

BUSINESS Partners

JANUARY-FEBRUARY 2025

THE MAGAZINE OF THE AMERICAN-HELLENIC CHAMBER OF COMMERCE
www.amcham.gr

TIME FOR INNOVATION AND STRATEGIC PARTNERSHIPS

KAVITA PATEL

MANAGING DIRECTOR, ROCHE HELLAS

THOUGHT LEADERS
REFLECTIONS
ON THE US ELECTION
GREECE'S STRATEGIC ROLE
IN A RECALIBRATING WORLD

BUILDING BRIDGES WITH SPYROS THEODOROPOULOS
EMPOWERING PEOPLE IN THE DIGITAL AGE
WITH HARRY MARGARITIS
LEARNING TO LEARN WITH PEGGY PELONIS
POSITIVE IMPACT THROUGH EDUCATION
WITH DR. IOANNIS N. LAGOUDIS

Innovative Technology Empowering Cleanliness

A U T O N O M O U S | S I M P L E | S M A R T | E F F E C T I V E



ENERGY
EFFICIENCY



LOW
MAINTENANCE
COST



HIGH
ENVIRONMENTAL
AWARENESS

UNISON
FACILITY & HUMAN SOLUTIONS

Facilitating Success.

Imagine a world where professional cleaning is **autonomous** and **efficient**. UNISON invites you to experience it. Powered by artificial intelligence, cleaning robots deliver **autonomous** and **effective** cleaning, covering over **1200 sq.m. per hour** with **24-hour operation capability**.

www.unison.gr

24



Kavita Patel talks about the importance of R&D and innovation and the potential of strategic partnerships in reshaping healthcare in Greece

20



Spyros Theodoropoulos lists key factors shaping Greece's economy and business environment

38



Harry Margaritis shares his thoughts on creating innovation-driven workplaces and striking the right balance between productivity and employee wellbeing

BUSINESS Partners

THE BIMONTHLY MAGAZINE OF THE
AMERICAN-HELLENIC CHAMBER OF COMMERCE

VOLUME XXIV | NUMBER 136
ISSN 1109-4990 CODE: 6526

CHAMBER.PRESS

DIRECTOR
Elias Spirtounias
e.spiritounias@amcham.gr

PUBLISHER
Alexandra Loli
a.loli@amcham.gr

EDITOR
T.C. Lowrie

DESIGN
snack•

PRINTING & BINDING
Queue Print LTD

OWNER
American-Hellenic Chamber of Commerce
Politia Business Center
109-111 Messoghion Avenue
115 26 Athens
Tel: +30 210 699 3559
Fax: +30 210 698 5686-7
E-mail: info@amcham.gr

BRANCH OFFICE
123 Tsimiski Street
546 21 Thessaloniki
Tel: +30 2310 286 453
Fax: +30 2310 225 162
E-mail: n.tsavdaroglou@amcham.gr



www.amcham.gr

4 THE BOARD

6 CHAMBER NEWS AND EVENTS

10 MEMBERS' CORNER

Dedicated to showcasing the AmChamGR community

GREEK ECONOMIC SUMMIT

12 GES 2024: A Fast-Changing World: What's Next?

16 Fireside Chat and Dinner With the Prime Minister

18 TTFD 2024

Thessaloniki Future Thinking Dialogues: Urban Resilience for Future-Ready Cities

20 LEADERS IN FOCUS

The Future of Greek Business: Building Bridges

AN INTERVIEW WITH SPYROS THEODOROPoulos
WITH JOHN D. SARACAKIS

22 STRATEGIC VOICES

Shaping Perceptions, Forging Relationships: Reflections on 25 Years Working in Transatlantic Affairs and US-Greece Relations
WITH ALEXANDROS COSTOPOULOS

24 THE INTERVIEW

Time for Innovation and Strategic Partnerships
WITH KAVITA PATEL

28 THOUGHT LEADERS

Reflections on the US Election: Greece's Strategic Role in a Recalibrating World

36 TAX TALK

Kyriakides Georgopoulos Law Firm: Unparalleled Tax Expertise Tailored to Your Needs

38 EMPLOYING POTENTIAL

Empowering People in the Digital Age
WITH HARRY MARGARITIS

40 EDUCATING THE FUTURE

Learning to Learn
WITH PEGGY PELONIS

42 FULBRIGHT ALUMNI CORNER

Positive Impact Through Education
WITH DR. IOANNIS N. LAGOUDIS

44 BUSINESS TOOLKIT

AI for Growth: Driving Efficiencies and Unlocking Possibilities with Microsoft's Azure AI Platform
WITH EVE PSALTI

45 YOUTH PERSPECTIVES

On GES 2024

46 ART & CULTURE

Kykladitisses: Untold Stories of Women in the Cyclades



28 THOUGHT LEADERS

Reflections on the US Election: Greece's Strategic Role in a Recalibrating World



A NEW YEAR OF CHALLENGES AND OPPORTUNITIES

First and foremost, I would like to extend my warmest wishes to all of you for a happy, healthy, and fulfilling new year. This year is already off to a dynamic start with significant events and challenges, which while giving cause for concern also serve as a catalyst for reflection, decisionmaking, and strategic action.

The recent spike in seismic activity in beautiful Santorini has had me thinking about the fact that nothing in life is guaranteed. It has been a reminder that everything can change in an instant, whether due to our own mistakes, weaknesses, and oversights or as a result of unforeseen external factors. History has repeatedly shown that even the most powerful individuals, strongest nations, and greatest empires can collapse overnight—be it due to natural disasters, pandemics, or self-inflicted policy failures. Let us, therefore, remain grounded and humble in the face of history and nature and reflect on whether arrogance has any place in a world as vast and unpredictable as ours.

Meanwhile, developments continue to unfold rapidly on both geopolitical and economic fronts. Recent announcements on tariffs have raised significant concerns among economic policymakers, businesses, and consumers, as they could potentially lead to a trade war with inevitable consequences and losses for all parties involved. These consequences may become even more pronounced depending on broader geopolitical shifts. It is a reality of globalization that new economies have emerged, creating alternative supply chains that can be leveraged in times of trade protectionism—an outcome that does not favor traditional alliances, particularly transatlantic relations. Yet it is evident that these two regions have far more to gain from cooperation than from dispute.

Europe, as has been emphasized repeatedly in recent months, must act decisively and implement the necessary measures to enter a new growth trajectory. It must have the courage to recognize and overcome its structural weaknesses, becoming more flexible and adaptable. The same applies to its member states, which must set aside their differences—and, at times, nationalist tendencies—and work toward a more unified economic, trade, and geopolitical strategy. In an era where a “big fish eat little fish” mindset prevails, there's no room for shortsighted political maneuvering.

As a strong institutional economic and trade bridge between the US and Greece, our Chamber will continue to actively support initiatives that highlight the importance of bilateral and transatlantic relations. We remain committed to fostering their further development, not only for the benefit of economic and business growth but also for the prosperity of the people they serve.

ELIAS SPIRTOUNIAS
Executive Director

THE AMERICAN-HELLENIC CHAMBER OF COMMERCE

A DYNAMIC, PROACTIVE CHAMBER

The American-Hellenic Chamber of Commerce was established in 1932 and is one of the largest, most active, and dynamic American Chambers in Europe. Virtually all American companies that do business in Greece and Greek companies that engage in trade with the United States are members of the Chamber.

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

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

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

MISSION STATEMENT

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

MMB Select

A flexible, cost-effective group plan covering a comprehensive range of benefits for companies employing up to 100 employees.

Key features

Guaranteed premium rates for a period of two (2) years.

Comprehensive benefits – includes Life, Disability, Accident and Medical covers.

Simplified benefits administration and fast-track quotation services.

Extensive network of clinics and hospitals.

Employee support – A dedicated MMB team that addresses employees' inquiries.

This solution allows you to differentiate yourself as an employer of choice and put yourself on a level of playing field with larger employers, to attract and retain the right talent.

www.mercermarshbenefits.com
mmb.greece@mercermarshbenefits.com

MMB Greece offers a proprietary insurance solution which is designed to address profile-specific risks of our clients. We receive compensation for creating, administering and/or providing services to the preferred insurer for this solution. The compensation level is the same for all clients participating in this product and it is negotiated between MMB and the preferred insurance carrier. Use of a solution is subject to the sole discretion of MMB's client.

This is a marketing communication. Marsh LLC Insurance Brokers is authorized and regulated by the Bank of Greece being the Supervisory Authority of Private Insurance Sector. Marsh LLC Insurance Brokers – Registration No: 160605 – Special Registration Number: EEA/8. 24-268369.

Businesses of Marsh McLennan





AMERICAN-HELLENIC CHAMBER OF COMMERCE

EXECUTIVE COMMITTEE

Nikolaos Bakatselos, *President* | Pyramis Metallourgia
Vassilis Kafatos, *Vice President* | Deloitte Business Solutions
John D. Saracakis, *Vice President* | Saracakis Brothers
Alexandros Costopoulos, *Secretary General* | FORESIGHT Strategy & Communications
Litsa Panayotopoulos, *Treasurer* | EVIA-IP
Paul Canellopoulos, *Counselor* | Canellopoulos Adamantiadis Holdings
Chrysos Kavounides, *Counselor* | Boston Consulting Group (BCG)
John Kyriakides, *Counselor* | Kyriakides Georgopoulos Law Firm
Athanasios Papadopoulos, *Counselor* | Nautical Carriers Incorporated
Spirtoonias Elias, *Executive Director*

BOARD OF DIRECTORS

George Alexopoulos | HELLENiQ Energy
Yanna Andronopoulou | Microsoft Hellas
Labrina Barmpetaki | AbbVie Pharmaceuticals
Claudia Carydis | The American College of Greece
Sophie Daskalaki – Mytilineos | Mytilineos
Danny Donkers | Amgen Greece
John Enepekides | EFFECTUS Government Relations & Strategic Communications
Michalis Kassimiotis | Hewlett Packard Enterprise Hellas
Yiannos Kontopoulos | Athens Exchange Group
Athanasios Kouimtzis | Kouimtzis Group
Venetia Koussia | Venetia Koussia
Emilios Kyriacou | Citibank Europe – Greece Branch
Siana Kyriacou | ISO Hellas
George Margonis | Papastratos
Christos Megalou | Piraeus Bank
Stavros Mourelatos | The Coca-Cola Company
Paul Mylonas | National Bank of Greece
Kostas Nebis | OTE Group
Georgios Papadimitriou | EY
Costas Papadopoulos | Lockheed Martin Corporation
Panos Pitsillides | Johnson & Johnson MedTech
Spyros Poulidas | IBM Hellas, IMB EMEA
Marios Psaltis | PwC
Zachary Ragousis | Pfizer Hellas
Kyriacos Sabatakakis | Accenture
George Stassis | Public Power Corporation
Ioannis Stavropoulos | Stavropoulos & Partners Law Office
Andreas Stylianopoulos | Navigator Travel & Tourist Services
Antonios Tsiboukis | Cisco Systems Hellas
Roza Loukia Tzekaki | Procter & Gamble Hellas
Sofoklis Yiannacou | Public Group

COMMITTEES

AGROTECHNOLOGY COMMITTEE Chair: Athanasios Kouimtzis | Alkis Alexandrou, Dimitrios Chriss, Constantinos Constantinidis, Thymis Efthymiadis, Angelos Iatridis, Nikolaos Karagiorgos, Georgios Katsaros, Effie Lazaridou, Aini Michailides, Olga Mitsolidou, Ioannis Nakas, Kostas Theocharidis, Athanasios Tsafaris, Evangelos Vergos | Coordinator: Nikos Tsavdaroglou

AUDITORS COMMITTEE Athanasios Felonis, George Kerameus, Archontoula Papapanagiotou | Coordinator: Andriana Hadjianagnostou

CIRCULAR ECONOMY COMMITTEE Chair: George Kremlis | Stavroula Aggelopoulou, Evangelos Baltas, George Kalavrouziotis, Kiara Konti, Apostolos Mourgos, Eleni Providi, Antonios Sagris, Ioanna Panapntzi, Panagiotis Skiadas, Ioanna Skondra | Coordinators: Sofia Chaidogiannou, Frosso Paneta

CORPORATE GOVERNANCE COMMITTEE Chair: Maria Theodoulidou | John Apouris, Xenofon Avlonitis, Leda Condoyanni, Aris Dimitriadis, Irini Ioannidou, Vassilios Kaminaris, Christy Kozoboli, Vassilis Monogios, Eirini Pothitou, Eleftheria Spyridonos, Michalis Tsibris, George Vlachos | Coordinator: Daphne Constantinidou

CORPORATE RESPONSIBILITY COMMITTEE Chair: Pakis Papademetriou | Stavroula Aggelopoulou, Dimitris Agrafiotis, Rania Assariotaki, Eva Chiotti, Loukia Chorafa, Rouli Christophoulou, Chrysoula Diakotou, Dimitrios Dimopoulos, Danae Drosou, Chryssa Eleftheriou, Ada Gianneskis, Manos Iatrelis, Vasiliki Kapari, Martha Kesiosoglou, Elina Konstantinou, Kiara Konti, Katerina Kyprinou, Siana Kyriacou, Georgia Lassaraniou, Alexia Macheras, Nikolaos Melios, Katerina Papakonstantinou, Sotiris Pastras, Sevi Sfakianaki, Alcibiades Siarvas, Melina Thomaidou, Maria Xytaki, Maria Ziouvelou | Coordinator: Angela Boyatzis

CULTURE COMMITTEE Chair: Zozo Lidoriki | Eugenia Arsenis, Sophie Daskalaki-Mytilineou, Sofia Dimtsa, Xenia Kaldara, Eva Karaitidi, Vassilis Karamitsanis, Vicky Marangopoulou, Efi Nestoridi, Anna Pataki, John D. Saracakis, Stavros Stavropoulos, Panagiotis Tsougrianis, Leonidas Tzonis, Nikos Ververidis, Artemis Zenetou, Yannis Zirinis | Coordinator: Katerina Tzagaroulaki

EDUCATION, INNOVATION & ENTREPRENEURSHIP COMMITTEE Chair: Litsa Panayotopoulos | Christina Alevizou, Spyros Arsenis, Babis Bakolias, Claudia Carydis, Alexandros Costopoulos, George Ioannou, Panagiotis Ketikidis, Nikos Melissourgos, Barbara Mergou, Constantine Moros, Sonia Mousavere, George Papadakis, Archontoula Papapanagiotou, Peggy Pelonis, Thanasis Politis, Nikolaos Porfyris, Elena Pressaki, Yannis Rizopoulos, Dora Trachana, Konstantinos Zanetopoulos | Coordinator: Katerina Tzagaroulaki

EMPLOYMENT COMMITTEE Chair: Venetia Koussia | Eleni Drakopoulou, Irene Gioni, Vassilis Karayannis, Konstantinos Kintzios, Giorgis Kritsotakis, Eugenia Melea, Iro Melliou, Manos Panorios, Maria Patakioti, Manto Patsoura, Constantinos Tsalikis | Coordinator: Sofia Chaidogiannou

ENERGY COMMITTEE Chair: Prof. Dr. Kostas Andriosopoulos | Aristotelis Chantavas, Stavros Charitos, Minas Diacakis, Konstantinos Eleftheriadis, Alexandros Giannis, Georgios Kalavrouziotis, Fernando Kalligas, George Kouvaris, Panagiotis Ladakakis, George Lagios, Loukas Lazarakis, Anastasios Manos, Konstantinos Mavros, Evangelos Mytilineos, Yannis Papadopoulos, Gus Papamichalopoulos, Katerina Sardi, Andreas Shiarnis, Kostis Sifinaos, George Stassis, Aristofanis Stefatos, Leonidas Zaimis | Coordinator: Angeliki Dikeoulia

GES-GREEK ECONOMIC SUMMIT ORGANIZING COMMITTEE Chair: Nikolaos Bakatselos | Members: Alexandros Costopoulos, Vassilis Kafatos, Chrysos Kavounides, Emilios Kyriacou, Yianos Kontopoulos, George Papadimitriou, Marios Psaltis | Coordinator: Angeliki Dikeoulia

INFORMATION TECHNOLOGY & COMMUNICATIONS COMMITTEE Chair: Michalis Kassimiotis | Andrea Antoniou, Alexandros Bechrakis, Nikos Christakis, Stefanos Dionysopoulos, Apostolos Leonidopoulos, Tilmachos Moraitis, Dimitris Primpas, Kyriacos Sabatakakis, Marina Stavrakantonaki, Antonis Tsiboukis | Coordinator: Georgia Mamali

INSURANCE, SOCIAL SECURITY & LABOR AFFAIRS COMMITTEE Chair: Konstantinos Kremalis | Kostas Athanasakis, Epaminondas Atsaves, Paul Canellopoulos, Agni Christidou, Katerina Daskalaki, Irene Gioni, Tasos Hatzi-theodossiou, Yiannis Katsanis, Panagiotis Kessoglou, Christos Nounis, Antouaneta Oikonomopoulou, Dimitrios Papachristou, Marianna Papamichael, Anastassios Pateris, George Plomaritis, Alkiviadis Poulias, Athanasios Stavrakos, S. Thomopoulou, Apostolos Tzotzos | Coordinator: Voula Tseritzoglou

INTELLECTUAL PROPERTY RIGHTS (IPR) COMMITTEE Chair: Yannis Mastrocostas | Elli Filippopoulou, Michalis Kosmopoulos, Yota Kremmida, George Michos, Antonios Oikonomou, Xenofon Paparrigopoulos, Nikos Prentoulis | Coordinator: Daphne Constantinidou

LEADERSHIP COMMITTEE Chair: Artemis Miropoulos | Konstantinos Alexopoulos, Harris Broumidis, Eleni Chrona, Rania Ekaterinari, Spyros Filiotis, Dimitris Gerogiannis, Polychronis Grives, John Kalligeros, Antonios Kerastaris, Nikolaos Kostopoulos, George Kotionis, Marina Mavrommati, Nikolaos Negas, Pantelis Panos, Aristotelis Panteliadis, Efi Papadogianni, Nicolas Plakopitas, Marianna Politopoulou, Elizabeth Prodromou, Vassilis Rabbat, Lefteris Samaras, Alexander D. Saracakis, Steven Sirtis, Konstantinos Sotiropoulos, Ilias Tsakiris, Dionysis Tsitos, John Vassilakos, Andreas Xirocostas, Leonidas Zaimis Giuseppe Zoragno | Coordinator: Ritana Xidou

LEGISLATIVE REFORMS COMMITTEE Chair: John Kyriakides | Panayotis Bernitsas, Nikolaos Bregiannos, Vassilis Constantinidis, Stavros Georgiades, Vassilios Ikonomidis, Nikolaos Moussas, Angelike Nestorides, Spyridon Themelis, Spyridon Tsantinis, Dr. Dimitris Tsiabanoulis, Mina Zoulouvis | Coordinator: Daphne Constantinidou

MEDICAL DEVICES & DIAGNOSTICS COMMITTEE Chair: Spyridon Gkikas-Panousis | Vice Chair: Panos Pitsillides | Giannis Anastasiou, Siete Braak, Christos Cholevas, Kostas Delakouridis, Babis Diamantopoulos, Theodoros Katsolis, Gregory Krinos, Kostas Mariakis, Iakovos Michailitis, Panagiotis Mparas, Dimitrios Nikas, Miltiades Papadopoulos, Georgios Sofianos, Manolis Tripodiano, Yannis Vrettos, Chrysoula Zafoniti | Coordinator: Voula Tseritzoglou

NORTHERN GREECE COMMITTEE Chair: Vassilis Kafatos | Athanasios Kouimtzis, Konstantinos Koukountzos, Costas Malamas, Nikolaos Margaropoulos, George Milonas, George Nikolaou, Konstantinos Papadopoulos-Hatzakos, Loukia Saranti, Panos Vlachos | Coordinator: Nikolaos Tsavdaroglou

PHARMACEUTICAL COMMITTEE Chair: Labrina Barmpetaki | Ezat Azem, Antonino Bircio, Savas Charalampidis, Elena Chouliara, Danny Donkers, Konstantinos Evripides, Spyros Filiotis, Leonidas Issopopoulos, Agata Jaconic, Susan King-Barnard, Marianna Konstantinidi, Iakovos Michailitis, George Panagakis, Konstantinos Papagiannis, Yvoni Papastelatu, Elizabeth Prodromou, Zachary Ragousis, Christian Rodseth, Ana Vega, Cornelia Zanetti | Coordinator: Voula Tseritzoglou

PUBLIC AFFAIRS COMMITTEE Chair: John D. Saracakis | Paul Canellopoulos, John Kyriakides, Marios Kyriakou, Thanos Papadopoulos | Coordinator: Ritana Xidou

REAL ESTATE & DEVELOPMENT COMMITTEE Chair: Left Sikilidis | George Bersis, Nicholas Chatzitsolis, Nikolaos – Ioannis Dimtsas, Kenny Evangelou, Ioannis Ganos, Marinos Giannopoulos, Sophia Grigoriadou, Ellie Kakoullou, Samantha Karra, Michael Mavroleon, Krysta Petropoulou | Coordinator: Frosso Paneta

TAXATION COMMITTEE Chair: Ioannis Stavropoulos | Evangelos Abeliotis, Effie Adamidou, Christos Altiparmakis, Ioannis Athanasiadis, Thanos Avgerinos, Stathis Bakalis, Alexandre Catsaros, Panagiotis Daveros, Spiros Doucas, John Dryllerakis, Stavros Gigantes, Vasilios Govaris, Vassilios Ikonomidis, Stavros Kostas, Antonis Kotis, Nikolaia-Anna Lepida, Aspasia Malliou, Stephanos Mitsios, George Nikolaou, Maria Nikolopoulou, Jenny Panou, Petros Pantazopoulos, Eugene Papadatos, Stylianos Papadimitriou, Stavros Petridisoglou, Panagiotis Pothos, George Samothrakis, Litsa Spyriouni, Georgios Stamatou, Gregory Tapinos, Maria Trakadi, Vassilios Vizas, Sofoklis Yiannacou, Maria Zoupa | Coordinator: Katerina Tzagaroulaki

TOURISM COMMITTEE Chair: Tim Ananiadis | Michael Argiri, Vicky Evangelou, Nikos Hadjos, Nikolas Kelaiditis, Christina Konstantinidou, Celia Koukouli, George Kyvernitis, Carol Marriotti, Panos Panayotopoulos, Andreas Stylianopoulos, Stephanos Theodorides, Yannis Tsakalos, Evripides Tzikas | Coordinator: Angeliki Dikeoulia

WIB (WOMEN IN BUSINESS) COMMITTEE Chair: Myladi Stoumbou | Betty Alexandropoulou, Chara Dalekou, Despina Doxaki, Anastasia Drits, Sissy Iliopoulou, Marina Kataropoulou, Betty Kazakopoulou, Alexandra Konida, Agnes Mariakaki, Zozeta Miliopoulou, Martha Mylona, Eleni Providi, Penny Retsa, Teti Tsekoura, Katerina Tsemperlidou, Maria Tzelepi, Peggy Velliotou | Coordinator: Angela Boyatzis



CHALLENGE YOUR THINKING LEAD GROWTH AND RENEWAL

Flexible Schedule: Classes every other weekend, completed in just 20 months.

World-Class Faculty: Learn from distinguished professors from top institutions like Harvard, Wharton, Duke, LBS, INSEAD, Darden, Michigan, and Bocconi.

Personalized Learning: No exams—just dynamic projects, case studies and individual assignments tailored to your professional journey.

Strategic Focus: Sharpen your expertise in leadership, strategy, digital transformation, and innovation.

Designed for c-level executives. Built for Impact.

18

Average Work
Experience

42

Average
Age

74%

Top & Upper
Management

26%

Middle
Management

Need personalized information?
Contact us at executivemba@alba.acg.edu



6-8 Xenias St., 115 28, Athens, Greece
t: +30 210 896 4531-8
www.alba.acg.edu

Thanksgiving Dinner 2024

On November 26, 2024, the American-Hellenic Chamber of Commerce held its annual Thanksgiving Dinner, which was once again jointly organized in partnership with The International Propeller Club of the United States, International Port of Piraeus. A key social event and calendar highlight for members of AmCham Greece and the International Propeller Club alike, the 2024 Thanksgiving Dinner took place at the Hotel Grande Bretagne in Athens, with over 420 distinguished members, guests, and friends of the two organizations coming together for an evening of celebration, networking, and giving thanks for our collective achievements and successes.

The event featured speeches on the meaning of Thanksgiving by Nikolaos Bakatselos, President of the American-Hellenic Chamber of Commerce, and Costis Frangoulis, President of the International Propeller Club of the United States, Port of Piraeus, as well as Maria Olson, Deputy Chief of Mission at the United States Embassy in Athens.

“In unity is strength,” noted AmCham Greece President Nikolaos Bakatselos in his address. “Whether as a family, a community, or a Chamber, it is only by standing together—by combining our talents, resources, and aspirations—that we can

overcome challenges and achieve greatness.” Noting that this was his last Thanksgiving Dinner speech as President of AmCham Greece, he reflected on the Chamber’s achievements over his six years as head of the organization and thanked everyone who contributed to fulfilling the Chamber’s mission of advancing economic growth, fostering innovation, and strengthening transatlantic trade and economic relations. “None of this would have been possible without the unwavering dedication of our members, partners, and, above all, my incredible colleagues on the chamber’s Executive Committee, Board of Directors, and our exceptional specialized committees,” Bakatselos said. “Your passion and commitment have been the heartbeat of our efforts, and I am deeply grateful for the privilege of working alongside such talented individuals.”

With heartfelt speeches, a delightful entertainment program, and an all-around festive atmosphere, the 2024 Thanksgiving dinner was a resounding success and offered an ideal opportunity for the event’s guests—prominent members of the country’s business and shipping communities—to celebrate the spirit of Thanksgiving and the enduring bonds of friendship and cooperation between Greece and the United States.

NIKOLAOS BAKATSELOS, MARIA OLSON, JOSHUA HUCK, COSTIS FRANGOULIS



NIKOLAOS BAKATSELOS



LEADERSHIP COMMITTEE

Leadership Forum

On December 5, 2024, the AmCham Greece Leadership Committee held its latest “Talking with Young People About Professional Opportunities and Entrepreneurship” Leadership Forum at Banqueting Hall of Megaron – The Athens Concert Hall. The event was sponsored by SAP Hellas and held in the context of the company’s “SAP Innovation Day – 30 Years Shaping Tomorrow Together” event.

Designed for young people aged between 19 and 28, the latest Leadership Forum set out to inform its young audience about the professional opportunities and challenges of the future, as well as the latest developments in the technology sector. Crucially, the event afforded participants the unique opportunity to learn about trends and developments in the Greek market and tech sector directly from senior executives working at some of Greece’s top companies.

The Leadership Forum’s opening remarks were delivered by Andreas Xirocostas, Managing Director of SAP Hellas, and Artemis Miropoulos, Managing Director of Linage Greece and Cyprus and Chair of the AmCham Greece Leadership Committee. “This is an opportunity for you to talk to people with the experience and knowhow to advise you on how to best prepare yourselves for the next chapter in your lives,” Xirocostas said in his address to the event’s young audience. “It’s not just qualifications that make a difference,” he went on to add; “this generation’s key advantage is that it is a generation with access to international outlooks and experiences that allow it to go much farther than the generations before it.”

The Leadership Committee members who spoke at the event discussed the traits and advantages of the younger generations, the professional opportunities available to them in Greece and abroad, the essential soft skills required in today’s job market, and the use of AI tools such as ChatGPT, Copilot, and Gemini in the workplace, while they also discussed how to choose a career, the importance of networking, work-life balance, and the value of education. Following the talks, the event’s participants enjoyed the opportunity to participate in the goings on of the “SAP Innovation Day – 30 Years Shaping Tomorrow Together” event.

ANDREAS XIROCOSTAS, ANTONIS KERASTARIS, NIKOS NEGAS, JERRY KALOGIRATOS, EFI PAPADOGIANNI, DIONYSIS TSITOS, PANTELIS PANOS, MARIANNA POLITOPOULOU, JOHN VASILAKOS, ARTEMIOS MIROPOULOS

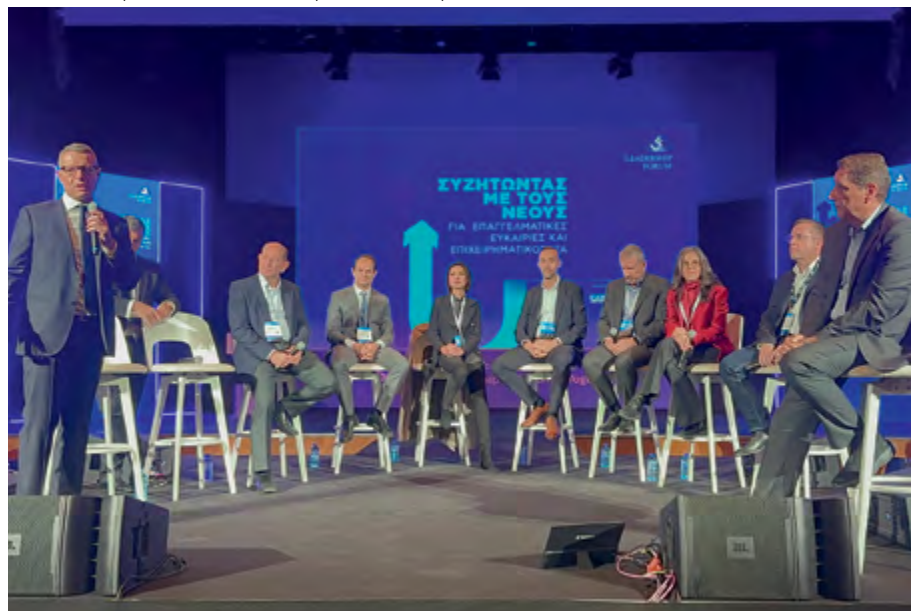


ARTEMIS MIROPOULOS, ELIAS SPIRTOUNIAS

LEADERSHIP COMMITTEE

LEADERSHIP COMMITTEE NEW YEAR’S RECEPTION

The AmCham Greece Leadership Committee held a private New Year’s celebration for its members on January 16, 2025, at the Electra Metropolis Hotel in Athens. An annual tradition, the evening included a reception as well as a traditional pita-cutting ceremony to usher in the new year. The Leadership Committee would like to extend its heartfelt thanks to Leonidas Zaimis, President and CEO of MAS, for sponsoring the event, and to Konstantinos Alexopoulos, CEO of Domotel Kastri, and Konstantinos Sotiropoulos, Managing Director Greece and Cyprus of Mondelez Hellas, for their wonderful gifts that added a special touch to the evening and the Electra Metropolis Hotel in Athens for their generous hospitality.

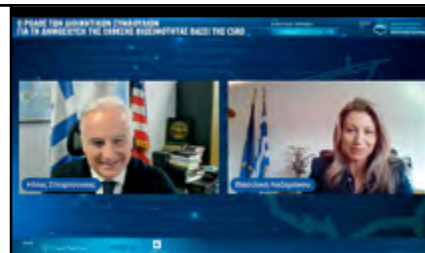


CRETE COMMITTEE

A Discussion on Crete's Growth Potential

AmCham Greece's newly established Crete Committee successfully convened its first event on December 13, 2024, in Heraklion, Crete. Speakers at the event included members of the American-Hellenic Chamber of Commerce leadership, the heads of Crete's four chambers of commerce—Chania, Heraklion, Lasithi, and Rethimno—as well as the heads of the Economic Chamber of Greece – Eastern Crete Division and the Center for European Policy and Regional Development (CEPRED), and select business leaders. The event served as a platform to discuss Crete's growth potential in the context of emerging transatlantic and Greece-US relations, as well as the island's strategic position at the crossroads of Europe, Asia, and Africa. Keeping the focus on Crete but looking at the broader Greek context, speakers also discussed growth opportunities for Greek businesses in the US market, growing US investments in Greece, and the importance of maintaining the country's outstanding talent and human resources. "Throughout its long history and successful course, the American-Hellenic Chamber of Commerce has invested in a system of sectoral and regional committees," said Lefteris Avgenakis, MP for Heraklion and former government minister, welcoming the event's audience, Crete's industry leaders and top representatives of the island's business community, to the event. "This is the very model we are now strengthening in Crete, building on our island's growth potential and comparative advantages across key areas including tourism, the primary sector, the knowledge economy, research and innovation, energy, and startups, as well as the considerable research and academic output of Crete's universities and research centers."

Elias Spirtounias, Executive Director of AmCham Greece talked about the Chamber's mission and work, underlining its capacity to serve as an institutional bridge to support the development of trade and economic relations between the two countries and stressing that it is uniquely positioned to help businesses in Crete familiarize themselves with the ins and outs of the US market and how to expand their operations there. "Information, education, and support are only one part of it," added Alexandros Costopoulos, Secretary General of AmCham Greece; "another, more important part is what we can do for you on the other side of the Atlantic."



CORPORATE GOVERNANCE COMMITTEE SUSTAINABILITY REPORTING UNDER THE CSRD – WEBINAR

On November 27, 2024, the Corporate Governance Committee of the American-Hellenic Chamber of Commerce hosted a webinar titled "The Role of Boards in the Preparation of CSRD Sustainability Reports." Aimed at members of boards of directors and audit committees, the two-hour webinar set out to outline key aspects of the preparation and publication of sustainability reports under the EU's Corporate Sustainability Reporting Directive, the first of which will be published in 2025 for financial year 2024. A panel of industry experts discussed the integration of the CSRD into Greek legislation, looking at the relevant deadlines and which companies are affected, reflected on preparing the reports, and presented their views and positions. The webinar was sponsored by AMiD, Grant Thornton, and ResNovae.



USA Pavilion at DEFEA 2025 Webinar



The American-Hellenic Chamber of Commerce is the proud organizer of the USA Pavilion at DEFEA 2025, the premier international defense and security exhibition in the heart of the Mediterranean basin, to be held in Athens on May 6-8, 2025. In the run-up to the much anticipated event, on

January 14, AmCham Greece organized an exclusive webinar for US companies seeking to expand their global reach and explore new markets. More than 50 companies registered to participate in the webinar, joining engaging presentations that outlined key information about Greece's defense and security landscape and the unique networking opportunities available through participation at the USA Pavilion at DEFEA. The webinar's speakers were AmCham's President Nikolaos Bakatselos and Executive Director Elias Spirtounias; Yuri Ann Arthur, Commercial Counselor, and Jamila Baraka, Deputy Chief at the Office of Defense Cooperation, from the United States Embassy in Athens; and Vassilis Barkas, Event Director at Rota, the exhibition organizer behind DEFEA.

For more information on the USA Pavilion at DEFEA 2025, visit www.usadefea.com or www.amcham.gr.

AmCham Greece Bids Farewell to Ambassador George J. Tsunis



ALEXANDROS COSTOPOULOS, NIKOLAOS BAKATSELOS, GEORGE J. TSUNIS, MARIA OLSON, LITSA PANAYOTOPOULOS, GEORGE PAPADIMITRIOU AND IOANNIS STAVROPOULOS

On January 7, 2025, the American-Hellenic Chamber of Commerce hosted a special farewell luncheon to honor outgoing United States Ambassador George J. Tsunis. In an atmosphere of warmth and camaraderie, the event's guests shared memories and good conversation, celebrating the achievements and meaningful connections forged during the Ambassador's tenure in Greece. The Chamber's Executive Committee and

Board of Directors noted Ambassador Tsunis's contributions to fostering stronger economic and business ties between the United States and Greece and helping to deepen the bond between the two nations and expressed their sincere gratitude for his genuine friendship, inspiring collaboration, and unwavering support over the years.

"You will be remembered for your personal touch—the way you connected with people from all walks of life, from government officials to business leaders, from local communities to the Greek-American diaspora. You have shown us that diplomacy is as much about the heart as it is about strategy," said Chamber President Nikolaos Bakatselos. "As you prepare to embark on the next chapter of your journey, know that your legacy here in Greece will endure. You have built bridges that will stand the test of time, and you have inspired us all to strive for even greater collaboration and understanding. On behalf of the American-Hellenic Chamber of Commerce and all of us here tonight, thank you for your remarkable service, your unwavering dedication, and your friendship."



EIE COMMITTEE, ITC COMMITTEE EIE AND ITC COMMITTEES' JOINT NEW YEAR'S CELEBRATION

On January 20, 2025, the Education-Innovation-Entrepreneurship (EIE) Committee and the Information Technology and Communications (ITC) Committee of the American-Hellenic Chamber of Commerce held a joint reception to celebrate the New Year. The event took place at Papillon Bistrot, in the Neo Psihiko area of Athens, and centered on the Greek tradition of the pita-cutting ceremony. The reception was generously sponsored by ITC Committee Chair Michalis Kassimiotis and EIE Committee Chair Litsa Panayotopoulos.

UPCOMING EVENTS

Crete Development Forum

March 12 & 13, 2025

AQUILA ATLANTIS HOTEL
HERAKLION, CRETE

Entrepreneurship & Growth:
The Future Perspective
TOOLKIT 10-Year Anniversary

April 28, 2025

MELAS MANSION, ATHENS

USA Pavilion

DEFEA 2025

May 6-8, 2025

METROPOLITAN EXPO, ATHENS

Find out more and stay up to date with our latest and upcoming events at amcham.gr/amcham-events/

Dedicated to showcasing the AmChamGR community

AMERICAN FARM SCHOOL CELEBRATES 120TH ANNIVERSARY



The American Farm School (AFS) celebrated its 120th anniversary with a special reception, held at Thessaloniki Concert Hall on November 21, 2024, that brought together donors, trustees, staff, parents, students, and friends of the school, as well as senior public officials, members of parliament, and representatives of the city's political leadership.

"The School's educational philosophy, rooted in experiential learning, has nurtured generations of successful graduates, has brought growth to the country's agrifood sector, and has paved the way for the promotion of environmental awareness," pointed out Petros Levis, Chair of the AFS Board of Trustees, while US Consul General in Thessaloniki Jerry Ismail noted that "The American Farm School is not just a place of learning. It is a force that shapes the future of sustainable agriculture, strengthens communities, and supports crosscultural understanding between the United States, Greece, and the Balkans."

The American Farm School in Thessaloniki was founded in 1904 by missionary Dr. John Henry House to teach rural youth the agricultural methods and vocational skills necessary for successful, modern farming. True to its founder's commitment to "educate the whole individual: the head, the hands, the heart," AFS has brought its holistic education experience to thousands of students over more than a century, preparing its graduates for varying careers across agrifood industries.

MELISSA PROUD TO SUPPORT GREEK PARTICIPATION AT 2024 WRO



Committed to supporting young people and encouraging them to pursue creativity and innovation, Melissa, Greece's foremost pasta and semolina producer, proudly supported Yellow Squad 2.0's participation in the 2024 World Robot Olympiad (WRO), which took place on November 28-30, 2024, in Izmir. The robotics team from Larissa—15-year-olds Apostolis

Dimakopoulos and Stefanos Nikolakoulis and their coaches—had previously participated in the 2023 WRO in Panama and qualified to take part in the 2024 event after winning first place in the Panhellenic Robotics Competition organized by WRO Hellas earlier in the year. Yellow Squad 2.0 was one of six Greek teams competing at the 2024 World Robot Olympiad, achieving 53rd place internationally (12th in Europe) in the RoboMission Junior category. Another Greek team, bitLab from Kalamata, achieved second place internationally (1st in Europe) in the RoboSports category, bringing home Greece's 10th WRO medal. Melissa is proud to have supported Yellow Squad 2.0 as it represented Greece, as well as Larissa, in the 2024 World Robot Olympiad, and celebrates the team's contribution to showcasing Greek youth initiative to the world, promoting innovation among young people, and helping to create a better world.

NEW MEMBERS

AGROTIKO SPITI PAPAGEORGIOU

agricultural and garden supplies
agrotikospiti.gr

ARFIDECO

business consulting and business training
arfideco.gr

ATHENS RIVIERA FORUM

event organization
athensrivieraforum.com

GEORGIOS AVGENAKIS

healthcare and medicine

DIOMARIS SHIPPING S.A.

shipping
diomaris.com

BOUTARI WINERIES

winemaking
boutari.gr

DAIICHI SANKYO GREECE

pharmaceuticals
daiichi-sankyo.gr

DIMARGIO ENTERPRISES

hotels
dimargiohotel.com

ELPEDISON

production, wholesale trading, and supply of electricity and natural gas
elpedison.gr

ENGAIA

renewable energy systems, energy storage systems, EV charging
engaia.gr

The American-Hellenic Chamber of Commerce
welcomes its newest members

GAMASIGMA CONSTRUCTION

construction and real estate
gamasigma.gr

GETAWAYS TRAVEL AND TOURISM

tours and travel arrangements
getawaysgreece.com

INTEGRIS PHARMA

pharmaceuticals and medical
devices wholesaler
integris.gr

INVESTORS S.A.

tourism

IOLI PIGI

mineral water and soft drinks
iolispring.gr

KLADIS ENERGY

EPC and wholesaler for solar
energy and energy storage PRC
kladisenergy.gr

E. & I. PAPADAKIS

construction and real estate
development

KOKOLOGIANNIS I. & CO.

wholesale food distributors and
logistics
ikokologiannis.gr

EVANGELOS MAKRIS

makrisagro.gr

GERASIMOS MATIATOS

defense consulting services for US
companies

LAZAROS MEGALOGENIS

sustainable data flow design

MEGAPLAST

manufacturer of perforated and
reinforced stretch films in the area
of innovative flexible packaging
megaplast.gr

NEUROSOFT

managed services provider
specialized in cybersecurity,
technology solutions, and field
services
neurosoft.gr

STRATIS NIKOLAKEAS

supreme court lawyer

PROEUROPEAN TRADING GMBH – GREEK BRANCH

innovation and technology project
management in the green energy
sector
proeuropean.eu

QUALCO INFORMATION SYSTEMS

strategic management consulting
services
qualco.eu

MEMBER TO MEMBER OFFERS

Stay tuned for more
Member To Member
offers

UNLOCK EXTRA VISIBILITY FOR YOUR BUSINESS BY SHOWCASING YOUR COMPANY IN BUSINESS PARTNERS!

Members of the American-Hellenic Chamber of Commerce enjoy a wide range of benefits that strengthen their business and amplify their voice in Greece's vibrant business ecosystem. Now, Business Partners is excited to announce a new, exclusive opportunity for members to showcase their companies and their unique offerings through its pages—in print and online.

Take advantage of this fantastic opportunity and submit your company profile to shine a spotlight on your business and boost your visibility among Business Partners readers, a highly targeted audience of dynamic and influential professionals, decisionmakers, and thought leaders from across industries.

What's in it for you?

Expand your reach – Highlight your story, brand identity, expertise, and vision to a broader network of fellow members, potential partners, and key stakeholders.

Enhance your credibility – Stand out as a trusted player in your industry by appearing in AmCham Greece's flagship publication.

Maximize your membership benefits – Add value to your Chamber membership, at no additional cost!

Whether you're a new member looking to introduce yourself to the AmCham Greece community or a longstanding partner eager to reaffirm your presence, sharing your profile is a great way to connect and engage.

How does it work?

To be featured, simply get in touch with the Business Partners team today. Email us at a.loli@amcham.gr to submit your profile or learn more.

Your story deserves to be told. Let us tell it.

GES 2024

A FAST-CHANGING WORLD: WHAT'S NEXT?

In what was a key election year for many countries around the planet, the American-Hellenic Chamber of Commerce brought together business and political leaders, top academics and distinguished experts across key fields to reflect on the many and rapid developments shaping today's complex and globalized world and address the key question: What's next?

On December 2-3, 2024, the American-Hellenic Chamber of Commerce successfully convened its 35th Greek Economic Summit, organized with the strategic partnership of the Atlantic Council and the United States Chamber of Commerce, at the Athenaeum InterContinental Hotel in Athens. Held under the title "A Fast-Changing World:

What's Next?" the summit brought two days of insightful discussions and inspiring talks to the Greek capital.

With eyes wide open to the particularly challenging conditions of our era—a time of constant and staggeringly rapid transformations in which the world faces real risks on multiple fronts amid a highly volatile international environment—the American-Hellenic Chamber of Commerce cre-

Despite global tensions, 2024 is ending on a positive note for Greece. After more than ten years of economic challenges, the country has regained the trust of the international community and, with the help of strong partnerships, is successfully holding a steady course in the face of often strong economic and geopolitical headwinds.

— NIKOLAOS BAKATSELOS,
AMCHAM GREECE PRESIDENT

NIKOLAOS BAKATSELOS, GEORGE J. TSUNIS



ated an important opportunity for speakers to examine and discuss key issues ranging from lifelong learning and AI to the green shift, economic stability, and sustainability. More than 80 distinguished experts, policymakers, thought leaders, and top business executives from Greece, and from



ELIAS SPIRTOUNIAS



VASSILIS KAFATOS



KOSTIS HATZIDAKIS

as far afield as Africa, Asia, Australia, Europe, and the United States, came together at GES 2024 to share their thoughts and insights, highlight best practices, and put forth workable proposals.

The 2024 Greek Economic Summit opened on December 2 with a discussion on EU perspectives featuring Senior European Union Ambassador João Vale de Almeida in conversation with AmCham Executive Director Elias Spirtounias. Vale de Almeida noted that in a world facing multiple challenges, a number of critical issues demand our immediate attention, including the global and national governance crisis, with leadership failing to meet the moment, unprecedented geopolitical challenges that are reminiscent of a more volatile past, mount-

In the context of geopolitical tensions, energy crises and weak growth in Europe, cooperation between Greece and the United States constitutes an important balancing factor and a pillar of stability.

— VASSILIS KAFATOS, AMCHAM GREECE VP

ing economic tensions that undermine stability, the resurgence of US unilateralism, and the ever looming risk of nuclear proliferation. At the same time, he underlined the importance of being proactive and taking concrete steps to steer a course toward more positive outcomes. Addressing business leaders in Europe, he noted that awareness is the first line of defense and urged

them to stay vigilant and informed, engage with their politicians in shaping policy, and strengthen transatlantic relations.

The day's keynote address was given by Minister of Economy and Finance Kostis Hatzidakis, who spoke about Greece's position in a changing global economy and the country's forward-looking economic

From the rapid pace of economic change to the unforeseen impacts of climate change, ours is a transitional era, one in which we are all trying to find our footing and adapt. In such uncharted waters, governments, businesses, and societies in general must work together for the common good.

— ELIAS SPIRTOUNIAS,
AMCHAM GREECE EXECUTIVE DIRECTOR

DIMITRIS KOUTSOPOULOS, VASSILIS VETTAS, GEORGE MARGONIS, IOANNIS MANESSIS



GREEK ECONOMIC SUMMIT



ALEXANDROS COSTOPOULOS, NICOLE MALLIOTAKIS



GEOFFREY PYATT

outlook. Talking about Greece's impressive recovery over the past decade, he stressed just how far the country has come. "In the past five years, we have achieved the largest

sis brought about by the COVID-19 pandemic, Greece is among the top 10 global destinations worldwide." Minister Hatzidakis further spoke about the government's

Greece is not only stabilized, but it is also a place where you can invest with confidence. It is reliable and offers the single most important factor that investors seek: exceptional intellectual capital.

— **GEORGE J. TSUNIS, UNITED STATES AMBASSADOR TO GREECE**

increase in investments across the EU, the largest increase in exports across the EU, and the largest reduction in unemployment across the EU," he said, "and despite the cri-

fiscal policy, ongoing work in the field of taxation, and efforts to further support and enhance the economy, underlining the continued importance of the Recovery

Our relationship with the United States is at an all time high. Traditionally, and more so in such troubled times, we are united by our shared values of democracy and freedom.

— **KOSTIS HATZIDAKIS, MINISTER OF ECONOMY AND FINANCE**

FANIS PAPATHANASIOU, THANOS DOKOS, MARIA GAVOUNELI, BRYCE WAKEFIELD, HSIU AN-HSIAO



and Resilience Fund moving forward and stressing that Greece's successful exit from the prolonged crisis was the result of fiscal prudence and pro-investment policies. Speaking on transatlantic relations, he noted that Greek-US relations remain at a high point and touched on the series of major US investments in Greece in recent years. A number of roundtable discussions throughout the day explored key themes and topics of relevance to the Greek and global economy. Starting with a general look at the global economy, with a discussion on balancing inflation and growth amid turbulent times and global recession risks, the day's agenda moved to geopolitics, looking at geopolitical developments around the world, the global impacts of the 2024 US presidential election and the future of US domestic and foreign policy, and the challenges and opportunities ahead for the Greek defense industry. Focus then shifted to energy and the environment, with discussions focusing on ensuring en-



ELIAS SPIROTONIAS, JOAO VALE DE ALMEIDA



JOHN D. SARACAKIS, KYRIACOS SABATAKAKIS, ALEXANDROS PATERAKIS, CHARLAMPOS MARGARITIS

We want to achieve growth based on a quality multifaceted tourism product as well as on moderation and balance—a model that is respectful of the natural environment and local communities, ensuring sustainability and longterm prosperity.

— **OLGA KEFALOGIANNI, MINISTER OF TOURISM**

energy security in the energy transition era, creating investment opportunities to support the infrastructure expansion needed for a sustainable energy ecosystem, transforming the way we produce, use, and think about energy, and how to prepare for and mitigate the impacts of the ongoing climate crisis.

It is essential for everyone to take cybersecurity into serious consideration and contribute to building a safer digital environment.

— **MICHAIL BLETSAS, GOVERNOR OF THE NATIONAL CYBERSECURITY AUTHORITY OF GREECE, DIRECTOR OF COMPUTING AT MIT MEDIA LAB**

The summit's second day explored a variety of issues impacting the economy in Greece and beyond, examining some of today's key trends and developments. Starting with a look at Greece's demographic crisis and its ripple effects across society and the economy, the focus shifted to education and its

importance in navigating opportunities in a changing job market. Discussions looked at how to effectively foster competitiveness in a global economy, examining how Greek industry is shaping the economy and how the tourism sector, a cornerstone of Greece's economy is adapting to the uncertainty brought on by successive economic and geopolitical shifts.

The rest of the day was dedicated to the ever-relevant topic of innovation and technological advances, with discussions focusing as much on the transformative impact and opportunities that new technologies introduce across sectors as on the challenges and risks these entail. Key themes included the transformation of the public sector through the adoption of new digital technologies, the importance of pharmaceutical innovation and value-based healthcare, and the rise of automation and its impact throughout supply chains. With an eye to the future, the focus then shifted to AI trends that are set to shape the next decade as well as the social ripples caused by such technologies, examining how AI is fundamentally transforming the way we think, live and connect. Not least, discussion then moved to the

crucial issue of cybersecurity, with speakers examining the matter from different perspectives and identifying key practices needed in order to effectively safeguard privacy and crucial data in the digital age.

The 35th Greek Economic Summit event cycle concluded on January 21, 2025, with an exclusive fireside chat and dinner featuring Prime Minister of Greece Kyriakos Mitsotakis in conversation with Enrico Letta, President of the Jacques Delors Institute and former Prime Minister of Italy. 🇮🇹

GES 2024 SPONSORS

PLATINUM SPONSORS: Cosmote, Deloitte, Public Power Corporation (PPC)

GOLD SPONSORS: Cisco, Google, Helleniq Energy, Metlen, Microsoft, Texan

SILVER SPONSORS: Accenture, EFA Group, Enterprise Greece, GE HealthCare, Hellenic Electricity Distribution Network Operator (HEDNO), IBM, Johnson & Johnson MedTech, Lockheed Martin, National Energy, Pfizer, PwC, Saracakis Group

EXPLORE GES 2024

To find out more about the 35th annual Greek Economic Summit, access speaker bios, and browse photos of the event visit amcham.gr/events/event/greek-economic-summit-2/.

GES 2024 FIRESIDE CHAT AND DINNER WITH THE PRIME MINISTER

Concluding the GES 2024 cycle, AmCham Greece's much anticipated Fireside Chat and Dinner with the Prime Minister event saw Prime Minister Kyriakos Mitsotakis and former Italian Prime Minister Enrico Letta discuss leadership and the future of Europe amid the rapid developments shaping today's fast-changing world.

The American-Hellenic Chamber of Commerce proudly concluded its 35th Greek Economic Summit event cycle on January 21, 2025, with an exclusive Fireside Chat and Dinner event featuring Prime Minister of Greece Kyriakos Mitsotakis in conversation with Enrico

Letta, President of the Jacques Delors Institute and former Prime Minister of Italy. The event was held at the Divani Apollon Palace hotel in Vouliagmeni, on the Athens Riviera. The much anticipated event was a resounding success. Building on the themes of GES 2024, which was organized under the title "A Fast-Changing World: What's Next?," it

saw the two guests of honor discuss the future of Europe in the context of a rapidly changing international environment and share their thoughts on key issues of leadership and global challenges.

Attended by more than 450 distinguished guests, the event was a who's who of the

I believe this is truly a time for bold ideas and bold initiatives.

— PRIME MINISTER KYRIAKOS MITSOTAKIS

country's political and business elite, bringing together senior members of government, top public officials, distinguished business leaders, heads of major agencies and organizations, and other Greek and foreign dignitaries.

"Europe's strength—and its brightest moments—has always been its ability to find common ground amid diversity, to turn

All EU member states must recognize that we each wear two hats, the national and the European, and when we're wearing the European hat, it is essential to embrace compromise for the greater good.

— PRIME MINISTER KYRIAKOS MITSOTAKIS

KYRIAKOS MITSOTAKIS





KYRIAKOS MITSOTAKIS, KATERINA PANAGOPOULOU, ENRICO LETTA

We've worked very hard and, I believe, succeeded in leaving behind the years when Greece was seen as a self-involved country that burdened the EU with its internal failings. Those times are behind us for good. Our goal as a government is [for Greece] to play a meaningful and constructive role in the broader European debate.

— PRIME MINISTER KYRIAKOS MITSOTAKIS

What we achieved in the 1990s—the creation of the European Monetary Union—was a remarkable accomplishment. Today, the euro serves as a vital shield for EU members. What we must now focus on is advancing true integration.

— ENRICO LETTA, PRESIDENT OF THE JACQUES DELORS INSTITUTE

challenges into opportunities, and to inspire the world with its values and ideals,” said Nikolaos Bakatselos, President of the American-Hellenic Chamber of Commerce, in his opening address, before going on to introduce the guests of honor.

The engaging and thought provoking discussion between Prime Minister Mitsotakis

and Enrico Letta covered a number of key topics including President Trump’s proclamations and the future of transatlantic relations, Greece’s role in EU-US relations, potential increases in defense expenditures, the rise of populism and the far right, European competitiveness and Greece’s position in the EU, and the Green Deal and its impact on

business. Throughout the discussion, which was moderated by journalist Katerina Panagopoulou, the two speakers emphasized the importance of fostering strong transatlantic ties and keeping up efforts to enhance competitiveness and support business through crucial transitional periods, as well as for countries and stakeholders to work together in order to stave off threats and navigate the challenges of today’s volatile international environment. 🍷

NIKOLAOS BAKATSELOS, KYRIAKOS MITSOTAKIS, ELIAS SPIRTOUNIAS



GES® DINNER WITH THE PRIME MINISTER SPONSORS

PLATINUM SPONSORS: Cosmote, Deloitte, Public Power Corporation (PPC)

GOLD SPONSORS: Cisco, Google, Helleniq Energy, Metlen, Microsoft, Texan

SILVER SPONSORS: Accenture, EFA Group, Enterprise Greece, GE HealthCare, Hellenic Electricity Distribution Network Operator (HEDNO), IBM, Johnson & Johnson MedTech, Lockheed Martin, National Energy, Pfizer, PwC, Saracakis Group

THESSALONIKI FUTURE THINKING DIALOGUES

Urban Resilience for Future-Ready Cities

In November 2024, key stakeholders and experts from across the board came together in Thessaloniki to exchange insights and engage in fruitful dialogue on issues of resilience in urban planning and governance as a prerequisite for sustainable growth and development.

Launched in 2021 by the American-Hellenic Chamber of Commerce, Thessaloniki Future Thinking Dialogues (TFTD) has quickly become an important platform for open dialogue, idea sharing, and the development of forward-thinking proposals for addressing crucial issues facing Northern Greece's business, financial, and education ecosystems. The fourth event in the Thessaloniki Future Thinking Dialogues series, TFTD 2024 was convened under the title "Urban Resilience for Future-Ready Cities" and took place on November 22, 2024, at The MET Hotel in

Thessaloniki. It was organized by AmCham Greece in partnership with the Region of Central Macedonia, through the Regional Development Fund of Central Macedonia, and held under the auspices of the Ministry of Infrastructure and Transport.

"We're here to talk about the cities of the future – cities that respect the needs of their inhabitants and visitors alike, cities that are open and participatory and designed around sustainability," said AmCham Greece VP Vassilis Kafatos in his opening remarks, noting that Thessaloniki is enjoying considerable momentum and considerable opportunities ahead thanks to sizeable

investments in tech and innovation and a number of major infrastructure projects currently underway.

Opening remarks were followed by a conversation between Christos Staikouras, Minister of Infrastructure and Transport, and Loukia Saranti, President of the Federation of Industries of Greece, setting the stage for the day. Minister Staikouras spoke on Thessaloniki's considerable infrastructure upgrades, with major projects already or soon to be completed and many more underway or in the works, emphasizing that improved transport links will enhance the region's economic growth and noting that by 2027 these changes will have vastly improved residents' day-to-day lives. On her part, Saranti stressed the need to also develop and improve the city's university network and to push forward with decentralization efforts—in Thessaloniki and across Greece—in order to boost competitiveness and avoid urban decline.

TFTD 2024 featured a number of themed discussions that looked at the key challeng-

CHRISTOS STAIKOURAS, LOUKIA SARANTI, JOHN D. SARACAKIS



GEORGE MILONAS, GIANNIS PAPAGEORGIOU, EFTHYMIOS BAKOGIANNIS, CONSTANTINOS DAVLOS





STELIOS AGGELOUDIS, STAVROS ANDREADIS, VASSILIS KAFATOS

es ahead for cities—including increasing urbanization, social discrimination and inequalities, accessibility and mobility issues, digital transformation, and climate change—and explored different ways to overcome these while also promoting urban resilience and adaptability.

Roundtable discussions focused on key themes such as shaping the future of cities, the role of smart and sustainable urban infrastructure, the importance of multi-level governance in advancing city life, user-centered urban mobility, the relationships between ecosystem resilience and human wellbeing, business innovation ecosystems as drivers of economic growth, and how to leverage technology to ensure safety and security. While Thessaloniki remained at the center of discussions throughout, a number of roundtables delved even deeper to examine specific aspects of the city's development, focusing on crafting a vision for Thessaloniki, imagining a sustainable future for the city's western waterfront, and exploring future solutions for the city's sustained—and sustainable—growth. 🏡

TFTD 2024

GRAND SPONSORS

Alumil, Deloitte, Google

SPONSORS

Kleemann, Saracakis Group of Companies

SUPPORTERS

American College of Thessaloniki (ACT), Live Media, Scientia Legis Margaropoulos and Associates Law Firm

COMMUNICATION SPONSORS

Ktirio.gr, eRed.gr, Ypodomes.com

WHAT THEY SAID

“Urban resilience isn’t just about cities’ ability to withstand natural disasters or crises, but also about their ability to adapt and thrive in an ever-changing environment. Technology and innovation are key to futureproofing our cities, making them adaptable and sustainable for generations to come.”

– NIKOLAOS BAKATSELOS, PRESIDENT, AMCHAM GREECE

“It is our duty to create resilient and people-centric urban environments with an emphasis on innovation and community participation.”

– APOSTOLOS TZITZIKOSTAS, GOVERNOR OF THE REGION OF CENTRAL MACEDONIA

“Our shared commitment to democracy, human rights, and the advancement of new technologies forms the foundation of the strong bilateral relationship between the United States and Greece. As we explore the potential of emerging technologies to enhance urban resilience, we must remain mindful that greater possibilities bring heightened responsibilities.”

– JERRY ISMAIL, US CONSUL GENERAL IN THESSALONIKI

“Thessaloniki is a city of the future, thanks to its geostrategic location, its interconnectedness, its rich cultural heritage, and its large population of young people.”

– KONSTANTINOS GIOULEKAS, DEPUTY MINISTER OF INTERIOR (MACEDONIA-THRACE)

“More than one billion euros will be invested in upgrading Greece’s road and railroad network in the coming years, aiming to mitigate challenges brought on by the climate crisis.”

– CHRISTOS STAIKOURAS, MINISTER OF INFRASTRUCTURE AND TRANSPORT

“We need to embrace a new form of urbanism that is more in harmony with nature. This approach prioritizes green spaces, sustainable design, and eco-friendly infrastructure, creating cities that support both the environment and the wellbeing of their residents.”

– JOHN LAW, DIRECTOR OF LEED FOR CITIES AND COMMUNITIES, U.S. GREEN BUILDING COUNCIL

“Everyone’s talking about collaboration as the pathway to climate neutrality, and this is where innovation becomes a key driver. By leveraging cutting edge technologies and creative solutions, we can accelerate the transition to a sustainable and resilient future.”

– GEORGIA AYFANTOPOULOU, RESEARCH DIRECTOR, HELLENIC INSTITUTE OF TRANSPORT (HIT-CERTH)

“We operate based on core principles that define smart cities: being community-driven, fostering inclusivity, and upholding respect for human rights and privacy. Technology is not the answer to everything.”

– MICHAEL MASUDA, POLICY ADVISOR, OFFICE OF SCIENCE AND TECHNOLOGY, U.S. DEPARTMENT OF STATE

“To move forward with major strategic projects, we need a longterm roadmap, an appropriate institutional framework, and small, targeted interventions that can be implemented as needed.”

– GEORGIOS MILONAS, PRESIDENT AND CEO, ALUMIL GROUP

“The Prime Minister has made Thessaloniki and its strategic development an absolute priority, with a focus on projects and initiatives that enhance the city’s competitiveness.”

– GIANNIS PAPAGEORGIOU, COORDINATOR OF THE PRIME MINISTER’S OFFICE IN THESSALONIKI

“We must focus on two things: Infrastructure projects must be implemented immediately, and at the same time, municipalities must adopt initiatives to address the key gaps impacting the everyday lives of residents. This combined approach is the only way to successfully make Thessaloniki resilient and sustainable—a clean, modern, open, and green city.”

– STELIOS AGGELOUDIS, MAYOR OF THESSALONIKI

“Thessaloniki is finally claiming its rightful place at the table – a well-deserved position that the city has earned as a geostrategic, academic, and technological hub in the southeastern Mediterranean.”

– JOHN D. SARACAKIS, VICE PRESIDENT, AMCHAM GREECE

The Future of Greek Business: **BUILDING BRIDGES**

Spyros Theodoropoulos, Chairman of SEV Hellenic federation of enterprises, has long been at the forefront of efforts to strengthen the competitiveness of Greek business and promote economic growth in the country.

Here, interviewed by AmCham Greece VP John D. Saracakis, he talks about his work with SEV, key factors shaping Greece's economy and business environment, and how the crucial collaboration between SEV and the American-Hellenic Chamber of Commerce can bolster economic ties and foster strategic partnerships between Greece and the United States.

John D. Saracakis: Tell us a little about how you got started on the journey that led you to become the president of SEV and the experiences that shaped your current vision.

Spyros Theodoropoulos: My journey began out of necessity after I lost my father at a young age. Initially, I worked as an employee, gradually venturing into business with cautious steps. Over time, I followed the path that unfolded before me.

As Chairman of SEV, my vision for the Greek economy centers on increasing production. Currently, our economy relies on consumption for 75% of its output—a model that is not sustainable. While we've made progress in addressing fiscal deficits, our trade deficit has worsened. My priority is fostering investments, particularly those with high value-added potential, to improve our trade balance and boost production. These investments will enable us to offer higher wages and ensure social cohesion. Our mission at SEV includes not only ad-

vocating for our members' interests but also contributing to broader societal dialogue. We aim to introduce fresh concepts that address Greece's future. However, achieving this vision requires collective commitment. Businesses, government, and society must align on shared principles and goals.

What role do technology and innovation play in Greece's economic transformation?

Greece has cultivated a promising ecosystem of startups that generate significant opportunities and attract funding both domestically and internationally. However, there's a difference between digitalization and the adoption of advanced technologies such as artificial intelligence. Currently, only 4% of Greek businesses have integrated AI into their operations.

At SEV, we prioritize helping companies embrace AI, recognizing its potential to enhance competitiveness and productivity. We are organizing a major conference to

promote AI adoption and provide practical support for businesses.

Ultimately, investments, especially those that contribute to manufacturing, are the key to addressing Greece's economic challenges. While our service sector performs well, there is still room for improvement.

I BELIEVE IN EMPOWERING ALL CAPABLE ENTREPRENEURS

How do you view the state of banking in Greece, and what is needed to support businesses?

Access to financing remains a challenge, particularly for smaller enterprises. While the

cost of borrowing has risen, this is a broader European trend, and rates are expected to stabilize at around 2%. Businesses must adapt to a new reality where easy credit is no longer the norm. Banks, on the other hand, must support smaller enterprises by fostering trust and offering accessible financing solutions. However, structural issues, such as bureaucracy and delays in the judicial system, remain the primary barriers to investment.

In your opinion, what changes are required in order to better address Greece's economic and entrepreneurial needs?

I believe that policies and incentives for growth must evolve. The new Development Law must move beyond focusing solely on job creation. This approach is outdated for two key reasons: unemployment is no longer a significant issue, and automation is reducing jobs—an inevitable and, indeed, undesirable outcome. Often, these goals conflict, and it is imperative to shift this parameter. I also don't believe in narrowly steering the economy toward specific sectors. In-



SEV. Our goal is to address their unique challenges, attract talent, and encourage Greek expatriates and foreign investors to engage with our ecosystem. We have also played a role in legislative initiatives, such as tax incentives for repatriated profession-

fostering new partnerships. For example, five major regional associations are represented on SEV's board, and we actively work with organizations such as the American-Hellenic Chamber of Commerce to address shared challenges.

What matters is not who has the loudest voice but the strength of a unified voice. By combining our efforts, we can advocate for policies and initiatives that drive growth and prosperity for both economies.

WHAT MATTERS IS NOT WHO HAS THE LOUDEST VOICE BUT THE STRENGTH OF A UNIFIED VOICE

stead, I believe in empowering all capable entrepreneurs. All support and initiatives should be horizontal, offering opportunities across the board, as comparative advantages shift over time. This adaptability ensures that those with the skills and vision to succeed can move forward, regardless of their industry.

How has SEV adapted to represent the needs of Greece's startup community?

SEV has taken the strategic decision to open its membership to startups and has established a dedicated division to cater for their needs. To date, around 100 dynamic startups have already joined the ranks of

als. SEV remains open to fresh ideas and is committed to fostering innovation within Greece's entrepreneurial community.

At AmCham Greece, we firmly believe that we are stronger together. Partnering with organizations such as SEV can be a gamechanger in strengthening ties between Greece and the US. From your perspective, how important is such a partnership?

In Greece, organizations often operate in silos despite being in close proximity. As the country's largest business federation, SEV is dedicated to bridging these gaps through meaningful collaborations and

The US is a vital export market for Greece. How can the collaboration between SEV and AmCham Greece support Greek exports to the US and deepen economic ties between the two countries?

The US is Greece's third-largest export market, following Italy and Germany, with key exports including F&B, aluminum and various manufactured goods. This underscores the importance of strengthening economic ties.

I deeply admire the directness of US businesses and believe this collaboration can facilitate dialogue and initiatives that boost Greek exports. Looking ahead, I envision SEV and AmCham Greece working together to address shared challenges and leverage opportunities, ensuring mutual benefits for both Greek and US business communities. 🇺🇸

SHAPING PERCEPTIONS, FORGING RELATIONSHIPS

REFLECTIONS ON 25 YEARS WORKING IN TRANSATLANTIC AFFAIRS
AND US-GREECE RELATIONS

At a time of rapid and radical changes that are reshaping the global landscape, strategic communications are more important than ever. Business Partners magazine reached out to Alexandros Costopoulos, founder and CEO of Foresight Strategy and Communications and Secretary General of the American-Hellenic Chamber of Commerce, to talk about his Foresight's work, its greatest milestones, and the value of effective communication.

Foresight recently celebrated a quarter century at the forefront of strategic communications with a focus on bilateral relations between the United States in Greece. Tell us a bit about how it all started.

The Foresight story has its origins across the Atlantic. It began a little over twenty-five years ago, as a journey to offer bespoke, results-oriented strategies and tactics centered on reputation management, public affairs, and strategic communications for corporations, entrepreneurs, public figures, government organizations and academic in-

stitutions in Greece and the United States, as well as the broader region of southeast Europe and the eastern Mediterranean.

With the support of esteemed professionals in the political, diplomatic, and communications arena in Washington and New York, Foresight quickly became one of the leading advisory firms, recognized for its strategic mindset, elegant solutions, and impeccable credibility across the business and political spectrum on both sides of the Atlantic. Over the years, we've focused primarily on the area of transatlantic affairs and have developed a

deep understanding and considerable expertise of Washington's playbook and dynamics.

What are some of the key partnerships and areas of expertise that you have developed over the years that have allowed you to excel in your work in transatlantic affairs, particularly Greek-US relations?

Having often worked for and with key public and private institutions and organizations on the other side of the Atlantic has allowed us to develop key intelligence and access to power centers in order to define perceptions,



forge relations, and shape results in Washington DC and across the United States. At Foresight, we have been privileged to contribute to propelling forward Greek-US bilateral ties and broader transatlantic affairs in a number of countries. We have achieved this by working with leading corporations in the respective countries and key US institutions (including the US Department of Commerce, the Woodrow Wilson Centre, PeaceJam and the Harvard University CHS), by creating public diplomacy and social awareness campaigns on issues such as tackling anti-Americanism, confronting misinformation and fake news, and promoting women leadership and entrepreneurship, and by collaborating with most major Greek-American organizations including the AHEPA, AHI, AFGLC, and the Greek Orthodox Archdiocese.

Can you highlight some of Foresight's notable milestones over the years that you're particularly proud of?

Over the years, Foresight has undertaken numerous institutional projects that have shaped our expertise and broadened our horizons. We launched the first International Conference on Port Development, in collaboration with the U.S. Department of Commerce and Greek Port Authorities, introducing innovative technologies in homeland security and port management services. An international summit for Serbia's economic recovery, organized for the Office of the President of Serbia and the Serbia Investment Promotion Agency, marked a key milestone. Additionally, we facilitated a bilateral trade and commercial relations pro-

AN ORGANIZATION'S HEALTH AND SURVIVAL ARE LINKED DIRECTLY TO ITS ABILITY TO SAFEGUARD ITS CREDIBILITY AND GRAVITAS WHILE SIMULTANEOUSLY BUILDING STRONG RELATIONS WITH ITS KEY STAKEHOLDERS

gram with the United States for the Office of the Prime Minister of Ukraine, following the Orange Revolution. Collaborating with the Harvard University Center for Hellenic Studies (CHS) in Washington, D.C., we spearheaded the establishment of a research center in Nafplio, Greece—the first Harvard institution outside the U.S. Drawing from our experience with the Susan G. Komen Foundation in the U.S., we introduced Greece's first comprehensive breast cancer awareness initiative for the Association of Volunteers Against Cancer and the Hellenic Association of Women with Breast Cancer.

Working with the esteemed Woodrow Wilson Center in Washington, D.C., we designed a program emphasizing the Ecumenical Patriarchate's role in fostering interfaith collaboration to address global climate challenges. Amid Greece's socio-economic collapse, we conceptualized and led the Repower-Greece initiative, a global public diplomacy effort developed alongside leading U.S. universities and think tanks to counteract negative narratives. However, we take great pride in our contribution on strategic milestones in Greek American economic, commercial, academic and investment relations with regional impact, such as the 3+1 East Med cooperation framework.

After more than twenty-five years in the business, how do you see the role and relevance of strategic communications today?

In a period of tectonic socioeconomic shifts, changing economies, emerging multilayered challenges, post-truth, and social media dominance, any organization's health and survival is linked directly to its ability to safeguard its credibility and gravitas, while simultaneously building strong relations with its key stakeholders—from investors, associates, and employees to community members, competitors, political leaders, and key decisionmakers. Achieving this is crucial, and it is an endeavor that goes far beyond traditional public relations or government affairs. It demands a deep understanding of all direct or indirect parameters of any given project, and it necessitates maintaining a 360-degree strategic overview of every single detail. 🇬🇷



TIME FOR INNOVATION AND STRATEGIC PARTNERSHIPS

Bringing with her over two decades of experience in the pharmaceuticals industry, with positions across the United States and Switzerland, in June 2024 Kavita Patel took over as Managing Director of Roche Hellas, in Greece and Cyprus. In this interview to Business Partners, Kavita talks about the work and goals of Roche Hellas, the importance of R&D and innovation, and the incredible potential of strategic partnerships in strengthening the pharma industry and reshaping healthcare in Greece.

You've been with Roche since 2002 and assumed your current role as Managing Director of Roche Hellas for Greece and Cyprus about half a year ago. Looking ahead today, what is your vision for the company?

At Roche Hellas we have a long tradition of pioneering healthcare, and our vision is to remain leaders in the field of innovation by offering solutions that change patients' lives. We also aim to form key partnerships within the healthcare ecosystem in order to help shape a more sustainable health system that is financed in a fair, transparent, and evidence based way.

Innovation in healthcare is transforming lives and creating a future where every patient can access the care they need. At the heart of our mission is the belief that innovation has the potential to significantly impact patient outcomes and to improve the quality of healthcare worldwide.

At the same time, we must recognize that healthcare and innovative life-changing medicines represent an investment, not a cost to society. In the coming decade, both current and future treatments hold the promise to revolutionize the management of chronic diseases, helping people live better, longer and more productive lives. By prioritizing today's and tomorrow's medical advancements, we can create a virtuous cycle of enhanced health, economic growth, and prosperity.

In your opinion, what are the biggest challenges for the pharma industry in Greece?

The underfunding of the healthcare system is clearly the biggest challenge for our industry in Greece. Innovative medicines specifically, are faced with unsustainable levels of paybacks (clawback and rebates), which jeopardise the very presence of the treatments

in the country. Suffice to say that for 2022, the payback level for hospital medicines over €30 reached almost 70%, while for the first half of 2023, the number stands at an unprecedented 83.5%!

Additionally, the introduction of innovative therapies in the country often encounters obstacles such as the '5/11 rule' - a requirement that every new medicine must already be reimbursed in at least five out of 11 specific EU countries before it can be considered for approval in Greece. This 'rule' causes unjustified delays in the access of patients in Greece to new treatments, since they often have to wait for considerable time until other countries offer these treatments to their patients first.

Another important challenge for the innovative pharma industry in Greece is that the pharmaceuticals reimbursement process is not based on the value of a medicine. Instead, the level at which a new medicine is reimbursed depends mostly on the level of pay-backs of the previous year!

At the same time, the unavailability of secondary health data complicates the landscape, because it prohibits the generation of evidence needed to quantify the value of treatments for patients in the country. All these factors restrict timely and full patient access to new treatments and set tremendous pressure on pharmaceutical companies and the health ecosystem as a whole.

At Roche Hellas, we believe that the solution lies in the re-design of pharmaceutical policy in a way that places the patient at the centre and allocates resources on the basis of value - clinical, economic and societal. For this reason, we support faster introduction and reimbursement of innovative medicines, underlining their long-term value for patients, the economy and society as a whole. The implementation of the EU Health Technology Assessment Regulation (HTAR) can be a useful tool to improve the evaluation of new treatments and to ensure faster patient access.

Through synergies with government and other system partners, we are working to turn these challenges into opportunities for sustainable and improved care.

How important are private-public partnerships in advancing healthcare and improving patient outcomes? Are there any examples of such partnerships that stand out?

Since I arrived in Greece and deep-dived into the local industry challenges, my team and I have spent hours thinking about how we can collaborate on many levels—across industries, with the State or with our ecosystems partners—to foster positive system change that will help us shape together an environment where people, policymakers and businesses can thrive.

One example is the investment in local healthcare system advancement via private-public partnerships. And I would love to share with you the case of OIKOTHEN as an example.

Due to its challenging geography and its hospital saturation, Greece can benefit greatly from decentralized care. The country has made steps in this direction with OIKOTHEN, a treatment-at-home initiative for oncology patients that was launched by Agios



“
THROUGH SYNERGIES
WITH GOVERNMENT AND
OTHER SYSTEM PARTNERS,
WE ARE WORKING
TO TURN CHALLENGES
INTO OPPORTUNITIES
FOR A SUSTAINABLE
HEALTH SYSTEM AND
IMPROVED CARE”

Savvas Oncology Hospital, Greece's largest public hospital for cancer treatment, and was supported by Roche Hellas. We are immensely proud to have supported the standardization of at-home administration for treatments that were traditionally only available in a hospital setting. The initiative is designed around patient needs and preferences, reducing the stress and inconvenience of hospital visits, while promoting shared decision-making and enhancing hospital efficiency.

OIKOTHEN has since been extended to other hospitals and to people living with multiple sclerosis. It is already being implemented for oncology patients at Agios Savvas Oncology Hospital, Metaxa Cancer Hospital in Piraeus, Theageneio Cancer Hospital of Thessaloniki, and the University Hospital of Alexandroupolis, as well as for multiple sclerosis patients at AHEPA University Hospital in Thessaloniki and the University Hospital of Alexandroupolis.

OIKOTHEN is an example of a truly effective public-private partnership that reflects not only Roche's commitment to partnering with stakeholders within the healthcare ecosystem in order to enhance the patient experience, but also the incredible potential of such partnerships in transforming healthcare.

“ STREAMLINING PROCESSES AND INCREASING INCENTIVES ARE CRUCIAL TO MAKING GREECE AN ATTRACTIVE CLINICAL TRIALS DESTINATION”

Roche is known internationally as a leader in research and development. How does Roche Hellas contribute to this?

In Greece, we systematically invest in research and development to bring the latest treatments to patients. In 2023-2024, we conducted more than 55 clinical trials in over 150 research centers— including Athens, Thessaloniki, Patras, and Heraklion—with more than 430 new patients in 60+ research centers. These studies benefit the local scientific community, can create more jobs and make Greece more attractive for continued investment in R&D.

Over the years, Greece has significantly improved its ranking in the EU for clinical trials, with 7,189 trials conducted between 1999 and 2022, but there is still great room for improvement given that 4,000 studies are approved each year in Europe, representing an investment of over €44 billion annually, with Greece absorbing less than €100 million. By increasing the number of clinical trials, we are supporting Greece's emergence as a key country in the field, capable of attracting a lot more investments while simultaneously increasing the value for patients, healthcare professionals, and society as a whole.

Crucially, in order to make Greece an attractive clinical trials destination, it is essential to streamline processes and increase incentives, such as clawback offsetting, for companies that select Greece for their clinical trials. Faster approval processes, adherence to timelines and tight schedules, and fostering an environment that recognizes the value of life-changing medicines are vital for continued investments in clinical research in the country.

How do you see Roche Hellas's contribution to Greek society and economy?

Roche Hellas is much more than a pharmaceutical company. We proudly consider ourselves a healthcare company and a partner of society and the economy. Our primary mission remains to work with all stakeholders in the health ecosystem to create a new framework that will allow rapid and sustainable access to innovative life changing treatments, taking into account the social value of new treatments and also to ensure that pharmaceutical financing becomes more evidence-based, fair, transparent and sustainable.

We need to view and treat pharmaceuticals as part of the solution, not part of the problem. In order to harness the benefits that innovation offers to society and the economy, it is imperative that together - industry, government, patients, HCPs - we build an environment that perceives health as an investment and not a cost.

Indicatively, according to data from the European Federation of Pharmaceutical Industries and Associations (EFPIA), in the European Union and the United Kingdom between 2007 and 2017, pharmaceutical innovation added about two million healthy years of life, which in turn led to productivity growth totaling €27 billion. Greece has been of course benefiting from life and productivity gains as a result of pharmaceutical innovation. To maintain and maximize these benefits, the State must ensure adequate funding for healthcare, an area where Greece currently lags behind other EU countries. Insufficient funding leads to unsustainable levels of paybacks which put access to innovation at risk, particularly in the hospital sector, where patients' lives depend on highly innovative treatments. Additionally, it is crucial to establish a framework for evaluating and reimbursing new medicines that considers their social value and enables rapid and sustainable access to innovation. The EU HTAR provides a valuable opportunity for Greece to reassess and improve its existing framework. Lastly, the State should incentivize companies to invest more in R&D and public-private partnerships, which can have a direct positive effect on the healthcare system as a whole. 🐛



Roche

A healthier future.
It's what drives us
to innovate.

We advance science so that we
all have more time with the people
we love.

www.roche.com

The background of the entire page is a stylized American flag. The top left corner features a field of white stars on a dark blue background. The rest of the page is filled with horizontal stripes of red and white, which are slightly wavy and layered, giving a sense of depth and movement. The text is overlaid on this background.

THOUGHT LEADERS

REFLECTIONS ON THE US ELECTION

Greece's Strategic Role in a Recalibrating World

The recent US presidential election marked a defining moment, ushering in shifts that will shape the global political, economic, and security landscape for years to come. In this recalibrating world, Greece stands at a crossroads of opportunity and responsibility—a nation whose strategic importance in the Eastern Mediterranean and transatlantic partnership continues to grow.

As the new US administration charts its course, questions arise about the future of bilateral relations, the dynamics of global trade, and the evolving role of alliances in ensuring regional—and international—stability. What will these changes mean for Greece's economy, its positioning as a hub for investment and innovation, and its role in promoting peace and collaboration in a complex geopolitical environment?

For this issue's Thought Leaders feature, we invited members of AmCham Greece's Executive Committee and Board of Directors, representing diverse industries and areas across the Greek business landscape, to reflect on the results of the 2024 US presidential election and share their thoughts on these critical issues. Their insights shed light on how the evolving US-Greece partnership can navigate the challenges ahead and seize opportunities. From economic ties and investment prospects to foreign policy and regional stability, their reflections underscore Greece's critical role in shaping a shared transatlantic future.

As we look to the future, the articles in this section invite us to consider how Greece and the United States can deepen their collaboration to address global challenges, further embrace innovation, and lay strong foundations for sustainable growth and shared prosperity.

—ALEXANDRA LOLI, PhD

A New Chapter in US-EU Relations

OPPORTUNITIES AND CHALLENGES FOR GREECE



— BY —

**NIKOLAOS
BAKATSELOS**

AmChamGR President;
President and CEO of
Pyramis Metallourgia and
Pyramis Deutschland GmbH

continue attracting US investments and to further deepen the vital business and cultural ties that bind our two nations. The longstanding partnership between Greece and the United States, rooted in shared values and common interests, has always been a source of strength—and now, more than ever, it must continue to evolve.

However, with opportunity comes complexity. There is a possibility that protectionist tendencies may resurface, necessitating adaptability on the part of Greek businesses. A more self-focused US trade policy could challenge Europe to rethink its position on the global stage. For the European Union, this moment may serve as a catalyst—a chance to reassess its cohesion, reaffirm its purpose, and emerge as a more unified and resilient entity capable of standing shoulder-to-shoulder with global powers.

Regardless of the political direction President Trump's administration moves in, one thing remains clear: Greece and

The re-election of Donald Trump as the 47th President of the United States marks a defining moment in international relations, particularly in regard to trade partnerships and geopolitical strategy. For Greece and Europe, this development brings both exciting opportunities and inevitable challenges.

Looking ahead, we anticipate significant shifts in the US agenda, including a potential emphasis on strengthening trade agreements with key partners such as Greece. This presents a promising opportunity for Greece's economy to

the United States share a commitment to fundamental priorities that transcend borders. We cannot afford to retreat from the global challenges that define our time: promoting open markets, defending human rights, reinforcing democratic values, and addressing the profound effects of climate change. These are universal imperatives that demand international solidarity and coordinated action.

GREECE AND THE UNITED STATES SHARE A COMMITMENT TO FUNDAMENTAL PRIORITIES THAT TRANSCEND BORDERS

The American-Hellenic Chamber of Commerce stands as a bridge between Greece and the United States, fostering dialogue and collaboration that benefit both sides of the Atlantic. In the face of evolving policies and priorities, we remain steadfast in our mission to strengthen economic ties, promote innovation, and advocate for policies that serve the mutual interests of our members and the broader transatlantic community. Now is the time to work together to gain a clearer understanding of how we might navigate this next chapter in US-EU relations. By focusing on shared values, promoting collaboration, and embracing the opportunities that lie ahead, we can ensure a future of mutual benefit and sustainable growth. As we step into this new era, let us reaffirm our commitment to the principles that unite us, and let us continue to build on the strong foundation of friendship, trust, and cooperation that defines the Greece-US relationship. Together, we can turn challenges into opportunities and create a brighter future for generations to come.

Forging a Dynamic Path in an Evolving Transatlantic Landscape



— BY —

VASSILIS KAFATOS

AmChamGR Vice President;
Chair of the Northern
Greece Committee; Partner,
Deloitte Greece Growth
Leader and President of
the Deloitte Alexander
Competence Center

The results of the recent US presidential election mark a turning point that could reshape the global economic environment. Regardless of political transitions, however, the foundations of Greece-US economic collaboration remain strong and are driven by shared interests and values.

Greece and the United States are key NATO allies, collaborating on shared democratic values, regional stability, energy security, and economic development. Since 2018, the Strategic Dialogue between the two countries has been strengthening ties, while defense agreements

enhance military cooperation. Cultural exchanges, US investments in Greece's tech sector, and historical connections further strengthen a robust and growing partnership.

Greece's emergence as a regional energy hub—bolstered by investments in renewable energy and LNG infrastructure—aligns with US priorities for energy security and independence. These developments pave the way for increased US investment, fostering innovation and job creation across both nations.

GREEK BUSINESSES HAVE UNIQUE OPPORTUNITIES TO TAP INTO THE US MARKET, ESPECIALLY IN THE TECHNOLOGY AND INNOVATION SECTORS

In business, the evolving transatlantic landscape opens avenues in digital transformation, defense innovation, and education. Greek businesses have unique opportunities to tap into the United States market, especially in the technology and innovation sectors. The growing trend of digital transformation across industries offers fertile ground for transatlantic partnerships, particularly in the fields of AI, fintech, and green technologies. In defense, Greece's strategic location and its robust partnerships through NATO can anchor stability in the Eastern Mediterranean, even as US foreign policy potentially rebalances its commitments. By maintaining diplomatic agility, Greece can contin-

ue to act as a mediator and advocate for regional cooperation. Challenges remain, particularly in navigating potential shifts in United States trade policy that could affect European markets. However, Greece stands ready to leverage its strategic assets, historical ties, and modern ambitions to forge a dynamic path forward.

Unlocking Potential Through Collaboration



— BY —

JOHN D. SARACAKIS

AmChamGR Vice President;
Chairman of the Board
at Saracakis Group

A crucial shift in global politics, the recent US election offers Greece, as a key transatlantic partner, new opportunities for deeper collaboration with the United States. While uncertainty surrounds US-EU trade policy, with potentially varying impacts of tariffs across European economies, the fundamental factors that make Greece attractive to US investors remain strong: institutional stability, a skilled workforce, an improving business climate, and a strategic position as Southeast Europe's gateway.

Emerging sectors present particularly promising areas for collaboration, including clean energy, digital transformation, the defense industry, and infrastructure. These align with both US strategic interests and Greece's economic modernization goals. The recent expansion of major US technology companies into Greece demonstrates this potential, laying the groundwork for a knowledge-based economy and sustainable growth.

OUR BILATERAL RELATIONSHIP WITH THE US EXEMPLIFIES HOW SHARED VALUES DRIVE PROSPERITY AND SECURITY

As Greece strengthens its position as a pillar of stability in the Eastern Mediterranean, our bilateral relationship with the United States exemplifies how shared values drive prosperity and security. Building on these strong relations will help realize this strategic partnership's full potential through reinforced efforts toward a more competitive economy, strengthening investment in productive sectors, fostering high-tech startups, and attracting talent while improving equality of opportunity.

As Vice President of the American-Hellenic Chamber of Com-

merce and presidential candidate in the Chamber's upcoming elections, I recognize our Chamber's vital role in facilitating networks and promoting bilateral trade. We must engage with corporate America's diverse business ecosystem, identify strategic interests, maintain continuous dialogue, and build solid relationships with leaders who see Greece's investment value. By bringing the two business communities closer, we become stronger together, and through sustained collaboration, we can unlock the full potential of this strategic partnership.

Bring It On



— BY —

**ALEXANDROS
COSTOPOULOS**

AmChamGR Secretary
General; Founder and CEO
of Foresight Strategy and
Communications

As the world battles to navigate the uncharted waters of the Trump 2.0 era, it is crucial to remember that the United States has historically proven time and again its unique capacity to make strong and highly impactful comebacks. From Franklin D. Roosevelt and the New Deal to Harry Truman and the Marshall Plan to, most recently, the way the US economy recovered from the devastating results of the global financial crisis and the COVID-19 pandemic, the United States has repeatedly demonstrated a deep resilience against perfect storms.

President Trump's return to the Oval Office and his first round of executive orders fired up justified concerns and debates among friends and rivals. And although we should be prepared for a long and bumpy ride, there are a couple of points that we should keep in mind.

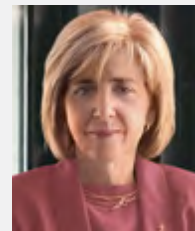
GREECE IS CONSIDERED A TRUSTED AND VITAL PARTNER IN A REGION FULL OF HIGHLY ERRATIC PLAYERS

The Washington apparatus has a long and proven record of staying on course when it comes to the national interests of the United States, regardless of who gets to sit behind the Resolute desk, and transatlantic relations play a vital role in US national interests, as well as the broader security of the western world and the global economy, especially considering today's multilayered geopolitical and geoeconomic challenges. Since 2017, US-Greece relations have evolved into a truly strategic bond, fully aligned to those US national interests,

empowered by various elements across the board. From defense and regional energy security to innovative technologies, education, and economic collaboration, Greece is considered by most key stakeholders in Washington a trusted and vital partner in a region full of highly erratic players.

It is now time to rethink our strategies, employ our expertise and proven capabilities, unite our efforts beyond short-minded or self-centered interests, and engage boldly in this new arena to highlight, safeguard, enhance, and propel forward US-Greece relations without jeopardizing the monumental opportunities of the Greek economy for broadly shared growth and prosperity.

Strengthening Ties Through Innovation and Talent



— BY —

**LITSA
PANAYOTOPOULOS**

AmChamGR Treasurer;
Chair of the Education,
Innovation and
Entrepreneurship
Committee;
Co-Founder and CEO
of E.V.I.A Intelligent
Performance

The 2024 US presidential election marked a turning point in global priorities, offering Greece an opportunity to deepen its strategic relationship with the United States. Innovation, education, and entrepreneurship are critical areas in which this collaboration can thrive, positioning Greece as a bridge of stability and growth in the Eastern Mediterranean.

Greece's entrepreneurial ecosystem, fueled by an emerging culture of innovation, aligns closely with US strengths. From advanced technologies such as AI to clean energy and digital transformation, bilateral cooperation can unlock new opportunities for investment, knowledge-sharing, and co-innovation.

By fostering joint ventures and facilitating technology transfer, we stand to strengthen both economies while driving sustainable growth.

Education plays a pivotal role in this vision. Transatlantic programs, skills training, and academic partnerships focused on STEM, sustainability, and digital innovation will equip the next generation with the tools to lead in a competitive global landscape. Investing in talent development is not only an economic imperative but a strategic one too, reinforcing Greece's role as a reliable and capable partner.

At the American-Hellenic Chamber of Commerce, we believe this is a moment to act. By capitalizing on shared values and

goals, we can build a future defined by progress, resilience, and mutual benefit. Greece has the talent, location, and determination to play a leading role in a recalibrating world—strengthening US-Greece ties through innovation and education will be key to that success.

GREECE HAS THE TALENT, LOCATION, AND DETERMINATION TO PLAY A LEADING ROLE IN A RECALIBRATING WORLD

Opportunities and Challenges for Investment and Innovation



— BY —

JOHN KYRIAKIDES

AmChamGR Counselor;
Chair of the Legislative
Reforms Committee;
Managing Partner at
Kyriakides Georgopoulos
Law Firm

Greece presents a dynamic environment for transatlantic and bilateral investment, offering opportunities in key sectors such as renewable energy, tourism, technology, and infrastructure. As a member of the European Union, and strategically located at the crossroads of Europe, Asia, and Africa, Greece serves as a gateway for international trade and investment. Alongside an overall business-friendly environment, the country's skilled workforce, growing tech ecosystem, and government incentives for innovation

further enhance Greece's appeal to investors.

BILATERAL INITIATIVES, PARTICULARLY WITH THE US, CAN DEEPEN TIES IN SECTORS INCLUDING DEFENSE, TECHNOLOGY, AND EDUCATION

Post-crisis investments in infrastructure, including modernized airports, ports, and highways, have boosted connectivity

and trade. The real estate market has also experienced growth, driven by foreign investors and initiatives such as the Golden Visa program, whilst the tourism industry, and the expanding market of high-end hotel and leisure projects and branded residences, is also a significant market driver. At the same time, Greece is actively fostering innovation through startup incubators and partnerships, creating an attractive environment for tech investments. Its climate and geography provide ideal conditions for clean energy investments, aligning with the country's goals to achieve carbon neutrality by 2050.

However, challenges persist. Bureaucratic inefficiencies, complex regulatory frameworks, the slow pace of rendering justice, and the effect of the financial crisis affecting major European markets can deter investors. Additionally, Greece faces competition from neighboring Mediterranean countries offering similar advantages. Strengthening its judicial and regulatory systems is critical to unlocking Greece's full potential. Bilateral initiatives, particularly with the United States, hold promise for deepening ties in sectors including defense, technology, and education. Leveraging cultural ties and fostering dialogue can help Greece overcome challenges, positioning it as a vibrant hub for innovation and investment in the transatlantic context.

Empowering Educational Ties Is Key



— BY —

CLAUDIA CARYDIS

AmChamGR BoD member;
Vice President of Public
Affairs at The American
College of Greece

Greece's tertiary education landscape, currently under formation, provides an excellent opportunity to further strengthen US-Greece relations through education. The introduction of the Greek government's recent law allowing the establishment of non-state, non-profit universities, the systematic work toward internationalization by the country's US-affiliated non-profit private colleges, and the growing extroversion of public universities will benefit our country at many levels—especially when it comes to

academic collaborations with the United States.

Greece's leading private colleges have made considerable efforts in recent years to attract US students to Greece through a range of initiatives, including semesters abroad, full degree and faculty-led programs, as well as through summer schools

and cultural immersion programs for US students of Greek heritage, designed to strengthen the valuable ties with the Greek diaspora in the United States. The combined efforts of these higher education institutions have significantly contributed to Greece climbing to the top 10 preferred international destinations for US students. ACG alone, in the current academic year, has attracted over 1,200 US students, from 43 different US states and 167 institutions.

Educational partnerships serve as a solid bridge between nations. Educational partnerships with the US, the country with the best higher education system in the world, not only enrich academic experiences and drive research and innovation but also promote cross-cultural understanding and lifelong connections between the two nations. More importantly, they constitute a pivotal pillar of economic growth and enhance diplomatic ties by producing globally minded and engaged leaders. Our world needs such leaders today more than ever.

EDUCATIONAL PARTNERSHIPS SERVE AS A SOLID BRIDGE BETWEEN NATIONS

A Strategic Partner and Ally



— BY —

**SOPHIE DASKALAKI-
MYTILINEOS**

AmChamGR BoD member;
Chair of BoD Sustainability
Committee
Metlen Energy and Metals

Greece has been a historically important ally of the United States in the strategic area of Eastern Mediterranean and Southeast Europe. I also deeply believe that Washington values indeed our country's stabilizing role in the region as much as we appreciate theirs. And this is particularly true today, as our region lies in such close proximity to the war in Ukraine and the multiple crises in the Middle East. In recent years, Greece-US relations have witnessed an astounding expansion in all fields, from security and military cooperation

to energy, bilateral trade, investment, technology, and tourism. These relations, I believe, will further expand under President Trump and the new administration, as they are based on strong common interests and values that overarch political parties. Furthermore, the deep friendship and alliance be-

tween our two nations has been continuously nurtured by the Greek American community and the many friends that the United States has in this country, among which the American-Hellenic Chamber of Commerce plays an important role. However, the excellent state of our bilateral relations in all the above mentioned fields should not make us complacent and result in a lack of motivation for further improvement. Areas such as technology, renewable energy, agriculture, academic cooperation, research and development in biotechnology, and US investment have room for expansion. Our efforts should aim, relentlessly, toward this goal.

Let us then continue our work on further enhancing our ties, proud of our achievements and eager to bring the level of our friendship and cooperation to an even higher level.

IN RECENT YEARS, GREECE-US RELATIONS HAVE WITNESSED AN ASTOUNDING EXPANSION IN ALL FIELDS

Navigating a Complex Set of Expectations



— BY —

DANNY DONKERS

AmChamGR BoD member;
Country Lead
at Amgen Hellas

Donald Trump's first term as president introduced significant changes and challenges for the pharmaceutical industry, marked by anticipated regulatory reforms, economic policies, and debates over drug pricing. In terms of the regulatory environment, President Trump aimed to streamline the FDA approval process to reduce time and costs for new drugs, which raised both optimism for faster innovation and concerns about drug safety.

In the field of healthcare reform and drug pricing, Trump's criticism of high drug prices led to proposed measures for affordability, such as allowing cheaper drug imports, increasing pricing transparency, and putting pressure on pharmaceutical companies to adjust their pricing models. Regarding economic policies and market dynamics, while corporate tax cuts and deregulation under Trump's administration were expected to benefit the pharmaceutical industry, in practice, trade policies and tariffs introduced uncertainties,

particularly for companies with global supply chains. The impact of the administration's economic policies was also clear in the areas of pharmaceutical R&D and technological innovation. While Trump's support for deregulation and tax incentives encouraged R&D investment, the focus on reducing drug prices created a challenge for maintaining high investment levels. Companies were expected to leverage new technologies such as AI and big data to stay competitive.

Given this track record, pharmaceutical companies will have to be ready to adapt their strategies and continue investing in new technologies in order to navigate the policies and expectations ahead during President Trump's second term. Greece's pharmaceutical industry must continue to build on its key strengths—particularly in the areas of innovation, the country's strong R&D and manufacturing capabilities, and its outstanding talent pool—to maintain its momentum and keep growing. Greek pharma must maintain its commitment to patient safety and efficacy and strike the necessary balance between seizing opportunities and mitigating risks while continuing to expand exports and deliver value to stakeholders.

GREECE'S PHARMACEUTICAL INDUSTRY MUST CONTINUE TO BUILD ON ITS KEY STRENGTHS TO MAINTAIN ITS MOMENTUM AND KEEP GROWING

A Vision for Cultural and Global Leadership



— BY —

DR. VENETIA KOUSSIA

AmChamGR BoD member;
Chair of the Employment
Committee; Executive
Director Council on
Competitiveness of Greece;
Board Advisor and C-Suite
Mentor at VenetiaKoussia.net

The bond between Greece and the United States, transcending shifts in political leadership, must remain steadfast and mutually beneficial, with a particular focus on fostering collaboration in culture, driving innovation, and ensuring regional stability.

Greece, with its rich cultural heritage and strategic geopolitical position, has the potential to emerge as a global center for cultural exchange and creation. Now more than ever, as we enter the era of artificial intelligence, in which human contri-

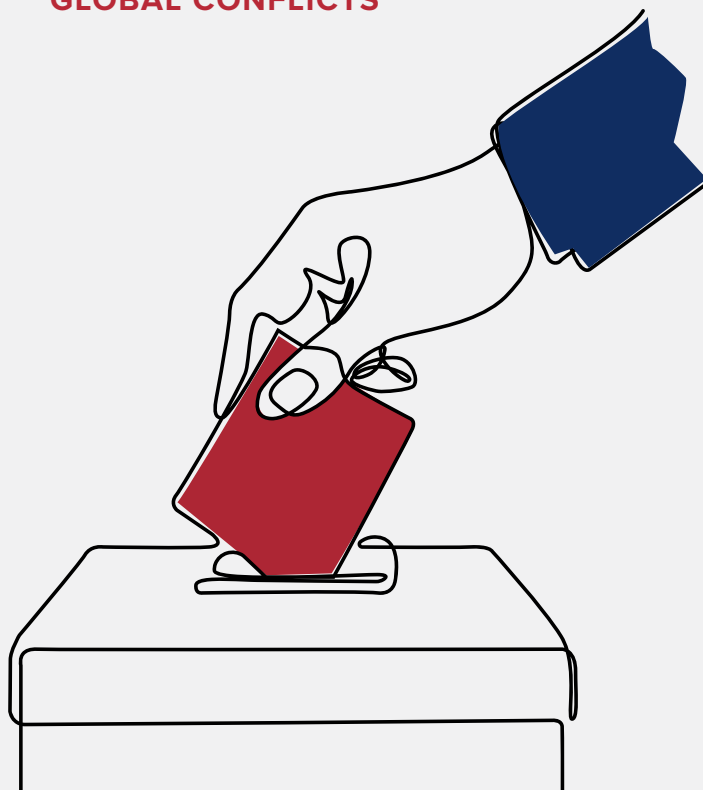
bution makes the critical difference, culture and values are the crucial elements that can prevent global conflicts.

Cultural diplomacy can serve as a tool for building international alliances, promoting global messages of peace, collaboration, and sustainability. Greece, as a bridge between East and West, has the capacity to lead initiatives that foster cooperation and peace through cultural exchange and dialogue. Building on its historic role as the birthplace of philosophical and scientific discourse, Greece can become a key partner in many areas including culture, the sciences, and sustainable development. Such collaboration would enhance Greece's image as a hub of knowledge and creativity, while simultaneously promoting its universities and academic community, and highlighting its wealth of genuine talent and innovation.

Top US universities frequently dominate international rankings, having established global centers of excellence and innovation grounded in evaluation and measurable outcomes. Their academies are benchmarks for research, technology, entrepreneurship, and cultural exchange. Collaboration with such educational and research institutions offers Greece a unique opportunity to strengthen its academic and cultural ties, showcasing its rich cultural heritage and scientific advancements.

Greece has the opportunity to secure its position as a protagonist in the global cultural dialogue, making its culture a powerful pillar for humanity's future. By fully recognizing its position and potential, Greece can ensure its contributions to the world remain timeless and transformative.

NOW MORE THAN EVER, CULTURE AND VALUES ARE THE CRUCIAL ELEMENTS THAT CAN PREVENT GLOBAL CONFLICTS



The Future of US-Greek Relations and the EU Factor



— BY —

EMILIOS KYRIACOU

AmChamGR BoD member;
Citi Country Officer (CEO)
Greece, Cyprus, and Malta
and Head of Corporate
Banking Greece, Cyprus,
Malta

The election of the new US administration marked the end of a prolonged period of election uncertainty, which gives its place to policy uncertainty, with tariffs, taxes, energy, security, regulatory, and fiscal policy shifts expected to take center stage. Against this backdrop, we must examine the dynamics of US-Greek relations within the broader context of US-EU relations, while also taking into account the strong trade ties between the two countries. Starting with US-EU relations, while tariffs on EU goods can't be excluded, they may not apply uni-

formly across products, and the EU will likely make concessions to avoid them. Even if this scenario materializes, however, we can expect the implications for Greece to be mild, given the country's role in trade as a significant buyer of US liquefied natural gas and its recent success in attracting US investments. Greece's longstanding alliance with the United States, its enhanced geopolitical role—particularly given the severe geopolitical developments in the region—, and the aligned interests of the two countries will most probably play a positive role in the new administration's approach. After successfully overcoming a decade-long financial crisis, Greece shines today as a model of political and economic stability in the region—a fact that is key not only for US-Greek relations but also for attracting foreign investments.

GREECE SHINES AS A MODEL OF POLITICAL AND ECONOMIC STABILITY IN THE REGION

As the new administration comes into power, shifts in foreign policy are expected, especially at the European level, but we should keep in mind that diplomacy thrives on a balance of innovation and continuity. I believe that continuity will weigh more on the new administration's view on the future of the US-Greece relationship. This is no accident. It reflects decades of consistent collaboration, shared values, and interests.

At the Crossroads of Opportunity



— BY —

GEORGE MARGONIS

AmChamGR BoD member;
CEO of Papastratos and
Managing Director of PMI
Greece Cyprus Malta

The new US administration takes office at a pivotal moment for global dynamics, offering Greece significant opportunities to solidify its strategic importance. As the birthplace of democracy, Greece has cultivated a longstanding, multifaceted relationship with the United States, the world's strongest democracy and economy. Moreover, the Greek diaspora plays a vital role in today's US, contributing significantly to economic growth and strengthening social cohesion during these times of uncertainty and constant change.

Greece's strategic location has consistently been a cornerstone of its value in global trade and geopolitical dialogue. As a leading member of the European Union and the eurozone as well as a non-permanent member of the UN Security Council for the 2025-2026 term, Greece can be a reliable partner and mediator in the Middle East and Africa—regions characterized by ongoing volatility that poses challenges to global stability. At the same time the country's industrial sector, driven by innovation, acts as a multiplier of strength for Greece and its people. Meanwhile, the country has regained its credibility in international markets, and its position as a hub for commerce further enhances its development prospects. This has attracted major investments in key sectors that drive sustainable growth, not least in innovation and technology.

GREEK INDUSTRY, DRIVEN BY INNOVATION, ACTS AS A MULTIPLIER OF STRENGTH FOR THE COUNTRY AND ITS PEOPLE

Innovation enables industry to tackle domestic and global challenges, elevate quality standards, and generate greater collective value. As we navigate this new era, Greece's steadfast focus on building resilient industries, attracting strategic investments, and leveraging its human capital will secure its prominence in an evolving global order.

Kyriakides Georgopoulos Law Firm

UNPARALLELED TAX EXPERTISE TAILORED TO YOUR NEEDS

Throughout Europe, governments, businesses, and individuals are navigating a dynamic interplay of frequent regulatory changes, innovative technological developments involving AI, and shifting economic priorities. The landscape of taxation is evolving rapidly, and Greece is not an exception to this.

Shaped by the dual imperatives of economic recovery, following a prolonged financial crisis and the deep impact of the COVID-19 pandemic, and alignment with EU standards, taxation in Greece is at a crossroads. While significant progress has been made in terms of digitalization, modernizing tax administration, and investment incentives, longstanding challenges such as tax evasion, complex bureaucracy, and social inequality remain. Fast-paced changes in tax policy and increasingly litigious tax authorities mean businesses and individuals need a trusted partner who understands their needs and can provide experienced guidance. Business transactions and even simple actions may have complex and critical tax implications. To this end, limiting liability through sound planning, meticulous preparation, and creative solutions to tax challenges is essential for making the right decisions in a constantly changing environment.

The Kyriakides Georgopoulos (KG) tax team is known for its consistently excellent technical ability, market-leading credentials, sound commercial judgement, and holistic perspective. Generally appraised as having deep industry knowledge and



being able to identify business needs, the team provides its clients with cutting-edge tax advice in both domestic and cross-border transactions. Such key strengths are particularly significant in the current environment, with our clients continuing to grapple with unprecedented challenges in the tax landscape, including the speedily evolving international tax framework, with wide-reaching changes on the horizon at both an OECD and EU level.

At Kyriakides Georgopoulos Law Firm, we

offer a unique blend of Big Four firm experience, international tax expertise, and the adaptability of a law firm, enabling us to deliver tailored, high-quality, and holistic services. This approach allows us to combine the resources of a market-leading firm with the client-focused flexibility of a boutique practice.

Our lawyers have been involved in high-profile domestic and international projects across tax advisory, corporate and private wealth structuring, as well as controversy work. Many team members bring valuable experience from Big Four firms and hold advanced international tax qualifications from prestigious academic institutions. Our team is also active in industry-leading forums, such as the Hellenic Federation of Enterprises, the American-Hellenic Chamber of Commerce, and the Greek Branch of the International Fiscal Association. Moreover, our lawyers frequently contribute articles and insights to respected domestic and international tax publications, enhancing our thought leadership in the field.

At Kyriakides Georgopoulos Law Firm, by inspiring trust, endorsing teamwork, and embracing innovation (guided by ethos and professionalism), we deliver more than just tax advice—we provide integrated solutions on tax law matters that drive value and peace of mind, considering every angle and risk, thus efficiently aligning your business goals and personal objectives. 🐼

Learn more about KG Law Firm's tax practice at kglawfirm.gr/practice-areas/tax-law/.

An innovative composition of lactobacilli

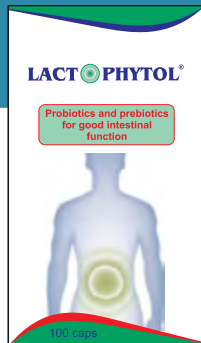
Probiotics and Prebiotics

For good gastrointestinal health

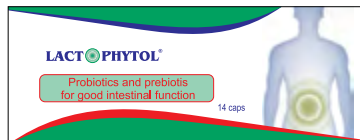
“SUPPLEMENTS FACTS”

LACTOPHYTOL® - MEGAPHYTOL®

14 strains
100 Billion / Cap



5 strains
5 Billion / Cap



- Intestinal disorders such as spastic colitis and its symptoms
- Acute diarrhea from viral or bacterial infection
- Recurrent gynecological infections
- Urological infections



- Immediate restoration of the normal intestinal microflora
- Immediate improvement of all gastrointestinal disorders



«**MEDICHROM S.A. - FARMELLAS LTD**»
GREECE CYPRUS
PHARMACEUTICAL CHEMICAL INDUSTRIES

Empowering People in the Digital Age

Harry Margaritis is Group COO at Piraeus Bank and a key figure in the bank's impressive digital transformation. Interviewed for Business Partners by Dr. Venetia Koussia, Chair of the AmCham Greece Employment Committee, he shares his thoughts on creating innovation-driven workplaces, prioritizing employee empowerment, and striking the right balance between productivity and employee wellbeing.

Piraeus Bank has a strong track record of embracing digital transformation and introducing innovations in customer service, technology, and across operations. Tell us a bit about the challenges and opportunities you've encountered along the way.

Digital transformation at Piraeus has been an ongoing journey of balancing heritage with innovation, addressing challenges and opportunities in a rapidly evolving financial landscape. One of the most significant challenges has been managing the accelerating pace of technological change while meeting the rising expectations of customers who demand services that are immediate, personalized, and seamless. Customers continue to value the safety and tradition associated with Piraeus Bank, but they also seek the convenience of modern, technology-driven banking solutions. Striking this balance has been a delicate yet rewarding process.

A critical part of this journey has been investing in robust technological foundations. Implementing modern infrastructure and security systems requires meticulous planning and resources, ensuring that innovation doesn't compromise stability.

Another challenge has been upskilling our workforce to adapt to advanced tools and technologies, ensuring that employees feel confident and are equipped to thrive in this new environment.

Meanwhile, the opportunities are vast. Greece's shifting economic climate and the ongoing brain gain, with talented professionals returning to the country, present a unique chance to tap into fresh ideas and

BY EMBRACING CHANGE AND LEVERAGING GREECE'S SHIFTING ECONOMIC CLIMATE, PIRAEUS IS SETTING THE STAGE FOR LONGTERM GROWTH AND STABILITY

expertise. These factors, combined with investments in digital tools such as advanced analytics and cloud platforms, allow us to provide customers with more efficient and tailored services. Innovations such as digital onboarding and mobile transactions have already exceeded market benchmarks, creating significant value for our customers.

Looking ahead, Piraeus is poised to continue leveraging technological advances to enhance operational efficiency, modernize processes, and support sustainable growth. By staying rooted in our core values while embracing change, we are shaping the future of banking in Greece and beyond.

How can businesses effectively integrate technology and innovation to enhance workplace efficiency while also ensuring that employees feel supported rather than intimidated by technological change?

Integrating technology and innovation into the workplace requires a thoughtful, people-centric approach. At Piraeus, we have seen how technology can not only streamline processes but also foster connection and collaboration. Tools such as Microsoft Copilot have helped reduce repetitive tasks, allowing employees to focus on more creative and strategic responsibilities. This shift doesn't just improve efficiency, it empowers people to do their best work.

A successful integration begins with continuous learning. Providing employees with regular training and development opportunities ensures they feel confident using new tools. This process also fosters a sense of empowerment, as employees realize they are gaining valuable skills that will support their personal and professional growth.

Equally important is involving employees early in the adoption process, so they feel part of the journey rather than simply adapting to decisions made for them.

Humanizing technology is critical. By emphasizing how it enhances rather than replaces roles, employees begin to see innovation as a tool for unlocking their potential. This helps alleviate fears and builds excitement for what technology can enable them to achieve. Finally, fostering a culture of collaboration and open communication is essential. Technology should act as a connector, bringing teams together to share ideas, solve problems, and innovate. When implemented with care and empathy, technological advances create an environment where employees feel supported, valued, and ready to embrace change.

Building on the importance of empowering employees to embrace innovation and fulfil their potential, how can businesses enhance the interplay between teams and technology and achieve the kind of motivation and synergism that drives progress?

Strong collaboration between teams and technology begins with a clear vision that places people at the center of innovation. At Piraeus, we've learned that progress isn't about choosing between people and technology, it's about finding ways for them to complement one another. Employees are the driving force behind innovation, and technology should serve to amplify their potential, not replace it.

Investing in digital platforms that foster seamless collaboration is a crucial first step. In today's hybrid work environment, these tools enable employees to stay connected, share insights, and work efficiently regardless of location. This not only enhances productivity but also strengthens the bonds between team members, fostering a sense of unity and shared purpose.

Recognizing and celebrating contributions is another vital component. When employees see their ideas and efforts acknowledged, it motivates them to stay engaged and continue contributing to the organi-

zation's success. This culture of recognition reinforces the idea that everyone has a role to play in shaping the future.

Finally, empathy and emotional intelligence should guide how businesses approach innovation. Technology can streamline workflows and improve efficiency, but it is the human connection—listening to employees, valuing their input, and creating supportive environments—that ensures innovation is both meaningful and sustainable. By maintaining this balance, businesses can create a culture where motivated employees and effective technology work together to drive progress.

In your opinion, what can Greece do to boost productivity across sectors while maintaining a balance between efficiency and employee wellbeing?

Improving productivity in Greece requires a balanced approach that integrates advanced tools, sustainable practices, and a commitment to supporting people. At Piraeus, we see productivity as an outcome of creating environments where employees can thrive both professionally and personally.

A cornerstone of our strategy is investing in modern infrastructure. Our physical spaces, many of which are LEED and WELL certified, are designed to promote both functionality and employee wellbeing. These certifications demonstrate our commitment to sustainability and health-conscious work environments, ensuring that our teams feel supported both digitally and physically.

Continuous training and development also play a vital role. By equipping employees with the skills they need to adapt to change, we empower them to contribute meaningfully to the organization's success. This investment in people is complemented by fostering a collaborative culture in which teamwork and open communication drive innovation and efficiency.

At a national level, Greece's inclusion among the seven EU countries hosting the first AI factories is a transformative development. This initiative positions the country as a hub for innovation and creates opportuni-



ties for businesses to thrive. Combined with the return of skilled professionals through the brain gain, these developments provide fertile ground for sustainable growth.

Ultimately, productivity must go hand in hand with wellbeing. By aligning advanced technologies, modern workspaces, and a supportive culture, Piraeus demonstrates that efficiency and employee satisfaction are not only compatible but mutually reinforcing. Together, these elements form the foundation for longterm success in Greece's evolving economy. 🇬🇷

BOOSTING PRODUCTIVITY MEANS CREATING ENVIRONMENTS THAT COMBINE ADVANCED TOOLS, INSPIRING WORKPLACES, AND A STRONG FOCUS ON EMPLOYEE WELLBEING

Learning to Learn

In a world of rapid developments and radical transformations across fields, education too is inevitably changing. We all recognize its crucial role for individuals and societies alike and agree that it must embrace innovation, adapt, and keep up. We insist on the importance of developing both hard and soft skills, value inquisitiveness and grit, and extol the ongoing pursuit of learning. But what does this mean in real terms, not just for young students but for educators too?

Business Partners publisher Alexandra Loli spoke to Dr. Peggy Pelonis, President of ACS Athens, to find out her insights on some key topics in education today and find out why she believes that educators too must be lifelong learners.

Education today stands at a crossroads, requiring innovative transformations to remain relevant in an ever-changing, interconnected world. In conversation with BP's Alexandra Loli, Dr. Peggy Pelonis emphasized the urgency of redesigning educational paradigms to inspire and adequately equip young people whilst also ensuring that educators themselves benefit from transformative leadership and continuous professional growth. Here's what she had to say.

A CHANGING LANDSCAPE

In a world inundated with information, inspiring students to learn and grow requires more than traditional teaching methods. **Educational institutions must shift from delivering static knowledge to creating meaningful, engaging experiences that tap into students' creativity, talents, and passions.** By fostering lifelong learning among educators and embracing the synergy of adult experience with youthful energy, schools can create

rich, dynamic environments where both teachers and students thrive.

Education is no longer confined to rote memorization and standardized tests. It must evolve to reflect societal and technological changes. This requires a shift in focus from traditional curricula to include skills such as AI literacy, critical thinking, media literacy, and cultural competence. These skills are indispensable in preparing students for an unpredictable future and helping them maintain a balanced and fulfilling life.

SOFT SKILLS

Soft skills are essential for success. Effective communication, emotional intelligence, resilience, and time management are critical for navigating the complexities of modern life and work. AI is reshaping industries, necessitating a thorough understanding of its principles and implications. Integrating AI education into curricula empowers students to leverage its potential for ethical problemsolving and innovation.

Similarly, media literacy is a cornerstone of modern education, enabling students

to critically analyze and interpret media, recognize biases, and make informed decisions. **By promoting critical thinking and problemsolving, educators can prepare students to address complex societal challenges.** These skills foster adaptability and prepare students to approach the unknown with confidence and creativity.

GLOBAL COMPETENCE – CONSCIOUS CITIZENSHIP

Globalization has made cross-cultural understanding a necessity. To succeed in this interconnected world, students must collaborate effectively with people from diverse backgrounds. **Educational institutions play a key role in cultivating cultural competence and fostering teamwork across varied perspectives.** They can achieve this by teaching responsible, conscious citizenship, which goes beyond civic awareness to emphasize active problemsolving within society. By nurturing these traits, education develops resilient individuals capable of driving positive societal change.

Fostering international mindedness and promoting the development of strong conscious citizenship prepares students for success in a globalized world, ensuring not only that they are equipped to adapt to changes but are empowered to influence them. They learn to engage with societal issues, advocate for justice, and endure challenges with a positive mindset. These attributes contribute to a robust psychological immune system, enabling individuals to thrive in a world marked by uncertainty and rapid transformation.

HOLISTIC EDUCATION

Education should reflect the kind of world we aspire to create. That's why it's important to adopt an integrative approach, blending disciplines such as history, literature, phi-

losophy, and mathematics to foster holistic learning. Experiential learning, such as science simulations and real-life problem-solving, allows students to apply theoretical knowledge to practical situations.

Educators must address the whole student, recognizing their emotional, physical, and intellectual needs. This comprehensive approach ensures that students are not only academically proficient but also emotionally resilient and socially aware. **Schools must focus on shaping character while equipping students with the skills needed to navigate change effectively.**

EMBRACING CHANGE

Change is a constant, driven by technological advancements and global challenges. Institutions that resist change risk becoming obsolete. International schools have taken on a proactive role in embracing and leading change. By rethinking traditional educational models, these schools demonstrate the benefits of innovation and set an example for others to follow.

Sustainable change requires a systemic approach, including curriculum revisions, innovative methodologies, and transformative leadership. For change to be meaningful, it must align with institutional objectives and individual professional goals. This ensures that the transformation is not superficial but embedded in the core of the institution's culture.

EDUCATING EDUCATORS

For educators to remain effective in a rapidly evolving educational landscape, **we must invest in continuous professional development and equip teachers with the tools and strategies needed to adapt to diverse cultural contexts and curricula.**

Educators must be actively involved in shaping their growth. Administrators and teachers must collaborate in assessing professional development needs, directing resources, and evaluating outcomes in order to improve teaching practices and enhance the quality of education and student learning outcomes.



DR. PEGGY PELONIS, PRESIDENT OF ACS ATHENS

EDUCATION FOR THE FUTURE

My vision for education emphasizes adaptability, innovation, and holistic development. As the world evolves, so must education, preparing young people to thrive in a global society shaped by technological and cultural shifts. By fostering essential skills, promoting conscious citi-

zenship, and embracing systemic change, educational institutions can empower the next generation of students to lead with purpose and resilience. **Through transformative leadership and continuous professional growth, educators can ensure that excellence in education is not just achieved but sustained.** 🇬🇷



Dr. Peggy Pelonis holds a Doctorate in Education from the University of Bath, as well as a B.Sc. in English Literature and Psychology, an M.Sc. in Counseling and School Psychology, and an Executive MBA. She has previously taught at both K-12 and university levels and has authored numerous journal articles, book chapters, and magazine and newspaper articles, as well as three books.

Most recently, Dr. Pelonis co-edited the book *Igniting Excellence in Faculty Development at International Schools: Beyond Borders* (Palgrave Macmillan, 2024), which considers the many and complex facets of professional development—from administrative factors, assessment and accreditation issues to student needs—through a diversity, equity and inclusion lens, emphasizing the need for a reimagined approach to professional development.

Positive Impact Through Education

Fulbright alumnus Dr. Ioannis N. Lagoudis is an associate professor at the University of Piraeus Department of Maritime Studies and Director of the university's MSc in Marine Science and Technology Management. Here, he talks to Business Partners about the role of innovation in transforming the maritime sector, the importance of building on education to develop actionable solutions to real world challenges, his experience with the Fulbright Program, and his commitment to assisting aspiring Fulbright scholars seeking to make a positive impact on society.

Much of your work focuses on supply chain management and maritime logistics. How are technologies such as AI and IoT transforming these fields and shipping operations in general?

Technology is a key component in every company's strategic direction and a critical enabler in implementing and executing daily decisions that affect financial performance on the one hand and have a social impact on the other. In the maritime world, digital business applications such as AI and IoT are playing an increasingly important role as they assist in decisions related to daily operations. Applications are manifold and include voyage optimization, refueling options, repair and maintenance, port dues, and more. This is an era of major digital transformation for the maritime industry, with an abundance of ideas being developed aiming to tackle various challenges the industry has been facing for decades—if not centuries.

What are some of the main trends and challenges facing the maritime industry today and how are technological advances and innovation used to address these?

Two of the key challenges the maritime industry is currently facing are people management and energy. The first has to do with the global shortage of seafarers, which has pushed the industry to explore innovations related to unmanned vessel design as well as other new technology op-

tions offering high levels of automation. It is worth pointing out that there are already a number of automated container terminals in operation around the world and pilot projects with unmanned ships are currently being evaluated.

The second challenge concerns maritime's fuel of the future. There is an industry consensus that the transition from fossil fuels to greener options is a conundrum, with methanol, biomass, and LNG being among the transitory fuels toward that goal. There is currently a lot of R&D in this area, with innovations seeking to identify the dominant solution that will have the greenest impact on the planet.

Tell us a little about your time as Fulbright Visiting Scholar at the Massachusetts Institute of Technology (MIT) in 2010-2011. What inspired you to apply to the Fulbright Program, and how has the experience shaped your academic and professional journey?

Spending time at the MIT Center for Transportation and Logistics was a unique experience. I was given the opportunity not only to conduct research of the highest caliber

EDUCATION VIA RESEARCH SHOULD AIM AT HAVING AN IMPACT ON HUMANITY BY PROVIDING PRACTICAL SOLUTIONS TO EVERYDAY PROBLEMS, WHICH WILL IMPROVE THE WELLBEING OF PEOPLE

but also, most importantly, to experience MIT's academic culture. MIT's motto, *mens et manus*, which translates from Latin to "mind and hand," is inspirational in the sense that education via research should aim at having an impact on humanity by providing practical solutions to everyday problems, which will improve the wellbeing of people.

Having experienced the US education system at a high school level, the Greek higher education system at undergraduate level, and the UK education system at postgraduate level, it was one of my goals to experience the US higher education system as well, as this would assist in extending my academic and research skills. The Fulbright Program made it possible not



THROUGH THEIR INITIATIVES AND ACTIVE PARTICIPATION IN SOCIETY, FULBRIGHT SCHOLARS CAN MAKE A DIRECT AND/OR INDIRECT IMPACT ON IMPROVING THE LIVES OF THE COMMUNITIES THEY ARE PART OF

only for this dream to come true but also for a once in a lifetime journey to start. To date, this journey has included an approximately 10-year-long affiliation with the MIT Center for Transportation and Logistics, involvement in launching MIT's center for supply chain management in

Malaysia, setting up the MSc in Supply Chain Management at the Hellenic Open University, and currently, my involvement as Director of the MSc in Marine Science and Technology Management that is offered jointly by the University of Piraeus and the Hellenic Naval Academy.

As a Fulbright Outreach Ambassador, you work to inspire and guide future candidates. What's your advice to aspiring Fulbright scholars?

Allow me to start by stating that education is the best investment one can offer to oneself for many reasons. Among the obvious reasons is the fact that it enables us to think critically and tackle the challenges we face pragmatically, by balancing between data and emotions. Education also cultivates

our spirit by exposing us to experiences of multiple and diverse cultures, and it assists us in improving our wellbeing by offering us the potential of higher wealth levels. A unique characteristic of education that many are perhaps not aware of is that, from an investment point of view, it is among the few low risk, high reward investments. The Fulbright Program offers scholars an opportunity to further invest in educating themselves and enjoy the fruits of this investment in the medium to long term. Most importantly, the benefits of education are not constrained to self-development only; through their initiatives and active participation in society, Fulbright Scholars can make a direct and/or indirect impact on improving the lives of the communities they are part of. 🇬🇷

FULBRIGHT GREECE OUTREACH AMBASSADORS

Fulbright Greece Outreach Ambassadors are alumni who share their experiences to help promote the scholarship programs, advise future applicants, and connect and engage with our grantees and alumni.

While all Fulbright Greece alumni are ambassadors of the Program, the Outreach Ambassadors are Fulbright voices in Greek universities and research centers. They are the Foundation's points of contact at major institutions of higher education around Greece. They inform, advise, and assist potential Fulbright Greece scholarship applicants, relate their personal Fulbright experiences in the US, and introduce students to the United States higher education landscape. They increase awareness about Fulbright opportunities in the academic and research environment, either in Greece or in the United States, and engage with US Fulbright grantees to help them integrate into their university and local communities.

For more information visit www.fulbright.gr

AI for Growth

DRIVING EFFICIENCIES AND UNLOCKING POSSIBILITIES
WITH MICROSOFT'S AZURE AI PLATFORM

As businesses navigate an increasingly digital world, the ability to harness AI has become a defining factor for innovation and growth.

Generative AI empowers organizations to leverage state-of-the-art language models to transform operations, improve decisionmaking, and enhance customer experiences. From streamlining workflows to enabling data-driven insights, companies across industries are finding value in adopting AI to drive efficiencies and unlock new possibilities.

Let's take a closer look at a couple of examples from across Europe.

First, we have the National Bank of Greece, which was constrained by a rule-based optical character recognition system that only supported PDFs, making document processing cumbersome, inefficient, and difficult to scale. This system was ill-equipped to handle the bank's variety and volume of documents.

Using Azure AI Content Understanding, the bank built a scanning solution that supports

twenty different document types and can recognize the Greek language. This enabled rapid model deployment and extensive integration with bank systems.

Processing 700,000 documents each month, the bank's accuracy in document processing increased from 60% to approximately 85%, enabling more digital and paperless customer journeys, reducing waiting times, and supporting real-time decisionmaking.

A second story comes from Laerdal Medical, a health provider in Norway, which in 2021 used voice actors to develop a virtual training simulation for nursing students. The time-consuming recording process limited the use cases of the training program and was an inefficient use of medical experts' time.



— BY —

EVE PSALT

Principal GPM, Azure AI
Platform, Microsoft

Using Azure AI Text to Speech custom and neural voices, Laerdal created material for its training programs, developing voices in different languages, accents, and states of health to better reflect diverse backgrounds.

They were able to reduce costs and develop pediatric, maternity, and nursing fundamentals modules much faster. Specifically, they reduced the time spent creating virtual patient and nurse voices from two months to less than 24 hours.

Our third and last story comes from Vodafone in the UK, which explored innovative ways to handle complex customer inquiries more efficiently and ensure timely and personalized

responses. Using Azure OpenAI Service, Azure AI Studio, Copilot, and Azure AI Search, the company enhanced its customer-facing chatbot and developed a conversational AI search interface to help agents answer complex inquiries.

Since deploying these two powerful generative AI solutions—TOBi and SuperAgent—Vodafone has seen its customer satisfaction scores go up, which bodes well for the company as it maps a rollout of the two solutions to additional call centers in multiple countries.

The potential of AI is boundless and is enabling organizations to tap into this transformative power with ease and scalability. By integrating AI into their operations, companies are not just optimizing processes but redefining how they deliver value in a competitive landscape. As success stories continue to emerge, AI stands at the forefront of this revolution, helping businesses innovate, adapt, and thrive. 🐼

BY INTEGRATING AI INTO THEIR OPERATIONS, COMPANIES ARE NOT JUST OPTIMIZING PROCESSES BUT REDEFINING HOW THEY DELIVER VALUE IN A COMPETITIVE LANDSCAPE

On GES 2024

After attending AmCham Greece's latest Greek Economic Summit, GES 2024, a group of students from Deree – The American College of Greece co-authored an article outlining the summit's themes and takeaways. The following is an abridged version of their article.

Increasing multipolarity and major technological advances are intensifying the impact of economic and geopolitical uncertainty on the world economy and international relations, as seen with Russia's invasion of Ukraine, tensions in the Middle East, the COVID-19 pandemic, and the march of AI. Policymakers are called upon to act swiftly to mitigate such impacts — yet while government interventions may be helpful in the short term, they also introduce a lot of uncertainty across industries in the long run. In the context of this new reality, the American-Hellenic Chamber of Commerce's 35th annual Greek Economic Summit, GES 2024, explored some of the foremost challenges facing the Greek economy today, from population aging and the changing job market to industrial innovation and tourism.

Among the topics discussed was the development of a new economic model that will support high-quality exports and innovation, stabilize tourism, revive shipbuilding, and create well-paying jobs. Non-performing loans, lingering financial constraints from the crisis, and limited access to funding were identified as key obstacles. Minister of Economy and Finance Kostas Hatzidakis underlined the importance of consistent fiscal policy and a pro-investment approach, while others also pointed to the crucial role of investment projects, promoting the circular economy, supporting Greek SMEs, and reversing the brain



drain in driving economic recovery and international competitiveness.

Digitalization and AI were also key themes at the summit, with discussions centering on how AI is set to revolutionize corporate strategy and workforce development, necessitating the introduction of appropriate governance frameworks alongside appropriate regulation and preparedness. Speakers also discussed the green transformation, focusing on reducing CO2 emissions and shifting to renewables. Greece's demographic challenge was another key topic, with the government urged to create more favorable economic, societal, and cultural conditions to help reverse the declining birth rate. Shipping, crucial to global trade, featured prominently on the summit's agenda. Speakers discussed key challenges, such as risks of a global recession, inflation, changing demand patterns, and the impact of political shifts on volatile freight markets, and em-

phasized how AI and automation are transforming the industry, noting the need for significant investments in digital infrastructure and workforce development in order to make the most of the opportunities created. Changes to the EU's regulatory landscape and geopolitical strategies and the continued focus on sustainability were also identified as key factors reshaping the industry.

Tourism, the cornerstone of Greece's economy, which has been growing rapidly in the post-COVID era, is another key sector impacted by geopolitical and economic uncertainty. Acknowledging that tourist preferences are shifting toward new destinations and experiences, discussions highlighted Greece's shift toward year-round and sustainable tourism and emphasized the importance of creating destination management organiza-

tions (DMOs) and leveraging AI to improve services and attract younger travelers.

Across sectors and areas of interest, GES 2024 pointed to the need to prioritize innovation, resilience, sustainability, and cooperation in order to navigate the rapid technological and geopolitical shifts that

are driving economic transformation. Underscoring the interconnectedness of technology, economics, and society, the summit emphasized the pressing need for proactive, collaborative approaches to foster sustainable and inclusive global progress. Interventions are needed in the form of a regulatory framework and policies that mitigate risks, promote transparency and fairness, and foster stability and predictability in order to boost resilience and competitiveness, attract investment, enhance market efficiency, and facilitate trade. 🐼

¹ Under the supervision of Assistant Professor in Economics Panagiotis Palaïos



INSTALLATION VIEW; PHOTO BY PARIS TAVITIAN © MUSEUM OF CYCLADIC ART

Featuring a remarkable selection of more than 180 artefacts, *Kykladitisses: Untold Stories of Women in the Cyclades* presents the history of the Cyclades through the eyes of their women, paying tribute to their lives and their evolving roles in the societies of the archipelago.

Famed for their natural beauty and rich cultural heritage, the Cyclades are known for giving rise to a civilization that seems to have revered women as few others in the world have. *Kykladitisses: Untold Stories of Women in the Cyclades* seeks to honor this unique heritage and celebrate the women of the archipelago and their contribution to the history and culture of these islands.

Organized by the Museum of Cycladic Art in collaboration with the Ministry of Culture, the exhibition features a diverse selection of over 180 outstanding artefacts spanning an era from the Neolithic period to the 19th century. The unique pieces, many of which have never before traveled beyond the Cyclades or been on public display, are drawn from the collections of the Museum of Cycladic Art as well as museums across the Cyclades, the National Archaeological Museum, the Canellopoulos Museum, the Epigraphic Museum of Athens, and notable private collections.

Kykladitisses reveals the fascinating world of the women of the Cyclades, focusing on their evolving roles throughout time, highlighting their participation in religious rites and their presence in both public and private life, and exploring the boundaries of female roles within the community. The invaluable artefacts portray the Cycladic woman as goddess, priestess, worshipper, mother, wife, merchant, fighter, intellectual, and sometimes as an image of fear, a victim of gender violence, or an object of desire. Pieces that stand out for their uniqueness and size include the larger-than-life Kore of Thera, the Adorants, an extraordinary Bronze Age fresco from Akrotiri, and the

KYKLADITISSES

UNTOLD STORIES OF WOMEN IN THE CYCLADES

2nd century BCE statue of the goddess Artemis slaying a deer from Delos.

The exhibition is curated by Dr. Dimitris Athanasoulis, Director of the Ephorate of Antiquities of the Cyclades and the Dodecanese, and the scientific directors of the Museum of Cycladic Art, Dr. Ioannis Fappas, Assistant Professor of Prehistoric Archaeology at the Aristotle University of Thessaloniki, and Dr. Panagiotis Iossif, Professor at Radboud University in the Netherlands.

Kykladitisses: Untold Stories of Women in the Cyclades will run through May 4 at the Museum of Cycladic Art in Athens before opening again at the Archaeological Museum of Thera in Santorini in June 2025. 🇬🇷



KORE OF THERA, A COLOSSAL MARBLE STATUE FROM SANTORINI, 7TH-6TH CENTURY BCE; PHOTO BY PARIS TAVITIAN © MUSEUM OF CYCLADIC ART

WHEN AND WHERE

KYKLADITISSES: Untold Stories of Women in the Cyclades

December 12, 2024 to May 4, 2025

Museum of Cycladic Art

Stathatos Mansion

1 Irodotou Street and Vas. Sofias Avenue,
Athens 10674

T: +30 210 722 8321-3

cycladic.gr



INSTALLATION VIEW; PHOTO BY PARIS TAVITIAN © MUSEUM OF CYCLADIC ART



INSTALLATION VIEW; PHOTO BY PARIS TAVITIAN © MUSEUM OF CYCLADIC ART



INSTALLATION VIEW; PHOTO BY PARIS TAVITIAN © MUSEUM OF CYCLADIC ART



A DYNAMIC AND PROACTIVE CHAMBER

Established in 1932, the American-Hellenic Chamber of Commerce (AmChamGR) is one of the largest, most active, and most dynamic American Chambers in Europe. AmChamGR aims to serve its members and support their growth through reinforcing Greek-US economic ties, representing them with effective advocacy, supporting them in their capability development, and providing them with the information and opportunities to build relations on both sides of the Atlantic as an impartial, trusted partner. Being a wholly autonomous, not-for-profit organization, the American-Hellenic Chamber of Commerce receives no subsidy from any government body. It is an active member of the U.S. Chamber of Commerce in Washington D.C. and AmChams in Europe (ECACC), the umbrella organization for 50 American Chambers of Commerce (AmChams) from 48 countries throughout Europe and Eurasia.

AMCHAMGR

MEMBERS BENEFITS

Broadening Business Horizons

Creating New Business Partnerships

Taking advantage of trade and investment opportunities

Being part of the American Chambers global network

N **C** **A** **G**
E **O** **D** **R**
T **N** **V** **O**
W **N** **O** **W**
O **E** **C** **T**
R **C** **A** **H**
K **T** **C**
I **I** **Y**
N **O**
G **N**

20
COMMITTEES

Advocating on key issues for the development and competitiveness of the Greek economy

60+
ACTIVITIES PER YEAR

Organized throughout Greece, the United States, Southeastern Europe and the East Mediterranean

700
MEMBERS

Including leading Greek and multinational companies

25k
PARTICIPANTS

C-Suite executives, entrepreneurs, academics, governmental officials engaging in AmChamGR activities

450
BUSINESS LEADERS

Analyzing, disseminating and formulating policy proposals via participating at AmChamGR Committees and task forces

90+
YEARS

As an institutional leader in promoting and fostering economic and business relations between the U.S. and Greece

200+
SPONSORS

Supporting yearly initiatives and projects

10+
PUBLICATIONS

Briefing the business community on key business, trade, investment and policy developments

Local Antiseptic

MEDICINE

SOPAİN • PLUS®

Composition: Bacitracine, Lysozyme, Papaine

**Local anti-infection
antiviral treatment
of the oropharynx**



Tonsillitis

Pharyngitis

Angina

Stomatitis



«MEDICHROM S.A. - FARMELLAS LTD»

GREECE

CYPRUS

PHARMACEUTICAL CHEMICAL INDUSTRIES



 **ekahellas[®]**
Integrated Office & Commercial Space Solutions Provider



Remote meetings just got upgraded