

#### **LUFTHANSA GROUP**







Grigoris Stergioulis, Chairman of Enterprise Greece, says Greece is moving into the future and leaving its recent crisis behind



Liona Bachas, Managing Director of Hellaschart Ltd, discusses the significance of the shipping industry on a global scale



Acclaimed Greek jewelry designer Nikos Koulis talks about the importance of staying true to your identity

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#### CHAMBER.PRESS

#### DIRECTOR

Elias Spirtounias e.spirtounias@amcham.gr

#### **PUBLISHER**

Alexandra Loli a.loli@amcham.gr

#### **EDITOR**

T.C. Lowrie

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#### 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

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#### SPECIAL FEATURE



#### **DIRECTOR'S DESK**



Undoubtedly, the highlight of the past two months—and indeed the whole year—has been the organization of the U.S. Pavilion at the 83<sup>rd</sup> Thessaloniki International Fair (TIF 2018), which took place September 8-16. As I write this, the curtain has fallen on TIF 2018, and I can assert with certainty that this extraordinary event has far exceeded the expectations of not only the Chamber but also our associates, namely the U.S. Embassy, the governments of the two countries, and, of course, the companies and organizations that embraced this effort and participated in the U.S. Pavilion with excellent and impressive booths.

The participation of 65 companies and organizations and a rich program of 78 parallel events resulted in a significant increase in the quantitative and mainly qualitative indicators of participation. This was in large part thanks to the emphasis on business, financial and educational elements that the Chamber sought to include from the very first moment of undertaking this project—elements that were lacking from TIF in recent years. The U.S. Pavilion drew a high number of visitors: ordinary citizens, business and industry leaders, politicians, foreign government representatives, as well as numerous high-level U.S. government officials. We, the American-Hellenic Chamber of Commerce, have successfully raised the bar for Thessaloniki International Fair and have contributed to Thessaloniki truly emerging as a center of economic, business and technological interest during these days.

This issue of Business Partners magazine includes a special feature dedicated to the U.S. Pavilion at TIF 2018 and to those who contributed to making it a great success. More details are available on the official site of the U.S. Pavilion (www.usatif2018.gr).

On behalf of the Chamber, I would like to thank everyone—all as a team and each one separately—with whom we have worked together on this wonderful journey over the past year, a journey through which the Chamber showcased, once again, its expertise and dynamism in successfully organizing important events.

Of course, our Chamber's work and initiatives do not stop with TIF. We push forward, always aiming to our substantial participation and intervention in issues related to entrepreneurship, innovation and growth—especially now, as our country has exited the bailout program and needs more than ever to implement a strategic plan that incorporates the necessary different mixture of economic and development policies for a pragmatic and sustainable growth and the essential reforms needed to successfully claim the support of international markets.

I invite you to join us in this effort, to stay up to date and participate in our initiatives.

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.



# το καγο μαρασειληα Είλαι δήοκογο λα είσαι

Αλλά κάποιος πρέπει να το κάνει.





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**Enterprise Greece** is the official agency of the Greek state, under the auspices of the Ministry of Economy & Development, responsible for showcasing Greece as an attractive destination for investment and promoting abroad the local highly competitive products and services.

**Enterprise Greece** supports foreign investors in developing their business activities in Greece, troubleshoots issues related to public administration, provides key information about the country as an investment destination, and promotes investment in sectors where Greece excels. The agency is also responsible for overseeing Greece's fast track program regarding strategic national investments.

In parallel, Enterprise Greece implements a comprehensive action plan to showcase Greece products abroad, including participation at all the major international trade fairs, b2b meetings with buyers and in-store promotions at retail chains in select target markets abroad.

#### Southeast Europe Energy Forum SFFF 2018

The American-Hellenic Chamber of Commerce, in cooperation with the Hellenic Association for Energy Economics (HAEE) and with the strategic partnership of the Atlantic Council, hosted the Southeast Europe Energy Forum (SEEF) on September 7, 2018 at the MET Hotel in Thessaloniki.

The event was held on the eve of the official opening of the Thessaloniki International Fair 2018, at which the United States was the honored country, and was attended by a government and business delegation from the United States; U.S. Under Secretary of Energy Mark W. Menezes and U.S. Ambassador to Greece Geoffrey R. Pyatt addressed the forum and presented U.S. perspectives for the energy sector.

One of the event's highlights was the panel discussion with Greek Minister of Environment and Energy Giorgos Stathakis, Bulgarian Minister of Energy Temenuzhka Petkova, Serbian Minister of Mining and Energy Aleksandar Antic, and Israeli Minister of National Infrastructures, Energy and Water Resources of the State of Israel Yuval Steinitz. A number of bilateral and multilateral ministerial meetings and discussions on the Southeast European energy policy also took place during the event. The Southeast Europe Energy Forum brought together key policy makers, regulators, top market players, financiers, academics and experts who presented and discussed

insights and observations on up-to-date topics in the dynamic energy field in Greece and the wider region.

MARK W. MENEZES, SIMOS ANASTASOPOULOS, GEOFFREY PYATT EMMANOUIL PANAGIOTAKIS





KOSTAS ANDRIOSOPOULOS, ELLEN SCHOLL, GEORGE STATHAKIS, TEMENUZHKA PETKOVA, ALEKSANDAR ANTIC, YUVAL STEINITZ, SIMOS ANASTASOPOLII OS



PAVLOS MYLONAS





#### ANNUAL GENERAL **ASSEMBLY**

The Annual General Assembly of the American-Hellenic Chamber of Commerce took place on June 28. 2018 at the Electra Metropolis Hotel in Athens. AmCham President Simos Anastasopoulos gave the welcome address and introduced the agenda. Anastasopoulos emphasized Greece's opportunities to return to normalcy and growth after the eight-year period of crisis and austerity. Reiterating the Chamber's belief that the road to prosperity is through the development of private initiative, he committed to push forward with efforts to create an economic environment friendly to entrepreneurship and investment. In this context, he announced the establishment of the Competitiveness Council, an initiative of the Chamber, whose founding members include the Federation of Industries of Northern Greece (SBEE), the Athens Stock Exchange, Deloitte, Piraeus Bank, the Delphi Forum, ElvalHalcor, Philip Morris/Papastratos, Aldemar, Pyramis, Pharmathen, Petsiavas, Biosolids, and Capital Partners. Through key events and initiatives, the Council aims to be at the forefront of efforts to bolster the Greek economy, encourage competitiveness and attract investment.

#### 3RD EXPORTUSA FORUM

#### Food USA: Innovation and Disruption is ON

TradeUSA, the international trade department of the American-Hellenic Chamber of Commerce, joined forces with the Federation of Industries of Northern Greece (SBEE) and the Greek Exporters' Association (SEVE) to host the 3<sup>rd</sup> ExportUSA Forum, titled "FoodUSA: Innovation and Disruption is ON." The forum was held on September 10 at the Ioannis Vellidis Congress Center in Thessaloniki and was organized within the framework of the U.S. Pavilion at the 83<sup>rd</sup> Thessaloniki International Fair where the United States was the honored country.

The event was a great success, bringing together a great number of distinguished speakers, guests and representatives of the Greek exporting business community. Addressing the forum, United States Ambassador to Greece Geoffrey R. Pyatt focused on U.S. support for the economic recovery of Greece and expressed his conviction that the bilateral economic and trade relationships between the two countries can be further developed.

The forum covered key issues such as food and beverage trends, disruption, consumer rights product insurance and e-solutions. It also included presentations by U.S. food market experts on crucial topics such as FDA compliance and new product development for the U.S. market—with an emphasis on the Cheese, Bakery and Specialty Products category—providing valuable insights into the United States food industry and North American consumers.

PHIL KAFARAKIS, ARN GRASHOFF, RAFAEL TSELIKAS



SIMOS ANASTASOPOULOS



GEOFFREY PYATT





#### **TIF 2018**

The 83rd Thessaloniki International Fair, which took place September 8-16 in Thessaloniki, was a resounding success. The largest TIF in two decades, the fair brought together over 1,500 exhibitors, 20 official state participations, global industry giants and heavyweights, government and business leaders and almost 300,000 buyers and professionals.

The United States participated as Honored Country at TIF 2018, under the theme "Harnessing the Power of Innovation and Creativity." The U.S. Pavilion, organized jointly by the American-Hellenic Chamber of Commerce, the U.S. Embassy in Athens and the U.S. Consulate General in Thessaloniki, showcased America's leading role in driving ingenuity and creativity across sectors and industries.

This issue of Business Partners includes a special feature on TIF 2018 and the U.S. Pavilion.



#### Cyber Security Conference

AmCham's Cyber Security Conference, titled "Cyber Security and Data Protection: Risks and Challenges in Technologically Disruptive Times," took place on September 12, 2018 at the Ioannis Vellidis Congress Center in Thessaloniki. Organized within the context of the U.S. Pavilion at TIF2018, the conference attracted representatives of the political, academic and business communities. Key issues on the agenda were the challenges and opportunities presented by the Fourth Industrial Revolution, cyber risks and cybercrime, and the EU's General Data Protection Regulation (GDPR). Cyber security and GDPR experts attended the conference and took part in the vibrant dialogue, discussing the implications of increasing automation and reliance on technology. The discussion also addressed the importance of safeguarding the population from cyber-attacks and the need to guarantee safe and reliable online experiences for all citizens.

NIKOLAOS BAKATSELOS, NIKOS PAPPAS, ELIAS SPIRTOUNIAS





KATE MARIE BYRNES



#### SAVE THE DATE

Learn more about how new technologies will transform industry, economy and society, and explore the social and ethical issues associated with the Fourth Industrial Revolution.

AmCham's 16<sup>th</sup> Annual CSR Conference, titled "The World of a Better Tomorrow: Sustainability and the New Disruptive Era," will take place on October 31 at Benaki Museum in Athens.

#### Concert Honoring Lowell Liebermann



ERT and the Musical Ensembles, in cooperation with the American-Hellenic Chamber of Commerce and International Relations for Culture (IRC), organized a concert honoring composer Lowell Liebermann, which took place on September 9 at Thessaloniki's Macedonian Museum of Contemporary Art. Liebermann has written over 130 works, several of which have gone on to become standard repertoire for their instruments, and is one of America's most frequently performed and recorded living composers. He has written two full-length operas, served as composer-in-residence for the Dallas Symphony Orchestra and many other organizations, and founded the Mannes American Composers Ensemble, devoted to performing works of living American composers. Most recently, Liebermann served as the Artistic Director of the Thessaly Chamber Music Festival for Chamber Music Hellas.

#### **CHAMBER CALENDAR**

October 31 Athens, Benaki Museum, 16th Annual CSR Conference

October or November Syros, Trade USA Workshop

November 8 Athens, Sofitel Airport Hotel Employment Workshop: Youth Talks-We Listen | Data Analytics: A Flight from Present to Future

**November 12** Thessaloniki, The MET Hotel, 10<sup>th</sup> Thessaloniki Tax Forum 2018

**November 21** Ekali Club, Athens, Thanksgiving Dinner

**November 22** Athens, Loulis Mills, 2<sup>nd</sup> Sustainable Talks

**December 3-4** Athens, Athenaeum InterContinental Hotel, 29<sup>th</sup> Greek Economy Conference

**December 19** Thessaloniki 7<sup>th</sup> Agrotechnology Conference

Will you wait for the future to happen, or take a hand in shaping it?



**Climate Change and Sustainability Services** 

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The better the question. The better the answer. The better the world works.

# Digital Change: Disruption, Progress or Both?

Digital change has a disruptive effect on markets. Just think of Netflix, Amazon or Google. It dramatically changes user advantages like convenience, price, variety and shopping experience while at the same time it transforms competition.

n this context, formerly leading companies often lose their power whereas digital startups emerge and take the lead. And although businesses cannot ignore digital change, the doom-mongering that characterizes part of the literature presents three main gaps.

1. Digital technology *is not al-ways a substitute* for old technology. This may have been the case with certain technologies (e.g. e-mail and fax, or PCs and typewriters), however most of the times new technology complements

the old one instead of making it obsolete. For example, while many claim that online education will replace classroom lectures, with MOOCs replacing traditional education, this is no more the case than claiming preaching was replaced by typography back in the 15<sup>th</sup> century. In other words, digital technology will provide additional benefits that can enhance a company's competitive position.

2. *Location* is still important. While we often hear that geographical distance has lost its significance due to the new communi-



DR. KYRIAKOS KYRIAKOPOULOS Professor of Strategy

and Marketing, Academic Director of Executive MBA and Associate Dean of Enrollment, Alba Graduate Business School, The American College of Greece

communication in the field of consulting will be largely transformed by digital technology; however, physical contact and personal chemistry cannot be substituted by any digital form. Eden McCallum, for example, a new emerging consulting firm in Amsterdam, London and Zurich, has ignored the recent trend among emerging consulting companies to set up digital platforms for matching clients to consul-

cation technologies, resear-

chii suggests that physical

tants-freelancers, realizing instead that the value in the industry is based on human interaction. As a result, the firm set up a network of 20 partners and another 700 consultants with 300 big clients without the use of digital technology. Disruptive innovation is not always digital.

3. Speed of change. While experts warn that changes are rapid, research<sup>iii</sup> suggests that the rate of change has not increased significantly in recent years. Even if the change in your industry is fast, it's not usually wise to make the leap in the digital

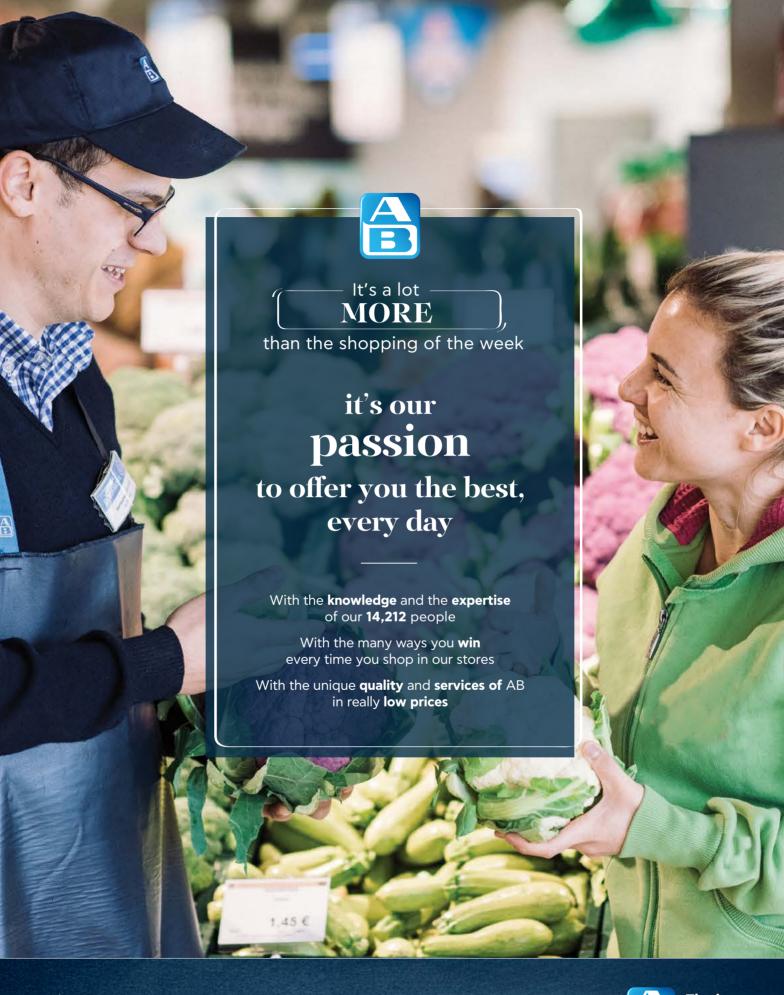
age without thinking and proper preparation. Dutch ING Bank, influenced by the enormous success of Second Life, rushed to adopt virtual reality and staffed a team of top executives to develop virtual reality applications. In the end, VR turned out to be a temporary trend and the project nothing more than a poor investment decision for the company.

Finally, while digital change has penetrated almost all industries, not all of them are equally susceptible to the disruptive consequences of the digital models adopted by companies such as UBER, Amazon and Google. Every company should work on incorporating digital technology into its business model so as to create a competitive advantage in its market.

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<sup>&</sup>quot;Christensen Clayton M., Dina Wang, Derek van Bever, (2013), Consulting on the Cusp of Disruption, *Harvard Business Review*, October, 106-115.

McNamara, G., Vaaler, P. M. and Devers, C. (2003), Same As It Ever Was: The Search for Evidence of Increasing Hypercompetition. Strategic Management Journal, 24, 261-278.







# Investing in Short Term Rentals

Charikleia Stouka, Realtor® – Owner at Alma Real Estate, discusses some dos and don'ts for selling, buying or renting property in a real estate Q&A.

he greatest risk when investing in real estate is a reduction in the value of an asset over time and a decrease in rents in the future. In addition, running costs, booking commissions, cleaning and maintenance expenses can all reduce your income from the property, particularly during slow periods with high vacancies. Yet research has shown that the average holiday rental property returns more than double the gross rental income of a property bought for long-term rent. So how can you choose the correct property and enjoy the financial benefits of this new trend in real estate? What are the most important factors you need to take into consideration so that you don't come to a wrong decision, investing in an unsuitable property and spending more than planned? Here are some helpful tips to help you make a good vacation property investment capable of generating considerable passive income:

- 1. Find a good real estate agent. Brokers will know about listings that aren't yet on the market and can let you know about key properties before the listings go public. The best brokers should immediately be able to show you at least three suitable properties available in the area, and should have at least one property recently sold at the same place.
- 2. Make sure to check local regulations. You need to research local, municipal and re-



**TOP TIP**Location, location, location!
This rule is paramount.

gional laws, regulations, license requirements and taxation rules for short-term renting in the area. You should check the governing rules and also find out what the building's rental rules are (e.g. daily,

- weekly, monthly, quarterly, three times a year, every six months, annual). When buying a house, people are also buying a lifestyle; they don't expect to have strangers around all the time and get new "neighbors" every day, week, month or year. Breaking the rules could make your life—and the lives of your guests—a nightmare.
- 3. Set your budget. Taking into account the expenses related to the new home, such as taxes and utility bills. Remember that you always have to pay, whether your house is rented or not.
- 4. Location, location, location! This rule is paramount. The property you invest in as a short-term rental should be within walking distance of local shops, business centers, public transportation nodes, and should also be close to major local tourist attractions, archaeological sites, or the beach.
- 5. Have realistic expectations. Do not let trivial things—such as dirty wallpaper, the colors of the walls, or old-fashioned cabinets and closets put you off. These are things that can be easily changed.
- 6. Offer privacy. A good way to set your short-term rental property apart in this competitive market is to offer your tenants privacy. A separate private entrance can be a key selling point for the property. Once you've checked the all applicable laws and regulations, found the right property, and brought it up to your standard, the next step is securing occupancy. Aim for steady demand and longer stays to gain the most return from your investment.

www.almarealestate.gr info@almarealestate.gr charikleia@almarealestate.gr

# Digital Services All Along The Travel Chain

FROM PLANNING TO ARRIVAL
PART 1

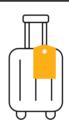
rom the Internet of Things via big data to smart homes: digitalization is a megatrend. Already, intelligent and interconnected systems shape our public and private lives. For some time now, digitalization has permeated almost all aspects of aviation, with enormous consequences on existing processes and products. The capabilities of information technology offer the Lufthansa Group concrete opportunities to further optimize its service value chain, to add digital components to

its product and service offers and to personalize the latter. Similarly, work processes can be simplified and "green" transformations can be advanced in this way. "Innovation and Digitalization" is one of the Group's strategic action areas; the transformation toward electronically supported processes is fully underway in all business segments. Our stated goal: to be the "most digital" aviation group worldwide. On the following pages we'll take you along on our flight – destination: digitalization.

#### **BEFORE BOARDING**



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#### AT HOME

#### **CHATBOT**

"Mildred" is the name of the chatbot that has helped Lufthansa Group customers since the end of 2016 to find suitable flights. On request, the virtual contact partner in the Facebook Messenger App finds the best price for flights on the routes operated by Group airlines during the nine months ahead.

#### **AIRPORT**

#### **CUSTOMER SERVICE APP**

A missed connecting flight, weather-related flight schedule changes, a missing piece of luggage—all of these are cases for Lufthansa Customer Service. But before the latter can solve the problem, the passenger has to provide his or her personal data. A time-consuming and unnecessary effort, which is a thing of the past now, thanks to the new Customer Service app: It combines the personal data from the Lufthansa app with the passenger's current information and transmits these data to the Customer Service employee. At the same time, the app informs about possible waiting times and opens up new contact options such as call-backs and chats.

#### **EJOURNALS**

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The airlines within the Lufthansa Group offer their passengers numerous free eJournals instead of printed newspapers and magazines. Before taking a flight, passengers simply enter their name and reservation code or ticket number online—and they are ready to download their preferred publications to their smartphone, tablet or notebook. The digital media selection featuring more than 250 newspapers and magazines in 18 languages also benefits the environment: eJournals reduce the weight carried on board, which helps cut fuel consumption and CO<sub>2</sub> emissions.

#### ...in the news

#### **GREEK SCIENTIST WINS NYC OPEN DATA CONTEST**

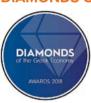


Dr. Niki Athanasiadou won first place at New York City's Open Data Project Gallery Contest for her app Plan(t)wise, which identifies tree species with the best survival record in any NYC location. The contest launched in March, during Open Data Week 2018, a festival that celebrates the public data available on the NYC Open Data platform, and the challenge was to

create compelling civic projects using one or more of NYC's more than 2,000 Open Data sets. Judges from NYC's Mayor's Office of Data Analytics, OpenLaw, the NY Tech Alliance, the Spatial Analysis and Visualization Initiative (SAVI) at the Pratt Institute, and the Department of Information Technology and Communications selected the winners for each of the contest's categories.

Dr. Athanasiadou, who is originally from Nea Moudania in Greece, holds a BSc from the Aristotle University of Thessaloniki, an MRes from the University of York, and a PhD in Molecular and Cellular Biology from the University of Edinburgh. She is currently conducting research on population health at the New York University School of Medicine. Her goal is to work in both the United Stated and Greece, bringing data analytics and data science to decision making aimed at improving public health outcomes.

#### DIAMONDS OF THE GREEK ECONOMY



Some of the country's top businesses were celebrated at the Diamonds of the Greek Economy Awards 2018, which took place at the Hotel Grande Bretagne in Athens in July this year. The event's "diamonds", the key Greek companies that stood out in their fields include: Hellenic Petroleum

and Motor Oil in the petroleum sector, the Public Power Corporation and the Hellenic Telecommunications Organization in the energy and telecoms sectors respectively, Alpha Bank in banking, and Ethniki, Hellenic General Insurance Company in insurance. Novartis, Pfizer, L'Oreal Hellas, Vianex and Janssen-Cilag led the way in pharmaceuticals-cosmetics, while Alfa Beta Vassilopoulos and Sklavenitis topped the supermarket category.

The event was organized by New Times Publishing under the auspices of the Hellenic Federation of Enterprises (SEV).

#### NEW FINANCE FOR OLYMPIC BREWERY



BENT PLOUGMAND

Bent Plougmand Andersen has been named the new Finance Director of Olympic Brewery SA. Andersen, who assumed his new position in June this year, has been part of the Carlsberg Group since 2017, previously serving as Senior Finance Director for Western Europe. His resume prior to joining

Carlsberg Group, includes positions as Corporate Chief Controller at Maersk Group, Country Manager Coca-Cola Iceland & Senior Customer manager Nordics at The Coca-Cola Company, and Finance Director for the Americas at Welltec.

#### SAFEE GETS NEW CHAIRMAN



GIANNAKOPOLILOS

Board of Directors **Dimitris Giannakopoulos** was chosen as the new Chairman of **SAFEE**, the Pharmaceutical Products and Specialties Agents Association. SAFEE was established in 1923 with the aim of supporting and representing its members in dealings

Vianex CEO and Vice-President of the

with the State and with various governmental bodies. Giannakopoulos stated that SAFEE would pursue an active role in addressing key issues relating to the pharmaceutical industry.

#### CIA GETS GREEK-AMERICAN COO

The United States Central Intelligence Agency has welcomed Greek-American Andrew Makridis to his new position as the agency's Chief Operating Officer. Makridis has over three decades of experience and has served in a number of senior roles, including as executive assistant for DDCIA John McLaughlin and intelligence briefer for President George W. Bush during 2001-2004. He has a bachelor's in Aerospace Engineering from the University of Buffalo and a master's in Computer Science from the Rochester Institute of Technology.

# SPEAKERS' CORNER

#### **SUBSTANCE**

Strive not to be a success, but rather to be of value.

-ALBERT EINSTEIN

#### **IDEAS**

Ideas won't keep; something must be done about them.

-ALFRED NORTH WHITEHEAD





SPYROS HAMBAS
CEO & CO-FOUNDER, TRAVELWAY

#### **Tourism & Shipping**

#### What is Travelway and what sets you apart from the competition?

Travelway is synonymous with quality and integrity. A team of professionals with a very strong academic background and experience. The cornerstones of our travel company are our six-star service and our constant quest of keeping up with new technology, united with strong business ethics, financial integrity and security. Our philosophy and company mission is what ensures a superb travel experience for our clientele.

## In addition to holiday cruise tours and land excursions you also work with corporate clients. Tell us about the MICE sector in Greece.

The MICE sector has made significant progress in recent years. Greece and Athens, respectively, ranked 25th in the world ranking of conferences. Greece is a very attractive destination for Meetings Incentives Conferences and Events due to its climate, natural beauty, history and heritage. Improvement in service will ensure continual growth.

#### What's next for Travelway and what does the future hold for Greek travel organizations in general?

In order to achieve growth in the tourism sector, it is imperative that the private and public sectors collaborate in creating such an environment where innovation and service quality become synonymous to the destination. Travelway will continue to invest in our human resources, constantly and methodically attending to the rapidly developing technology. We will continue to keep up to date with global trends and to deliver value and personalized service, with the same integrity and quality that we have always stood for.



#### **ECOTROPHELIA 2018**

A group of students from the University of Applied Sciences of Thessaly won first place the Greek Ecotrophelia 2018 with their product Chestnicks: gluten-free biscuits made from organic chestnut flour with chocolate chips and probiotic inulin. Ecotrophelia is a Europe-wide competition that challenges students to work in teams and develop the best eco-innovative foods products. The first stage of the competition takes place at the national level, and winners then get to represent their country at the European final. This year, Ecotrophelia Europe will take place on October 21-22 during SIAL Paris (the Global Food Marketplace), France's renowned food innovation exhibition.

#### TEODOR CURRENTZIS RECEIVES PRESTIGIOUS ORDER OF THE PHOENIX AWARD



In a ceremony that took place in the Greek Embassy in Moscow, Ambassador Andreas Fryganas bestowed upon Athens-born conductor and musician Teodor Currentzis the honor of Commander of the Order of the Phoenix for his excellence and contribution to music. Currentzis, entered the National Conservatory in Athens at age 12 before relocating to Russia to study conducting at the Saint Petersburg State Conservatory at age 22. He became a natu-

ralized Russian citizen in 2014, also maintain his Greek citizenship. He is Artistic Director of the Perm State Opera and Ballet Theatre, Artistic Director of the International Diaghilev Festival, Chief Conductor of the SWR Symphony Orchestra, And Founder and Music Director of MusicAeterna Ensemble and Choir.

#### **PERSPECTIVE**

We don't see things as they are. We see things as we are.

-ANAIS NIN

#### **DRIVE**

You must do the thing you think you cannot do.

-ELEANOR ROOSEVELT

#### **DARING**

Cautious, careful people, always casting about to preserve their reputations can never effect a reform.

-SUSAN B. ANTHONY

#### LUXURY



## Tell us a bit about your journey. What inspired you to get into jewelry and how did you get your start in the field?

I was born and raised in Athens, Greece. My family's business was in jewelry, so I essentially grew up in the workshop, learning from the craftsmen. However, I wasn't always sure that I wanted to pursue the field of jewelry, so I first went to university to study German Literature. It was after I completed my studies that I realized I couldn't imagine myself outside the jewelry universe, so I studied gemology and glyptography at the Gemological Institute of America and created my own brand, Nikos Koulis Jewels, in 2006.

You opened a conceptual boutique in Mykonos and a flagship boutique in Athens in less than ten years of establishing Nikos Koulis Jewels. What was the key to achieving success and recognition so fast?

I opened my atelier in Athens in 2006, creating one-of-a-kind pieces and building very close and trustful relationships with my clients. These clients insisted that I should sell my pieces in stores. They started talking about my pieces to their international friends, and this is how I first built a presence outside of Greece. Then in 2014, I founded my boutiques in Athens and Mykonos, reflecting the aesthetic and



cultural identity of my brand. The flow has been smooth and organically ascending: the collections I created, the shows I took part in, the stores I chose to collaborate with, and my own boutiques. It's been 11 years, but the brand is still very personal and my relationships are still intimate and faithful.

How does your Greek heritage inform your work? Talk to us about how you incorporate elements of Greek culture and the country's traditional goldsmithing legacy into your collections. Greece, this special spot in the world, feeds me with such inspiring stimulation: its light, energy and liberating spirit. There is an inherently Greek pure, electric flair in my creations, balancing my austere Art Deco lines. In terms of craftsmanship, I am grateful for the opportunity to collaborate with talented artisans who pass on their knowhow from generation to generation, and who share with me the same passion for attention to detail and for developing patent techniques, evolving our inimitable goldsmithing legacy.

So do you think that combining innovation and heritage is key to success? Should aspiring Greek designers and entrepreneurs look to Greek culture for inspiration while looking outward to international markets?

I think that originality is key. You have to incorporate many different elements, be alert and focus equally on design and craftsmanship to succeed overseas. You have to blend tradition and innovation, but in the end, what distinguishes each designer is his singular identity.

Your designs are making waves in the United States, and your jewelry is sold by high-end retailers and worn by some of the world's top celebrities. What were the key moments that helped you conquer the American market and what were some of the challenges you faced along the way?

The American market is very open to talent and very generous in recognition. People there love jewelry and appreciate distinct design and elaborate craftsmanship. I only partner with retailers who want to invest in my brand and offer the prospect to grow together. It's important to me to have those close relationships, and I travel often to the U.S. to meet with clients and present my new collections. This is how we gained visibility to stars, since their styling teams follow our creations, and we have selected the persons we'd like to be associated with. The only challenge is the size of the market for our operations, so I put great emphasis on production time and export procedures. Overall, it is a market with major potential and great depth to explore.

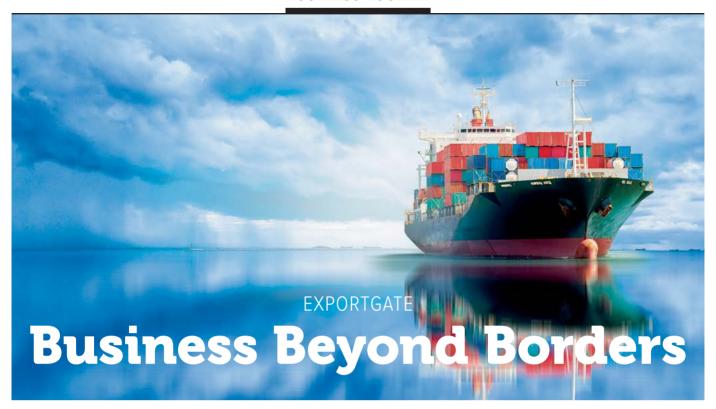
Already, you're recognized one of the top Greek jewelry designers internationally. Where do you go from here? What are your plans for the future? I'm only aiming at more inspiration, more experimentation, and possibly a new boutique in a global metropolis.







#### **BUSINESS TOOLKIT**



Explore new markets, find business counterparts and grow your business.
Eurobank's Exportgate digital platform provides all required information to expand your business overseas.



xportgate, Eurobank's award-winning international trade portal, expands the business horizons of Greek and Cypriot businesses and facilitates networking with their international counterparts. Exportgate members gain access to advanced tools and specialized information on more than 180 countries in order to boost their business operations abroad: macroeconomic reports and country profiles, market trends and consumer behavior analysis per country, statistical tools per product category. Moreover, portal members obtain access to databases with information on more than 200,000 importers from 32 countries and 1,000,000 calls for interest published annually.

In 2017, Eurobank, in strategic partnership with Banco Santander, joined the Trade Club Alliance, the first global digital business interconnection network supported by major international banks. Since then, Trade Club Alliance is continuously expanding with the addition of prominent international banking institutions. Today, Trade Club Alliance covers more than 40 countries around the globe—including the USA, China, Germany, UK, Spain, Poland, Belgium, Sweden, Norway, Denmark, and Greece—and is expected to further expand in the near future.

EXPORTGATE MEMBERS GAIN ACCESS TO ADVANCED TOOLS AND SPECIALIZED INFORMATION ON MORE THAN 180 COUNTRIES IN ORDER TO BOOST THEIR BUSINESS OPERATIONS ABROAD

# Johnson Johnson

#### **FAMILY OF COMPANIES**



Φαρμακευτικός κλάδος



Ιατροτεχνολογικός κλάδος



Καταναλωτικός κλάδος

Στηρίζουμε υπεύθυνα την υγεία στην Ελλάδα για περισσότερο από 40 χρόνια

- **Βελτιώνουμε την ποιότητα ζωής,** σε εκατομμύρια Έλληνες
- Παράγουμε στην Ελλάδα και εξάγουμε, σε 33 χώρες
- Στηρίζουμε 70.000 παιδιά στην Ελλάδα, μόνο τα τελευταία 3 χρόνια

## **THOUGHT LEADERS**

# CSR BUILDING A BETTER TOMORROW

CORPORATE SOCIAL RESPONSIBILITY (CSR) IS THE TALK OF THE TOWN. FROM MAKING A POSITIVE IMPACT ON SOCIETY AND THE ENVIRONMENT AND IMPROVING EMPLOYEE EXPERIENCES TO ACHIEVING BETTER BRAND RECOGNITION AND CUSTOMER LOYALTY, LOW OPERATIONAL COSTS, AND INCREASING SALES, CSR IS BECOMING PART OF STANDARD BUSINESS PRACTICE FOR LARGE CORPORATIONS AND SMALLER COMPANIES ALIKE.



#### **Investing in a Better Tomorrow**

enjamin Franklin once said that "an investment in knowledge pays the best interest." Paraphrasing this quote, we can easily assume that in our era an investment in technology pays the best interest, as the deployment of digital technologies is expected to have a highly positive impact, namely on the banking sector, and be key to banking development, economic growth and sustainability.

Digital transformation and the emerging technology breakthroughs in a number of fields over the last few years have created new challenges that governments, societies and companies have to respond to and adapt to these new demands in order to take advantage of the opportunities provided by the Fourth Industrial Revolution.

Established in 1841, National Bank of Greece, within its 177-year history has always been a pioneer in the Greek economy, having a leading role during the past three industrial revolutions on the development of the Greek economy and of Greek society.

Driven by its values, and with a sense of social respon-



IOANNA SAPOUNTZI
Head of Group Corporate
Governance and CSR
Division, National Bank

of Greece

sibility that meets the highest standards of corporate governance and business ethics, National Bank of Greece is committed to successfully adapt to the new era of digitalization by monitoring and adopting the biggest trends of the digital revolution that affect the banking sector globally, thus maintaining its leading role in the financial marketplace.

Focusing on personal data protection, digital transformation, artificial intelligence, automation, innovative products, and infrastructure upgrades, as well as providing high-quality service in accordance with international standards and staying committed to human, social and business needs, shall continue to be the Bank's main priorities, shaping its decision-making and CSR strategy.

## IN OUR ERA AN INVESTMENT IN TECHNOLOGY PAYS THE BEST INTEREST

# Linking Corporate Strategy with the Global Agenda

he introduction of the United Nations' Sustainable Development Goals (SDGs) and the United Nations Agenda 2030 brought a significant change in the way corporations approach their sustainability strategy. The SDGs became the global language for sustainability, and companies began to gradually reflect their strategy on the big picture in a commonly accepted manner.

It is widely recognized that the SDG agenda cannot be realized without meaningful engagement by the business sector and without the establishment of structured cooperation among businesses, governments, local authorities and civil society represented by groups or individuals.

There is a strong trend for companies to acknowledge the SDGs and reflect their strategy upon the world's most pressing social, economic, and environmental



# — BY — PAKIS PAPADEMETRIOU Manager Corporate Quality,

Athens International
Airport;
Chair, CSR Committee,
American-Hellenic Chamber
of Commerce

challenges. Regardless of size and sector, all companies can contribute to the attainment of the SDGs, by carrying out business in a coordinated, measurable and effective manner, while pursuing opportunities to address societal challenges through innovation and collaboration.

It is of paramount importance (and foreseen in relevant standards) for companies to engage in materiality assessment, i.e. the regular redefinition and prioritization of the issues of significant impact on the company itself of significant influence on stakeholders.

The outcome of this process is the mapping of material issues, which in turn can be directly correlated with the 17 SDGs. This is a highly effective way for a company to recognize the sustainability impact of its business activities and link it with the global agenda. It is a powerful strategy design, deployment and communication tool that serves equally well external and internal audiences.

#### **CSR: A State of Mind**

n the last decades, the idea of corporate social responsibility (CSR) has been gaining traction around world, becoming increasingly prevalent and visible within corporations and widespread at an organizational level. So why don't we simply plan more, act more, and enjoy the multiple benefits that CSR can bring to society?

At Johnson & Johnson, our credo, written in 1943, is our guide and inspiration in everything we do; it describes our company's responsibilities to every stakeholder: to doctors, nurses and patients, to mothers and fathers and all others who use our products and services, to our employees and their families, to the communities in which we work and live, and to our stockholders. Staying true to our credo and being a company that is truly socially re-



sponsible, we honor this responsibility every day in every interaction we have.

In order to meet the changing needs of healthcare today, Johnson & Johnson has created a global organization to align CSR with strategic initiatives and bring more assets, resources, expertise, and business acumen to the table to help solve some of the world's most critical health issues. Every day, we blend heart, science and ingenuity to profoundly change the trajectory of health for humanity.

Our mission is to make a sustainable, long-term difference to human health. When healthy people and families thrive in healthier communities, everything else will follow.

CSR is an essential part of our DNA. More than a trend, it is a state of mind.

# Finding the Balance Technological Advancement and Sustainability

hen I reflect on the technological advancements made in recent years, I always pause and think how such inventions, reengineered ideas or just a new way of doing things affect me today and how I take these for granted, despite the fact that I have memories of the way things were done before. I have lived through the evolution of color TVs, of cassettes and videos to CDs and DVDs, and the introduction of mobile devices: all now an integral part of our lives.

The change, in the past fifty odd years, in the way we work, communicate, consume and interact is unprecedented for such a short period of time. Yet this all comes at a great cost. We are depleting the Earth's resources, and we're doing so at a much faster rate than the Earth's ability to regenerate them.



Both the foreseen consequences and the correcting or even mitigating actions are strongly debated, with discussions veering into all directions: In terms of values and ethics, is protecting the environment taking away countries' sovereignty to fend for themselves in matters of energy or in case of hostile advances, for example when it comes to nuclear power? In terms of geopolitics, how is the availability of natural resources affecting population movement or total displacement, threatening countries' growth or even existence either from economic or even natural disasters due to climate change? And in terms of quality of life, does living sustainably equal giving up the modern comforts we have grown accustomed to? What will it take to strike that fine balance, to reap the benefits of technological advancements while being ethically responsible and safeguarding the future of generations to come?

DOES LIVING SUSTAINABLY EQUAL GIVING UP THE MODERN COMFORTS WE HAVE GROWN ACCUSTOMED TO?

# Eurobank's Approach to Corporate Responsibility

hrough its corporate responsibility strategy, Eurobank aims to actively contribute to the improvement of the economy and society within which it operates. It does so by adopting responsible practices, promoting transparency and business ethics, and fostering strong relationships based on trust, cooperation and mutual benefit with all stakeholders positively affected directly or indirectly by its activities.

Eurobank invests in strategic initiatives to reinforce the extroversion of Greek businesses with a view to promoting entrepreneurship. And it plays a key role in supporting youth entrepreneurship, by helping to create sustainable employment prospects to stem the brain drain that sees capable and talented young people migrating abroad for work. The egg – enter•grow•go program offers new entrepreneurs an integrated framework of business incubation and acceleration and co-working space, for one year.

Acknowledging the importance of education, Eu-



MARTHA KESISOGLOU

Division Manager, Marketing & Communications Wholesale Banking, CSR Sponsorships & Public Relations, Eurobank robank supports initiatives that promote excellence and highlight the importance of values such as learning, fair play and striving to achieve ambitious goals. In 2003, we launched The Great Moment of Education program, which every year presents awards to high-school graduates from across Greece who achieve top marks in the national university entry exams while we also support the Center for Talented Youth (CTY) Greece at Anatolia College in Thessaloniki through scholarships.

Over the years, Eurobank has launched several initiatives to support vulnerable social groups, particularly children, and consistently supports cultural activities and events and the promotion of sports in Greece with major sponsorships including the National basket ball teams, and sailing Olympic Medalists Pavlos Mantis and Takis Kagialis. Acknowledging the environmental impact of its activities, Eurobank sets specific targets in order to improve its use of natural resources, minimize waste production, and limit its environmental footprint.

#### **Evolving World**

rom its beginning, the world and humankind have never stopped changing and evolving.

Changes brought about by the Fourth Industrial Revolution are inevitable, but it is up to us how we will adapt to technology and incorporate it in our everyday life. Many are afraid of what is ahead of us, but to quote Brad Keywell, co-founder and CEO of Uptake, "The world will always need human brilliance, human ingenuity and human skills."



ALEXIA MACHERAS

Communication and
Sustainability Manager,
AB Vassilopoulos

THE USE OF NEW TECHNOLOGIES
GIVES US THE POSSIBILITY TO
OFFER PRODUCTS AND SERVICES THAT ARE SAFER
AND MORE PERSONALIZED

At AB Vassilopoulos, evolution is part of our DNA. With a presence of almost 80 years in the market, part of our success has been our ability to adapt and change, while being always agile and innovative is what made us the frontrunner of our industry (e.g. e-commerce, loyalty scheme for personalized offers, green technology for our stores). Thus, we embrace the new possibilities given to us to better serve our customers. The use of new technologies gives us the possibility to offer, in a more transparent way, products and services that are safer and more personalized. It gives us the opportunity to be at the forefront of sustainable retailing, sourcing responsibly, supporting local communities and helping customers make healthier choices.

We truly believe that technology is a means to empower people and that if it is used in an ethical way it can unleash unlimited potential. It can help us overcome technical issues of the past and solve problems much faster than before, hopefully giving us a better quality of life and more time to be spent creatively.

#### The Fourth Industrial Revolution

he Fourth Industrial Revolution is changing not only how we do things but also what we do and who we are, blurring the lines between the physical, digital and biological spheres. Transformative technologies such as artificial intelligence, the Internet of Things, cloud computing, social media, data science, 3D printing, connected wearables, quantum computing, robotics, and genetics are driving this revolution and will impact all disciplines, economies, businesses, societies, and individuals.

In healthcare, we expect to see patients better man-



WE EXPECT TO SEE PATIENTS BETTER MANAGING THEIR OWN HEALTH AND IMPROVED DATA ANALYSIS OFFERING PERSONALIZED EVIDENCE-BASED TREATMENT RECOMMENDATIONS

aging their own health and improved data analysis offering personalized evidence-based treatment recommendations. One good example of collaboration for innovation that will eventually drive patient value is that of MSD and Accenture. They are working with Amazon to develop a cloud-based research platform to support innovation in drug development, enabling researchers to more quickly connect and lowering barriers to entry for app developers, content providers and others looking to bring new capabilities to market. Meanwhile, policy makers must act to protect patient privacy and rights and to promote fair data sharing across healthcare providers. Companies must encourage employees to keep up with the pace of change. As Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, points out: "The Fourth Industrial Revolution may indeed have the potential to 'robotize' humanity and thus to deprive us of our heart and soul. But as a complement to the best parts of human nature-creativity, empathy, stewardship—it can also lift humanity into a new collective and moral consciousness based on a shared sense of destiny. It is incumbent on us all to make sure the latter prevails."

# Women's Empowerment at the Center of Papastratos' Social Responsibility Action Plan

apastratos has always perceived its role as a constructive force for society and an active agent of positive transformation, always striving to "leave a piece of future behind." In the face of radical developments brought about by the Fourth Industrial Revolution, what we used to perceive as barriers are becoming gradually obsolete. Consequently, sustainability challenges have become more pressing than ever.

The consensus on the pathways for a sustainable future, as presented by the United Nations' 17 Sustainable Development Goals, is a welcome direction, defining the way Papastratos will be ready and able to take the necessary, bold steps to sustain its organization in the longer term while managing the needs of today. Consistent with this longitudinal commitment,



IAKOVOS KARGAROTOS

Vice Chairman, Papastratos one of the goals we contribute to in practical and tangible ways is the obliteration of gender inequality. Geared towards women's empowerment, Papastratos is aspiring to actively tackle discrimination against women within the company and outside it, at all levels of social, political and economic life.

Decisive and vigorous efforts against gender-based discrimination are made on our part, through our cooperation with The Center for Research on Women's Issues – Diotima. Both parties wish to ensure that the culture of fear and silence, of terrorizing threatened and abused women, will be eliminated. Addressing a wide audience, we are leading awareness-raising campaigns and sending a loud message condemning violence against women as both a legal and a moral crime that cannot and should not be tolerated.

# Alpha Bank: Corporate Responsibility in Digital Innovation

n planning and deploying its business activity, Alpha Bank has always given priority to Corporate Responsibility and its contribution to social wellbeing. Alpha Bank's people-oriented approach is key to the way it communicates with all its stakeholders and is combined with the efficient management of financial resources and the modernization of its technological infrastructure.

Corporate responsibility is also central in the future map of the Bank's digital innovation. In this respect, Alpha Bank focuses on enhancing its digital presence, by supporting innovative ideas and by integrating novel technologies in the products and services it offers. In addition, it provides support to institutions and organizations that promote innovation, progress and learning, on a regular basis. It develops partnerships with major Greek universities, sponsors highly



— BY — **SYLVIA KOURKOULI**Head, Corporate Social

Responsibility,

Alpha Bank

respected conferences and events, and supports initiatives that showcase the new potential that technology can bring to our life. Standing out among these, are the Fintech Challenge '17 and Digitalized... events, which aim to create opportunities for digital transformation and for the development of business ideas in the financial sector.

In particular, the Fintech Challenge '17 Digital Innovation Hackathon highlighted the three most innovative business ideas that could shape financial services in the future, while the Digitalized... event, held in the context of the Alpha Bank's digital transformation, featured specialized Executives from large Greek and foreign corporations who talked about the most advanced practices in the area of digital innovation and how these can enhance customer experiences.

## CORPORATE RESPONSIBILITY IS CENTRAL IN THE FUTURE MAP OF THE BANK'S DIGITAL INNOVATION

#### **Building a Corporate Culture for the Future**

he era of the Fourth Industrial Revolution brings a big buzz around how artificial intelligence and technology will take over many aspects of daily life; however, in this case, change needs to be seen more in terms of evolving into something new, with an emphasis on understanding the rules of this evolution game and finding ways to transform so as to make the best of it. Some pragmatic and tangible ways of achieving this can be seen in 3M's culture and genuine commitment to improve every business, every home and every life:

 Developing a culture of curiosity and innovation to deliver relevant solutions and answers to the world's toughest problems, while also helping other companies achieve their sustainability objectives has to be in the very fabric of any corporation; this also has to be supported by relevant investments in actual dol-



NATASHA
KONSTANTINOU
Corporate Sales
& Marketing
Operations Leader,
3M South Fast Furone

lars, researchers, and R&D centers.

- A culture of consistently giving back to the community; education, STEM initiatives, and programs that support the environment and local communities is how companies can practically help the people and communities grow and evolve.
- Investment in platforms, dedicated resources and skill building in the areas of data and analytics as well as digital are essential, while an active culture of building on strengths and promoting a diversified workforce will ensure that no talent is underutilized and that all the critical new skills are properly developed to meet the changing world.

To put things into perspective: Nothing can replace people and their intuition; but it is imperative that people, institutions and companies do all the practical things possible to actively transform.

#### Leaders Should Embrace Collaborative Intelligence

rtificial intelligence is fundamentally changing the working environment, performing particularly well in jobs such as diagnosing disease, translating languages, and providing customer service. The technology is constantly evolving and improving. Machines are expected to overtake humans in language translation by 2024, in writing high-school essays by 2026, in driving trucks by 2027, and in working in retail service jobs by 2031, according to research by University of Oxford and Yale University. The study also predicts that machines will be better than humans at writing a bestseller by 2049 and at performing surgery by 2053.

Artificial intelligence technology will be at the center of these applications. This is raising reasonable fears that AI will ultimately replace human workers and a lot of jobs will be lost.

But is this really true? Artificial intelligence is trans-



RANIA SOULAKI Group CSR Director, Hellenic Petroleum

forming business and having the most significant impact when it augments rather than replaces human workers.

Collaboration and adaptiveness are the key factors for successful businesses. Leaders see the biggest performance gains when humans and smart machines collaborate.

People are needed to train machines, explain their outputs and ensure their responsible use. AI, in turn, can enhance humans' cognitive skills and creativity, free workers from low-level tasks, and extend their physical capabilities. The technology's larger impact will be in complementing and augmenting human capabilities, not replacing them. Workers should be adaptable to change and learn new and diverse skills, and companies should reimagine their business processes, focusing on using AI to achieve more operational flexibility and improve speed, scale, decision making, and increased personalization of products and services.

# The Importance of Environmental, Health, Safety and Sustainability Data and Analytics

lthough organizations worldwide are experiencing the benefits of data management and analytics in functions like finance, marketing and logistics, the value of such IT investments in Environmental, Health, Safety and Sustainability (EHSS) management, are often overlooked. Most companies are only assessing a limited number of EHSS data, and they do so mostly in retrospect, for corporate or regulatory reporting reasons.

According to the EY publication titled "Environmental, Health, Safety and Sustainability Data and Analytics: Benefits to Performance and the Bottom Line," some real-world examples of advanced EHSS analytics and robotics include:

- analyzing employee/contractor training and job experience data to identify and preemptively address gaps correlated with incidents and injuries;
- using remote data collection technologies and analyt-



ical tools, such as drones, multi-spectral imaging and image recognition artificial intelligence, to monitor assets and infrastructure and obtain real-time information on EHSS performance and risk; analyzing supplier, materials and regulatory compliance data to identify and implement more effective procurement, product stewardship and regulatory compliance strategies; and performing routine inspections of site conditions, job hazards, ergonomics and employee/contractor behaviors using mobile, standardized data capture solutions—such as tablets, smartphones and wearables—and analyzing this data to identify and proactively address EHSS risk.

While calculating lagging performance, EHSS indicators result in some important performance insight; there are significant opportunities to the business by updating the company's EHSS data management program to anticipate risk, identify opportunities and protect assets.

# Shipping: A Modernizing Industry

Our Greek readers are more familiar with the shipping industry and its economic and social impact in Greek society, yet many are still unaware of its significance on a global scale and dismiss it as a stiff, dwindling industry. The reality is that maritime trade is everywhere, and it's here to stay.

he International Maritime Organization (IMO) estimates that 90% of global trade is seaborne, meaning that 620,000 EU jobs linked to shipping translate to millions at the global level. Economic importance aside, I would like to focus on shipping as a modernizing in-

BE SOCIALLY
AWARE IN THE
WORKPLACE BY
WELCOMING
TECHNOLOGICAL
INNOVATIONS
OR PURSUING
SOCIAL SERVICE
AS WE MOVE TO
A 21<sup>ST</sup> CENTURY
ECONOMY

dustry, which accounts for just 2.33% of global carbon dioxide emissions despite its imposing role in global trade. The IMO agreed in April to take important steps into halving the industry's carbon footprint through the implementation of several requirements which shipowners have the responsibility to meet or be turned away by ports. On top of this, after the Kyoto Protocol, each vessel is now required to have an Energy Efficiency Design Index (EEDI) and a Ship En-

ergy Efficiency Management Plan. This is costly, and the industry is now working on finding the optimal, most efficient way to implement the new regulations.

This change is possible through enhancing and upgrading vessels to, among other things, process alternative forms of fuel. Heavy investment on research has generated many solutions, most commonly involving the use of biofuels and hydrogen fuel cells. Norwegian fertilizer company Yara is a good example of a company working on even more ambitious projects, such as building all-electric, autonomous cargo vessels. Maritime laws are already under re-

view to allow for the operation of such unmanned ships, further evidencing the maritime industry's investment into being up to par with technological innovations while conforming with evolving social priorities such as environmental protection.

Shipping is also encouraging innovations and technology in other parts of its operations. Recently, HSBC received overwhelming pos-

itive attention for completing the first transaction in trade using blockchain technology. The bank used a platform called Corda to issue a letter of credit, which is used by lenders to guarantee existence of funds before a payment is completed, doing this in just 24 hours—down from five to ten days—and at 31 percent less cost.

Lastly, as we move into a modern society that merges social issues with business, it is important to highlight how the industry gives back to the community. A prime example

of such an effort is Syn-Enosis, an initiative with close links to the Union of Greek Shipowners. As a member of the organization myself, I am proud of my colleagues' efforts to support communities across the country through social programs, donations and fundraising events that have directly improved the lives of 60,000 people already. I would like to end by urging you all to be socially aware in the workplace, whether that be by rejecting environmentally unsustainable conduct of business, welcoming technological innovations or pursuing social service as we move to carry our country forward into a 21st century economy.



— BY —

LIONA BACHAS

Shipbroker,

Managing Director,

Hellaschart Ltd;

Member, Women in

Business (WIB) Committee,

American-Hellenic

Chamber of Commerce

# THE AMCHAM COMMITTEE



#### Message from the President



Simos Anastasopoulos
PRESIDENT,
AMERICAN-HELLENIC
CHAMBER OF COMMERCE

he American-Hellenic Chamber of Commerce is striving to transform the economic and business environment in order to increase the chances for a quicker transition to sustainable economic growth. We believe that this is the only way to create wealth for the country and for society and to support new and attractive jobs. As we have realized that the key driver of growth will be the private economy, we consider it essential to increase awareness among the business community on the necessity to create an inclusive environment that will benefit all stakeholders. Sustainability has become an inseparable part and obligation of doing business, and the Chamber is a strong advocate of inclusive policies.

Today, as we stand on the brink of the Fourth Industrial Revolution and the complexities of a disruptive era, we need more than ever to respond effectively to society's greatest concern: inequality. In order to share the benefits of technological evolution and empower the next generations, we need to build digital skills, and in our quest for societal growth and quality of life, we must boost human capacity. This is the only way to manage radical change for a sustainable path to the digital transformation ahead.

Sustainability has become an inseparable part and obligation of doing business, and the Chamber is a strong advocate of inclusive policies.

#### Message from the Director



Elias Spirtounias EXECUTIVE DIRECTOR, AMERICAN-HELLENIC CHAMBER OF COMMERCE

he role of our committees is of paramount importance to the fulfilment of our Chamber's mission. They help the Chamber draft substantial proposals that enhance our advocacy role for the benefit of our members and the business community at large. The CSR Committee constitutes an excellent example of such an advisory body. Established 16 years ago, the committee has helped the Chamber become a pioneer business organization in introducing and addressing issues related to corporate social responsibility. Through the annual CSR Conference, which has come to be an institution in the field, and other activities and actions including interventions and recommendations, the American-Hellenic Chamber of Commerce has emerged as an instrumental body and key contributor to raising awareness among all stakeholders, including the public, on the benefits of CSR practices and of expanding these to all levels of our society.

I thank the Chair and the members of the CSR Committee, who tirelessly contribute to its success—on a pro bono basis—maintaining an exceptionally high standard throughout all events and activities and advancing CSR practices to an ever larger portion of our society.

The American-Hellenic Chamber of Commerce has emerged as an instrumental body and key contributor to raising awareness among all stakeholders, including the public, on the benefits of CSR practices and of expanding these to all levels of our society.

#### **AmCham's CSR Committee**

#### The Power of Collaboration



Pakis Papademetriou

MANAGER CORPORATE QUALITY,
ATHENS INTERNATIONAL
AIRPORT S.A.

CHAIR, CSR COMMITTEE,
AMERICAN-HELLENIC

**CHAMBER OF COMMERCE** 

arly on, the American-Hellenic Chamber of Commerce recognized the value of sustainable and responsible business as part of its mission to provide a forum for knowledge exchange among corporations operating in Greece.

The first conference on Corporate Social Responsibility in Greece took place in 2003 and gathered a vibrant business community around a cause of mutual benefit and interest: the alignment of business success with societal growth.

Amcham's CSR Committee has since become an influential powerhouse in the Greek business community, and the annual CSR Conference is respected as one of the most prestigious and audience-attracting sustainability events.

The CSR Committee serves as an agent for change toward sustainable business, transmitting knowledge on CSR applications to corporations operating in Greece. The Committee focuses on networking events that drive influence for government and stakeholders and for recognizing corporate sustainability as a key element of business and societal growth.

The work of the CSR Committee evolves around the commonly accepted notion that sustainability is a globally recognized agent for growth through shared value creation.

Since 2015, the introduction of the United Nations Sustainable Development Goals (SDGs) and the United Nations Agenda 2030 brought a significant change in the way in which corporations approach their sustainability strategy. The SDGs became the global language for sustainability, and companies began to gradually reflect their strategy on the big picture in a commonly accepted manner. As it is widely recognized that the SDG agenda cannot be realized without meaningful engagement by the business sector, the CSR Committee has taken significant steps in contributing to the global effort towards the Goals.

The Committee's work fully aligns with the 17th SDG for driving the power of collaboration among businesses, business associations, government and local authorities and civil society with the objective of translating the universal vision into local action. For this purpose, the CSR Committee places valued importance on involving as many constituents as possible in the events organized, in an effort to spread the sustainability message to the widest possible audience.

It is hard to predict how the sustainability agenda will unfold in the future, as the pressing global socio-economic and environmental challenges are driving radical change from year to year. But one thing is for sure: The scale, scope and complexity of the economic and social transformation to come will be such that no one sector—government, business, civil society or academia—will be able to manage the transformation alone. The world is in need of alliances that bring different sectors together and drive the global effort for innovation and responsible growth.

Cross-sector partnerships are essential to achieving the necessary scale and sustained impact. The contemporary practice of sustainability-driven collaborations can unleash innovative ways of working, mobilize expertise and create shared accountability in an increasingly complex business environment. As made perfectly clear in the world's most significant economic fora, sustainability presents a real opportunity for generating growth opportunities and for unleashing the new resources required in the disruptive times of the Fourth Industrial Revolution.

AmCham's CSR Committee is a continuously evolving platform for collaboration among corporations that recognize that future challenges should drive today's actions. It is also a platform of creativity among committee members who invest their time and effort with the ambition to trigger meaningful change in a society that simply cannot afford not to change.

Join our Committee's craving for a better, more sustainable tomorrow!

# **CSR Committee**

# Mission

To serve as an agent for change toward sustainable business, transmitting knowledge on CSR applications to corporations operating in Greece and to act as an influencer for government and stakeholders for recognizing corporate sustainability as a key element of business and societal growth.

# **Key Issues**

- Addressing the global sustainability agenda from the business perspective
- Promoting CSR practices within Greece, among large and small-medium enterprises
- Disseminating best practices that are scalable and transferrable
- Shifting mindsets to drive a unified understanding toward sustainability among stakeholders
- Countering the notion that CSR is PR and emphasizing the shared value creation concept
- Fostering partnerships between the private sector, public sector, and non-profit organizations for responsible and sustainable entrepreneurship

# **Key Events**

- Annual CSR Conference | Focuses on the marked change in business today that recognizes that an effective Sustainability strategy is more vital than ever in preserving and developing business capital in all forms: financial capital, manufacturing capital, human capital, social capital, intellectual capital and natural capital
- Sustainable Talks | Focused, single-subject dialogue on sustainability issues among stakeholders aiming to create a constructive knowledge exchange platform on the integration of the United Nations Sustainable Development Goals (SDGs) into the Greek business reality

# **Key Messages**

- Sustainability is the globally-recognized agent for societal and business growth.
- All businesses, regardless of size, can develop CSR programs and initiatives.
- Sustainability is about shared value creation.
- Stakeholder engagement and cooperation is critical for success.
- Informed knowledge leads to effective action and innovation.

# THE GLOBAL GOALS For Sustainable Development





































# **Committee Chair**



Pakis Papademetriou MANAGER, CORPORATE QUALITY, ATHENS INTERNATIONAL AIRPORT

# **Committee Members**



Chrysoula Diakatou COMMUNICATIONS MANAGER, ABBVIE



Manos latrelis CSR MANAGER, ATHENIAN BREWERY



Nicole Ioannidi
HEAD OF CORPORATE AFFAIRS,
VODAFONE GREECE



Martha Kesisoglou
DIVISION MANAGER, MARKETING &
COMMUNICATIONS WHOLESALE
BANKING, CSR SPONSORSHIPS & PUBLIC
RELATIONS. EUROBANK



Alexia Macheras

COMMUNICATION & SUSTAINABILITY

MANAGER, AB VASSILOPOULOS



Olga Manou

CSR & COMMUNICATION DIRECTOR,
LOULIS MILLS



Nikolaos Melios GRADE 2 OFFICER, GROUP CORPORATE GOVERNANCE & CSR DIVISION, NATIONAL BANK OF GREECE



Manina Menidiati
PUBLIC AFFAIRS OFFICER,
CITI GREECE

The purpose of the corporation must be redefined as creating shared value, not just profit per se. This will drive the next wave of innovation and productivity growth in the global economy.

-PROFESSOR MICHAEL E. PORTER, HARVARD BUSINESS SCHOOL



Natasha Konstantinou CORPORATE SALES & MARKETING OPERATIONS LEADER, 3M SOUTH EAST EUROPE



Kiara Konti SENIOR MANAGER, CLIMATE CHANGE AND SUSTAINABILITY SERVICES, EY



Marilena Kouidou NEW DEVELOPMENT & TRAINING MANAGER, ALPHA KAFFE



Siana Kyriacou PARTNER & COO, KPMG



Angeliki Papadopoulou CORPORATE AFFAIRS MANAGER, NESTLE HELLAS



Sevi Sfakianaki
COMMUNICATIONS &
CSR MANAGER. MSD



Rania Soulaki GROUP CSR DIRECTOR, HELLENIC PETROLEUM



Ioannis Vrachatis

CORPORATE COMMUNICATIONS
& PUBLIC RELATIONS MANAGER,
CLUB HOTEL CASINO LOUTRAKI





### **HEAD OFFICE:**

109-111 Messoghion Ave., Politia Business Center, GR 115 26 Athens, GREECE PHONE: +30 210 699 3559, FAX: +30 210 698 5686

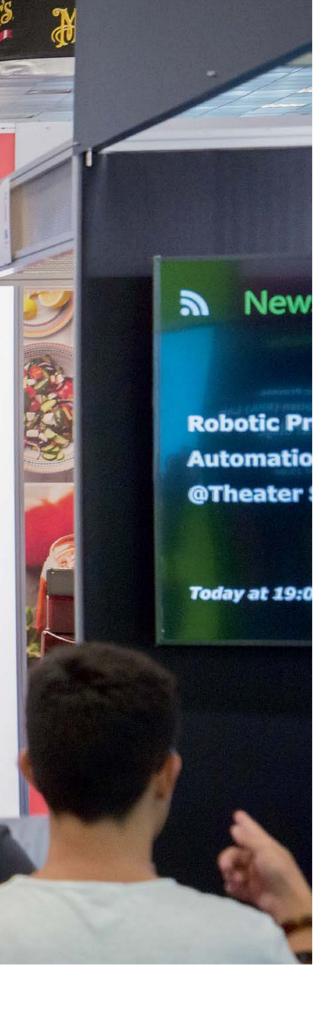
# BRANCH OFFICE:

123 Tsimiski Str., GR 546 21 Thessaloniki, GREECE PHONE: +30 2310 286453, FAX: +30 210 225162

Member of the U.S. Chamber of Commerce in Washington D.C., Member of the European Council of American Chambers of Commerce







Entrepreneurship, extrovertion and innovation were the order of the day at the 83<sup>rd</sup> Thessaloniki International Fair which took place September 8-16 in Thessaloniki, featuring the United States as the honored country.

rawing a record-breaking crowd of 283,853 visitors—20,000 more than last year—TIF 2018 featured over 1,500 exhibitors, 20 official state participations, dozens of U.S. industry heavy-weights at the U.S. Pavilion, and more than 100 Greek start-ups at the Digital Greece pavilion. Businesses from across Greece participated under the umbrella of the Union of Hellenic Chambers: a total of 48 Chambers, with 360 businesses. Exhibitions covered many and diverse areas, ranging from food and gastronomy to beauty, from education to automotive, and from energy to digital and emerging technologies.

Organized by the American-Hellenic Chamber of Commerce in cooperation with the U.S. Embassy in Athens and the U.S. Consulate General in Thessaloniki, the U.S. Pavilion was built around the theme "Harnessing the Power of Innovation and Creativity." It hosted 65 exhibitors—companies and organizations—from the U.S. and 78 events.

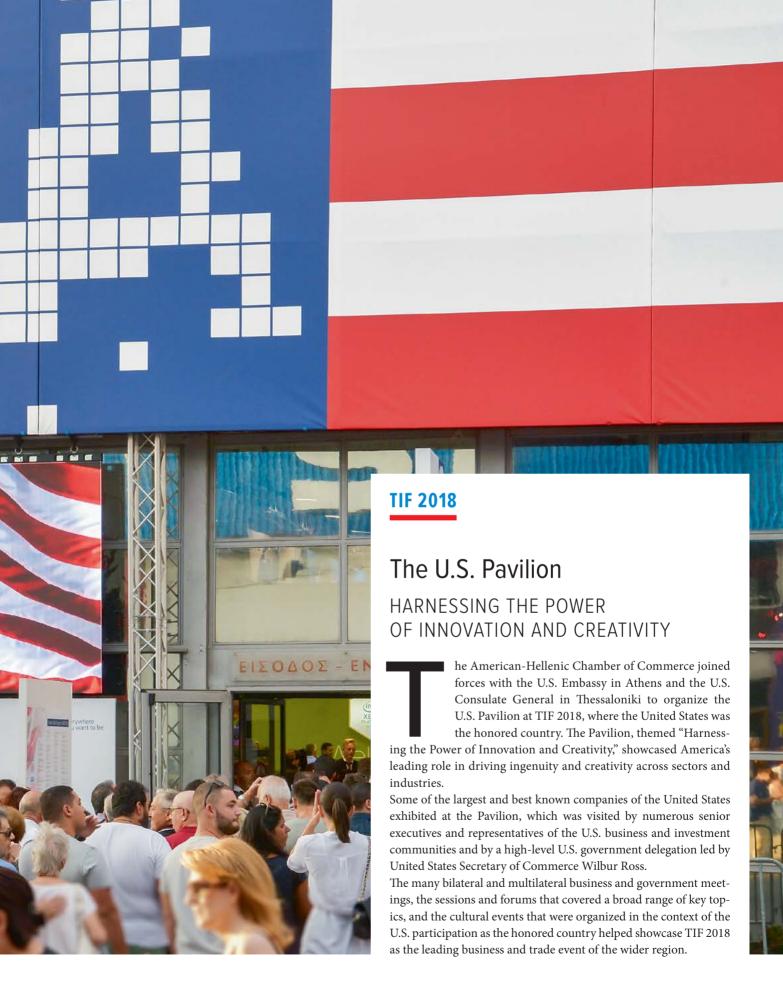
Taking place over nine days, TIF 2018 also featured daily concerts, art, and other cultural events. The audience was as diverse as the program and exhibitions, with visitors and participants including government and industry leaders, buyers and professionals, spectators and students, established business people and young entrepreneurs.

TIF 2018 is going down as the largest Thessaloniki International Fair of the past 20 years and a resounding success on all levels—the Fair's own "American dream."

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	2017	2018
Visitors	263,724	283,853
Official direct state participations	17	20
Exhibition participations	1,398	>1,500
Exhibition space used (Total sq. m.)	27,191	32,075
Greek Chambers	43	48







# PROSPECTS AND POTENTIAL: THE OFFICIAL INAUGURATION

The official inauguration of the U.S. Pavilion was attended by Prime Minister Alexis Tsipras, U.S. Secretary of Commerce Wilbur Ross, U.S. Ambassador to Greece Geoffrey R. Pyatt, and numerous Greek government ministers. Addressing the audience, Prime Minister Tsipras referred to his meeting with United States President Donald Trump during his trip to Washington D.C. last year, during which the two leaders discussed the significance of featuring the United States as honored country at the first Thessaloniki International Fair to take place after the end of Greece's eight-year bailout period, an event hailed as "signaling the country's return to growth and normality." The Prime Minister stressed the shared values and goals that unite the two countries, as well as the historical bonds and the shared commitment to the pursuit of progress and prosperity, and stated

that the time has come to unleash the potential of the Greek economy. He also underlined Greece's important role in the geopolitics of the region and the key role that Thessaloniki can play in the Balkans and Southeast Europe while serving as a powerhouse for the country's economy. "The strategic cooperation between Greece and the United States creates the best basis, lays the foundations for new prospects—prospects for security, growth, peace and stability," the Prime Minister concluded.

United States Secretary of Commerce Wilbur Ross emphasized the importance of Greece's role as an energy hub for the wider region and expressed his satisfaction about the strong U.S. presence at TIF 2018 and about the broad range of U.S. industries ready to work Greek businesses. "TIF offers real possibilities for both sides," Secretary Ross said. "This will expand our economic ties and the economic cooperation between the two countries."

# A RESOUNDING SUCCESS

The numbers speak for themselves: The U.S. Pavilion featured 65 American companies and organizations and hosted an impressive total of over 75 events. "Thessaloniki International Fair may have closed its doors for this year, but the significance and impact of the United States' participation will have a lasting effect on the region's economy and business activity and on the Fair itself," said AmCham President Simos Anastasopoulos. He noted that in organizing the U.S. Pavilion, the American-Hellenic Chamber of Commerce redefined participation in the Fair, with the inclusion of global heavyweights and internationally renowned businesses and delivering a program of side events that not only showcased the honored country but also boosted public and business interest in the Fair as a whole and helped restored TIF to the prestige and significance befitting an institution of its kind. "The presence of the high-level U.S. government delegation led by United States Secretary of Commerce Wilbur Ross and of senior representatives from the U.S. business world increased interest in the region, driving expectation for increased investment in the country, and bolstering Greece's position as a pillar of stability in Southeast Europe," Anastasopoulos pointed out, adding that, "The United States' participation as honored country at TIF 2018 signaled the return of U.S. interest and proved the country's potential and opportunities to pursue not just investment but also a geopolitical role in the wider region."

Nikolaos Bakatselos, Vice President of the American-Hellenic Chamber of Commerce and President of its Northern Greece Committee, also emphasized the significance of the 83rd Thessaloniki International Fair for the region, pointing to the participation of the United States as honored country. "The message from the U.S.A. was clear: The planet's strongest economy is announcing its presence and demonstrating its heightened interest for collaborations in our country and particularly in the region of northern Greece," Bakatselos stated. "Using its extensive contact network and exceptional know-how, the American-Hellenic Chamber of Commerce will make every effort to build on this successful endeavor in order to further strengthen bilateral relationships and achieve mutually beneficial agreements."

The sentiment was echoed by Alexandros Costopoulos, member of AmCham's Executive Committee and elected member of the Board of Directors, who added that the success of the U.S. Pavilion "proved that Greece—as reflected in the thousands of visitors who came to be informed, to listen, to discuss and be inspired—is determined to move forward making the most of the possibilities that arise in this region, of the new technologies in every business sector, but first and foremost of the power of cooperation."

Elias Spirtounias, Executive Director of the American-Hellenic Chamber of Commerce, also expressed his satisfaction with the resounding success of the Chamber's work. "Without a doubt, the U.S. Pavilion went above and beyond, exceeding the expectations of









the Chamber, our partners, the governments of our two countries and, of course, the companies and organizations that participated in the pavilion," he said, emphasizing the extraordinary program of side events—more than 75 in just ten days—that attracted an unprecedented number of visitors ranging from government officials and business executives to students and ordinary citizens. "It is my firm belief that we, the American-Hellenic Chamber of Commerce, have successfully raised the bar for Thessaloniki International Fair and have contributed to Thessaloniki truly emerging as a center of economic, business and technological interest during these days," Spirtounias said. "Thus, we leave an important legacy that can serve as the foundation for a discussion on how TIF can evolve and transform for the benefit of Thessaloniki and the country at large."



# A SHOWSTOPPER PROGRAM

The U.S. Pavilion exceeded all expectations, delivering a vibrant exhibition with a strong selection of participants—65 key American businesses and organizations—and an exceptional program of over 75 events—conferences, seminars, presentations, roundtables, and cultural activities—that commenced on Friday, September 7 and ran through Sunday, September 16.

The key themes that dominated presentations, panels and workshops at the U.S. Pavilion were digital and emerging technologies, natural resources and energy, healthcare and pharmaceuticals, food and agrotechnology, defense and security, trade and logistics, and tourism. Speakers from across industries and sectors emphasized the important role that Greece is taking on as a transport logistics and energy hub in Southeast Europe, and they discussed

and explored the significance of digital skills and acceleration at this crucial time for the country, the impact and potential of digital technologies in transforming business and the economy, and the need to encourage entrepreneurship and innovation.

Alongside the main events, the U.S. Pavilion also featured a range of cultural events, showcasing American art, music and culture to TIF visitors and to the general public of the city of Thessaloniki. These included the American Art Everywhere exhibition, which saw artwork by prominent and diverse U.S. artists displayed throughout the city, from the airport to City Hall, as well as a range of art shows and concerts, culminating with the Official Tribute to the Blue Brothers show that marked the end of the 83rd Thessaloniki International Fair.







# **TIF2018 PROGRAM**

### FRIDAY, SEPTEMBER 7, 2018

American Art Everywhere: Bringing American Masterpieces to the City of Thessaloniki

Southeast Europe Energy Forum

Gala Reception for USA Honored Country

### **SATURDAY, SEPTEMBER 8, 2018**

Official Inauguration of US Pavilion & Tour by **GR and US Officials** 

enior Leadership Roundtable Discussion

Re-Imagine Greece: Unveiling the Impact of Digital Skills to Empower our Country Unlock its True Potential

Country Digital Acceleration | Digital Transformation in Action @ Greece

Intralot - The Leading Player in a Changing World of Gaming | Enhancing Lottery Responsiveness to Player Needs through Intelligent Systems Design

Rethinking Enterprises, Ecosystems and **Economies with Blockchains** 

Size Matters: Architectural Stories for Growth from the USA and Greece

#### **SUNDAY, SEPTEMBER 9, 2018**

### **Tech.Olympus Summit**

A Concert for the U.S.A.: Music and Songs from American Movies and Musicals With the Symphony Orchestra of the Municipality of Thessaloniki

**U.S.-Greece Journalistic Cooperation to Strengthen Bilateral Relations** 

IBM Cloud. The Cloud for Smarter Business

**How to Increase Clinical Trial Investments** in Greece

Information Session on the ROOTS Program: **Facilitating SMEs Access to Capital Markets** 

Why Cities should Become more Digital -From Existing Challenges to Future Benefits | An Opportunity of Lifetime! Creating a Bridge to Employment Opportunities

Zero Waste Cities: An Initiative by Coca-Cola in Greece

Demo: Erickson S64 Aerial Firefighting Helicopter

The Next Big Things

**Concert Honoring Lowell Liebermann** 

**Texas Eclectics Exhibition Opening** 

Concert. Pfizer Hellas Band Invites Dionysis Savvopoulos

Private Reception Organized by AUSA

### **MONDAY, SEPTEMBER 10, 2018**

3rd ExportUSA Forum | Food USA: Innovation & Disruption is ON

Mineral Resources as a Key Growth Driver for the Greek Economy

How to Increase Clinical Trial Investments in Greece

AHEPA in the 21st Century

**Demo: Erickson S64 Aerial Firefighting** Helicopter

What does it Take to Build a Healthy **Enterprise Security Environment? Meet the IBM Security Immune System** 

Recharging the Youth: New Agriculture for a **New Generation** 

Caesars Entertainment - The World's Premier **Integrated Resort Company** 

**Epsilon Net's Perspective for the Digital Transformation of Modern Businesses** 

**Artificial Intelligence & Ethics** 

### **TUESDAY, SEPTEMBER 11, 2018**

**Entrepreneurial Competitive Advantage** through Emerging Technologies and Digital Transformation

Presentation of SelectUSA Summit 2019

Roundtable Discussion on Defense

Introduction to Blockchain

**Enabling the Expectation Economy** 

Print your City: Closing the Loop of Plastic Waste with 3D Printing

## WEDNESDAY, SEPTEMBER 12, 2018

Cyber Security & Data Protection: Risks & Challenges in Disruptive Technologically Times

The Game has Changed

Building Identity through Work – Interactive **Theatrical Project** 

**Delivering World Class American Innovation** from Thessaloniki

Visa Transforming Transit

Press Conference by Lockheed Martin Corporation

Any-Device, Anywhere Information Systems by Entersoft

Master the Art of Data Science

Artificial Intelligence - The Business Cases

## **THURSDAY, SEPTEMBER 13, 2018**

**Digital Influencers Hub** 

Digital Skills for the Development of Tourism in Thessaloniki | Digital Skills for Local SMEs

Thessaloniki as an International Freight Center

Let's Put Smart to Work: Artificial Intelligence in Action

CyberSecurity: Combatting Fraud and Monitoring Risk Using Hybrid Cloud Cisco-Intel Data Center Technologies

Shaping the Future of Food -**Emerging Food Trends of Tomorrow** 

Blockchain - The Advanced Course

Mediation: The Example of the United States and the Greek Reality

From Earth to Mars and Everywhere in Between

AHEPA Hospital in Thessaloniki

### FRIDAY, SEPTEMBER 14, 2018

**Digital Influencers Hub** 

Facebook Boost your Business Thessaloniki

Why and How Oracle Cloud will Help you Innovate and Expand with your Business

Do your Best Work Ever @ IBM

**GDPR & New Technologies, In Discussion** with Professor Lilian Mitrou

**Unlocking Innovation through Startup** Engagement

Anatolia College: American Innovation and **Greek Creativity** 

**Robotic Process Automation Lab** 

Bring New Speed and Agility to your Business

**Digital Greece Pavilion Startups Competition Awards Ceremony** 

Stanley Black & Decker - For those who Make the World

### SATURDAY, SEPTEMBER 15, 2018

Innovation Bootcamp Finals – Pitching Day

Why Cities should Become more Digital -From Existing Challenges to Future Benefits | An Opportunity of Lifetime! Creating a Bridge to Employment Opportunities

**Creating Opportunity and Impact** in the Real Economy

Discussion U.S. Ambassador to the Hellenic Republic with CEO's

Thessaloniki in its Modern Maritime Role as a Key Player in the International **Transportation Chain** 

From Research Innovation to Mainstream Markets

How to Increase Clinical Trial Investments in Greece

**Documentary. The Transformation of Water** 

Fast Food for Thought: How to Get a Prototype Up and Running Quickly

### **SUNDAY, SEPTEMBER 16, 2018**

The Official Tribute to the Blues Brothers **Approved Concert** 

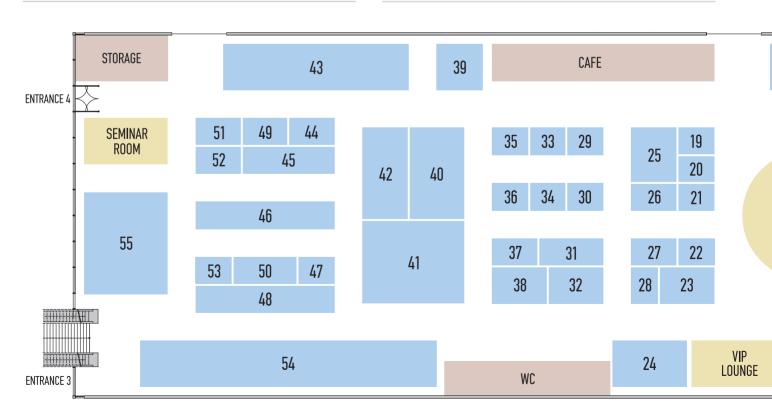


The U.S. Pavilion at TIF2018 boasts a prestigious array of exhibitors and sponsors, all key stakeholders and leaders of their respective industry sectors.

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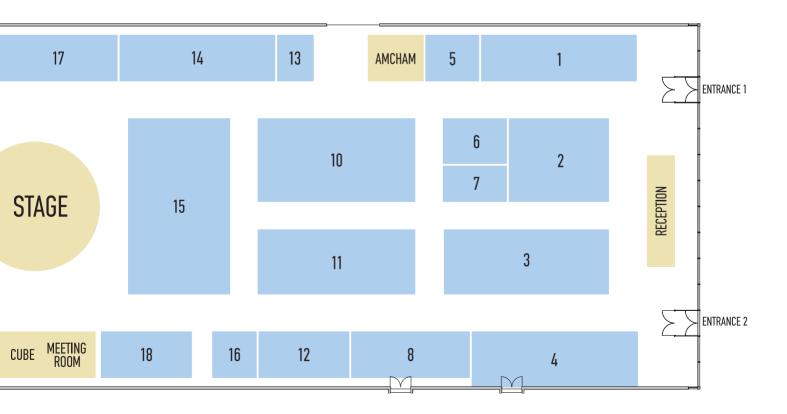
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# STRATEGIC COCA-COLA HELLAS S.A. LOCKHEED MARTIN **CORPORATION MICROSOFT** PFIZER HELLAS S.A. **PLATINUM** CISCO **HEWLETT PACKARD** ENTERPRISE IBM GOLD **CAESARS ENTERTAINMENT CORPORATION FACEBOOK GOOGLE INTRALOT GROUP SILVER ARIA HOTELS EARTH FRIENDLY PRODUCTS - ECOS GREECE** HILL INTERNATIONAL

ORDER OF AHEPA

P&G

# INAUGURAL GALA RECEPTION EXXONMOBIL SENIOR LEADERSHIP ROUNDTABLE DOW HELLAS THE CUBE MICROSOFT THE THEATER STAGE EY VIP LOUNGE & FAÇADE SCREEN VISA





# Team TIF

With the curtain now closed on the extraordinary experience that was the U.S. Pavilion at TIF 2018, the American-Hellenic Chamber of Commerce extends its thanks to everyone—all together as a team and each separately as individuals—who participated in the effort and made this remarkable success possible.



"We began working on organizing the U.S. Pavilion at TIF 2018 almost a year ago, doing so with great enthusiasm and cooperating in the best possible way with participating U.S. companies. As a result, we created a space through which the United States, as honored country, showed its leadership in many key areas. Consensus has it that this year's TIF was an unprecedented success and a key contributor to elevating the fair. Being part of this effort to organize the U.S. Pavilion has been one of my most creative and fulfilling experiences."

 DAPHNE CONSTANTINIDOU, SENIOR EXECUTIVE OFFICER, AMERICAN-HELLENIC CHAMBER OF COMMERCE

# 10 REASONS WHY WE LOVED BEING PART OF TEAM TIF

- We were part of an extremely capable, collaborative and easy to work with team
- We learned from the great ideas and innovations
- We were moved by the power of purpose
- We invested in AmCham's people and helped one another thrive
- We were part of a top-notch project
- We took on interesting challenges and strived to find the best possible solutions
- We brainstormed and contributed ideas as part of our internal TIFathons
- We collaborated with a group of down-to-earth leaders and got stuff done
- We were inspired by the innovative products and the vision of the future showcased at the U.S. Pavilion
- We developed our professional skills and grew both professionally and as individuals
- SOPHIA CHAIDOGIANNOU AND FROSSO PANETA, EXECUTIVE OFFICERS, AMERICAN-HELLENIC CHAMBER OF COMMERCE

"Having often worked with the American-Hellenic Chamber of Commerce, we were very pleased to be invited to design, implement, and support the website for the participation of the United States as honored country at this year's Thessaloniki International Fair. The project team—members from AmCham and from the U.S. Embassy alike—provided excellent support that ensured the result went above and beyond everybody's expectations. We enjoyed every moment and feel that we have done our part to contribute to the success of the United States' participation in what proved to be a critically important TIF."

- THANOS DIMITRIOU, MANAGING DIRECTOR, OX DESIGN WEB SERVICES

"Working with an organization with such prestige and history as the American-Hellenic Chamber of Commerce is both a challenge and an honor. When this also includes the participation of many of the world's largest companies, designing a solid communication strategy and developing an action plan that will allow for the capitalization of this extraordinary coming together of knowledge, innovation and inspiration becomes a unique journey, an undertaking that we happily and proudly took on and saw through alongside outstanding professionals. The U.S. Pavilion at the 83<sup>rd</sup> Thessaloniki International Fair has been a game changer; featuring over 70 events, it showed how much we can accomplish through cooperation and by daring to think big. Well done to everyone."

- THE TEAM AT FORESIGHT STRATEGY AND COMMUNICATIONS

Being involved in this demanding and highprofile project was an amazing and educating experience. From inception to completion, it required a great deal of teamwork, coordination with numerous stakeholders, forward thinking, analytical as well as problemsolving skills, and I am grateful for being part of the organizing team. In the end hard work paid off and the Chamber, with the decisive support of the U.S. Embassy and Consulate General, managed to bring together more than 60 milestone U.S. companies, organize over 70 business events and break all records in visitor numbers. This was definitely a first for TIF and has set a high standard for the ones to follow. The challenge now lies in capitalizing this successful undertaking for the benefit of all parties.

NIKOS TSAVDAROGLOU, NORTHERN GREECE EXECUTIVE
COORDINATOR, AMERICAN-HELLENIC CHAMBER OF COMMERCE

"Thessaloniki International Fair 2018 offered me a chance to look at our future with a new perspective, more optimistic, more dynamic. It was a great opportunity for Northern Greece to showcase its prospects and for all visitors to get to know the remarkable companies that participated this year. The preparation and execution of TIF 2018, and of the U.S. Pavilion in particular, required a lot of time, skill and effort from the organizers, but we were rewarded with the result!"

- EVGENIA KYRIAKIDOU, NORTHERN GREECE EXECUTIVE SECRETARY, AMERICAN-HELLENIC CHAMBER OF COMMERCE

# **US Pavilion Partners**

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# Supporting the U.S. Pavilion

The contribution of our sponsors was instrumental in realizing the U.S. Pavilion. The support of these key companies and organizations made possible the extraordinary event program at TIF 2018, providing a boost of innovation and creativity to Thessaloniki, Greece, and the wider region.

We are very proud to have been honored with the opportunity to participate in the U.S. Pavilion at TIF2018, presenting our next-generation solutions for Lottery Digital Transformation and actively contributing to the strengthening of Greek-U.S. trade relations.

- ANTONIOS KERASTARIS - INTRALOT GROUP CEO

Our participation in TIF this year was a landmark for our company, as we announced our Zero Waste Cities program, which is starting with Thessaloniki—first across Europe—and which we aspire be a legacy for the city in the years to come. Thousands of people visited our interactive, high-tech kiosk during TIF 2018 and had the opportunity to share the experience and celebrate with us.

- LILIAN NEKTARIOU, FRANCHISE COUNTRY MANAGER GREECE, CYPRUS, MALTA, COCA-COLA HELLAS S.A.

Caesars Entertainment was extremely happy to participate in this year's Thessaloniki International Fair, and we thank the American-Hellenic Chamber of Commerce and the efforts of U.S. Ambassador Pyatt for such a successful U.S. Pavilion. We look forward to future collaboration with the business community in Greece as we explore opportunities to bring Caesars' unique form of world-class entertainment to Athens.

- MARK FRISSORA, CEO, CAESARS ENTERTAINMENT

This year's TIF gave us an excellent opportunity to bring the advances of American technology to a broader audience. As a leading high-tech company, HPE had the opportunity to showcase its most admirable contribution to the way people will live and work in the future, in a world where everything computes. From Earth to outer space. Advances such as Deep Learning and Artificial Intelligence, Cloud and On Premises IT Consumption models, the Intelligent Edge and many others are already implemented through HPE technology in many segments—cars, stadiums, train tracks, as well in ordinary, everyday objects—with billions of devices, for an even faster, more connected world. It was a brilliant experience, and I would like to thank the American Hellenic Chamber of Commerce for this opportunity.

— MICHALIS KASSIMIOTIS, MANAGING DIRECTOR GREECE AND CYPRUS, HEWLETT PACKARD ENTERPRISE

Being part of the U.S. Pavilion during the 83rd TIF was an amazing experience thanks to the American-Hellenic Chamber of Commerce and the U.S. Embassy in Greece. We had the opportunity to present our top three priorities in Greece, highlight the contribution of technological innovation to the development of the country, emphasize on education that will address the lack of digital skills, and digital technologies in health sector. We continue the hard work to provide citizens with better services and quality of life.

- ANTONIS TSIBOUKIS, GENERAL MANAGER, CISCO GREECE-CYPRUS-MALTA

We were very honored to participate in the 83<sup>rd</sup> Thessaloniki International Fair, under the auspices of the American-Hellenic Chamber of Commerce, in a year that marks the 80<sup>th</sup> anniversary of IBM's presence in Greece.

Our company has as a core objective to support companies and organizations of all sizes in the digital transformation of their business models and to make the opportunities of digitization available to them. At the IBM stand and in the parallel activities IBM organized during TIF, visitors had the unique opportunity to explore the foundational elements required for this transformation, as well as the latest innovations in the emerging areas of Artificial Intelligence and Watson Health, quantum computing, security, cloud, blockchain and IoT. We are delighted to have contributed to the event's overall success and in the promotion of Greece's visibility and extroversion.

- SPYROS POULIDAS, CEO, IBM GREECE AND CYPRUS

We are very happy and honored to have been part of TIF 2018 as a strategic sponsor of the U.S. Pavilion. This was a great opportunity for Microsoft to communicate its vision and strategy—built around innovation and digital transformation—to all major stakeholders in Greece and beyond. We highlighted the positive impact new technologies can have on the economy and how they can empower people, organizations and society to achieve more. We also announced our collaboration with the Aristotle University of Thessaloniki for the creation of Digital Innovation Hub, an ambitious initiative in education and applied innovation that will open new opportunities to the Thessaloniki's youth. I would like to thank AmCham for this great initiative and flawless execution. Microsoft has repeatedly expressed its commitment to Greece and its

 VANGELIS MORFIS, MARKETING AND OPERATIONS DIRECTOR, MICROSOFT GREECE, CYPRUS AND MALTA

through technology.

positioning towards a sustainable economic growth

Lockheed Martin proudly participated in the 2018 Thessaloniki International Fair where the U.S. was the honored country. During this year's fair, Lockheed Martin displayed its F-16 and F-35 cockpit demonstrators and held various meetings and events with key foreign and Greek government officials, defense industry representatives, and the media.

A great fair, and as always, very well organized by AmCham.

- DENNYS S. PLESSAS, VICE PRESIDENT BUSINESS DEVELOPMENT INITIATIVES. LOCKHEED MARTIN AERONAUTICS/ INTERNATIONAL

We were honored to be part of Thessaloniki International Fair 2018 and to have the opportunity to show how digital can become a great ally for everyone to grow and succeed. We had the pleasure to welcome more than 150,000 visitors to our booth and we are highly appreciative of their interest in Google.

- GRIGORIS ZARIFOPOULOS, GOOGLE COUNTRY MANAGER FOR GREECE, BULGARIA, CYPRUS AND MALTA

Pfizer Hellas' presence in USATIF2018 was a first-class opportunity to demonstrate how the concept of innovation and creativity fully coincides with our company's vision and strategy. We are working to improve patient health, through innovative treatments, and creatively cooperating with all stakeholders to improve access of patients to these treatments.

- ZACHARY RAGOUSIS, PRESIDENT AND MANAGING DIRECTOR, PFIZER HELLAS

# Greece Is Moving into the Future

Greece is moving into the future and leaving its recent crisis behind. These past two months are proof of the remarkable transition the country has undertaken from financial crisis to robust recovery.

wo events in particular were evidence of the change. In late August, Greece exited the last of three successive European financial assistance programs, ending more than eight years of special over-

sight by its Eurozone partners. A few weeks later, in early September, Greece hosted its annual, flagship trade fair in the northern city of Thessaloniki. This year's Thessaloniki International Fair (TIF) was a record-setting event. More than 1,400 exhibitors and close to 300,000 visitors—almost 50% more visitors than just two years ago—visited the fair. And this year's fair, at which the U.S. was the honored country, drew

American business giants like Microsoft, Coca-Cola, Google and Cisco, some for the first time ever. The growing success of TIF is representative of Greece's turnaround story. Greece is stepping up its privatizations drive, economic confidence is at pre-crisis levels,

and unemployment is steadily declining. After years of painful cutbacks, the Greek government budget is in surplus. International markets have reacted positively and driven Greek government bond yields to their lowest levels in a decade. In the past several weeks, a number of international credit ratings agencies, including Standard & Poor's, have raised their credit ratings for the country.



AS THE OFFICIAL INVESTMENT AND
TRADE PROMOTION AGENCY OF THE
GREEK STATE, ENTERPRISE GREECE
ACTIVELY SUPPORTS THE EXTROVERSION
OF THE GREEK ECONOMY

As the official investment and trade promotion agency of the Greek state, Enterprise Greece actively supports the extroversion of the Greek economy. In the past year and a half, the agency has dramatically stepped up its export promotion activities and has helped support the export boom that is one of Greece's economic recovery drivers.

Last year, Enterprise Greece organized

Greek participation at 45 international exhibitions abroad, organized 30 training seminars on export procedures, and supported more than 1,100 small- and medium-sized businesses interested in exporting to foreign markets. In 2018, it has been even busier. This year the agency is organizing trade delegations to 57 international exhibitions, a quarter more than last year. Enterprise Greece also showcases Greece as an investment destination. Several landmark investments-ranging from ports to pipelines to tourism and real estate—have been implemented over the past few years. Sectors such as tourism attract major investments from abroad mainly in the upgrading of existing infrastructure and the construction of large integrated resorts. Privatization of several key state-owned tourist and transport assets are also key investment opportunities. At the same time energy, agribusiness and logistics are growth sectors that have already attracted the interest of international investors too. Greece is an ideal place for international businesses in a globalized economy. Located at the crossroads for trade, transport and energy distribution between Asia, Africa and Europe, Greece combines a geostrategic location with a deep cultural heritage, a mild climate and unparalleled natural beauty, while offering competitive costs and a skilled and well-educated workforce.

Greece is looking towards the future.



Το ξέρεις ότι στην πραγματικότητα θέλει να την ελέγχει οικονομικά. Το ξέρεις, έτσι δεν είναι;



Μην προσπερνάς την έμφυλη βία.

# CHAMBER MUSIC OPENS NEW HORIZONS

A pioneering musical journey through Thessaly featuring acclaimed U.S. musicians paves the way for cultural tourism in Greece.



CLARINETIST YOONAH, ONE OF THE PERFORMING ARTISTS

he curtain fell on the 1st International Thessaly Chamber Music Festival, which was organized by Chamber Music Hellas, a New York based non-profit organization that uses classical chamber music to showcase various regions in Greece that remain outside the country's main tourist destinations.

Ten performances—each of them groundbreaking in the Greek context and each of them of a level and quality comparable to concerts in established destinations such as New York and Salzburg—were offered by Chamber Music Hellas in key locations around Thessaly. All ten were open to the public free of charge. Classical music aficionados from many different countries arrived in Greece to take part in this unique musical experience that was curated by acclaimed American composer and pianist Lowell Liebermann.

Vasos Papagapitos, Founder and Chairman of Chamber Music Hellas, with his characteristic deep love of Greece, is determined to continue the project. Despite the challenges that had to be overcome—from volatile weather conditions that forced organizers to switch venues on several occasions to the lack of infrastructure meeting the high specifications—the commitment to the project remains strong and Chamber Music Hellas is already preparing next year's Thessaly Chamber Music Festival and also examining the possibilities of holding similar events in other parts of Greece that are less frequented by travelers.

"It is essential to cultivate the ground for thematic tourism, particularly cultural tourism, if we hope to support the development of the country's less-promoted regions. This will require patience and perseverance on our part as well as the fruitful cooperation of all stakeholders that are truly invested in the sustainability of such ventures and seek to pave the way for the development of their respective regions. We are on the lookout for cities that are ready to host great events—but not necessarily with an audience already familiar with classical chamber music. The common language that is music unites people and serves as a balm for our souls," stressed Papagapitos.

Events such as the Thessaly Chamber Music Festival appeal to a global audience, and this is why this 12-day musical journey was attended by journalists and media representatives from as far afield as the United States and Japan.

Maria Christina Baklava, member of the Board of Advisors of Music Hellas, added that, "We were most encouraged by the ordinary citizens who flooded our concert venues. The support



THE FESTIVAL'S PERFORMING ARTISTS AT VOLOS CONSERVATORY

of public and private conservatories was also moving; they stepped up to cover needs as they arose, making available their halls and in some cases even rescheduling students' end-of-the-year exams in order to give the students the opportunity to attend the concerts and benefit from the performances of the acclaimed musicians from America."

The festival's Artistic Director, Lowell Liebermann spoke about one of the main goals of Chamber Music Hellas, which is not only to organize top-quality concerts in regions of the country that are normally not exposed to such events, but also to support talented young Greek musicians with scholarships to US institutions.

A moment that will be remembered forever is when Lowell Liebermann and pianist William Hobbs, performing at the Diachronic Museum of Larissa, roused the audience with music by Greek composers, closing the concert with Liebermann's rendition of Mikis Theodorakis's Zorba dance.

In Trikala, a city of great musical tradition, artists had the opportunity to explore potential opportunities for collaboration with the Vassilis Tsitsanis Museum and listened to talented young musicians in order to award scholarships to United States conservatories and universities in the near future. Among these musicians was Matina Tsarouha, a promising soprano, who had the benefit of a masterclass with William Hobbs, respected faculty member of the voice department at New York's renowned Julliard School of Music. Hobbs, who is also an internationally



BELLA HRISTOVA IN VIOLIN AND DMITRI ATAPINE IN CELLO

recognized concert pianist, later gave a two-hour solo recital at the Tsalapatas Rooftile and Brickworks Museum in Volos, where, without using music scores, performed pieces by Chopin, Rachmaninoff and Konstandinides, ending his concert with Beethoven's Piano Sonata Op. 111 and receiving a prolonged standing ovation.

Shortly before the end of the festival, the musicians were to hold a concert in Pelion's Tsagkarada. Even though the venue had to be changed due to unusually heavy rain, an alternative venue, the lovely boutique hotel, Lost Unicorn, was graciously offered by its owners, enabling the festival's artists to fill the elegant room with the timeless music of Brahms, Mozart and Rachmaninoff.

"Three Songs in the Poetry of Sappho" by Volos-born composer Christos Hatzis, who teaches music at Canada's University of Toronto, as well compositions by Liebermann and Brahms, performed in Pelion's Portaria, brought to a close the memorable inaugural Thessaly Chamber Music Festival.



CONCERT AT THE ARCHAEOLOGICAL MUSEUM OF DION



On the occasion of Greece's entry into the Visa Waiver Program, the U.S. Commercial Service of the American Embassy in Athens is showcasing all 50 states and five territories in Business Partners.





RIALTO BEACH IN OLYMPIC NATIONAL PARK

rom its glorious seashore to its soaring mountain summits, the Evergreen State is one of the world's most popular bucket-list destinations—and rightly so. Located in the heart of the Pacific Northwest region, Washington is about adventure, creativity, and innovation. It is home to cutting edge tech giants such as Microsoft and Amazon, it's where Starbucks got its start, and it's the birthplace of grunge, giving the world such bands as Nirvana and Pearl Jam. And of course, the state is known far and wide for its breathtaking nature. With over 100 state parks, including marine and historical, and three national parks, it's the perfect opportunity for novice hikers and seasoned outdoor enthusiasts alike to lace up their boots and explore the region's magnificent natural environment, wildlife and historical sites. Stroll along Ruby Beach and visit the Point of Arches on the Pacific coast, explore the Hoh Rainforest, and if you're feeling adventurous, try to conquer Mount Olympus or the 4,392 m (14,410 ft) snowcapped Mount Rainier volcano. Organized wildlife viewing tours will also give you the opportunity to catch a glimpse of the state's wild horses, bison, elk and whales.

For a more urban cultural experience, take a tour of the Washington State Capitol (the Legislative Building) in Olympia and explore the city's thriving arts scene. In Seattle, visit the Art Museum, take in the views from the iconic Space Needle and wander through Pike Place Market, a great place for foodies to sample Seattle delicacies and taste fresh produce from around the state. Boeing's factory in Everett and the Martin Woldson Theater at the Fox in Spokane are also popular attractions.

Largest City Seattle

**Local Time** Pacific – 10 hrs behind Greece

Climate Washington's climate varies greatly from west to east, with a Mediterranean climate predominating in the western part of the state and a drier, semi-arid climate prevailing east of the Cascades. Rainfall also varies dramatically from west to east, with the Olympic Peninsula's western receiving up to 160 inches of precipitation annually, making it the wettest area of the 48 conterminous states. Average temperature for the state ranges from 11°C (51°F) on the Pacific Coast to 4°C (40°F) in the northeast. The highest temperature ever recorded was 48°C (118°F) at Ice Harbor Dam and the lowest was -44°C (-48°F) in Winthrop and Mazama. National Parks Mountain Rainier National Park, North Cascades National Park, Olympic National Park



# TRADE CLUB ALLIANCE MEMBERS





















# Changing the Plastics Mindset

Christina Kontaxi, Marine scientist and Managing Director of Mediterranean SOS Network (MedSOS), talks to Business Partners about the critical importance of embracing sustainability and changing the way we think about plastics.

MedSOS is a Greek NGO dedicated to environmental protection and sustainable development at the national and Euro-Mediterranean level, emphasizing the integrated management of marine, coastal and inland water resources. Most recently it became one of three pilot partners for the EU's PlasticTwist project. What exactly is that about?

MedSOS works on local, national and regional projects and is the national coordinator of the Clean Up the Med campaign, which was launched in 1995 and consists of voluntary beach cleanups. Since 2006, we have worked with scientists from the Laboratory of Marine Geology and Physical Oceanography at the University of Patras to design and process specially developed questionnaires for volunteers to fill out during cleanups. In the absence of a systematic, centralized approach by local authorities or other stakeholders, these questionnaires allow our volunteers to contribute crucial information that helps shape future litter pollution management plans. The Clean Up the Med campaign is also one of three pilots in a new EU project called PTwist (Plastic Twist), an Innovation Action funded by the Horizon 2020 program. PTwist's objective is to support multiple actors (citizens, communities, inventors, innovators, entrepreneurs, public institutions) in creating and sustaining new forms of plastics-as-an-asset practices, strength-



ening both societal and circular economy actions in line with digital social innovation principles. The three pilots aim to intensify stakeholder involvement, with emphasis on social gains and sustainability potential. These citizen-driven use cases conceptualize local ecosystems of the PTwist platform, resulting in sustained plastics-as-an-asset activities of incentivized communities. In the Netherlands, the Dutch pilot aims to make locally valuable and visible products out of these waste streams, engaging the public in the process of recycling, rethinking and making. The Swiss pilot aims at prototyping recycling ecosystems to serve

as a model and inspiration for politicians and citizens alike.

Focused on sustainability and innovation, PTwist brings into play some of the latest technological and digital trends. Which are these and how will these drive the initiatives goals?

PTwist's objective is two-fold. On the one hand it aims to empower citizens, software developers, grass-roots inventors, and communities to co-design and co-develop trusted and easy-to-use applications and tools through an open-platform environment where blockchain technologies drive the plastics material registry, monitoring, bargaining, and pricing tasks. On the other hand, it aims to increase and sustain the awareness of all stakeholders involved in this plastics reuse value chain, fostering innovation through an increased provision and adoption of plastics-as-an-asset services by local manufacturers, startups and SMEs.

MedSOS is focusing on sea plastic and the Greek Mediterranean region. Can you tell us a bit about how you're bringing PTwist to Greece and what outcomes you're aiming for?

MedSOS, along with the School of Informatics of the Faculty of Sciences of the Aristotle University of Thessaloniki (lead partner of PTwist) will use the Clean Up the Med campaign's popularity to spread the word about the PTwist platform, to demonstrate best practices regarding marine plastics reuse in pre-selected cities, to educate participants on the different types of plastics, and to reach out to local community members who could drive local community engagement in the concept of circular economy.

For more information visit medsos.gr and ptwist.eu



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# Sani Commits to Plastics Reduction



Sani Resort, an exclusive resort in Greece's popular Halkidki peninsula, has committed to a sharp reduction in single-use plastics used across the resort. As part of its Sani Green sustainability program, Sani is replacing plastic drinking straws with biodegradable alternatives. This is the latest in a series of moves made by the company under its Sani Green, which focuses on the

three core pillars of sustainability, protection of local biodiversity and supporting local communities. Over the past five years, the company has achieved an impressive reduction of single-use plastic across its hotels, including an earlier ban on single-use plastic bags at the resort's shops and supermarkets. Sani Resort also hosts weekly Sani Eco Day festivals dedicated to the environment and local community and runs tailor-made eco-adventure for kids and teens under its Sani Adventurer and Explorer program.

# Plan S for Open Access

The scientific publishing world is in for a shake-up following the launch of Plan S, an initiative that aims to ensure open access to publicly-funded research results. The initiative, is backed by coalition S—a collation of national research funders, with the support of the European Commission and the European Research Council—who have committed to accelerate the transition to open access and to bringing reliable information and scientific knowledge out from behind the paywalls. Currently, almost half the world's research is published by a handful of companies—including Reed Elsevier, Springer, Taylor & Francis, Wiley-Blackwell, and the American Chemical Society—with access to individual articles costing as must as \$50 for those outside the university system, according to The Guardian.

Plan S aims is to ensure that, "By January 2020, scientific publications that result from research funded by public grants provided by participating national and European research councils and funding bodies must be published in compliant Open Access Journals or on compliant Open Access Platforms."

The plan aims for a mandate, not just exhortation or encouragement. Its key principles stipulate that copyright stays with authors, mandate open licenses, advocate for support for the creation of open access journals where these do not yet exist, ban embargo periods, seek to standardise and cap publication fees (that must be paid by funders or universities rather than the authors), calls for transparency, and require monitoring of compliance and sanction of non-compliance. cOAlition S includes national research funders from Austria, France, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Slovenia, Sweden, and the United Kingdom.

While major publishers are resisting the initiative, the plan has been received positively and hailed as being admirably strong. "Knowledge is power' and I firmly believe that free access to all scientific publications from publicly funded research is a moral right of citizens," the EU's Commissioner for Research, Science and Innovation, Carlos Moedas, said in a statement on the launch of coAlition S and Plan S. "It is one of the most important political commitments on science of recent times and puts Europe at the forefront of the global transition to open science."

For more information visit http://scieur.org/coalition-s

# DID YOU KNOW

# **Plastics**

More than 5 trillion pieces of plastic are already floating in our oceans

Plastic accounts for approximately 73% of all beach litter around the world, mostly as cigarette butts, bottles and bottle caps, food wrappers and containers, and grocery bags

World plastic production has increased exponentially from 2.3 million tons in 1950 to 448 million tons in 2015

---

Experts believe that by 2050 virtually every seabird species on the planet will be eating plastic

\_\_\_

As of 2018, almost 26 million tons of plastic waste are generated in the EU each year

Of the 8.3 billion tons of plastics produced since the 1950s, only about 9% has been recycled and 12% had been incinerated—the rest has ended up in landfills or in the environment

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Around the world, nearly
1,000,000 plastic bottles are sold
every minute

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Plastics can take hundreds of years to biodegrade

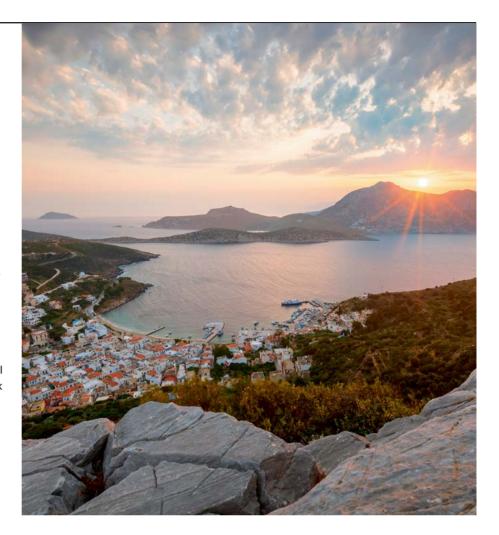
Source: National Geographic

# GATEWAY TO GREEK OLIVE OIL CELEBRATES 2ND ANNIVERSARY

The Greek Liquid Gold: Authentic Extra Virgin Olive Oil website (greekliquidgold. com) is celebrating two years of showcasing the high quality and health benefits of Greek olive oil. The website is the foremost independent English-language site dedicated to sharing news, information, stories, recipes and photos from the Greek olive oil world.

Produced in Greece for millennia. olive oil has remained a key export for Greece throughout the years of financial crisis. Indeed, the past decade has seen a renaissance in the Greek olive oil world, with increasing numbers of Greek extra virgin olive oils (EVOOs) winning awards at prestigious international competitions. And on the ground in Greece, olive oil—as part of the traditional Mediterranean diet that is widely recognized for its health benefits—is driving gastrotourism and agrotourism, redirecting tourism income to the Greek countryside, where small family farms continue to make top-quality olive oil using updated versions of traditional farming and harvesting methods. Greek Liquid Gold highlights the innovation and commitment of the Greek olive oil world, from farmers to marketers to specialist chefs. The website provides excellent background information and up-to-date information on the industry from the olive groves to international competitions—serving as an excellent resource for businesses, foodies and educators alike.





# Fournoi Goes for Energy Independence

The Municipality of Fournoi Korseon has announced the establishment of the first energy independent community in the Greek islands, with Mayor Ioannis Maroussis signing the founding act of Fournoi Korseon Energy Community during a special event at the 83<sup>rd</sup> Thessaloniki International Fair. Using specialized technologies for the production, storage and smart management of energy from renewable sources, the program aims to make the north Aegean island self-sufficient for the benefit of the municipality and its residents. Participants in the program will go from being simple consumers to being both consumers and producers—net prosumers—enjoying both energy independence and financial benefits. The Fournoi Korseon Energy Community includes the Municipality of Fournoi Korseon, Athens-based Eunice Energy Group (EEG) subsidiary Eunice Laboratories, and a large number of the municipality's residents, with the municipality aiming for all residents and businesses on Fournoi to eventually participate in the program. EEG has previously been a key part of the TILOS project, an award-winning internationally recognized project aiming to develop and operate an intelligent, innovative hybrid system using solar and wind energy to cover, through a battery storage system, the electricity needs of the approximately 500 residents of the village of Livadia on the island of Tilos in the Dodecanese.

# INFO@AMCHAM

# What is the EU's new Copyright Directive?

The European Parliament has voted 438 to 226 in favor of a controversial piece of legislation that aims to update online copyright laws and address the shifting power dynamics between content producers and major tech companies like Facebook and Google. Specifically, The Copyright Directive's purpose is to ensure that artists as well as publishers and journalists themselves are paid for their work when this is used by sharing platforms such as You-Tube or Facebook and news aggregators such as Google News. The move strengthens the European Commission's proposed plans to make online platforms and aggregators liable for copyright infringements. In an attempt to level out the playing field, the Directive's text seeks to bolster the negotiating rights of artists, authors and performers by enabling them to claim additional remuneration from the

party exploiting their rights when the remuneration originally agreed is disproportionately low compared to the benefits derived. In the case of journalists, the text specifies that journalists themselves—and not just their publishers or agencies—should benefit from remuneration stemming from the new rules.

At the same time, the Directive exempts small and micro platforms in an effort to encourage startups and innovation. Non-commercial or open-source code-sharing platforms and free online encyclopedias, such as Wikipedia and GitHub, will also be excluded from the requirement to comply with copyright rules. While many praise the new regulations, critics claim the proposal will destroy the internet, limiting the sharing of online information and adding legal hurdles and layers of technical difficulty to the

online operations of companies affected by the regulations.

The Directive will now enter three-way negotiations between the Commission, Council and Parliament to decide on the final wording of the legislation before this is submitted to the EU's Legal Affairs Committee at the end of the year. The Copyright Directive, in its final form, is expected to go back to the European Parliament for a vote in January 2019. If it passes, EU member states will have two years to adjust national legislation.

The heated debate around the Directive underlines the importance of addressing the shifting dynamic between content creators and tech platforms, as well as the power and role of global tech giants in a rapidly changing digital world.

www.europarl.europa.eu

# Tzitzikas & Mermigas

Drawing from the culinary traditions of the Greek country-side and using fresh raw ingredients and plenty of creativity, Tzitzikas & Mermigas offers delicious, unpretentious food with a gourmet mood. Less than a minute from Syntagma Square, the restaurant is great for a quick lunch or a casual after-work dinner, and it is also great for introducing foreign guests to a wonderful breadth of Greek flavors. The décor, a pop take on "contemporary taverna meets 1960s grocery store," brings together vintage grocery store merchandise and ads from the 60s. The menu speaks for itself: Tuck into the grilled vegetable mille-feuille with Mastelo cheese from Chios, try the Santorinio, pork fillet with wine sauce and capers served with an aubergine and potato mash, or go all out with the Mastihato, a dish of tender chicken fillet served in kadaifi pastry nests with a creamy Chios mastic sauce and bacon.

Tzitzikas & Mermigas also has locations in Kifisia, Halandri and Ano Patisia.



Tzitzikas & Mermigas Mitropoleos 12-14, Syntagma, T: 210 324 7607 www.tzitzikasmermigas.gr/en/

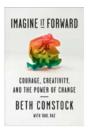
# **AVELOGUE**



# Imagine It Forward

COURAGE, CREATIVITY,
AND THE POWER OF CHANGE

BY BETH COMSTOCK, VIRGIN BOOKS



Focusing on the crucial role of imagination in innovation and success in business, Beth Comstock identifies an "imagination gap, where possibility and options for the future go to die," and draws on her own experience to discuss how organisations can avoid failure and irrelevance by summoning courage and creativity and embracing innovation in the face of change.

In Imagine It Forward, Comstock, the former vice chair of General Electric, describes her twenty-five year efforts to be an instigator of change

at every level of business. When she first moved from NBC to parent company GE in 1998, she was ignored as a woman in a man's world, treated as an outsider because she didn't have a business background, and ignored as a mere PR person. But CEO Jeff Immelt realized even then that the industrial giant, like so many businesses, had to change fast in order to stay relevant in a world where Google, Facebook, and an explosion of internet companies were transforming how goods and services were marketed, made, and sold. In a deeply personal journey filled with practical takeaways from two plus decades of initiating change at the top levels of one of the largest corporations in the world, Comstock lays out the challenges, opportunities, tools, and practices needed to embrace change, whatever industry you are in, and make it part of every management decision. Split into five sections, *Imagine It Forward*, draws from Comstock's experience and shows that large companies can embrace imagination, experiment, and learn to think differently.

## **KAVALA - THE GEM IN THE NORTH**



Arguably one of the most picturesque cities in the country, and once one of the most important trade hubs and tobacco producing centers in the region, the port city of Kavala in northeastern Greece is a wonderful destination for Greek and foreign visitors alike. Surrounded

by pristine clear seas and magnificent nature, Kavala boasts rich cultural heritage, a number of historical and archaeological attractions, a splendid waterfront and a stunning old town. It also hosts numerous cultural events and festivals throughout the year, including Cosmopolis, Wood Water Wild, and the renowned Philippi Festival.

**WHAT TO SEE:** The old town, the Byzantine Fortress, Kamares aqueduct, the Mohamed Ali Museum, the Tobacco Museum, the Archaeological Site of Philippi (a UNESCO World Heritage Site), the Archaeological Museum of Kavala, Nestos National Park and Mount Pangaio

WHERE TO STAY: Anthemion House, a boutique hotel that promises contemporary chic and a cozy stay a stone's throw from the Old Town; Imaret, a unique hotel conversion of an early 19th century Ottoman monument; Lucy Hotel, a modern beachfront hotel with superb conference and even facilities WHERE TO EAT: Tsalapeteinos bar and restaurant; To Araliki, a family-run taverna for delicious souvlaki on a budget; Psaraki, waterfront fish taverna with views of the old town and fort

# **Jargonaut**

### **IDEA SHOWER**

A discussion in which new ideas are generated and discussed

## IN (ONE'S) WHEELHOUSE

In the area of one's greatest striking power; advantageously positioned; within one's area of expertise or interest

### **LEAN IN**

To be assertive; to move toward a leading, rather than a following, role

### **MAKE HAY**

An abbreviated version of the proverb "Make hay while the sun shines," meaning to make good use of an opportunity while it lasts

## **MOONSHOT**

An ambitious, exploratory and ground-breaking project undertaken without any expectation of near-term profitability or benefit (and also, perhaps, without a full investigation of potential risks and benefits)

### **MOVE THE NEEDLE**

To make a noticeable difference in something; to have considerable impact

### **ONBOARD**

To brief a person about a project; to bring someone up to date

## **SOLUTIONIZE**

While this is business-speak for solving problems, in the wild, to solutionize means to heat metal to form a homogeneous solid solution

# **Digital Greece**

# **BOOSTING THE FUTURE**

Digital technology, creativity and innovation where the order of the day at TIF 2018, and the Digital Greece pavilion delivered.

IF 2018 was a monumental success, a "star spangled exhibition" that made headlines for its unprecedented turnout and the extraordinary U.S. Pavilion, which saw the participation of dozens of U.S. business giants and a program of events that broke the mold and created a new paradigm for participation at future Fairs. But there was no shortage of quality and excellence at TIF 2018, from the Gastronomy Corner and Greece on a Plate pavilions to the various state participations, the National Defense pavilion, e-Politia and everything in between—not least the Digital Greece Pavilion.

Set out to highlight digital innovation and entrepreneurship in Greece and to provide a platform for new companies and initiatives to showcase their work to the world, the Digital Greece pavilion featured 120 startups from across the country. Located next to the U.S. Pavilion—which, under the theme "Harnessing the Power of Innova-

tion and Creativity" also centered on digital technologies and the digital economy—it provided an excellent opportunity for networking between the startup crowd and representatives of some of the world's leading technology companies, including Cisco, Facebook, Google, and Microsoft.

Titled "Boosting Innovation," Digital Greece was organized and funded by the Greek Ministry of Digital Policy, Telecommunications and Media, meaning that registered startups could participate for free. This provided a unique opportunity for young companies and entrepreneurs to bring their fresh points of view to the table, showcase their innovative products and pursue industry contacts and funding opportunities.

Inaugurating the Digital Greece pavilion, Digital Policy, Telecommunications and Media Minister Nikos Pappas hailed participants as "the ambassadors of the new Greece that is emerging from the crisis and is afraid of nothing" and expressed the administration's commitment to supporting

innovation and entrepreneurship.

Addressing the crowd, U.S. Ambassador Geoffrey R. Pyatt commented on the initiative's exciting energy. "I've gone around Greece over two years visiting startups, visiting incubators in Athens, in Thessaloniki, in Patras, in Giannena and one thing that I have been convinced of is that this is one of Greece's great secret success stories with the fantastic entrepreneurial sector here," Pyatt said. "There are lots of young innovators who are just looking for the partnerships, for the capital, and for the enabling environment to grow their businesses and grow their ideas." With everybody talking about digital transformation, commentators from all sides, both in Greece and abroad, agree that the country's vibrant digital startup scene and entrepreneurial sector are hopeful signs for the future of the Greek economy. The Greek digital ecosystem is growing, and growing stronger, thanks to the hard work and innovative ideas of young Greeks and the increasing number of incubators, funding opportunities and other support mechanisms becoming available through private and public initiative.

Just a few short months after Greece's exit from the bailout program, the future is hopeful—and the future is digital.

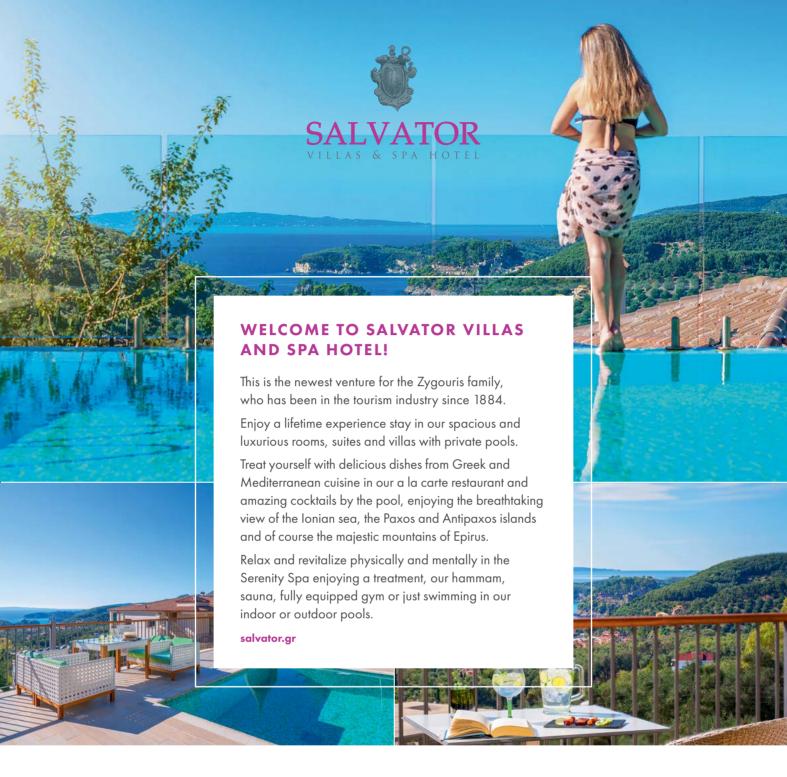
# THE AMERICAN-HELLENIC CHAMBER OF COMMERCE

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

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## **ITS** Travel Office

Spirou Livada 4 Parga 48060, Greece T: +30 2684 0 31833 M: +30 6945 468131 info@parga.net | www.parga.net

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