

12.30 REGISTRATION

13.00 WELCOME ADDRESSES

Elias Spirtounias, Executive Director, American-Hellenic Chamber of Commerce

Nikolaos Bakatselos, President, American-Hellenic Chamber of Commerce

Geoffrey Pyatt, U.S. Ambassador to the Hellenic Republic

OPENING REMARKS

Dimitrios Kourkoulas, Member of the BoD, Enterprise Greece

TradeUSA OVERVIEW

Dina Athanasiou, TradeUSA Head, American-Hellenic Chamber of Commerce

13:30 MAPPING OF THE U.S. MARKET & CONSUMER SHIFTING PREFERENCES

Opportunities & Threats for Greek Companies

Dimitris Karavasilis, Founder & CEO, DK Marketing & Idea Monkeys

The U.S. Consumer Review

Ioannis Valvis, Deloitte Partner

14.00 SESSION I: HOW DIGITALIZATION IS CHANGING EXPORTS

Digital Tools for the Growth of Exports & Blockchain Technology in Supply Chain Management

Angelos Galanakis, Head of Sales Greece, Bulgaria, Cyprus & Malta, Google

Dr. Georgios Sarantavgas, Director, Standards & Solutions, GS1 Association Greece

Haris Linardakis, Cloud Leader, IBM Greece and Cyprus

Kostas Nikou, Blockchain Expert, Alpha Estate - **Denis Avrilionis**, Founder, Compellio

Moderator: Giannis Dionatos, Journalist - Publisher

15.00 LIGHT LUNCH

16.00 SESSION II: FROM THE GREEK FARM TO THE U.S. TABLE

Nikolaos Katopodis, CEO, North Shore Farms

Demetrios Kafchitsas, President & CEO, Pan Gregorian Enterprises & Sr. VP & CEO Jet Set Communications

Aris Kefalogiannis, CEO, Legendary Food

Costas Mastoras, President, Optima Foods

Dionisis Grigoropoulos, President, Greek Cold Storage & Logistics Association

Moderator: Dimitris Karavasilis, Founder & CEO, DK Marketing & Idea Monkeys

17:00 SESSION III: DOING BUSINESS IN THE U.S.

The SelectUSA Program

Keith Silver, Commercial Counselor, Embassy of the United States of America

U.S. FDA Compliance

Allen Saylor, Senior Director of Food Consulting Services, EAS Consulting Group

Food Safety, Audit and Certification Services

Fragiskos Mavrogenakis, Chief Officer of Food Safety Sector, Swiss Approval

The U.S. Tax and Legal Framework

Dr. Chris Holidis, President, C & J Global Consultants LLC (U.S. Tax Experts)

The importance of global barcoding standards

Dimitris Christou, Director, Market Development, GS1 Association Greece

Credit Insurance: A useful supportive tool

Grigoris Stamatopoulos, Director General, Export Credit Insurance Organization

18:00 ONE-ON-ONE DIALOGUE

Konstantinos Skrekas, Deputy Minister, Ministry of Rural Development and Food

Elias Spirtounias, Executive Director, American-Hellenic Chamber of Commerce

18:30 NETWORKING | COCKTAIL RECEPTION