turning point—a painful situation, a confusing choice, an insight or dream I'd like to act on—is to consider who might give me good advice. Who's been in this situation? Who handles such dilemmas well? Who has a good read on the kinds of mistakes I'm prone to make? And then, before taking action, I call that person.

That's because I'm a big believer in the idea of not doing it—*it* being life—alone. Not imagining I can

correct the kind of mistakes I routinely make, or devise the best possible path without support. So I always start with the *who* before moving on to the *how*.

This approach requires nothing so formal as a personal board of advisors. I've seen that recommended, but it sounds like a lot to manage. Besides, some of those advisors will be good at one thing, others at something else. So convening them in order to address a specific situation seems redundant and a waste of everybody's time. I may rely on my peer coach, who is skilled at discerning the lessons and gifts that lie hidden in many of life's challenges. Or I may consult with a colleague who has specific expertise in a subject. The circumstances will shape the decision.

My "who first" mantra keeps me on track and prevents me from feeling overwhelmed. Which is the least likely frame of mind for discerning opportunity.



## The Visible Is the Shell of the Invisible



— BY —

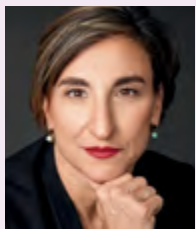
**IOANNIS SALMON**

Associate Professor of  
Business Administration,  
University of West Attica

I got out of the theatre and the phrase that was heard in the venue still echoes in my head. It reminds me how my past is interrelated with my present and my vast future; it confirms to me once again the possibility that true perspective, breath and life lie behind this shell. This shell is essentially our ego, which covers the wealth that other people offer us, intentionally or not, and can lead us to a better and deeper understanding of this world. It leads us to life. In this concept, every mo-

ment of blindness, every moment of arrogance sucks the oxygen out of our atmosphere. It is quite possible that intelligence emerges from the bottom up, especially since there seems to be no single point that determines how our brains function. It is essential then, that every part of the system is taken into consideration, to achieve harmony with the external environment; and each part should feel so comfortable that it talks to you like a friend. Without any facade. To arrive at your place of work and welcome the gardener's spontaneous greeting—"Ioanni, kalimera!"—without worrying about losing precious time, or to take a minute to hear the janitor's concerns about their grandchildren, understanding that these interactions are perhaps the most meaningful part of your day. Because inside them underlies the transcendence. And there comes love.

## Building Up Resilience



— BY —

**TATIANA KOLOVOU**

Teaching Professor, Kelley  
School of Business Faculty  
and LinkedIn Learning  
Instructor

Resilience is all about bouncing back from adversity and in some cases, bouncing forward. In 2018, I opened a small boutique fitness studio, Ethos Fitness in Bloomington, Indiana, where I live. I have always believed that exercise and movement are transformational, and this entrepreneurial venture was my way of giving back to my community. The business was doing well, and we were having an impact. All until March

2020, when the world as we knew it changed forever. I distinctly remember the quandary; do we forge ahead into uncharted waters or close the business with the valid excuse of the global pandemic? Maybe it was my endless optimism, or possibly the Greek fighter in me, but I chose to do the first. We rented out equipment, figured out a business Zoom account and made repeated mistakes while trying to figure out virtual fitness classes. I am proud to say that today, this virtual setting has become our competitive advantage. We offer most all our group fitness classes in person but simultaneously broadcast and record them for our members who prefer to stay at home, may have sick children or hectic schedules. We can offer a hybrid environment to meet our busy members' needs and all because of the adversity we faced back in March 2020. Turning points in our lives can be uncomfortable and scary, but it's through this discomfort that we grow stronger and build more resilience for all of life's unexpected events.

## Don't Be Confined by Social Conventions



— BY —

**ANI FILIPOVA**

Founder,  
Change Advisory

According to societal standards, I was not expected to have a successful career, let alone an international one: I came from a tiny developing country in Eastern Europe—Bulgaria—and had no Ivy League degree, no internships at top-rated companies, and no financial support or family history in banking or even business. But I didn't let that stop me. Over the past 25 years, I have built a successful international career in one of the largest global banks. Along the way, I have

learned some valuable lessons that I believe can help others who may feel like they are starting from behind:

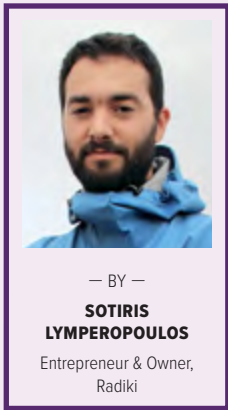
- A university degree is only the beginning. Continuous learning is key to staying relevant and competitive.
- On-the-job learning is just as important as formal education. Don't be afraid to take on new challenges and excel at them.
- Even if you don't land your dream job, make the most of every opportunity and gain as much experience as you can. Every experience is valuable.
- We don't all have an equal start. But once we start, we can put all our efforts into catching up.



- The country where we were born does not determine our desire and grit to succeed – we do.

Our society often sets narrow standards for success that can limit our potential. And we all have a unique set of circumstances which can either hold us back or propel us forward. But remember: It's not about the cards you're dealt but how you play them.

## An Unexpected Business Idea Sprouted in Messinia



In 2010, I left Athens in search of a better life. I wanted to live close to nature, far from the stressful life of the big city. I moved to my father's village in Messinia with 2500 euro in my bank account and no idea what to do for a living. Food was always my passion, so I spent a lot of time foraging wild greens and learning about traditional food from the local women in my village. I thought it would be a good idea to sell all these tasteful wild greens to chefs and restaurants in-

terested in using these exceptional ingredients in their dishes. In the beginning, everyone thought that I was crazy and rejected my offers, as my services were expensive and my product was not valued as gourmet. Chef Periklis Koskinas was the first person that believed in me and I started foraging wild food exclusively for Milos restaurant. Two years of hard work later, we were sending fruits and vegetables to Paris and collaborating with some of the best chefs in the world. That's when I decided that we had to focus on exports, and today we are a successful exporter of organic fruits to many EU countries. My journey has taught me that if you believe in an idea and work hard there is nothing that can stop you from succeeding.

## I Didn't Choose Public Archaeology – Public Archaeology Chose Me



Being an archaeologist in Greece isn't easy. Practically all job opportunities are within the sphere of the public sector, and traditionally, archaeological jobs have been scarce. Struggling to survive in this field, I decided to create my own public archaeology project, titled Archaeostoryteller. I wasn't even sure how it could work. It started with posting fun facts about antiquity on social media. Soon, I was invited to speak at TEDx Athens in 2019 and

things snowballed from there. I started a very successful podcast (remaining steadily in the Top 10 and Top 20 charts nationwide for more than two years on end), I have presented a documentary series on how ancient Greek texts survived from antiquity until modern times, and I have written two bestselling books on Greek antiquity, the first of which has been translated into 12 languages so far. And it all started with a couple of Instagram posts on ancient Greek vases.

None of this would have happened if I hadn't invested in the belief that my discipline can reach a wider audience if only it is translated into a language they understand better. I couldn't have guessed how successful this project would be, but as it turns out, even a social science, a humanity that appears to belong merely to school curricula and museums, can be transformed into something that fascinates everybody. The past, cultural heritage, human history and the wonders of the ancient world can be a part of today's and tomorrow's world.



## The Decisive *Now* in Crucial Personal Choices



— BY —

**DR. DIMITRIOS  
KARAGIANNIS**

Child Psychiatrist and  
Psychotherapist, Co-  
Founder and Scientific  
Director of Antistixi

Motivation for personal evolution emerges when a person faces destabilization, when they encounter different circumstances, different people, new experiences. Difference demands new understandings. A new element can be cancelled and rejected through previous conceptions and experiences, so that nothing will be disturbed. Everything will remain the same. Alternatively, however, a new chain reaction may occur, producing change.

Difficult and unpredictable situations in adult life—such as financial breakdown, traumatic divorce,

unemployment, immigration, new professional roles, disability caused by an accident, an abusive or violent experience, or the death of your beloved one—may give rise to unmanageable issues for the one experiencing them. Hope does not equal waiting for negative situations to vanish. Passive patience masks despair and reveals one's definite surrendering to their difficult reality. Constantly postponing change may serve as a Trojan horse hiding the fact that, eventually, the process of change will be aborted.

There comes a point when one must be decisive with changes, crying “Now!”—change is synonymous with freedom. The foundations of freedom stand on our decision to be everchanging. The will to change is the starting point of the human person's efforts to escape his destiny. Change will not occur in our life at the present if there is no horizon in our future. Decisiveness lies in the dilemma to either live astonishingly or live surrendered to your fate, following what your past dictates.

## An Unexpected Awakening



— BY —

**MARIANNA SKYLAKAKI**

CEO of αθηNEA

Becoming a mother is meant to be a major turning point in one's life. And yet, as I was approaching that milestone around six years ago, little did I know just how deeply that experience would transform me. Up until that point, the discussion around gender issues was one that I grasped on an intellectual level; I understood there were still important gender gaps that needed to be addressed, and yet, intuitively, I did not realize their extent nor

their pervasiveness. My privilege had made me partially blind to many of the injustices that continue to hold women back, stopping them from realizing their full potential.

Motherhood gave me a closeup understanding of the issues still facing women today, as they are forced to make difficult choices their partners are typically shielded from. That turning point in my personal life brought me closer to other women. It turned me outward, allowing me to seek those who could share insights on how to balance professional ambitions and family life. It was an awakening of sorts, making me realize that not only was there still a lot of work to be done to achieve true gender equality but there were also exciting and creative avenues to make change happen, as well as invaluable companions in that journey—men and women alike. The birth of my daughter was, in that sense, a blessing in more ways than one, but it was also a reason to remain committed to the pursuit of making the world in which she is growing up a more equitable place.



NETACAD: A GLOBAL EDUCATIONAL GEM

# SERVING GREEK SOCIETY

From primary education to professional upskilling, digital skills, are increasingly recognized as a top priority in education and employment. With this in mind, Business Partners reached out to Cisco's Antonis Tsiboukis and Elena Prassaki to find out more about NetAcad, Cisco's global IT and cybersecurity education program.



**ANTONIS TSIBOUKIS**  
Managing Director at Cisco Greece,  
Portugal, Cyprus and Malta

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**NETACAD'S METHODOLOGY AND SUCCESS ARE ROOTED IN PREPARING STUDENTS TO FACE THE CHALLENGES THEY WILL ENCOUNTER IN THEIR ACADEMIC AND PROFESSIONAL CAREERS**

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**What is the philosophy behind Cisco Networking Academy, NetAcad?**

Cisco Networking Academy is the world's longest running corporate social responsibility education program. It is dedicated to supporting digital transformation and developing digital skills by offering the most up-to-date courses in critical market areas. In today's fast-changing business environment, employees must quickly adapt to new technologies, and this makes digital skills increasingly important. Through the NetAcad program, Cisco creates the necessary conditions to strengthen learners' digital skills and provide them with a wealth of knowledge.

**What are the elements that contribute to NetAcad's success and what distinguishes it as a top educational program?**

NetAcad's success is built on two pillars. Firstly, it reflects Cisco's perception of social responsibility and recognizes the primary role of human factors in development. Secondly, it has a proven ability to adapt to market trends. As professional demands are constantly evolving, high-quality educational materials are necessary to equip participants with substantive knowledge and the ability to adapt and evolve. NetAcad's methodology and success are rooted in preparing students to face the challenges they will encounter in their academic and professional careers. This approach ensures that participants are well-equipped with the skills they need to thrive in their future endeavors.



### What do NetAcad's study programs focus on and who are they for?

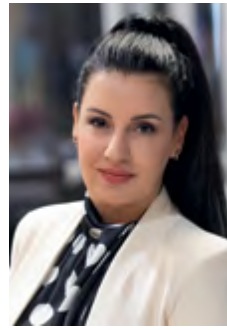
NetAcad's study programs aim to bridge the digital divide, enhance digital skills, and facilitate the professional reintegration of students. Since 2005, over three million graduates have found new employment opportunities through these programs. The target audience for NetAcad's programs is all citizens, without discrimination, with the overarching goal of reducing social inequalities. Cisco's vision for the program is to unite people and provide equal access to education and training for all. This is achieved by offering a diverse range of courses on a single platform, ranging from the most fundamental to the most current, to enable everyone to acquire new skills.

### What is Cisco's relationship with the educational and research community in Greece, given that the link between digital skills and education is collaboration?

Cisco has been closely collaborating with Greece's educational and research community for several years, particularly in the field of computer science education. We take pride in acting as the bridge between education and industry through our pan-European NetAcad program. We emphasize collaborating with both public and private local entities, which is at the core of our success.

We have already collaborated with several universities in Greece, including the University of Thessaly, the University of Peloponnese, the University of Piraeus in the Department of Digital Systems, and the University of Macedonia. Moreover, we recently announced the provision of free digital skills education to several municipalities in Greece.

In Greece, our partnerships and academies cover almost 100 locations throughout the country, with over 60 certified instructors,



**ELENA PRASSAKI**

Country Digital Acceleration Marketing and Communications Manager and Networking Academy Development Manager at Cisco Greece, Portugal, Cyprus and Malta

## CISCO'S VISION FOR THE PROGRAM IS TO UNITE PEOPLE AND PROVIDE EQUAL ACCESS TO EDUCATION AND TRAINING FOR ALL

and more than 22,000 graduates and 4,500 registered students today. The ongoing digital transformation has already increased the demand for skilled IT professionals in Greece, especially in the area of reskilling. Our supportive ecosystem, which includes all Cisco resources and hundreds of its partners worldwide, makes the learning experience possible, leading to the acquisition of skills in the workplace. 🇬🇷

### ABOUT CISCO NETACAD

Cisco Networking Academy (NetAcad) is a global educational program that has trained over 15 million students in 190 countries to date. The NetAcad network now includes around 12,000 partner educational institutions, more than 29,300 qualified instructors, and over 2.3 million students. The program offers a variety of courses in networking, security, cybersecurity, the internet of things (IoT), programming, and more, and these courses are available in 29 languages and delivered through e-learning. Essentially, the program provides cutting-edge educational tools to educational institutions, schools, and learners worldwide, as the educational platform is shared.

NetAcad is dedicated to empowering learners of all ages and backgrounds to shape their own future. A significant di-

mension of this strategy involves local communities, which is reflected in the program's partnerships with a large number of municipalities providing free upskilling to citizens.

### Cisco Networking Academy around the world



# OVERNIGHTING ACROSS THE ATLANTIC

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Connecting Europe to cities on the East Coast of the United States with overnight shipping, FedEx Express

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**C**ommitted to its guiding belief that a connected world is a better world, FedEx Express, a subsidiary of FedEx Corporation (NYSE: FDX), is the world's largest express transportation company and a global leader in connecting people with goods, services and ideas. Active in Europe since 1984, FedEx Express offers customers the benefits of access to the world's largest air express network and an unparalleled European road network. And since 2022, the company's diverse portfolio of transportation, e-commerce, and business solutions has included an upgraded shipping service that offers customers the option of overnight shipping to the United States.

The new service is particularly appealing to business customers, as businesses across Europe can now reach their US customers in

East Coast<sup>1</sup> cities in just one day—a delivery window that allows them to compete directly with domestic companies in the United States and expand further through their global e-commerce journey. FedEx Express now connects 90% of Europe's GDP next-day to the United States.

The new next-day service is made possible thanks to a flight connecting Paris-Charles de Gaulle Airport in France, the largest FedEx air hub in Europe, to the FedEx Express Indianapolis Hub at Indianapolis International Airport in Indiana. Available for light and small packages up to 68 kg, the market-leading service allows customers to choose from a range of pick-up options and reach key East Coast business centers by 16:30 the next day<sup>2</sup> or locations across most of the United States in two days by 10:30.

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**“WE’RE PROUD TO OFFER MORE LOCAL BUSINESSES  
THE FASTEST WAY TO MORE OF THE US”**

— ESER SEZEK, VP GROUND OPERATIONS SOUTH EAST EUROPE, ISRAEL AND TURKEY, FEDEX EXPRESS EUROPE

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Commenting on the new service, Eser Sezek, Vice President of Ground Operations for South East Europe, Israel and Turkey at FedEx Express Europe, said: “Europe and the United States share one of the closest trading relationships in the world, with the US being one of the largest destinations for EU exports of goods. In Greece specifically, approximately 2 billion exports in



value are delivered to the United States every year.<sup>3</sup> We're proud to offer more local businesses the fastest way to more of the US with our powerful global network and extensive range of services.”

The availability of the service from Greece is part of a series of product and portfolio enhancements, including the expansion in Greece of FedEx's e-commerce product FedEx International Connect Plus (FICP) in spring 2022, which offers an international day-definite delivery service balancing speed and pricing. 🇬🇷

<sup>1</sup> Based on analysis carried out by FedEx in May 2022 of UPS NA1 and Express parcel services and DHL Express parcel services as quoted online and compared with FedEx International Priority® and FedEx International Priority® Express services available between approximately 140,000 post-code origin-destination pairs, from 17 European countries and taking into account GDP weighting, to key business districts in the U.S. Further information is available upon request. 17 European countries include: AT, BE, CZ, DK, FI, FR, DE, HU, IT, LU, NL, NO, PL, SP, SE, CH, UK. U.S. key business centers: per County Business Patterns (CBP) provided by U.S. Census Bureau. Transit times may vary depending on origin and destination location.

<sup>2</sup> For express parcel shipments weighing less than 68kg per item. Service availability may vary depending on origin, destination and shipment type.

<sup>3</sup> Trading Economics

## About FedEx

FedEx Corp. (NYSE: FDX) provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. With annual revenue of \$93 billion, the company offers integrated business solutions through operating companies competing collectively, operating collaboratively and innovating digitally under the respected FedEx brand. Consistently ranked among the world's most admired and trusted employers, FedEx inspires its 530,000 employees to remain focused on safety, the highest ethical and professional standards and the needs of their customers and communities. FedEx is committed to connecting people and possibilities around the world responsibly and resourcefully, with a goal to achieve carbon-neutral operations by 2040. To learn more, please visit [about.fedex.com](https://about.fedex.com).

## FedEx Launches 50 Days of Caring to Celebrate its 50th Anniversary

On April 17, 2023, FedEx celebrates 50 years of operations. In anticipation of its 50th anniversary, FedEx launched its *50 Days of Caring* initiative on February 27 as a 50-day countdown during which FedEx team members gave back to their communities through service projects around the world. To further celebrate this milestone, FedEx is proud to announce it exceeded its FedEx Cares 50 by 50 goal to help 50 million people by the company's 50th birthday. Launched in 2019, FedEx Cares worked with more than 900 nonprofits and team members around the world to do good in their communities. Actions and activities under the initiative included volunteerism, community engagements, investments in philanthropic endeavors, and provision of in-kind shipping to many organizations. To learn more about FedEx's 50th birthday celebration, visit [fedex.com/en-us/50-years.html](https://fedex.com/en-us/50-years.html)



# UniPi STUDENTS ENVISION GREECE

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In December 2022, a delegation of undergraduate students from the Department of Economics at the University of Piraeus participated in AmChamGR's 33rd Greek Economic Summit – GES 2022. The group, which was led by Professor Yannis Pollalis, founder and Director of the Master of Science graduate program in Economic and Business Strategy and Chair of the Department of Economics, participated as part of a broader effort by the American-Hellenic Chamber of Commerce to foster stronger partnerships between universities and companies and to support students in leveraging their knowledge toward a successful transition into the workforce. The students subsequently wrote an article, based on GES 2022, which they presented to Chamber Executive Director Elias Spirtounias at a meeting at AmChamGR's Athens headquarters on January 24, 2023. The full text is presented below.

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**W**ith eyes turned to the future, the American-Hellenic Chamber of Commerce convened the 33rd Greek Economic Summit, titled “Big Bets in Challenging Times,” focusing on various important issues that highlight Greece's economic development.

The Greek economy is expanding steadily, as evidenced by the recent decline in inflation. Of course, prolonged inactivity in the investment sector has resulted in a significant investment gap; however, as confirmed both at GES 2022 and by the 2021 edition of EY's Attractiveness Survey Greece, the country is expected to fill this gap thanks to its steadily increasing appeal as an investment destination.

A counterweight to the prevailing international economic uncertainty is Greece 2.0, Greece's National Recovery and Resilience Plan, which was approved in 2021, supported by €30.5 billion in grants and loans from the EU's Recovery and Resilience Facility and with plans to mobilize approximately €60 billion in total investment in the country by the end of 2026.

In terms of digitalization, while Greece has not traditionally been a pioneer in the field, it is now moving forward at a rapid pace, filling the previous gaps and aspiring to be a leader in the technological sector. Examples include 5G, the digitalization of public



ELIAS SPIRTOUNIAS, YANNIS POLLALIS WITH GROUP OF UNIVERSITY OF PIRAEUS STUDENTS

administration services, and the widespread adoption of teleworking, which most businesses implemented in recent years.

Aside from the benefits already mentioned, Greece is also dealing with several crises, one of which is the ongoing energy crisis. Many enterprises are concerned about rising energy costs, yet if this crisis is effectively managed, energy can become a major pillar for Greece's prosperity and the prosperity of other countries too. Greece must also manage its green transition, which will benefit the country if implemented correctly. Several initiatives, including biodiversity initiatives as well as initiatives to reduce energy and promote the circular economy, are already underway.

Without a doubt, society and labor market demands are rapidly changing, and this is impacting the education system, which is being called upon to implement several reforms. Examples include expanding STEM education and emphasizing a mix of hard and soft skills. Furthermore, there is an urgent need for more training in digital skills, and digital upskilling employment programs have already been established. People are constantly being asked to improve themselves, whether through traditional or informal education.

In assessing potential areas for development, the judicial system cannot be overlooked. The realignment of three axes—people, legislation, and infrastructure—has already begun,

## THERE IS NO DOUBT THAT, IF PROPERLY MANAGED, GREECE HAS THE POTENTIAL TO BECOME A SIGNIFICANT ECONOMIC, ENERGY, AND INNOVATION HUB IN THE COMING YEARS

with the desired result of immediate and longterm change.

Finally, one of the most significant achievements of the country's progress has been the consolidation of Greek-US relations, which has created a sense of stability and mutual interest. There is no doubt that if properly managed, Greece has the potential to become a significant economic, energy, and innovation hub in the coming years. Greece has learned from the past, made the necessary decisions and changes, and become more appealing in

terms of attracting investment, while also developing strong relationships with other countries. As a result, we are talking about a Greece that is competitive and has the potential to take on a leading role, regionally and globally, in the coming years. 🇬🇷

— BY —

MARIA METAXOUDI,  
ELENI RIZOPOULOU,  
MICHAEL STAMATIS,  
GEORGIOS TSIGONIAS,  
ALEXANDRA-THOMAI  
VRETTAKOU

The University of Piraeus students' participation at AmCham's 33rd Greek Economic Summit, GES 2022, including the subsequent report and meeting, was part of a broader initiative and series of actions that aim to strengthen the links between academic institutions and business and to facilitate the process of converting academic learning and knowledge into competitive advantages that will empower young people and recent graduates to smoothly enter the job market.

# The Real Estate and Development Committee

## MISSION

- To advise members on regulatory challenges and forthcoming reforms and to help shape them in a manner conducive to the interests of the country's real estate industry and the Greek economy.
- To conceive, disseminate and implement initiatives to enhance the sector's operations, the efficiency with which market demands are met and the diversity of services offered; as well as to enhance awareness of latent or unrealized real estate opportunities by market actors and chamber members whose primary area of activity is not real estate.
- To act as an advocate for chamber members and the real estate industry in general in the face of an ever-changing business, political, legal and regulatory environment.
- To function as a conduit to the Greek real estate market for foreign and local investors by promoting opportunities in the country, advising on the business and regulatory landscape, and serving as a liaison to the Greek government on matters relating to the country's real estate industry (and to this end seeking the cooperation of other Chamber committees).
- To serve as an information hub for members on market trends, opportunities and risks and as an educational venue, by organizing real estate events as well as delegations to conferences, expositions and trade and commercial missions; and to help establish the Chamber's credentials as a hub of expertise and best practice sharing among members and market participants more generally.

The remarkable adaptability that Greek real estate has demonstrated in recent years despite the drastically and rapidly changing environment is evidence that the industry can take full advantage of the digital economy and the added value it can create, as well as work with other industries, develop fruitful synergies, and further reinforce the momentum of the Greek economy and the country's position as an attractive investment destination. The Chamber's Real Estate Committee is a relatively newly established committee that builds on its members' industry expertise and knowledge of market trends to advance the interests of Chamber member companies in the real estate sector and to contribute to shaping policy formation, legislation, and government action in the field. I await their next steps and actions with great anticipation.

**NIKOLAOS BAKATSELOS, PRESIDENT,  
AMERICAN-HELLENIC CHAMBER OF COMMERCE**

AmChamGR's ambitious Real Estate Committee convened for the first time on the eve of the Covid-19 pandemic in early 2020, setting down its initial goals and plans, with an emphasis on the industry's key role in generating sustainable growth in the Greek economy. Despite making its first steps in unprecedentedly challenging conditions, the Real Estate Committee has persistently worked toward its goals and has become the Chamber's core interface with the government and industry stakeholders on issues concerning the real estate market. I personally thank the Committee Chair and all the members of the Real Estate Committee, who with their deep knowledge, broad understanding, and hands-on experience work as a team to develop and promote the industry and highlight investment opportunities for the benefit of Chamber members and the industry, as well as the Greek economy in general.

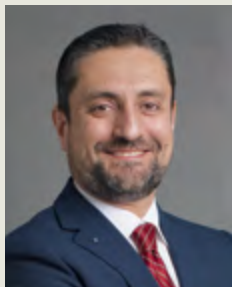
**ELIAS SPIRTOUNIAS, EXECUTIVE DIRECTOR,  
AMERICAN-HELLENIC CHAMBER OF COMMERCE**





REAL ESTATE  
& DEVELOPMENT  
COMMITTEE

COMMITTEE CHAIR



**Left Sikolidis**  
Founder & CEO, sikolidis.com

COMMITTEE MEMBERS



**George Bersis**  
Managing Partner,  
POTAMITISVEKRIS



**Nicholas Chatzitsolis**  
Managing Director,  
AXIES SA PART OF THE CBRE  
AFFILIATE NETWORK



**Vassilios Delikaterinis**  
Advisor to the Board,  
TERNA ENERGY



**Nikolaos-Ioannis Dimtsas**  
Chief Investment Officer,  
DIMAND



**Ioannis Ganos**  
CEO,  
ALPHA ASTIKA AKINITA



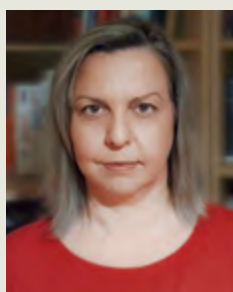
**Marinos Giannopoulos**  
CEO,  
ENTERPRISE GREECE



**Sophia Grigoriadou**  
Managing Partner, CPA  
LAW - MEMBER OF KPMG  
INTERNATIONAL LEGAL AND  
TAX NETWORK



**Ellie Kakoullou**  
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**Samantha Karra**  
Head of Real Estate Hub,  
EURO BANK



**Michael Mavroleon**  
CEO,  
A&M ARCHITECTS



**Krysta Petropoulou**  
Asset Management Director,  
OTE ESTATE

COMMITTEE  
COORDINATOR  
Frosso Paneta

# BUSINESS MISSION TO EGYPT

This March, select Greek companies representing some of the country's strongest sectors and industries visited Cairo to meet with top government and business representatives and explore potential opportunities for business and trade partnerships.

Working in partnership with the American Chamber of Commerce in Egypt, within the framework of the memorandum of understanding signed between the two chambers three years prior, the American-Hellenic Chamber of Commerce organized a business mission to Cairo, Egypt, which took place on March 18-21, 2023. The Greek delegation comprised

a total of ten representatives from eight carefully selected Greek companies from some of the country's strongest industries and sectors—energy and renewables, manufacturing, agriculture, recycling, medical equipment, and automobile—who enjoyed the opportunity to explore potential collaborations with prominent businesses in Egypt and leverage new trade leads, partnerships, and international sales. During the course of the four-day mission,

the delegates took part in a series of briefings and roundtables with senior government officials on policies and local business practices and had one-to-one meetings with industry executives to discuss possibilities for representation, direct sales and joint ventures in the local market. Notably, the mission's agenda included high-level meetings and briefings with Minister of Petroleum and Mineral Resources Tarek El Molla, Minister of International Coopera-

THE MINISTER OF TOURISM OF EGYPT, AHMED ISSA WITH THE DELEGATION MEMBERS



NIKOLAOS BAKATSELOS, ENERGY MINISTER TAREK EL MOLLA, DAVID CHI





BUSINESS ROUNDTABLE DISCUSSION WITH AMCHAM EGYPT SECTOR LEADERS



AHMED ABOU ALI, HOSSAM HEIBA, KAMEL SALEH

tion Rania Al-Mashat, Minister of Tourism and Antiquities Ahmed Issa, Chairman of Suez Canal Economic Zone Waleid Gamal El-Dein, and Chairman of the General Authority for Investment and Free Zones (GAFI) Hossam Heiba, as well as a dedicated meeting with AmCham Egypt President Tarek Tawfik and members of AmChamEG's board. The meetings covered a range of key topics, from Egypt's overall economic landscape and ongoing and imminent infrastructure developments to exchanging good business practices and exploring business opportunities. Delegates also toured local facilities relevant to their business interests and attended networking events. Highly successful by all accounts, the business mission to Egypt sowed the seeds of numerous potential business synergies, al-

lowing participating companies to gain access to valuable resources and information on the Egyptian economy, including potential investment opportunities, ongoing infrastructure works, international financing, and energy and tourism policies, and to set up contacts with prospective partners, distributors, and sales representatives. The American-Hellenic Chamber of Commerce warmly thanks the American Chamber of Commerce in Egypt for its cooperation, hospitality, and invaluable contribution to the success of the mission and looks forward to dynamic new partnerships between Greek and Egyptian businesses that will build upon the already close relationship between the two countries and create further opportunities for cooperation, growth and prosperity for them both. 🇪🇵

## AMERICAN CHAMBER OF COMMERCE IN EGYPT

The American Chamber of Commerce in Egypt was established in 1982 with the mission to promote trade and investment between Egypt and the United States. Its objectives are:

- To promote the development of commerce and investment between the United States and Egypt.
- To be a direct liaison with the Chamber of Commerce of the United States and other chambers of commerce and business organizations, and to express the views of the local American business community to public and private interests in the United States.
- To provide a forum in which American business executives in Egypt and Egyptian business executives with American interests may identify, discuss and pursue common interests regarding their activities.
- To work with individuals and organizations in Egypt on matters of mutual interest.

AmCham Egypt has a network of over 2000 members and 23 committees representing diverse sectors and industries.

THE MINISTER OF ENERGY OF EGYPT, TAREK EL MOLLA WITH THE DELEGATION MEMBERS





# The Why and How of Strong Company Culture

From office design and remote working to new ways of interacting, relating, and doing, the way we work is changing. Companies of all shapes and sizes around the world are called to navigate this changing environment, adapting workplaces and fostering new kinds of communication and employee dynamics. Among the key issues they're called to address is the question of how to shape, build and maintain strong company culture.

As businesses continue to adapt to the new hybrid work model, company culture is one of the main issues facing HR and executive leaders. Many are concerned that their organization's culture will be severely affected or change in a hybrid world and are not sure how to maintain their cultural principles when employees don't consistently work together in one place. With many employees working remotely, executive leaders worry that their organization's culture will become weaker, leading to lower levels of engagement, performance, and innovation.

According to a recent report by Gensler, 70% of HR leaders were confident, before the pandemic, that they knew the culture their organization needed to drive business performance. However, only 30% were confident that

their desired culture was evident in their actual culture. In other words, leaders could effectively communicate to their people what they wanted the culture to be but weren't confident about creating an environment that reflected the desired culture. Despite fears that remote and hybrid work would weaken organizational culture, most employees see the large-scale shift

to flexible work as a positive development for the culture of their organization. The results of a recent Steelcase global research showed that almost 76% of newly remote and hybrid employees report a positive perception of the workplace. Similarly, 64% of hybrid and 66% of remote employees say that their organization's culture has a positive impact on their job, compared to just 52% of on-site employees. This, however, requires plenty of work. Organizational culture needs to

be clear and strong enough to attract and retain top talent, drive performance, and meet business objectives. It's also very important that leaders understand how the new environments—virtual, office and home—in which people are now sharing their working time, influence the way people behave.

Looking at how to create strong company culture, the kind that underpins success, executive teams must consider what their business strategy is and identify the two or three things that need to drive success. There isn't a single right or wrong culture, but there are things that leaders must demand so far as how their teams work together that will drive business success.

The trick to making company culture work positively for the organization lies in making employees feel connected to it regardless of whether they are distributed or collocated. A large part of this has to do with creating workplaces, virtual or physical, that nurture this sense of being connected. Physical workplaces in particular can serve as invaluable tools in building future culture connectedness, through clever and forward-thinking office space planning and design that supports positive behaviors and ways of working together.

The way we work and the way we inhabit and utilize our workplaces is constantly changing, but the essence of the matter remains the same, summarized in just ten words by Winston Churchill, following the destruction of the Commons Chamber during the Blitz in 1943: "We shape our buildings," Churchill said, "and afterwards our buildings shape us." 🐜



— BY —

**PANTELIS KOUZIS**

General Manager,  
EKA Hellas



Εδώ, το καλό  
είναι για όλους

**ΔΕΝ ΕΙΝΑΙ  
ΠΙΟ ΝΟΣΤΙΜΑ ΤΑ ΦΡΟΥΤΑ,  
ΟΤΑΝ ΤΑ ΤΡΩΜΕ  
ΚΑΤΕΥΘΕΙΑΝ ΑΠΟ ΤΟ ΔΕΝΤΡΟ;**

Είναι! Γι' αυτό για εμάς καλό, είναι να μην χάνουμε χρόνο!  
Φροντίζουμε να σας προσφέρουμε κάθε μέρα τα καλύτερα  
κάθε σοδειάς και εποχής, διασφαλίζοντας την άριστη ποιότητα,  
τη φρεσκάδα και τη γεύση τους.

Για να μπορείτε να απολαμβάνετε  
ό,τι πιο εκλεκτό παράγει η ελληνική φύση  
που είναι καλό για εσάς,  
καλό και για τον τόπο μας.



# Investments and the Concept of Carrying Capacity

Internationally, sustainability has long been an integral part of investments and economic development in general. When the crisis hit hard the Greek economy, sustainability was put at the backseat in investments in Greece. Now that the economy is improving, sustainability has regained its significance and became the predominant issue in public debates and policies as well as legal cases.

**H**ospitality investments in Greece never ceased, even during the crisis times, and every year a new investment record is set. Considering the small size of most areas available for development in Greece, their limited resources and unique but fragile ecosystems, investments have started raising sustainability concerns: Is the carrying capacity of the region concerned unlimited? And if not, what should the limit be? From a legal and public policy perspective, carrying capacity is a constituent element of the principle of sustainable development, a general principle of international

environmental law specifically established in our Constitution under Article 24. The concept of carrying capacity, as formed by several decisions of the Greek Council of State (CoS), is defined as the limit beyond which the impacts on the natural, economic and social environment are irreversible—the maximum human intervention that an area can sustain without deterioration or irreversible damage to its natural resources and characteristics. A primary field in which the CoS has developed the concept of carrying capacity is residential, tourism and energy development on small islands (mainly in the Cyclades) that enjoy special protection, as traditional settlements. Thus, the CoS treats small islands as vulnerable and sensitive ecosystems, defined by the unity and simple symmetry of their landscape and the close interdependence of human-made systems and the natural environment.<sup>1</sup> Based on the established CoS case law, com-

pliance with the principle of carrying capacity is imperative in ecosystems which present an inherently finite capacity and sensitivity, and any form of development in such ecosystems must take account of and be linked to the protection of their character. In this context, the carrying capacity principle has been employed by the Council of State as a counterweight to residential (Andros, Syros, Mykonos, Serifos, and recently Paros), tourism (Ios) and energy (Andros, Naxos, Paros, and Tinos) development.<sup>2</sup>

Moreover, in a recent decision, the CoS acknowledged that special spatial plans are the product of sufficient scientific analysis which ensures the non-deterioration of living standards as well as respect for the carrying capacity of the region where a strategic investment shall

take place.<sup>3</sup> Notably, the concept of carrying capacity was first introduced and defined in Greek legislation, in line with the case law of the CoS.<sup>4</sup>

The question of where the limits of sustainable development are drawn remains unclear, but it is imperative that the Greek legislature and the Council of State continue developing the concept, seeking the right balance between growth and environmental protection. 🐼

<sup>1</sup> CoS decisions 164/2022, 1304/2018, 1421/2013, 5418/2012, 878/2012

<sup>2</sup> CoS decisions 3500/2009, 123/2007, 387/2014 5418/2012

<sup>3</sup> CoS decision 564/2022

<sup>4</sup> Article 64 of Law 4964/2022

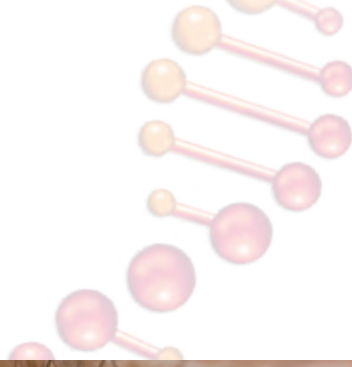
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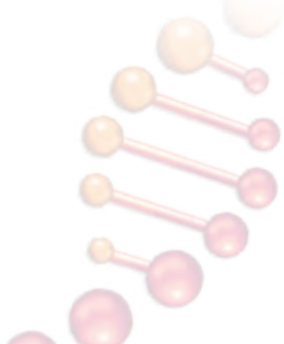
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# Agrifood Forward

## NEW STRATEGIES AND SUSTAINABLE INITIATIVES

Climate change, population growth, urbanization, and changing levels and distribution of income are among the major factors putting pressure on the agrifood sector. The question now is what does the sector need in order to rise to the challenge and how do we support this endeavor.

**T**oday, the agrifood sector is more than ever confronted with three major demands from our society: to provide food to the world markets; to keep rural areas lively and viable; and to optimize the good management of the environment and fight more effectively against climate change and risks linked to diseases. Providing a single joint answer to these three challenges is certainly a challenge itself—but it is a feasible one, provided that we are willing to make effective use of science and innovations, so as to concentrate our efforts on double performance: economic and environmental. This is the very basic precondition of any success of global agriculture to ensure both growth and jobs on the one hand and environmental protection and sustainability on the other.

In this context, the EU's new Common Agricultural Policy will continue to ensure strong support for the unique European farming model, while it will also foster competitive and sustainable farming that “achieves more and better from less.”

Knowhow and digital methods will play an essential role in shaping a smart, resilient and sustainable agricultural sector, and thus are both at the center of policymaking efforts.

Given the rapid changes and unexpected events at the international level, the development of the agrifood sector needs to be based on new standards. Farming and processing

must be efficient, productive and profitable, and achieving this future for the sector will require significant changes—changes that will aim at driving modernization, increased competitiveness, improved efficiency, and sustainability.

In this regard, new strategies and innovative initiatives are needed more than ever to:

- develop strong value chains,
- encourage the operation of agricultural cooperatives and producer groups,
- reduce production costs,
- achieve economies of scale,
- reduce the environmental footprint,
- focus on energy use and efficiency in agriculture,

- spread risk by diversification within agricultural production, and
- link production with the end consumer.

Investments in innovation and new technologies will play an essential role as they can bridge short-term challenges and long-term aspirations in the agrifood sector. Of course, the rapid changes in technology and the use of innovations require at the

same time the immediate adaptation and flexibility of human resources to be able to respond quickly and effectively. Special attention must also be given to the newcomers in farming due to the rapidly aging community of farmers, considerations that oblige the market participants to support farmer succession and new entrants. Important aspects to be taken into account are: access to affordable land, policy provisions, market reforms, business support, education,

financial investment, and monitoring.

Thus, Piraeus Bank, alongside funding, has a strategic plan to support the Greek agrifood sector, recognizing it as an important pillar of our national economy's growth. 🇬🇷



— BY —

**ALKIS ALEXANDROU**

General Manager  
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Agrotechnology Committee

**INVESTMENTS IN INNOVATION AND NEW TECHNOLOGIES WILL PLAY AN ESSENTIAL ROLE AS THEY CAN BRIDGE SHORT-TERM CHALLENGES AND LONG-TERM ASPIRATIONS IN THE AGRIFOOD SECTOR**



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