

BUSINESS Partners

SEPTEMBER-OCTOBER 2019

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

WORKING TOGETHER TO TRANSFORM HEALTHCARE

GEORGE TOUSIMIS

COUNTRY DIRECTOR, AMGEN GREECE AND CYPRUS

THOUGHT LEADERS
PURPOSE DRIVEN
BUSINESS

GROWTH FOR BUSINESS WITH DIMITRIS KARAVASILIS
CULTURE AS INVESTMENT BY ZOZO LIDORIKI
PLUS AN ALL-NEW FULBRIGHT ALUMNI CORNER



We have a role in making the world a better place

We encourage our people to embrace the ideas, qualities and actions that contribute to sustainable growth. We aim to make a difference. We want to contribute to a world we envision; meeting the needs and expectations of our people and our changing society.

kpmg.com/gr



22



George Tousimis, Country Director at Amgen Greece and Cyprus, talks about a sustainable future for the country's healthcare and pharmaceutical industry

48



Pakis Papademetriou, AIA Corporate Quality Manager and AmCham CR Committee chair, talks about seeking purpose seekers

38



Zozo Lidoriki, AmCham Culture Committee chair, says the world of culture must talk in the language of the economy

BUSINESS Partners
 THE BIMONTHLY MAGAZINE OF THE AMERICAN-HELLENIC CHAMBER OF COMMERCE

VOLUME XVIII | NUMBER 104
 ISSN 1109-4990 CODE: 6526

CHAMBER.PRESS

DIRECTOR
 Elias Spirtounias
 e.spiritounias@amcham.gr

PUBLISHER
 Alexandra Loli
 a.loli@amcham.gr

EDITOR
 T.C. Lowrie

DESIGN
 White Creative Studio

PRINTING & BINDING
 Queue Print LTD

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

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

www.amcham.gr

4 THE BOARD

6 CHAMBER NEWS

10 TIF2019

AmCham Presents Talks and Events at Thessaloniki International Fair 2019

14 ALBA BUSINESS REVIEW

Talents and Businesses in Greece: An Uneasy Symbiosis?

BY DR. PAVLOS VLACHOS AND DR. KOSTAS TASOULIS IN COLLABORATION WITH DR. GEORGIOS THERIOU AND DR. CHRISTOS CABOLIS

16 NAMES AND FACES IN THE NEWS

18 THE FULBRIGHT ALUMNI CORNER

Thinking out of the Box
 Key Competencies for 21st Century Learning and Teaching

BY ELEFThERIA N. GONIDA

Empowering Change

BY DR. ANASTASIA ALEVRIADOU

20 BIZBUZZ

22 THE INTERVIEW

A Cure for What Ails Us
 WITH GEORGE TOUSIMIS

26 THOUGHT LEADERS

Purpose Driven Business

35 HEALTH MATTERS

The Sunshine Vitamin: The Key to Maintaining Year-Round Health and Strength

36 EDUCATING THE FUTURE

Global Excellence in Education

37 GROWTH FOR BUSINESS

Building Opportunity
 WITH DIMITRIS KARAVASILIS

38 ART & CULTURE

Culture as Sugar-Coating or Culture as Investment?
 BY ZOZO LIDORIKI

40 DESTINATION USA

Acadia National Park

41 RESPONSIBLE BUSINESS

National Bank of Greece

42 CONNECT USA

The Very Greek Cincinnati Recipe
 BY IRINI KARAJANI

44 TRENDS AND TRADE MAKERS

46 BUSINESS2BUSINESS

A B2B Toolbox

48 VIEWPOINT

On Being (Socially) Responsible
 BY ALEXANDRA LOLI Ph.D.



26 THOUGHT LEADERS
 Purpose Driven Business

SPECIAL FEATURE

AMCHAM SUSTAINABLE TALKS



As we return to our normal routines following the summer holidays, we find ourselves at the beginning of a promising new era. The end of capital controls, the continued decline in the yield of Greek bonds, and the ECB's announcement of the resumption of its quantitative easing program are all good news for an economy that exited the bailout period just a year ago. Combined with the government's plans to reduce tax and bureaucracy and accelerate investment processes, these create much more favorable conditions and prospects for the country. Indeed, Pfizer's and Cisco's recent decisions to invest in establishing advanced research facilities in Greece attest to growing confidence in the Greek economy. It remains to be seen how quickly reforms will be implemented, notably in the area of public administration and digital governance, in order to maintain this positive trend.

Meanwhile, our country's exceptional relations with the United States are confirmed daily. Over the past two months, Greece has hosted visits by U.S. government officials and U.S. Secretary of Commerce Wilbur Ross to discuss areas of mutual cooperation such as energy, defense and security, investment, and trade. Secretary of State Mike Pompeo will visit Athens in October for the next official round of the U.S.-Greece Strategic Dialogue, which aims to significantly enhance cooperation in key areas from energy and trade to education, and culture. Our Chamber actively participates in the Strategic Dialogue working groups, representing bilateral entrepreneurship.

On the European stage, changes in the EC and ECB signal a new era in Europe, particularly in terms of overcoming differences between member states and reinforcing a unified front. With Brexit in the foreground, Europe wants to secure unity and the single market and boost growth through innovation and technology as a counterbalance to economic slowdown resulting from trade wars or regional conflicts, such as the recent bombing of oil facilities in Saudi Arabia.

Closely monitoring regional and international developments, our Chamber works to promote and strengthen entrepreneurship through a range of activities, interventions, and statements. In just the last two months, we have organized multiple meetings between members of government and U.S. officials, as well as an international energy conference, and a series of presentations and seminars at TIF 2019. Looking ahead, our work continues with important initiatives including our sixth successive Hellenic Pavilion at AUSA 2019, the US Export Forum, the 17th CSR conference, the 11th Thessaloniki Tax Forum, and of course the 30th Anniversary of the Economy Conference this December, a major milestone in our long history of organizing outstanding forward-looking events.

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.



If you think your destination is out of reach, think further.

At Eurobank Private Bank Luxembourg, your aspirations drive our thinking.
Let's think further together.

**Proud Gold Sponsor
of the Andros International Yacht Race.**

www.eurobankpb.lu

Luxembourg Head Office:
534, Rue de Neudorf L-2220 Luxembourg, Tel. +352 42 07 24 - 1

London Branch:
2nd Floor, Devonshire House, 1 Mayfair Place, London W1J 8AJ, UK, Tel. +44 (0) 20 7009 1800



Eurobank Private Bank Luxembourg S.A. is incorporated under Luxembourg Law and supervised by the Commission de Surveillance du Secteur Financier (CSSF) in Luxembourg, and the European Central Bank (ECB). Eurobank Private Bank Luxembourg S.A. London Branch is authorised by the CSSF and the ECB and subject to limited regulation by the Financial Conduct Authority (FCA) and Prudential Regulation Authority (PRA). Details about the extent of our regulation by the FCA and PRA are available from us on request.



AMERICAN-HELLENIC CHAMBER OF COMMERCE

EXECUTIVE COMMITTEE

Nikolaos Bakatselos, *President* | Pyramis Metallourgia A.E.
Vassilis Kafatos, *Vice President* | Deloitte Business Solutions S.A.
John D. Saracakis, *Vice President* | Saracakis Brothers S.A.
Alexandros Costopoulos, *Secretary General* | Foresight Strategy and Communications
Litsa Panayotopoulos, *Treasurer* | EVIA.IP Ltd
Paul Canellopoulos, *Counselor* | AIG Greece
John Kyriakides, *Counselor* | Kyriakides Georgopoulos Law Firm
Marios T. Kyriacou, *Counselor* | KPMG Certified Auditors
Athanasios Papadopoulos, *Counselor* | Nautical Carriers Inc.
Spirtonias Elias, *Executive Director*

BOARD OF DIRECTORS

George Alexopoulos | Hellenic Petroleum
Peggy Antonakou | Microsoft Hellas
Vasileios Antoniadis | The Boston Consulting Group (BCG Hellas)
Pascal Apostolides | AbbVie Pharmaceuticals
Claudia Carydis-Benopoulou | The American College of Greece
Christos Charpantidis | Papastratos Cigarettes Manufacturing
Sophie Daskalaki-Mytilienou | Mytilineos Holdings
John Enepekides | RollerDeck Associates
Stavros Kostas | Economist
Athanasios Kouimtzis | Kouimtzis S.A.
Venetia Koussia | VenetiaKoussia.net
Emilios Kyriacou | Citibank Europe Greek Branch
Socrates Lazaridis | Athens Exchange
Theodore Liakopoulos | Johnson & Johnson Commercial and Industrial
Christos Megalou | Piraeus Bank
Costas Michailides | National Bank of Greece
Lilian Nektariou | Coca-Cola Hellas
Dimitris Nicolaidis | Dow Hellas
Leon-Nikolaos Papapolitis | Papapolitis & Papapolitis
Panos Papazoglou | EY
Despina Passaris | Procter & Gamble Hellas
Makis Papataxiarchis | Janssen Cilag Pharmaceutical
Dennys Plessas | Lockheed Martin (International)
Spyros Poulidas | IBM Hellas
Zachary Ragousis | Pfizer Hellas
Kyriacos Sabatakakis | Accenture
Ioannis Stavropoulos | Stavropoulos and Partners Law Office
Andreas Stylianopoulos | Navigator Travel & Tourist Services Ltd.
Michalis Tsamaz | Hellenic Telecommunications Organization (OTE)
Antonis Tsiboukis | Cisco Systems Hellas
Georgios Zaniias | Eurobank

COMMITTEES

AGROTECHNOLOGY COMMITTEE Notis Argiriou, Stella Bezergiannis, Dimitrios Chriss, Constantinos Constantinidis, Thymis Eftymiadis, Evagelos Gerovasileiou, Nikolaos Karagiorgos, Georgios Katsaros, Athanasios Kouimtzis, Athanasios Koukakis, Ekaterini Michailides, Ioannis Nakas, Athanasios Tsaftaris, Evangelos Vergos | Coordinator: Nikos Tsavdaroglou

AUDITORS COMMITTEE Athanasios Felonis, George Kerameus, Kyriacos Sabatakakis

CORPORATE GOVERNANCE COMMITTEE Chair: Constantine Papacostopoulos | John Apsouris, Xenophon Avlonitis, Yiangos Charalambous, Christy Kozoboli, Eleni Lessi, Vassilis Monogios, Andreas Shiamishis, Panagiotis Staikouras, Maria Theodoulidou, Georgios Venieris, George Vlachos | Coordinator: Daphne Constantinidou

CORPORATE RESPONSIBILITY COMMITTEE Chair: Pakis Papademetriou, Chryssa Eleftheriou, Manos Iatrelis, Nicole Ioannidi, Martha Kesiosoglou, Kiara Konti, Marilena Kouidou, Siana Kyriacou, Alexia Macheras, Olga Manou, Manina Menidiati, Angeliki Papadopoulou, Sevi Sfakianaki, Rania Soulaki, Ioannis Vrachatis | Coordinator: Angela Boyatzis

CULTURE COMMITTEE Chair: Zozo Lidoriki | Eugenia Arsenis, Sophie Daskalaki-Mytilineou, Xenia Kaldara, Eva Karaitidi, Efstathios Liantis-Lianos, Vicky Marangopoulou, Dionysios Mavrotas, Pantelis Panos, Anna Pataki, Stavros Stavropoulos, Panagiotis Tsougrianis, Nikos Ververidis, Artemis Zenetou, Yannis Zirinis | Coordinators: Katerina Tzagaroulaki, Frosso Paneta

EDUCATION-INNOVATION-ENTREPRENEURSHIP COMMITTEE Chair: Litsa Panayotopoulos | Spyros Arsenis, Claudia Carydis, Alexandros Costopoulos, George Ioannou, Nelly Katsou, Panagiotis Ketikidis, Alexandra Kokkini, Fanis Koutouvelis, Vassilis Makios, Barbara Mergou, Constantinos Moros, George Papadakis, Archontoula Papapanagiotou, Elina Paraskevopoulou, Loukas Pliitsis, Nikolaos Porfyris, Elena Prassaki, Michael Printzopoulos, John Rizopoulos, Kyriacos Sabatakakis, Katerina Triviza, Alex Tsoukalis, Nely Tzakou, Konstantinos Zanetopoulos | Coordinators: Katerina Tzagaroulaki, Sofia Chaidogiannou

EMPLOYMENT COMMITTEE Chair: Venetia Koussia | Stavros Andriopoulos, Georgios Doukidakis, Mary Georgiadou, Christos Ioannou, Vassilis Karayannis, Elias Kikilias, Konstantinos Kintzios, Vasso Kolli, Giorgis Kritsotakis, Antonis Monokrousos, Antouaneta Oikonomopoulou, Manos Panorios, Helena Papadopoulou, Nikolaos Pliippas, Theodoros Proestos, George Stergiopoulou, Constantinos Tsalikis | Coordinator: Sofia Chaidogiannou

ENERGY COMMITTEE Chair: Kostas Andriopoulos | Giannis Bassias, Dimitris Gontikas, Giorgos Kalavrouziotis, Fernando Kalligas, Panayiotis Kanelopoulos, George Kouvaris, Manoussos Manoussakis, Stefanos Oktapodas, Dimitrios Parpairis, Michael Philippou, Andreas Shiamishis, Kostis Sifnaos | Coordinator: Angeliki Dikeoulia

FINANCE & INVESTMENT COMMITTEE Chair: Nicholas Papapolitis | Odiseas Athanassiou, Costas Karagiannis, Konstantinos Kokkalis, Socrates Lazaridis, George Linatsas, Chris Megalou, Thomas Varvitiotis | Coordinator: Angeliki Dikeoulia

GREEK ECONOMY CONFERENCE COMMITTEE Chair: Nikolas Bakatselos | Vassilis Antoniadis, Alexandros Costopoulos, Vassilis Kafatos, Panos Papazoglou | Coordinator: Angeliki Dikeoulia

INFORMATION TECHNOLOGY & COMMUNICATIONS COMMITTEE Chair: Spyros Poulidas | Peggy Antonakou, Michalis Kassimiotis, Antonis Monokrousos, Nikolaos Peppas, Kyriacos Sabatakakis, Antonis Tsiboukis, Grigoris Zarifopoulos | Coordinator: Georgina Mamali

INSTITUTE ON ECONOMIC POLICY & PUBLIC GOVERNANCE Acting President: Nikolas Bakatselos | Executive Officer: Angeliki Dikeoulia

INSURANCE, SOCIAL SECURITY & LABOR AFFAIRS COMMITTEE Chair: Konstantinos Kremalis | Stavros Andriopoulos, Paul Canellopoulos, George Chatzis, Ioannis Chatzitheodosiou, Agni Christidou, George Damaskos, Katerina Daskalaki, Christos Ioannou, Christina Kordopati, Venetia Koussia, John Kyriopoulos, Triantafyllos Lysimachou, Antonis Michalopoulos, Dimitris Micharikopoulos, Stathis Mihos, Christos Nounis, Antouaneta Oikonomopoulou, Theodora Ioanna Oikonomopoulou, Gianna Palioura, Pantelis Papalymperis, George Plomaritis, Stella Politaki, Alkiviadis Poulias, Theodoros Proestos, Dimitris Sarantopoulos, Lampros Sempas, Manolis Siatounis, Apostolos Tzotzos, George Virvilis, George Vlassopoulos | Coordinator: Voula Tseritzoglou

IPR COMMITTEE Chair: Dora Zachou | Katerina Galanopoulou, Michalis Kosmopoulos, Yannis Mastrocostas, George Michos, Stathis Mihos, P Xenophon apparigopoulos, Julie Vasileiadou | Coordinator: Daphne Constantinidou

LEADERSHIP COMMITTEE Chair: Artemis Miropoulos | Konstantinos Alexopoulos, Rania Ekaterinari, Spyros Filiotis, Dimitris Gerogiannis, John Kalligeros, Eleftheria Mamedakidis, Nikolaos Negas, Pantelis Panos, Aristotelis Panteliadis, Marianna Politopoulou, Vassilis Rabbat, Lefteris Samaras, Alexander D. Saracakis, Stiven Sirtis, George Spiliopoulos, Andreas Xirocostas, Giuseppe Zoragno | Coordinator: Ritana Xidou

LEGISLATIVE REFORM COMMITTEE Chair: John Kyriakides | Panos Alexandris, George Scorinis, Dimitris Tsiabanoulis | Coordinator: Daphne Constantinidou

MEDICAL DEVICES & DIAGNOSTICS COMMITTEE Chair: Theodore Liakopoulos | Panagiotis Alexandris, Giannis Anastasiou, Hara Angelonidi, Martha Christopoulou, Spiros Gkikas-Panousis, Beatrice Havarani, Nora (Panoraia) Kakavelaki, Theodoros Katsolis, Panagiotis Mparas, Dimitrios Nikas, George Papadopoulos, George Politis, Konstantina Roumbesi, Yannis Vrettos | Coordinator: Voula Teritzoglou

NORTHERN GREECE COMMITTEE Chair: Vasilis Kafatos | Alexandros Gigilinis, Ioannis Kanelakis, Georgios Katsaros, Athanasios Kouimtzis, Konstantinos Koukountzos, Nikolaos Margaropoulos, Olga Mitsiolidou, Ioannis Panagiotidis, Panos Vlachos | Coordinator: Nikolaos Tsavdaroglou

PHARMACEUTICAL COMMITTEE Chair: Eftimios Papataxiarchis | Pascal Apostolides, Savas Charalampidis, Elena Chouliara, Didier Cochet, Christos Dakas, Spyros Filiotis, Roberto Greco, Leonidas Issopoulos, Agata Jakoncic, Susanne Kohout, Marianna Konstantinidi, Iakovos Michalitsis, Anne Nijs, George Panagakis, Elizabeth Prodromou, Zachary Ragousis, George Tousimis | Coordinator: Voula Tseritzoglou

PUBLIC AFFAIRS COMMITTEE Paul Canellopoulos, Marios T. Kyriacou, Thanos Papadopoulos, John D. Saracakis | Coordinator: Ritana Xidou

TAXATION COMMITTEE Chair: Stavros Kostas | Evaggelos Abeliotis, Ioannis Achilas, Marina Allamani, Christos Altiparmakis, Ioannis Athanasiadis, Panagiotis Daveros, Spyros Doucas, John Dryllerakis, Christos Giannoulis, Stavros Gigantes, George Golemis, Vasilios Govaris, Ioulia Kapobasi, Alexandros Karopoulos, George Kerameus, Orestis Kokkos, Antonis Kotis, Anna Lepida, Stephanos Mitsios, George Nikolou, Maria Nikolopoulou, Jenny Panou, Petros Pantazopoulos, Eugene Papadatos, Pelekanou Liza, Pothos Panagiotis, Psylla Mary, Samothrakis George, Sfakakis Kostas, Spyrioumi Litsa, Georgia Stamatelou, Georgios Stamatou, Ioannis Stavropoulos, Gregory Tapinos, Maria Trakadi, Ioannis Tsakonas, Sofoklis Yiannacou, Zois Zaverdinos | Coordinators: Katerina Tzagaroulaki, Frosso Paneta

TOURISM COMMITTEE Chair: Stephanos Theodorides | Tim Ananiadis, Michael Argiri, Makis Fokas, Nikolas Kelaiditis, Celia Koukouli, Carol Marriott, Panos Panayotopoulos, Andreas Stylianopoulos, Yannis Tsakalos, Bart Van de Winkel | Coordinator: Angeliki Dikeoulia

WIB (WOMEN IN BUSINESS) COMMITTEE Chair: Anastasia Sideri | Hariklia Alexaki-Catsambi, Liona Bachas, Zeta Cheimonidou, Chara Dalekou, Anastasia Dritsa, Nelly Katsou, Betty Kazakopoulou, Alexandra Konida, Marica Labrou, Agnes Mariaaki, Georgia-Zozeta Miliopoulou, Martha Mylona, Niki Siropoulou, Myladi Stoumbou, Iphigenia Tarou, Teti Tsekoura, Katerina Tsemperlidou, Deppie Tzime, Peggy Velliotou | Coordinator: Angela Boyatzis



IT'S NOT ENOUGH TO **MAKE DRINKS.**
WE NEED TO **MAKE A DIFFERENCE.**

#NEVERSETTLE

www.coca-cola.gr

THE *Coca-Cola* CO.

50

YEARS IN GREECE.

Coca-Cola | 3E

Building Lasting Connections, Effective Advocacy and Sustainable Growth

After a watershed summer that saw the American-Hellenic Chamber of Commerce elect a new President and Board of Directors in June, and Greece elect a new government in July, the American-Hellenic Chamber of Commerce has reiterated its commitment to promoting entrepreneurship, advocating for sustainable business practices, contributing to a strong and stable economy, and strengthening the ties between Greece and the United States.

Since its election, the Chamber's new leadership has hit the ground running, organizing and participating in a number of high-level meetings with members of the country's new cabinet and with United States officials, with a focus on some of the most crucial sectors of the economy.

AMCHAM WELCOMES U.S. SECRETARY OF COMMERCE WILBUR ROSS



The American-Hellenic Chamber of Commerce welcomed U.S. Secretary of Commerce Wilbur Ross on his latest visit to Greece. In a closed event attended by U.S. Ambassador to Greece Geoffrey R. Pyatt, AmCham President Nikolaos Bakatselos, Executive Director Elias Spirtounias and prominent members of the Chamber's Executive Committee and Board of Directors, Secretary Ross addressed the Chamber

and discussed ways to improve bilateral trade and commercial relationships between Greece and the United States. The discussion at the meeting focused on the potential opportunities Greece presents for U.S. investments and business partnerships in several sectors of interest. The meeting further affirmed the excellent relations between the two countries, which have reached an unprecedented level over the last years.

HEALTHCARE AND PHARMACEUTICALS



The Pharmaceutical Committee and the Medical Devices and Diagnostics Committee of the American-Hellenic Chamber of Commerce, along with AmCham President Nikolaos Bakatselos and Executive Director Elias Spirtounias, met with Minister of Health Vasilis Kikillias, Deputy Minister of Health Vasilis Kontozamanis, U.S. Ambassador to Greece Geoffrey R. Pyatt and senior U.S. Embassy officers to discuss crucial issues concerning the Greek health sector. Committee members expressed their willingness to collaborate with the Ministry of Health to modernize the health system in order to both better serve citizens and utilize the country's high-quality human capital.

TOURISM



Members of AmCham's Executive Committee and Chamber President Nikolaos Bakatselos met with Minister of Tourism Haris Theocharis. The discussion focused on the crucial role of tourism in the development of the Greek economy and on ways to enhance the country's tourism product moving forward.

DIGITAL GOVERNANCE



AmCham's Information and Telecommunications Committee hosted a roundtable meeting with Minister of Digital Governance Kyriakos Pierrakakis, Deputy Minister of Digital Governance Grigoris Zarifopoulos, U.S. Ambassador to Greece Geoffrey R. Pyatt, and senior U.S. embassy officers, as well as AmCham President Nikolaos Bakatselos and Executive Director Elias Spirtounias. The focus of the meeting was on the key role of good digital governance and digital modernization in driving efficiency across sectors and boosting the extroversion of the Greek economy. AmCham President Nikolaos Bakatselos, former AmCham President Simos Anastopoulos and the Chamber's Executive Committee also met with Deputy Minister of Digital Governance Georgios Georgantas.

NEW U.S. EMBASSY DEPUTY CHIEF OF MISSION



AmCham President Nikolaos Bakatselos, along with members of the Executive Committee and members of AmCham's sectoral committees, welcomed the U.S. Embassy's new Deputy Chief of Mission, David Burger, at a private luncheon in Athens. Discussion centered on the latest developments concerning the economic, trade and business relations between Greece and the U.S. and

on the Chamber's upcoming initiatives to enhance collaboration in sectors that present great potential for closer partnerships.



ENERGY

AmCham's Energy Committee hosted a working luncheon with U.S. Assistant Secretary of State for Energy Resources Francis R. Fannon, U.S. Ambassador to Greece Geoffrey R. Pyatt, and senior officers of the U.S. Embassy in Athens. Topics on the table included Greece's role as an energy hub in

the region, recent developments in the energy sector, and potential opportunities for U.S. companies to partner, invest and transfer their expertise and know-how in order to enable Greece to become a diversified energy hub, capable not only of distributing energy but also of developing new products and services in the sector.

SAVE THE DATE

The American-Hellenic Chamber of Commerce is proud to announce its 17th Annual CSR Conference: "We Are the Change Generation." Centered around building CSR awareness, highlighting new opportunities and promoting meaningful CSR practices, the conference will focus on four key topics: what worries us, what changes us, what inspires us, and what is next. The conference is organized by AmCham in collaboration with its Corporate Responsibility Committee and will take place on November 7, 2019, at Benaki Museum in Athens.

See you in DC!



The American-Hellenic Chamber of Commerce is proudly organizing its sixth consecutive Hellenic Pavilion at the Association of the U.S. Army (AUSA) 2019 Annual Meeting and Exhibition, which will take place October 14-16 at the Walter Washington Convention Center in Washington DC. Every year, the Pavilion showcases a selection of top Greek defense companies and serves as a platform for the Greek delegation—including top industry executives and government officials—to explore strategic opportunities to strengthen Greece's defense sector and promote international partnerships. See you in DC!

Southeast Europe Energy Forum 2019

The American-Hellenic Chamber of Commerce, in cooperation with the Hellenic Association for Energy Economics and in partnership with the Atlantic Council, convened its annual Southeast Europe Energy Forum (SEEF) on September 6, 2019, at the MET Hotel in Thessaloniki, northern Greece. SEEF was held on the day prior to the official opening of this year's Thessaloniki International Fair, a world-class trade fair that attracts more than 200,000 visitors every year.

With an emphasis on the region's increasingly important role in the EU's energy strategy, SEEF brought together key policymakers, regulators, industry leaders, financiers, academics and other experts to present and discuss their unique insights and observations on key topics relating to the energy sector in Greece and the broader region. U.S. Ambassador to Greece Geoffrey R. Pyatt addressed the forum and presented U.S. perspectives on the energy sector. The event's highlight was the panel discussion between Greek Minister of Environment and Energy, Kostis Hatzidakis; Albanian Minister of Infrastructure and Energy, Bellinda Balluku; Bulgarian Deputy Minister of Energy of the Bulgarian Republic, Zecho Stankov; and North Macedonia's Minister of Environment and Physical Planning, Naser Nuredini. The event also hosted a number of bilateral and multilateral ministerial meetings and discussions on crucial topics relating to SE European energy policy.

SEEF 2019 was sponsored by Copelouzos Group and the National Bank of Greece, with additional sponsorship from Nostira Renewable Energy and DESFA. DEPA, EDATHESS, EnEx, Hellenic Petroleum, and Trans Adriatic Pipeline also supported the event.

CHAMBER CALENDAR

October 14-16 6th Hellenic Pavilion – AUSA 2019, Washington DC

November 4 ExportUSA Forum, Grand Hyatt, Athens

November 7 17th Annual CSR Conference, Benaki Museum, Athens

November 12 Youth Talks, HELPE premises, Athens

November 18 11th Thessaloniki Tax Forum, The MET Hotel, Thessaloniki

November 25 WIB Diversity & Inclusion Forum, Hilton, Athens

November Thanksgiving Dinner, Athens

GEOFFREY PYATT, KOSTIS HATZIDAKIS, NIKOLAOS BAKATSELOS



GERASSIMOS THOMAS



KOSTAS ANDRIOSOPOULOS, DAVID LIVINGSTON, KOSTIS HATZIDAKIS, BELINDA BALLUKU, NIKOLAOS BAKATSELOS, NASER NUREDINI, ZECHO STANKOV



PAVLOS MYLONAS



KOSTAS ANDRIOSOPOULOS, ANDREAS SHIAMISHIS



NIKOLAOS FRYDAS, NEKTARIA KARAKATSANI, VASILEIOS GKOUNTIS, YANNIS BASSIAS, DIMITRIS GONTIKAS, ASHUTOSH SHASTRI



KOSTAS ANDRIOSOPOULOS, NICOLA BATTILANA, LEONIDAS BAKOURAS, KATERINA PAPALEXANDRI, KOSTIS SIFNAIOS, GUILLAUME LE BRIS



SPYROS KIARTZIS, ALEXANDRA SDOUKOU, SOCRATES KONSTANTINIDIS, YIANNIS YIARENTIS, ARISTOTELIS CHANTAVAS, LOUKAS LAZARAKIS





**Our most
precious resource
is the future**

**We connect
for a better future.**

That's why by 2025, we have committed to improve the lives of a billion people and cut our environmental impact in half.

The future is exciting.

Ready?



AMCHAM PRESENTS

USA@TIF: TALKS & EVENTS

THESSALONIKI INTERNATIONAL FAIR 2019

A year after organizing the remarkably successful U.S. Pavilion at TIF 2018, the American-Hellenic Chamber of Commerce returned to Thessaloniki International Fair with its impressive USA@TIF2019: Talks & Events program, shining the spotlight on competitiveness, innovation, and the emerging digital economy.



NIKOLAOS BAKATSELOS, ALEXANDROS COSTOPOULOS, NIKI KERAMEUS, VASILIS KIKILIAS, CLAUDIA CARYDIS, PROF. PANAGIOTIS BEHRAKIS, ELIAS SPIRTOUNIAS



NIKOLAOS BAKATSELOS



MAKIS PAPATAXIARCHIS



GEOFFREY R. PYATT, NIKOLAOS BAKATSELOS



SPYROS POULIDAS, DIMOSTHENIS ANAGNOSTOPOULOS, PERICLES A. MITKAS, NIKOLAOS IOANNOU



THANOS SAVVAKIS, GREGORY W. PLEFGER, GEORGE GEORGANTAS, NIKOLAOS BAKATSELOS, SIMOS ANASTASOPOULOS

The resounding success of last year’s U.S. Pavilion—co-organized by the American-Hellenic Chamber of Commerce, the U.S. Embassy in Athens and the U.S. Consulate General in Thessaloniki—at TIF 2018 raised the bar for Thessaloniki International Fair, setting a new standard of excellence for national participation at this world-class exhibition.

The American-Hellenic Chamber of Commerce and the U.S. Mission in Greece returned to this year’s Thessaloniki International Fair with an impressive program of presentations, seminars and panel talks by high-profile speakers, organized under the banner of USA@TIF2019: Talks & Events. Through its presence at TIF 2019, the United States focused on sharing experiences and expertise in entrepreneurship, innovation, and technology. Specifically, Talks & Events focused on key topics including agrifood, big data, energy, defense and cybersecurity, digital governance, digital transformation and growth, healthcare, in-

novation, and the new retail environment. Supporting entrepreneurship and solid trade and business practices, USA@TIF2019: Talks & Events, which took place September 7-15 at Ioannis Vellidis Congress Center’s Olympias Hall, contributed to strengthening the long-standing ties between Greece and the United States, demonstrating ongoing U.S. commitment to its partner and paving the way toward future growth, stability and prosperity.

TIF 2019

The 84th Thessaloniki International Fair took place September 7-15 in Thessaloniki. Featuring India as the honored country, TIF 2019 attracted more than 1,600 exhibitors and had 18 international participations. The event was attended by a total of 263,737 visitors, making 2019 the third consecutive year that TIF has retained visitor levels at over 250,000 individuals.

TIF 2020 will take place September 5-13 2020, featuring Germany as the honored country.



GIANNIS VROUTSIS



DAVID BURGER

PARTICIPATING COMPANIES

- ANATOLIA COLLEGE
- CISCO
- COMPETEGR
- DELOITTE
- GOOGLE
- GS1 ASSOCIATION GREECE
- HEWLETT PACKARD ENTERPRISE
- IBM
- JANSSEN-CILAG PHARMACEUTICAL S.A.C.I.
- MICROSOFT
- NEW AGRICULTURE FOR A NEW GENERATION – RUTGERS UNIVERSITY
- ONEX SHIPYARDS
- ORACLE
- PAPASTRATOS (AN AFFILIATE OF PHILIP MORRIS INTERNATIONAL)
- PwC
- STANLEY BLACK & DECKER
- THE AMERICAN COLLEGE OF GREECE

Texan Envipco presented the 1st Mobile Integrated Recycling Center using Photovoltaic Panels.

USA@TIF2019: TALKS & EVENTS WAS SPONSORED BY:

- MICROSOFT
- TEXAN ENVIPCO
- IBM
- GOOGLE

The event was further supported by:

- PFIZER
- ABBVIE
- AMERICAN-HELLENIC HULL INSURANCE COMPANY

USA@TIF2019: TALKS & EVENTS
THE PROGRAM

FRIDAY, SEPTEMBER 6

AMERICAN-HELLENIC CHAMBER OF COMMERCE
 Southeast Europe Energy Forum 2019

SATURDAY, SEPTEMBER 7

ONEX SHIPYARDS
 Local Change - Global Footprint
 Neorion Syros: The Wind of Change - Ship-Repairing & Ship Building Sector: A New Era
 The Rebirth of Ship Repairing and Ship Building in Greece

THE AMERICAN COLLEGE OF GREECE
 SmokeFreeGreece: A Fresh Start

MICROSOFT
 The Digital Transformation of Government: Trends & Practices

SUNDAY, SEPTEMBER 8

JANSSEN-CILAG PHARMACEUTICAL S.A.C.I.
 Innovation and Entrepreneurship in Life Sciences:
 The Role of Innovative Pharmaceutical Industry in Health Care
 The Impact of Digital Transformation in Health Care

CISCO
 The Country at the Crossroads of Development: How Cisco Innovation and Technology can Help

Addressing the Cyber Threats on the Horizon by Adapting the Cisco Simple, Open and Integrated Threat Defense Architecture

COMPETEGR
 The Council on Competitiveness: The Compass for Growth

MONDAY, SEPTEMBER 9

GOOGLE
 Digital Skills & Tools for the Growth of the Tourism Industry & Exports

TUESDAY, SEPTEMBER 10
NEW AGRICULTURE FOR A NEW GENERATION - RUTGERS UNIVERSITY
 The Agrifood Revolution

WEDNESDAY, SEPTEMBER 11

PAPASTRATOS (an affiliate of Philip Morris International)
 Defense & Cyber Security

IBM
 Strategy in the Digital Age | Digitizing the Flow of Goods, Information and Money with AI & Blockchain

THURSDAY, SEPTEMBER 12

PwC
 Accelerating Growth and Solving Real-Life Business Problems through Data-Enabled Decision-Making

HEWLETT PACKARD ENTERPRISE
 Advancing the Way People Live and Work through More Intelligence at the Edge

FRIDAY, SEPTEMBER 13

DELOITTE
 Mediation & Business Solutions

SATURDAY, SEPTEMBER 14

STANLEY BLACK & DECKER
 The Future of Construction – Minimizing Waste

PAPASTRATOS (an affiliate of Philip Morris International)
 The New Retail Environment

ORACLE
 The Future is Autonomous

SUNDAY, SEPTEMBER 15

ANATOLIA COLLEGE
 Digital and Social Media Marketing: Embracing the Challenge

GS1 ASSOCIATION GREECE
 Standards & Traceability. Tech for Nerds, Marketing Trend or a Safety Necessity?

SATURDAY, SEPTEMBER 7 – SUNDAY, SEPTEMBER 15

TEXAN ENVIPCO
 Presentation of the 1st Mobile Integrated Recycling Center Using Photovoltaic Panels



PANAGIOTIS MOURGOS, ADONIS GEORGIADIS



VASSILIS KAFATOS



CHRISTOS DIMAS



MSD

INVENTING FOR LIFE

ΣΚΟΠΟΣ ΜΑΣ, Η ΑΝΑΚΑΛΥΨΗ

ΣΤΗΝ MSD, ΑΝΑΚΑΛΥΠΤΟΥΜΕ ΘΕΡΑΠΕΙΕΣ ΓΙΑ ΤΗΝ ΙΔΙΑ ΤΗ ΖΩΗ

Αναζητούμε συνεχώς νέες θεραπείες, γιατί έχουμε ένα σκοπό: θέλουμε οι ανακαλύψεις μας να προσφέρουν περισσότερη και καλύτερη ζωή, σε όσο το δυνατό περισσότερους ανθρώπους παγκοσμίως.

Στην MSD πρωτοπορούμε στην έρευνα γιατί ο κόσμος μας έχει ανάγκη από θεραπείες για τον καρκίνο, τη νόσο Αλτσχάιμερ, τον ιό HIV και πλήθος άλλων παθήσεων, που ταλαιπωρούν ανθρώπους και ζώα σε όλο τον κόσμο.

Στόχος μας, να βοηθήσουμε τους ανθρώπους να απαλλαγούν από τις πιο δύσκολες και απαιτητικές ασθένειες, για να εξακολουθούν να δημιουργούν, να απολαμβάνουν και να ζουν μια καλύτερη ζωή.

MSD. **Inventing** for Life.

Μάθετε περισσότερα για τις επιστημονικές μας ανακαλύψεις στο msd.gr ή ακολουθήστε μας στο



Talent and Business in Greece: An Uneasy Symbiosis?

How are businesses perceived by our country's talents and what are the corresponding perceptions of Greeks who left and are working abroad?

The aim of the study, based on a sample of 2,331* talented Greek individuals, is to examine the relationship between local talent, business organizations and the brain drain. Based on sample size, this is one of the largest empirical studies conducted on the topic. The results carry practical implications for business leaders, managers and HR executives in organizations in Greece, employer and employee associations, and policymakers.

The study reveals that the top three causes of emigration are the limited opportunities for work and career development in Greece (34%), low earnings (30%), and corruption and nepotism (27%). Those most likely to emigrate from Greece are younger individuals who are not satisfied at work and hold negative views of the capabilities of firms in Greece. In the opposite direction, factors that increase the likelihood of repatriation include a higher level of education, many years of residence abroad, and positive views on large firms in Greece.

Given these results, it is not surprising that


brain drain is stronger than brain gain. The probability of emigration for local Greeks is 28% in the next 12 months and 42% in the next 3-5 years. The probability of repatriation of talented Greek migrants is 14% and 29% for the same periods. This suggests that the brain drain will persist at least in the short-to-medium term. Retaining local talent may be an equally, if not more, pressing issue than repatriating the new Greek diaspora.

Further findings of the study highlight that talented Greek migrants are more satisfied with their quality of life compared to local Greeks, particularly in terms of working life. Local Greeks rate SMEs in Greece slightly below average in terms of their capabilities to achieve goals and perceive them as having neutral intentions toward society and their human resources, whereas they perceive large firms in Greece as capable but also as having worse intentions toward their human resources and society—

more as foes than allies. Talented Greeks residing abroad perceive large firms in Greece more negatively than local talent, particularly in terms of their intentions towards society

Dr. Pavlos Vlachos, Associate Professor of Marketing, and **Dr. Kostas Tasoulis**, Associate Professor of Human Resource Management at Alba Graduate Business School, The American College of Greece, share the results of their study conducted in collaboration with **Dr. Georgios Theriou**, Associate Professor of Human Resource Management and Knowledge Management at the International Hellenic University, and **Dr. Christos Cabolis**, Chief Economist and Head of Operations at the IMD World Competitiveness Center.

**RETAINING
LOCAL TALENT
MAY BE AN
EQUALLY, IF NOT
MORE, PRESSING
ISSUE THAN
REPATRIATING
THE NEW GREEK
DIASPORA**

and their employees, while they seem to admire organizations in their country of residence, both in terms of capabilities and intentions towards human resources. Opinions converge when it comes to key job search priorities: Both local talent and talented Greek migrants prioritize interesting work with adequate earnings, with local talent placing more emphasis on the financial stability and on a pleasant working environment and Greek migrants placing greater importance on work-life balance and the opportunity to grow and develop their professional skills. 

The full report can be downloaded from www.alba.acg.edu

* Of this sample, 1,210 live in Greece and 1,121 reside across 20 countries (largely in the UK and Germany).



Discover The New Marketing Era

www.dkmarketing.gr

NEW YORK • LONDON • LUXEMBOURG • SHANGHAI • THESSALONIKI • ATHENS

Thessaloniki Office: Ifigeneias 3, 55133, Kalamaria, T&F: +30 2310 417 111

Athens Office: Voukourestiou 21, 10671, Kolonaki, T&F: +30 210 360 2919

Email: welcome@dkmarketing.gr

Choose Responsibly
Results – Driven Marketing Agency.

...in the news

SAVING NATIVE PLANTS IN THE ARABIAN PENINSULA



PHOTO: CHRIS WHITEOAK / THE NATIONAL

Greek botanist Marina Tsaliki has gained acclaim for her work trying to save native plants of Ras Al Khaimah, one of the seven emirates that make up the United Arab Emirates. Tsaliki has been appointed by Ras Al Khaimah's Department of Public Works' Landscape Agency to document

the emirate's flora in all its variety. The project was initially planned as a one-week survey of the Jebel Jais area in October 2018, but the Agency was so impressed with her work that the project was expanded to cover the entire emirate, reports UAE news service The National. Tsaliki's survey will serve as a baseline as habitats are lost to industrialization and climate change; her data will help identify key areas for conservation and can also be used to create a rehabilitation map for potential future restoration efforts.

THASSOS TEACHER WINS FREEDOM THROUGH LITERACY AWARD



Vicky Xanthopoulou, a teacher at the Potamia Village kindergarten on the Greek island of Thassos, has been named as one of the winners of the 2019 Freedom Through Literacy Awards. Xanthopoulou is the recipient of the Judith's Award—exclusive to teachers, librarians, and authors—for her innovative *Let's Play Book* project, which, in her

words, combines “the innate impulsion of children to play with the need to penetrate the text and all book's aspects.” *Let's Play Book* has previously won numerous Greek distinctions and has been deemed particularly important as it provides basic literacy tools in a village with no lending library.

The Freedom Through Literacy Awards were established by Judith's Reading Room in 2015 to identify and honor individual champions of literacy around the world—teachers, librarians, authors, researchers, educators—anyone who has done exemplary work to instill in others a love of reading. The 2019 Grand Prize Winner was Barbershop Books in NYC, a program that creates child-friendly reading spaces in barbershops involving black men, black boys, and black barbers.

PPC NAMES NEW HEAD



GEORGIOS STASSIS

Greece's **Public Power Corporation** has named **Georgios Stassis** as its new **Chairman and CEO**, following the resignation of Manolis Panagiotakis earlier in the summer. Stassis is tasked with carrying out a government plan to overhaul PPC, including switching from coal to renewables. He holds a BSc in Engineering and an MSc in Project Management from Kingston University and has previously served as CEO and Country Manager for Enel Romania and CEO Eastern Europe and Egypt for Enel Green Power.

NEW DEPUTY CEO FOR BW SE EUROPE

Katerina Kyriakopoulou has been named as the new



KATERINA KYRIAKOPOULOU

Deputy CEO of Best Western South-eastern Europe's office in Athens, which is responsible for a total of 13 countries in the region. Kyriakopoulou, who holds a BA in Marketing, joined Best Western in 1998 as a member of the company's front office staff team. Most recently, she served

as Best Western's Director of Sales and Operations for Southeastern Europe.

GREEK FESTIVAL GETS NEW ART DIRECTOR



KATERINA EVANGELATOU

The **Ministry of Culture and Sports** has appointed **Katerina Evangelatou** to be the new **Art Director** of the **Greek Festival**, the renowned Athens and Epidaurus Festival. Evangelatou, who is succeeding Vangelis Theodoropoulos, is an award-winning theater director and directed produc-

tions for top cultural institutions including the National Theater of Greece, the Athens and Epidaurus Festival, the Greek National Opera, and the Perm Tchaikovsky Opera and Ballet Theater in Russia.

SPEAKERS' CORNER

BALANCE

Creating a strong business and building a better world are not conflicting goals—they are both essential ingredients for long term success.

- BILL FORD

FOUNDATIONS

Goodness is the only investment that never fails.

- HENRY DAVID THOREAU

FRANMAN CEO NAMED SAILORS' SOCIETY NEW AMBASSADOR



Sailors' Society, one of the largest and most comprehensive seafarers' support charities in the world, has welcomed Franman Founder and CEO Costis Frangoulis as its new Ambassador in Greece. Sailors' Societies Ambassadors

work to raise awareness of the Society and its work, which focuses on providing practical, emotional and spiritual support to hundreds of thousands of merchant seafarers and their families each year. The Society's work in Greece includes support to seafarers through its chaplaincy and Crisis Response Network, as well as provision of maritime scholarships. Commenting on his new role supporting this 201-year-old organization, Frangoulis said: "I am extremely proud to have been appointed as an Ambassador of Sailors' Society in Greece. I am a passionate advocate for the interests of seafarers, who are the backbone of our industry. My aim is to strongly support this important organization and the rights and interests of those serving at sea."

ISASI BESTOWS TOP HONOR TO GREEK FLY SAFETY EXPERT

The International Society of Air Safety Investigators (ISASI) has awarded the Jerome F. Lederer Award to Captain Akrios Tsolakis in recognition of his outstanding contributions to technical excellence and positive advancements in the art and science of air safety investigation. Tsolakis began his career in air safety in the late 1950s as an officer in the Hellenic Air Force, attending the University of Southern California for its aviation and security program and subsequently returning to Greece to found the Army General Staff's Flight Safety Directorate. Later in his career, he also set up a flight safety department at Olympic Airways and served as the carrier's head of flight security until his retirement in 1990. In 2001, he was appointed President of the newly established Greek Air Accident and Aviation Safety Board (EDAAP), which has since investigated over 250 accidents. The Jerome F. Lederer Award, the highest distinction in the field, was presented to Tsolakis during a ceremony that took place on September 5 at ISASI's 50th Annual Seminar at the Hague.

GREEK SCIENTIST'S KEY ROLE IN PROMISING EBOLA DRUG



A promising new drug has shown significantly improved survival rates in trials conducted in the Democratic Republic of the Congo, raising hopes for dramatically improved outcomes for Ebola patients. REGN-EB3 was developed by US-based Regeneron Pharmaceuticals where Dr. Christos Kyratsous is Vice President of Research – Infectious Diseases and

Viral Vector Technologies. REGN-EB3 was one of four drugs tested in the trials; of the four, two were dropped for being less effective, while REGN-EB3 and another drug, mAb114, showed remarkable survival rates of up to 94% and 89% respectively according to NIAID. "REGN-EB3 is a three-antibody cocktail designed with the goal of enhancing efficacy, reducing the development of viral sequences that lead to resistance, and increasing potential utility in future outbreaks as viruses continually evolve," said Kyratsous. "The Regeneron rapid response infectious disease platform has the opportunity to accelerate our response to future epidemics and pandemics, and we continue to work on additional diseases that may pose a threat to public health."

Kozani-born Kyratsous holds a BSc in Pharmaceutical Sciences from the Aristotle University of Thessaloniki and an MPhil and PhD in Microbiology from Columbia University and first joined Regeneron in 2011. The 38-year-old was recently named in Business Insider's "30 Leaders Under 40 Working to Transform US Healthcare."

THE AMERICAN COLLEGE OF GREECE: NEW BOARD OF TRUSTEES CHAIR APPOINTED



The American College of Greece has announced the appointment of Demetrios (Jim) G. Logothetis as the new Chair of the Board of Trustees. Logothetis, joined the ACG Board in 2014, serving as Vice Chair prior to his appointment as Chair, effective July 1, 2019. He holds a BSc in Accountancy from DePaul University and an MBA in Accounting, Finance and

International Business from the University of Chicago Booth Graduate School of Business. During his 40-year career at EY, from which he retired in June 2019, Logothetis held several leadership roles from offices in Chicago, Frankfurt, New York, London and Atlanta, and was Lead Partner for some of the firm's most prestigious clients, including several Fortune 250 companies. He has served on the boards of numerous not-for-profit organizations and educational institutions, including Boys and Girls Clubs of America, National Hellenic Museum, Hellenic American Academy, and DePaul University.

FUTURE

Ethics is the new competitive environment.

- PETER ROBINSON

GREATNESS

Responsibility is the price of greatness.

- WINSTON CHURCHILL

VALUE

All company bosses want a [CSR policy]. The positive effect is hard to quantify, but the negative consequences of a disaster are enormous.

- NOREENA HERTZ

Empowering Change

Dr. Anastasia Alevriadou, psychologist, Professor of Special Education at the University of Western Macedonia, and Fulbright Visiting Scholar at the Ohio State University Nisonger Center (2019), talks to Business Partners about her experience with the Fulbright Program.



Tell us about what you did as a Fulbright Scholar.

As a Fulbright Visiting Scholar, I had the opportunity to work in the Transition and Adult Life Services Program at the Ohio State University Nisonger Center from February 21 to May 27, 2019. The program's goal is to improve students with disabilities' post-school outcomes in the areas of education, employment and independent living. I was involved in many aspects of this program such as transition assessment, job coaching, post-secondary educational support, and research. Specifically, I was involved in research for the Transition Options in Postsecondary Settings for Students with Intellectual and Developmental Disabilities (TOPS) program, a college program for students with intellectual disabilities (ID) that has increased employment outcomes for graduates to

above 90%, compared to approximately 30% for individuals with ID who do not go on to college. During my time at TOPS, I was engaged in educational coaching and tutoring activities and had the chance to explore career development and job readiness skills for adults with disabilities as well as independent living and self-determination skills through student-directed, person-centered planning activities. I also took part in the Statewide Postsecondary Advisory Council, which involved eight universities across Ohio that are working to enhance employment outcomes for postsecondary students with ID.

How do you plan to build on this experience now that you're back in Greece?

I am planning my future research goals around four key objectives. I want to teach new methods to my undergraduate and

postgraduate students at the University of Western Macedonia in order to increase the self-determination and job skills of all Greek students with ID. I want to write a book about evidence-based practices for students with ID with my Fulbright supervisor Dr. Izzo, Professor Emeritus in Psychiatry and Program Director for the Special Education and Transition Services at Ohio State University Nisonger Center. I want to continue my research on employability skills for people with ID, and I want to organize an international conference on job readiness skills and disabilities in Greece in 2020.

What is one of the key takeaways from your time at Nisonger Center?

During my fellowship, I learned the importance of creating opportunities for authentic community-based work experience for students with ID and how this can save significant resources, including time, money and human capital. When we implement evidence-based practices that improve academic and employment outcomes, students with ID will have more opportunities to gain the skills they need to contribute to the economic growth of their home country and achieve individual success.

What are your thoughts on your experience with the Fulbright Program?

During my Fulbright Scholarship, I expanded my knowledge and skills for providing vocational training for students with ID through authentic internship experiences located within integrated employment worksites. I witnessed how with the right support and training, students with ID can acquire the skills necessary for employment and better living and thus make an impact on our community and the nation. It really changes their whole lives!

From the bottom of my heart, I want to thank the Fulbright Foundation and my supervisor Dr. Izzo. 🐾



Thinking out of the Box

KEY COMPETENCIES FOR 21ST CENTURY LEARNING AND TEACHING

Economic, social and demographic worldwide changes in parallel with scientific and technological advancements have produced major challenges for education and have further increased the complexity of educational processes. New approaches are needed to address how these global changes affect learning outcomes, school communities, and positive youth development.

but mainly in fostering the skills necessary to acquire knowledge from various sources, that is to educate cognitively, metacognitively and motivationally active students, who can choose meaningful learning goals, plan and monitor their learning behavior, exert control over their learning and strive toward desired goal attainment (Reimers & Chung, 2016, 2018). In other words, educators should promote self-regulated learning, but also coregu-

The main challenge in education today is related to the competencies required by the 21st century citizen to actively participate and contribute to her/his society, but also to social progress, peace and sustainability. Teaching and learning in the 21st century should move beyond the academic-cognitive focus and embrace a broad range of competencies, including social and emotional, thus promoting whole-child education (Gonida & Lemos, 2019). Specifically, the focus should not anymore be on the quantity of knowledge as students have access to a plethora of information nowadays. Students should be taught how to think critically, how to evaluate and select the information most appropriate to a learning situation, and how to

think out of the box to produce novel ideas, innovative practices, creative and environment-friendly solutions. Besides, the significance of socioemotional competencies such as communication and collaboration skills, intercultural understanding, conflict resolution, intrinsic motivation and emotional understanding and regulation has been widely acknowledged in relation to learning outcomes and achievement but also to psychological wellbeing and resilience. Thus, the role of schools in the 21st century becomes extremely important not only in providing knowledge



— BY —

ELEFThERIA N. GONIDA

Professor of Educational Psychology and Human Development, Aristotle University of Thessaloniki; Fulbright Research Scholar, University of Michigan, Ann Arbor (2012)

lation and socially shared regulation as learning often occurs as a collective activity and synergy among learners. Above all, however, educators themselves should be accordingly educated in our changing world and should be aware of the impact of societal change in their profession, broaden their professional identity, be intrinsically motivated to build adaptive learning environments and support their students' development and passion to learn. Without well educated, open-minded, flexible and highly motivated teachers, schools are

less likely to become forces for positive changes to society. 🐜

STUDENTS SHOULD BE TAUGHT HOW TO THINK CRITICALLY, HOW TO EVALUATE AND SELECT THE INFORMATION MOST APPROPRIATE TO A LEARNING SITUATION, AND HOW TO THINK OUT OF THE BOX TO PRODUCE NOVEL IDEAS, INNOVATIVE PRACTICES, CREATIVE AND ENVIRONMENT-FRIENDLY SOLUTIONS



Greek App Making Waves

A product of the founder’s search for that perfect spot, keeano is an app designed to help users find just the right beach. Touted as the world’s first crowdsourcing-based social coastline guide, the app ranks more than 36,500 spots around the world based on a range of parameters including users’ personal interests, mood, needs and mode of transportation. Options include 19 coastal place types, land or sea access, and factors such as local dining and recreation facilities, pet-friendliness, suitability for various watersports, max port depth, and live weather conditions. In 2016, keeano took part in the fourth round of EGG, Eurobank incubator and accelerator program, and in 2018, it was named among the winners of Blue Growth’s Marine Economy Startup Competition.

The company’s name is a nod to the colors of the coastlines it helps users find; according to the website: “The water absorbs more red light than blue near a coastline, leaving a greenish-blue color, cyan. Keeano, is the cyan color which derives from the ancient Greek word *kuavó*. Thus, keeano App was born for everything that the sun touches around the coastlines.” Keeano is free to download for Android and iOS.

U.S. Fruit Never Looked So Good



From exotic Californian feijoas to juicy red Wyoming grapes, the United States Department of Agriculture’s (USDA) stunning Pomological Watercolor Collection is an extraordinary opportunity to explore the country’s wealth of fruit and nut varieties. The collection comprises over 7,500 paintings, lithographs, line drawings, and wax models that were commissioned between 1886 and 1942, with the majority produced 1894-1916.

It documents fruit and nut varieties developed by growers or introduced by USDA plant exporters around the turn of the 20th century and includes plant specimens originating in 29 countries and 51 states and territories in the United States. At the time of their creation, these technically accurate paintings were used to create lithographs to illustrate USDA bulletins, yearbooks and other materials distributed to farmers, growers and gardeners across the United States. Today, these illustrations document countless lost and heirloom species, serving as a window into the history of the country’s agricultural landscape.

The entire collection is available to view and download in high resolution at usdawatercolors.nal.usda.gov

DID YOU KNOW

The Story of Halloween

■ ■ ■

Halloween, also known as **All Hallows’ Eve** and **All Saints’ Eve**, is celebrated on **October 31** and originates in the much older Celtic pagan festival of **Samhain**

■ ■ ■

The original festival celebrated the end of harvest season—the **Celtic New Year**—a time when the veil between the world of the living and the realm of spirits was thought to be at its thinnest, allowing spirits to pass through

■ ■ ■

In 16th century Scotland, Ireland and Wales, trick-or-treating was called “guising”: People dressed in costumes and masks to confuse the spirits and went door to door offering poems or songs in exchange for food and drink

■ ■ ■

Jack O’ Lanterns were originally carved out turnips, placed by the front door to ward off spirits

■ ■ ■

In areas of Scotland, Ireland and Wales, people still bake **Barmbrack**, a traditional Halloween bread with raisins, and hide in it small objects, including a coin and a ring, as a kind of fortune-telling game: if your piece contains the ring, you’ll be wed within the year, and if your piece contains the coin you’ll enjoy wealth and good fortune—just like with Greek **vasilopita!**



SMART GARBAGE TRUCKS ARE BEING USED TO KEEP ATHENS' COMMERCIAL TRIANGLE CLEAN. PHOTO: VODAFONE GREECE

USING SMART TECH TO KEEP THE CITY CLEAN

New tech is being deployed to solve an age-old problem in Athens' city center: rubbish. Local government, with funding from the Stavros Niarchos Foundation, has launched Athens Trigono, a €28 million initiative aiming to upgrade infrastructure, pedestrianize 110 acres of the area, clean up off-putting graffiti and redesign policing and cleaning services in the city's Commercial Triangle—the commercial heart of the city center between Omonia, Syntagma and Monastiraki. To meet these goals, authorities have teamed up with local business owners and various private sector partners including Vodafone Greece.

Through its subsidiary Vodafone Innovus, which specializes in IoT (internet of things) services, Vodafone has stepped up to revolutionize waste collection in the area. To tackle the problem of overflowing rubbish bins, Vodafone has fitted waste collection trucks operating in the Triangle with sensors that track their movement and alert local residents and businesses when they are passing, making it possible to transport waste directly to the trucks rather than leaving them on the roadside for collection.

Haris Broumidis, Chairman and CEO of Vodafone Greece said: "We have laid the foundations of a smart city, by equipping the municipality with state-of-the-art technologies that will make the everyday life of professionals and citizens in the Commercial Triangle easier and give value to the city's services. We strategically invest in IoT, since we believe it is a technology that will change people's lives, cities' daily routine, and businesses' operation for the better."



The World Can't Get Enough of the Aegean Islands

Four Aegean islands have been voted among the 15 Best Islands in Europe by the readers of Travel + Leisure. Each year, the New York based magazine, which boasts a readership of 4.8 million, asks readers to weigh in on their travel experiences around the globe to produce its famous top destination lists. This year, readers voted Santorini, Paros and Crete into Europe's Top 15—in fifth, fourth and second place respectively—while Milos's otherworldly white stone beaches and stunning turquoise waters earned it the title of Best Island in Europe. The four islands also made it onto Travel + Leisure's 15 Best Islands in the World 2019, with Milos ranking fourth behind Bali, Palawan and Sri Lanka.

Belgian Monks Resurrect 220-Year-Old Beer Recipe



Brothers at Belgium's Grimbergen Abbey, which produces some of the world's most beloved specialty beers, are resurrecting centuries-old beer recipes after discovering details of ingredients and brewing methods used by the original monks in 12-century books that had been smuggled to safety in the 18th century before the monastery was burned down by French revolutionaries. Today, after countless hours of volunteers leafing through volumes in old Latin and old Dutch, the brothers at Grimbergen Abbey are employing elements from the original recipes to produce a series of new beers at a newly created microbrewery on the abbey's premises. The microbrewery, which will include a visitor center and on-site bar and restaurant, will open its doors to the public in late 2020.

WORKING TOGETHER TO TRANSFORM HEALTHCARE

George Tousimis, Country Director, Amgen Greece and Cyprus, talks to Business Partners about the importance of turning around recent trends in Greece's pharmaceutical budget and of stakeholders from across the board coming together to ensure a sustainable future for the country's healthcare and pharmaceutical industry.

You were recently appointed Country Director of Amgen Hellas. What are your priorities for the near future, and how can Amgen contribute to Greece's economic growth?

At Amgen, our mission is to serve patients. This remains our first and most important priority. We are committed to making our medicines available for every patient, every time.

Being one of the biggest independent biotechnology companies in the world, we exploit cutting-edge science and technology to study the subtlest biological mechanisms in search of therapies that will improve the lives of those who suffer from serious diseases.

Being the first local Country Director for Greece and Cyprus after many years, I feel honored, and at the same time responsible to lead our company in times of such critical importance for the future of our homeland.

Amgen has been investing increasingly in Greece and Cyprus for the past 12 years. With innovative treatments, we improve every day the lives of more than 100,000 Greek and Cypriot patients with life-threatening diseases in oncology, hematology and nephrology, as well as cardiovascular disease and osteoporosis.

At the same time we continue to heavily invest in clinical trials: As we speak, we are running 22 interventional studies in Greece, being among the top 10 Amgen affiliates globally. In 2019, for example, we managed to have double the number of active recruited patients in Greece than in Canada in our clinical trial programs.

This is an outstanding achievement, underpinning Amgen's trust in the high-calibre skills and scientific excellence of our medical community in Greece. This is not the case however for clinical research at national level. I am confident that we can do more to improve country's footprint and establish Greece as a country of excellence in clinical research across Europe.

The elections of July 7 led to a change in Greece's political landscape. Can their outcome become a turning point for the future of the Greek pharmaceutical industry? Which are the most pressing challenges for Greek pharmaceutical companies right now?

The healthcare system and the pharmaceutical industry are indeed at a historic turning point in Greece.

Safeguarding system sustainability, to ensure that patients have access to innovative treatment options in the long run, is a major challenge for the newly elected government.

In recent years, the aggressive reduction of public pharmaceutical expenditure budget, which decreased by more than 50% in this last decade, in combination with significant delays in the implementation of structural reforms has led to a huge overspend and therefore a dramatic increase in clawbacks and rebates. For 2019, we estimate as a company that we will have to give back ~40% of our annual gross sales, taxation aside. Clearly this can not continue any more.



In the recently published third enhanced surveillance report following the end of the latest bailout program in August 2018, the European Commission warned that the rising levels of clawback payments in Greece are becoming unsustainable. The elections of July 7 are an opportunity to reinitiate public dialogue with all relevant healthcare and pharma stakeholders, aiming at a constructive and fruitful conversation for the benefit of patients.

We need to co-create a healthcare roadmap with a 3-5 year horizon, where the notions of co-responsibility and predictability are established. In this respect, dialogue with the government has already started. Today, more than ever before, I am optimistic about the odds of success, and I am confident that Amgen will actively contribute to it, via our strong and solutions-oriented voice in the Board of Directors of PIF, AmCham's Pharmaceutical Committee as well as SfEE.

What are the policies that must be adopted in order to ensure the sustainability of the pharmaceutical industry in our country?

As mentioned above, the sustainability of the pharmaceutical environment in Greece has reached a critical point. Further delays can challenge the sustainability of the whole healthcare ecosystem. The review of public pharmaceutical expenditure along with the implementation of key structural reforms are essential to constructing a viable healthcare environment.

“
THE REVIEW OF PUBLIC
PHARMACEUTICAL
EXPENDITURE ALONG WITH
THE IMPLEMENTATION
OF KEY STRUCTURAL
REFORMS ARE ESSENTIAL
TO CONSTRUCTING A
VIABLE HEALTHCARE
ENVIRONMENT ”

THE INTERVIEW

An important condition is to revise and redefine a realistic budget for pharmaceutical spending. Per capita spending must be close enough to the average across European countries to ensure decent conditions in public healthcare provisions.

It is of critical importance to follow best practices from other countries and to implement strategies and reforms that promote the rationalization of the healthcare system's spending. Biosimilars are a clear example of how healthcare systems ensure that more patients can have access to safe and effective treatments for serious diseases at a significantly lower cost. Savings generated can then be reinvested to ensure that patients can always gain access to new innovative therapeutic solutions.

Most European countries have developed policies that support and encourage the use of biosimilars. In Greece such measures have yet to be adopted. The latest proposed draft legislation is a step in the right direction. Biologic products losing their patent protection in the next few years are numerous, providing an opportunity for significant savings from the introduction of biosimilars.

What can you tell us about Amgen's R&D focus and how this will impact patients' everyday lives?

To support Amgen's mission of serving patients, our R&D aims to discover, develop, and deliver transformative medicines that address the leading causes of death and disability. Amgen is a pioneer in the science of using living cells to make biologic medicines. We are proud to be advancing the largest oncology pipeline in our history, with about 20 different investigational assets in differentiated cancer types.

Our goal is to quickly bring new treatment options with the greatest potential benefit to patients. We are currently investigating the BiTE® immuno-oncology platform that represents molecules that we believe have great therapeutic potential and versatility. Our aspiration is to beat those forms of cancer which are currently considered as "unbeatable."

By leveraging Amgen's long-standing strengths in science and biotechnology innovation, we're confident we can deliver solutions that patients and society will embrace. 🐝



AMCHAM SUSTAINABLE TALKS



AMERICAN-HELLENIC
CHAMBER OF COMMERCE

Sustainable Talks 101

Pakis Papademetriou

CR COMMITTEE CHAIR

Sustainable Talks started as an idea for a more effective and engaging networking event. We introduced a focused, single-subject dialogue on sustainability issues among stakeholders, aiming for constructive knowledge exchange and to support the integration of the United Nations Sustainable Development Goals (SDGs) into the Greek business reality. Sustainability presents great opportunities for collaboration among companies, even those in commercial competition with each other. When businesses talk to each other and interact with civil society, there is real opportunity for positive change.

Our generation enjoys unprecedented access to technological, scientific and financial resources, which should support a course towards a more sustainable, equitable and inclusive future. Yet this is perhaps the first generation to take the world to the brink of a systems breakdown. There are many signs of progress and reasons for hope, but we still lack the momentum and the necessary depth of collaboration to deliver change on the scale required. Just as global risks are increasingly complex, systemic and cascading, so our responses must be increasingly interconnected across the numerous global systems that make up our world.¹

There are significant business risks and opportunities associated with sustainability. Climate change, for example, is the most pressing sustainability issue of our time. Evidence from the most recent scientific findings by the Intergovernmental Panel on Climate Change confirms the profound negative effects of climate change,² despite any rhetoric, political or other origin, that supports otherwise. Climate change is business critical, and there is a tremendous business case for building climate-resilient companies while helping to build climate-resilient communities. Companies that rigorously assess climate change risks and opportunities and implement creative solutions for long-term resilience will create business value while making important contributions to sustainable development and equitable growth.³

Introduced in 2015, the 17 UN SDGs address the most pressing global challenges in areas including climate, poverty, inequality, environmental degradation, prosperity, and justice, setting specific measurable targets to be attained by 2030. Businesses that want to be part of the solution need to first make sure that they are not part of the problem, and they must do so by upholding internationally recognized standards and principles.⁴

Today's commercial imperative calls for businesses to align core business with sustainable outcomes and to challenge current perceptions and business models.⁵ Companies need to develop new services whose simplicity, affordability and sustainability make them attractive to today's consumers. It is not about a different way of innovating; it is about fundamentally shifting the corporate mindset.

Business today is faced with a simple choice: Refuse to commit to more sustainable ways of doing business and face the risks *or* pursue innovative and sustainable means of operating while maintaining the ability to generate profit and make a positive impact on society. We at AmCham choose the latter. We keep an ear to the ground for new developments in sustainability, and Sustainability Talks is our way of making a direct impact. Join us!

¹ World Economic Forum – “The Global Risks Report 2018” (2019)

² Intergovernmental Panel on Climate Change – “Global Warming of 1.50C” (2018)

³ United Nations Environment Program – “Business and Climate Adaptation” (2012)

⁴ UN Global Compact – Accelerating National SDG Implementation (2018)

⁵ University of Cambridge Institute for Sustainable leadership - “Towards a sustainable economy” (2017)

Corporate Responsibility Committee

Mission Statement

The CR Committee's mission is to serve as an agent for change toward sustainable business, transmitting knowledge on CSR applications to corporations operating in Greece and acting as an influencer for government and stakeholders to recognize corporate sustainability as a key element of business and societal growth.

Committee Chair

Pakis Papademetriou
Manager, Corporate Quality,
Athens International Airport

Committee Members

Chryssa Eleftheriou
Corporate Relations and CSR Supervisor, Interamerican

Manos Iatrelis
CSR Manager, Athenian Brewery

Nicole Ioannidi
Head of Corporate Affairs, Vodafone Greece

Martha Kesisoglou
Division Manager, Marketing and Communications Wholesale
Banking, CSR Sponsorships and Public Relations, Eurobank

Kiara Konti
Director, Climate Change and Sustainability Services, EY

Marilena Kouidou
New Development Manager, Coteco Consulting

Siana Kyriacou
Partner and COO, KPMG

Alexia Macheras
Communication and Sustainability Manager, AB Vassilopoulos

Olga Manou
CSR and Communication Director, Loulis Mills

Manina Menidiati
Public Affairs Officer, Citi Greece

Angeliki Papadopoulou
Corporate Affairs Director, Stoiximan

Sevi Sfakianaki
Communications and CSR Manager, MSD

Rania Soulaki
Group CSR Director, Hellenic Petroleum

Ioannis Vrachatis
Corporate Communications and Public Relations Manager,
Club Hotel Casino Loutraki

Committee Calendar of events

NOVEMBER 7, 2019
BENAKI MUSEUM
17th annual CSR Conference – We Are the Change
Generation

MAY 17, 2019
STEVIA HELLAS COOPERATIVE, LAMIA
4th Sustainable Talks – The Growth Collaborative

APRIL 17, 2019
VODAFONE GREECE
3rd Sustainable Talks – The Big Stem Theory

NOVEMBER 22, 2018
LOULIS MILLS
2nd Sustainable Talks – As Food as It Gets

OCTOBER 31, 2018
BENAKI MUSEUM
16th annual CSR Conference – The World of
a Better Tomorrow: Sustainability & the New
Disruptive Era

JUNE 14, 2018
ATHINEO, ATHENIAN BREWERY
1st Sustainable Talks – Plastic Dreams and
Nightmares

1st Sustainable Talks – Plastic Dreams and Nightmares



The 1st Sustainable Talks initiative was launched on June 14, 2018, at Athineo, Athenian Brewery's creative brewing space in Athens. Plastic Dreams and Nightmares addressed how plastic products can be designed, produced, used and recycled to generate a positive environmental, financial and social impact. Plastics make up the majority of marine litter in seas and coasts around Greece, negatively impacting ecosystems, biodiversity and potentially human health. The American-Hellenic Chamber of Commerce supports a new plastics economy vision.

Christina Kontaxi

FORMER MANAGING DIRECTOR,
MEDITERRANEAN SOS

Plastic Dreams and Nightmares stressed upon the need to shift to a circular economy because plastic is not fantastic. The very idea of disposability suggests that we and the planet have become victims of its success. Through a constructive platform for dialogue, we discussed actions that can be taken within the Greek business reality, following the European way, with the aim to avoid plastic nightmares. The further participation of AmCham's members in environmental actions targeting plastic and the development of long-term strategies with clear objectives and results signal the success of the Talks.

Manos Iatrelis

CORPORATE RESPONSIBILITY
MANAGER, ATHENIAN BREWERY

Being part of the very first session of Sustainable Talks was an inspiring experience. First of all, the concept of focusing on a single issue per session was a fresh approach to showcasing sustainable development matters. Additionally, the decision to focus on plastics could not be in better timing, and the event attracted a great audience from across industries. Last but certainly not least, Ms. Kontaxi presented an insightful overview of the issue, giving everyone in the room a clear idea of the complexity of the upcoming challenge.

2nd Sustainable Talks – As Food as It Gets

The 2nd Sustainable Talks, As Food as It Gets, took place on November 22, 2018, at Loulis Mills, and focused on food waste management and its impact on society, economy and environment. The Talks brought together representatives from a broad range of stakeholders to address the pressing issue of food waste and discuss real-world actions that can make a difference. The American-Hellenic Chamber of Commerce supports a new food waste management vision in which all stakeholders in the food chain can actively address this phenomenon.

Alexander Theodoridis

CO-FOUNDER, BOROUME

In the seven years of presenting Boroume to all sorts of fora, rarely has there been a more suitable, interested and involved group of people than that at the As Food As It Gets event. The event resulted to numerous new collaborations on saving and offering food as well as to concrete financial support for our educational program.

Dimitris Nentas

MANAGING DIRECTOR,
FOOD BANK GREECE


Food waste has tragic environmental consequences, using resources, human capital and energy for food that will never be consumed. Food Bank was founded in 1995 to distribute free food that the market cannot absorb to needy people: Last year, we shipped more than 1,300 tons of products and supported more than 38,000 people in Attica alone. It has been an honor to participate in Sustainable Talks to highlight the issue and our actions.

Olga Manou

CORPORATE SOCIAL RESPONSIBILITY
MANAGER, LOULIS MILLS

Loulis Mills supports a full educational program aimed at raising awareness of food waste and promoting solutions to this issue. Our goal in jointly organizing the 2nd Sustainable Talks with AmCham's CR Committee is to unite our forces and bring people from the food industry together to fight this scourge more effectively in our country.

3rd Sustainable Talks – The Big STEM Theory



The 3rd Sustainable Talks, The Big Stem Theory, which took place on April 17, 2019 at Vodafone's premises in Athens, focused on highlighting opportunities for enhancing education and digital skills for young people, examining which skills in science, tech, critical thinking and problem solving will be essential in the years ahead and discussing the importance of empowering young Greeks by providing effective STEM training and enhancing student literacy and innovation. The American-Hellenic Chamber of Commerce believes that engaging the interest of young people in science is the sustainable way to address the challenges of the future.

Dr. Theo Anagnostopoulos
CO-FOUNDER AND DIRECTOR, SCICO

It was my great pleasure to be invited to AmCham's Sustainable Talks event and give a talk entitled "The Big STEM theory." Throughout the talk, I tried to identify key pain-points in the education system and highlight the importance of an interactive, project-based way of teaching science and technology in and out of school. I also presented the way that so called "exponential technologies" are shaping our future. Finally, I presented the work that we at SciCo are performing in the above field both in Greece and internationally.

Nicole Ioannidi
HEAD OF CORPORATE AFFAIRS,
VODAFONE GREECE

Digital skills for youth are at the center of Vodafone's purpose to connect people for a better future. Last April, we were happy to host AmCham's 3rd Sustainable Talks and welcome Theo Anagnostopoulos, Co-Founder and Director of SciCo, to lead a discussion on the value of STEM education. Vodafone believes that the opportunities and promise of a better digital future should be accessible to everyone and undertakes initiatives to help upskill youth and prepare them for tomorrow's digital economy. The Big STEM Theory successfully raised issues like the need to cultivate tech and digital skills, critical thinking and problem solving among youth in our country, through the experiential learning of STEM subjects.

4th Sustainable Talks - The Growth Cooperative

The 4th Sustainable Talks, The Growth Collaborative, took place on May 17, 2019, at Stevia Hellas Cooperative facility in Lamia. Innovative business thinking, solid partnerships, diligent R&D and commitment for the region and its people are the elements of a business model that generates value across the board, serving as a model for a sustainable future in the region and beyond. The American-Hellenic Chamber of Commerce supports a new collaborative economy in which stakeholders are joining forces in a fresh, innovative and truly sustainable vision for the future of a country that needs to revisit its roots.

Christos L. Stamatis
CEO, STEVIA HELLAS COOPERATIVE

We are very fortunate to live in a country that can give you abundance in the production of raw agricultural materials and products. However, luck alone is not enough. We must act together, work together, promote this asset and make it a business endeavor. Let's follow successful examples that have involved research and innovation in production, making positive use of the results to their advantage. Cooperation can overcome obstacles, as hundreds of cooperative initiatives across Europe and the world have already done. Cooperation, research, sustainability, and quality; this is what is required in order for Greece to become the fruit and vegetable garden of Europe.

Stelios Theodoulidis
GENERAL MANAGER, VENUS GROWERS

It was a great experience and a real pleasure for me to understand that there are initiatives parallel to ours at Venus Growers focusing on the sustainable growth of all sectors in agricultural business. The principles are the same and very clear at all management levels of the business, from farming and environmental protection to various operations and marketing in the world markets. The winners—in the short and long term—are not only the involved farmers but society as well. In many cases, the vision of the cooperative model of business is lost, so it is really important to present models like Stevia Hellas!



**AMERICANHELLENIC
CHAMBER OF COMMERCE**

 twitter.com/AmChamGr

 www.linkedin.com/in/amchamgr

 www.facebook.com/amcham.daily


HEAD OFFICE:

109-111 Messoghion Ave., Politia Business Center, GR 115 26 Athens, GREECE
PHONE: +30 210 699 3559, FAX: +30 210 698 5686
E-mail: info@amcham.gr | www.amcham.gr

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



Μετατρέποντας τον κώδικα της ζωής σε καινοτόμα φάρμακα

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

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

Για περισσότερες πληροφορίες σχετικά με την Amgen, το πρωτοποριακό επιστημονικό της έργο και τα καινοτόμα φάρμακα της, επισκεφθείτε το www.amgen.com και το www.amgen.gr.

AMGEN[®]

THOUGHT LEADERS

PURPOSE DRIVEN BUSINESS



It seems that more and more big corporations are beginning to accept broader social responsibilities. Business Roundtable, the influential thinktank of CEOs from the largest and most influential US companies, recently issued a new Statement on the Purpose of a Corporation signed by 181 CEOs who commit to lead their companies for the benefit of all stakeholders—customers, employees, suppliers, communities and shareholders. “Major employers are investing in their workers and communities because they know it is the only way to be successful over the long term,” said Jamie Dimon, Chairman and CEO of JPMorgan Chase & Co. and Chairman of Business Roundtable. “These modernized principles reflect the business community’s unwavering

commitment to continue to push for an economy that serves all Americans.”

With a focus on embracing corporate social responsibility, we asked this issue’s Thought Leaders to demonstrate what constitutes a purpose-driven business. Exploring how a company’s purpose relates to its core business and what drives a company’s decision to embark upon this purpose in the first place, our Thought Leaders discuss the social, environmental and economic changes companies should aim for and the positive impact these can have for both the company and the world. The section features a preface by AmCham CR Committee Chair Pakis Papatemetriou, discussing the importance of purpose in the changing business landscape.

— ALEXANDRA LOLI



Seeking Purpose Seekers

Imagine a world where business is able to make a difference to serious social challenges simply by doing what business does best—making a profit.

Today’s commercial imperative calls for businesses to align core business with sustainable outcomes and to challenge current perceptions and business models.¹ Companies are urged to develop new services that are simple, affordable and sustainable: attractive to today’s consumers. This is not just about finding different ways of innovating; it is about fundamentally shifting the corporate mindset. There is a growing trend for companies to develop and integrate social purpose into their business models, as reflected in the changing face of corporate responsibility.²

APPROACH	PAST	PRESENT
Measurement	Donations only	Strategy, metrics, targets
Strategy	Scattered and ad hoc	Strategic
Comprehensive	Philanthropic	Holistic
Purpose	Corporate citizenship	Social purpose business model
Impact	Transactional	Transformational

It is about addressing social purpose as a more holistic approach to business, in which the business model is infused with their social intent and not treated as a separate, peripheral topic. The objective of such transformation is to create shared value, not as mere expression of corporate responsibility but rather as a new way to achieve economic success, by embarking on a management strategy to find business opportunities in social problems.³

THE INVESTOR PERSPECTIVE

One of the most impressive indications that sustainability and purposed growth are gaining center stage across the business world is Blackrock CEO Larry Fink’s annual letter to CEOs.⁴ In his 2019 letter, he writes:



Purpose is not a mere tagline or marketing campaign; it is a company’s fundamental reason for being – what it does every day to create value for its stakeholders. Purpose is not the sole pursuit of profits but the animating force for achieving them.

Profits are in no way inconsistent with purpose – in fact, profits and purpose are inextricably linked. Profits are essential if a company is to effectively serve all of its stakeholders over time – not only shareholders, but also employees, customers, and communities. Similarly, when a company truly understands and expresses its purpose, it functions with the focus and strategic discipline that drive long-term profitability. Purpose unifies management, employees, and communities. It drives ethical behavior and creates an essential check on actions that go against the best interests of stakeholders. Purpose guides culture provides a framework for consistent decision-making, and, ultimately, helps sustain long-term financial returns for the shareholders of your company.

In the years to come, the sentiments of the millennial generation towards business that is improving society will drive not only their decisions as employees but also as investors, with the world undergoing the largest transfer of wealth in history: \$24 trillion from baby boomers to millennials. As wealth shifts and investing preferences change, environmental, social, and governance issues will be increasingly material to corporate valuations.

SOCIAL PURPOSE IN GREECE

There is a growing trend in Greece in support of sustainability solutions that address key social challenges. Leading surveys⁵ show that the Greek public finds

business more effective than the state, NGOs and charitable organizations in addressing key social issues, namely tackling unemployment and taking on initiatives of a technical or scientific nature. These two areas are particularly crucial for Greek society, along with other pressing issues such as the refugee crisis.

OPPORTUNITY FOR BUSINESS

The new environment sets an opportunity for companies to take a stand for a specific social purpose and embed it in their core business. This is in line with the global trend of brands that stand for something and use this for mobilizing employees, business partners, and other stakeholders. Embedding social purpose into core business also enables new commercial potential from sustainability-conscious consumers.⁶

The engagement potential of this approach is limitless. Companies may choose to support social entrepreneurship initiatives. Profit-making and society-purposed social enterprises present great potential for addressing youth unemployment and seeking solutions to social challenges.⁷ Companies may also embark on purpose-driven innovation as a motivational tool for employees and other stakeholders.

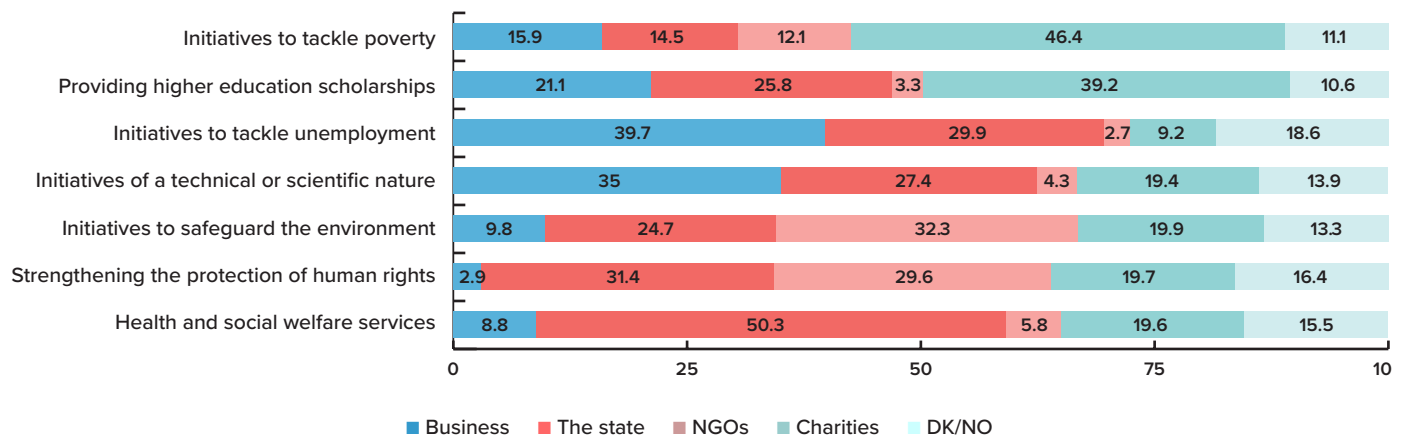
Today's business reality calls for a fresh perspective on generating new value and for driving the change of corporate mindset towards a purpose-driven, agile

culture—and this new reality can only be served with a new notion of leadership that is highly adaptive and responds to the situational context.

TODAY'S BUSINESS REALITY CALLS FOR A FRESH PERSPECTIVE ON GENERATING NEW VALUE AND FOR DRIVING THE CHANGE OF CORPORATE MINDSET TOWARDS A PURPOSE-DRIVEN, AGILE CULTURE

- ¹ University of Cambridge Institute for Sustainability Leadership - CISL (2017). Towards a sustainable economy: The commercial imperative for business to deliver the UN Sustainable Development Goals. Cambridge Institute for Sustainability Leadership, September. Available from: <https://www.cisl.cam.ac.uk/resources/publication-pdfs/towards-a-sustainable-economy>
- ² Strandberg, C. (2019). Is this the end of corporate social responsibility? GreenBiz, March 11. Available from: <https://www.greenbiz.com/article/end-corporate-social-responsibility>
- ³ Shared Value Initiative (2016). About Shared Value. Shared Value Initiative, (n.d.). Available from: <https://www.sharedvalue.org/about-shared-value> [Accessed 19 August 2019]
- ⁴ Fink L. (2019). 2019 Letter to the CEOs: Purpose & Profit. BlackRock, (n.d.) Available from: <https://www.blackrock.com/corporate/investor-relations/larry-fink-ceo-letter>
- ⁵ Dianeosis (2018). Civil Society & Philanthropy in Greece. Dianeosis (May 24) Available from: <https://www.dianeosis.org/research/civilsociety/>
- ⁶ Nielsen.com (2018). Global consumers seek companies that care about environmental issues. CPG, FMCG & RETAIL (Sept 11). Available from: <https://www.nielsen.com/eu/en/insights/article/2018/global-consumers-look-for-companies-that-care-about-environmental-issues/>
- ⁷ Delphi Forum 2019 – Discussion at the “Inclusive face of finance” panel, led by EIB

Today, in addition to the state, an increasing number of charities, NGOs, and businesses are becoming involved in social issues. I would like to read to you certain areas of involvement, and I would like you to tell me, in your opinion, which stakeholder—that is business, the state, NGOs, or charities—is more effective...*

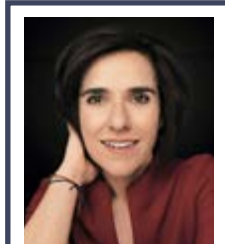


*Translated from Greek. The original report is available from Dianeosis and can be accessed here: tiny.cc/Dianeosis052018

It's Not Enough to Make Drinks. We Want to Make a Difference.

Founded in 1886 and active in Greece since 1969, Coca-Cola is a total beverage company offering more than 500 brands and 4,300 soft drinks to millions of consumers in more than 200 countries around the world. We are proud of it. At the same time, we also know that we carry a big responsibility toward consumers and toward the local communities in which we operate. For us, it's not enough to make drinks. We want to make a difference. Our choices define us, and as such, we want to do more, to contribute in a meaningful way to society and to our country.

Recently, we have developed an integrated corporate campaign, #neversettle, to communicate to the people what we stand for and what our priorities are in tackling big global challenges with significant local



— BY —

LILIAN NEKTARIOU

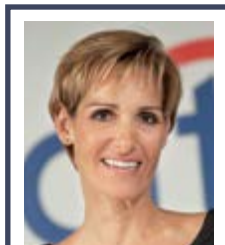
Franchise Country Manager
for Coca-Cola Greece,
Cyprus and Malta

impact. Our Neversettle spirit drives us forward in key areas we can influence: waste, water, people, and tourism. We have initiated our signature Zero Waste Future program in Greece, to reduce waste and promote a circular economy. We are securing water replenishment on 34 islands. We are empowering youth and women through the advancement of their professional and life skills. We are supporting tourism, using our global iconic glass bottle to promote Greece as the ultimate tourist destination.

In this purpose-driven journey, we strongly believe in collaborative leadership and a strong network of partnerships: with public authorities, with non-governmental organizations, with entrepreneurs and startups, with civil communities, and with the people. Only together can we make a real difference towards a better future.

Beyond Responsible Business: Leveraging Expertise to Benefit Society

The rapid transformation of our world into a new reality, via a path of interconnected challenges such as global warming, rapid urbanization, and social inequality, calls on the public as well as the private sector to make strategic commitments and proceed to socially responsible initiatives. Modern business has an important role to play by investing in finding ways to improve our world and leaving behind the old norm of pursuing profit at the expense of other very important matters. Research shows that purpose-driven businesses attract, motivate and retain satisfied employees, who then become the company's most influential brand ambassadors. Purpose-led



— BY —

MANINA MENIDIATI

Public Affairs Officer,
Citi Greece

brands have the potential to forge stronger customer relationships that translate into increased sales and greater customer loyalty; increasing numbers of investors are choosing to invest in companies based on ESG criteria, not only on financials. Profit with purpose is set to become the new norm and will make irrelevant the companies that fail to understand it.

As visionary corporate citizens, purpose-driven companies go beyond responsible business practices and look for ways to leverage their expertise and voice to benefit society. As an example, today Citi is a leading financier of clean energy and transition to a low-carbon economy, having in place a comprehensive suite of environmental and social risk policies as well as a leading green building portfolio of Citi facilities. The \$100 billion Environmental Finance Goal (2014-2020) is just one of the initiatives under its Sustainable Progress Strategy aiming to finance and facilitate clean energy, infrastructure and technology projects that support environmental solutions and reduce the impacts of climate change.

**PROFIT WITH PURPOSE IS SET TO BECOME THE
NEW NORM**

Focusing Purpose Toward Long-Term Value Creation

The shift towards integrating sustainability into corporate strategy requires us to redesign and redefine strategic and operational processes to meet the changes, needs, and expectations of the market and society alike to support long-term value. However, to do so, organizations must plan for and address potential impacts of global megatrends, including the challenges posed under the UN Sustainable Development Goals (SDGs) agenda.

Today, we see a strong business case for companies to commit, engage, invest, innovate, collaborate and communicate their efforts related to SDGs in four key areas, as reported in the recent EY publication “Why should Sustainable Development Goals be part of every business plan?” and based on our interaction with clients globally:

Driving growth: By creating shared value, companies can help to secure their ability to generate capital and shareholder value over the long term.



— BY —

KIARA KONTI

Director, Climate Change
and Sustainability Services,
EY Greece

Addressing risk: By linking strategic priorities to the SDGs, companies send a message to investors about their capabilities to manage ESG risks.

Attracting capital: By aligning their business models to SDGs, companies may benefit from new sources of capital, such as green bonds.

Focusing purpose: By defining and activating a company’s aspirational purpose as a foundation for its strategy, it may help increase stakeholder value over the long term. Evaluating the above, shareholders and stakeholders are increasingly challenging organizations to show that their purpose benefits society and protects the natural environment. Although most companies globally are still struggling to understand the business case behind the measurement and valuation of non-financial capital (such as social, human or natural), sustainability leaders worldwide are investing into available and upcoming outcomes measurement and valuation methodologies, toward creating long-term value.

Clarify Your Purpose and Share It with Gen Z

Over the last few years, leaders in business have become more interested in the development of purpose, yet despite this increased focus, businesses are still sorely lacking leaders who are aware of and deeply connected to the purpose behind their work.

This happens because our culture conflates being mission-oriented with being purpose-driven. A mission is the *what* we are trying to accomplish and a purpose is the *why*. A good example is the Hellenic Petroleum Group: Its *what* mission is “to be independent, exports oriented, competitive, combining the business capacity for high performance, with early and effective adaptation of energy transportation in the context of sustainable, economic and social development” and its *why* is to ensure access to affordable, reliable, sustainable and modern energy for all.

When leaders are connected to a personally meaningful purpose, young employees are more likely to



— BY —

RANIA SOULAKI

Group CSR Director,
Hellenic Petroleum

follow their example and connect to a higher purpose as well. And of course, people who find meaning in their jobs report being more motivated, engaged, empowered, and satisfied with their work. It is vital to connect with what it is we actually do, and in order to achieve this, we need to clarify our purpose, plan time to reflect on our *why* and share it with our employees. Particularly concerning Gen-Zers, leaders looking to recruit top personnel, they have to answer the job *why* first, as purpose is a key element not only in recruiting but also in retaining and inspiring Gen-Z talent.

PURPOSE IS A KEY ELEMENT NOT ONLY IN RECRUITING BUT ALSO IN RETAINING AND INSPIRING GEN-Z TALENT

The Future: Purpose-Driven Business

A cceptance by society—being recognized as an active participant not only in economic progress but also in the general welfare of the community—is necessary for a firm’s sustainable development. Firms must realign their purpose in the direction of the real needs and desires of the interested parties: customers, shareholders, partners, the workforce, and the community. And this purpose requires a constant effort to create value and render value to all stakeholders. For example, in the insurance sector, the purpose of an insurance company is to make people’s lives safer, longer, better.

Businesses must accept new challenges and integrate these into a performance plan for sustainable development. Key points include climate change management; rapid technological developments and their impact on the workplace; social reflexes required to



ensure solidarity among different generations and equal rights for all; wellbeing and more efficient health care systems; and management of the economic cycles and redistribution of the social product in a way that maximizes the benefits for the national economy.

The Global Sustainable Development Goals provide us with a broad reference base, so that every firm, in accordance with its set business purpose, will be able to select the most appropriate goals and help in their fulfillment, in the framework of the UN 2030 Agenda for a better world. Many initiatives may support the business purpose even further in particular areas, as for example the Principles for Sustainable Insurance, may find grounds in climate change management. Constant interaction between the firm and the stakeholders in the form of open dialogue is surely the most effective way to fulfill the business purpose.

Purpose Driven Businesses Unite!

A higher purpose is now driving business besides profitable growth. These purpose-driven companies wishing to contribute to society are often called upon to fill the expectations as well as the feasibility gap in what the state is able to and what it should provide. The number one issue, also acknowledged by CEOs as the biggest risk to their organization’s growth according to KPMG’s fifth CEO Outlook, is that of climate change. This, together with their environmental impact, means that companies with a sustainable strategy embark in resource recycling programs, at the very least. Social issues, such as hunger, disadvantaged communities, public health, unemployment, and lifelong learning (in tandem with upskilling and reskilling) are also areas of great concern.

But how much of an impact is a company really making? Each company can do so much; its reach is restricted, its impact finite. What if there was a way for motivated companies, bound by the same hunger to leave their footprint and really make a difference,



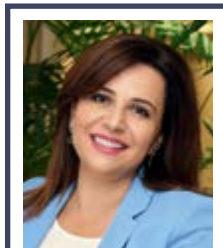
to unite in their goals? Companies caring about the same goals should come together, align strategies, devise tactical moves, unite resources, and create impact that transcends their immediate sphere of influence. Partnerships and cooperation of purpose-driven businesses can drive exponential changes and impact, motivating their people to contribute further, be proud of and feel part of the change that is coming. Partnerships provide for a stronger, united voice that can affect legislation, change culture, and provide a vision of how we want our world to be, shaping the future of generations to come.

PARTNERSHIPS AND COOPERATION OF PURPOSE-DRIVEN BUSINESSES CAN DRIVE EXPONENTIAL CHANGES AND IMPACT

Inventing for life

United Nations Sustainable Development Goal (SDG) 3 aims to “ensure healthy lives and promote wellbeing for all at all ages.” In over a century of inventing medicines and vaccines for many of the world’s most challenging diseases, MSD’s researchers have helped find new ways to treat and prevent illness—from the discovery of vitamin B1 to the first measles vaccine and from antacids to the first statins to treat high cholesterol. We’ve always been inventing, and we do it for the single greatest purpose: life.

SDG 3 is at the core of our business, aligned with our mission to save and improve lives, through pioneering medical science and effective CSR initiatives, such as MSD for Mothers, LIVE IT, and MSD Gives Back. MSD for Mothers is a 10-year global initiative. Run in



— BY —
SEVI SFAKIANAKI
Communications and CSR
Manager, MSD

Greece for two years (2016-2018), in collaboration with Doctors of the World Greece, it offered maternal health services to 42,399 vulnerable women and pediatric services to 7,693 babies and distributed 7,282 baby kits. LIVE IT is a wellbeing program which focuses on four pillars: prevent it, balance it, move it, and fuel it. It encourages employees to take control of their health and live their best lives.

Finally, MSD Gives Back is a volunteerism program that allows each employee to take up to 40 hours of paid time off annually to engage in volunteer activities that support eligible nonprofit organizations. Over the past three years, the program has contributed more than 10,000 volunteer hours to nonprofit organizations that support the health needs of vulnerable populations.

Growing Through Purpose: From How to Why

Almost a decade has passed since the European Commission re-defined Corporate Social Responsibility as “the responsibility of enterprises for their impacts in society”, a milestone switch from a nice-to-have approach on CSR. Corporate philanthropy is no longer enough—long live Creating Shared Value (CSV), the approach developed by Harvard Professors Porter and Kramer in 2011. CSV puts social and environmental responsibility at the core of business strategy. An enterprise must not only minimize any negative impact but also locate its strengths in terms of social growth. Materiality analysis, a concrete plan with measurable impact, and connection to the UN Sustainable Development Goals are signaling the route to corporate maturity.

Is this enough? It seems not. Because it’s not just what you do and how you do it: There’s also why. Enter



— BY —
**ANGELIKI
PAPADOPOULOU**
Corporate Affairs Director
Stoiximan / Betano Group

purpose, the magical word that changes business perspective to a more meaningful alternative, putting all business goals, operations and functions, all the direct and indirect beneficiaries of a corporation under the same unified umbrella.

Investing in people and technology has been the basis of Stoiximan / Betano Group since day one. The Group has demonstrated remarkable growth, reaching over 650 employees and 6 countries of operation in just a few years. We grew through purpose and our purpose grew along with us: developing people through technology, reversing brain drain to brain gain, promoting responsible gaming in and beyond the digital environment, supporting sports. Moreover, since 2017, our Young Heroes initiative has provided educational experiences to more than 26,000 students throughout Greece. In other words, our efforts go beyond short-term profit; our purpose drives our ability to create lasting value.

**CORPORATE PHILANTHROPY IS NO LONGER ENOUGH—
LONG LIVE CREATING SHARED VALUE**

When Did Corporate Purpose Become Mainstream?

As trust toward established institutions declines, the importance of purpose in a company's relationship with its stakeholders is coming to the forefront. Demand is rising for consistent and clear communication about the role organizations play in addressing global issues. Companies are required to serve a bigger idea and meet customers and employees at a values level.

The notion of corporate purpose is not new. PepsiCo's Chairman Indra Nooyi, who believed that companies must achieve business success while also leaving a positive imprint on society, introduced Performance with Purpose in 2007.

Authentic purpose is central to a company's strategy and success; it guides business decisions, motivates employees and engages stakeholders. It is not a communications tool, nor an ad hoc activity. It is a



company's pulse; it encompasses the reason it exists and the contribution it wishes to make in the world. It allows stakeholders to foster relationships with a company and consumers with a product based on their knowledge and understanding of what a company stands for.

With an authentic purpose at heart, companies can see increased sales, customer loyalty, and employee engagement. Sustainability provides the foundation based on which purposeful business strategies are shaped. In a world where new social realities, populism, and fake news are affecting the role and expectations society has from companies, purpose is more powerful as it speaks to people's hearts and inspires action. It energizes an organization, sparks innovation and helps companies gain a sustainable advantage by bringing values at the center of their relationships and dialogue with policy-makers, employees, and customers.

BUSINESS
Partners

AMCHAM.GR/BUSINESS-PARTNERS-ONLINE



**LIKE
US
on Facebook!**

@BusinessPartnersAmCham



The Sunshine Vitamin

THE KEY TO MAINTAINING YEAR-ROUND HEALTH AND STRENGTH

Vitamin D, affectionately known as the sunshine vitamin, is a key element of good health and strength and helps maintain normal bone, teeth and muscle function while also supporting the function of the immune system. So what's the key to maintaining optimal intake?

There are two forms of vitamin D: vitamin D2 and vitamin D3. Also known as ergocalciferol, vitamin D2 comes from plant-based foods but is significantly less effective than vitamin D3, cholecalciferol, which is synthesized naturally by the skin when exposed to the ultraviolet light in sunlight. Once in our bodies, vitamin D regulates calcium and phosphate absorption, contributing to bone mineralization, formation and resorption, all while supporting muscle strength, modulating the immune system response, helping maintain energy levels, and even staving off depression. Yet as vital as vitamin D is to maintaining

good health and strength, many of us don't get adequate sun exposure to produce the necessary amounts. Cloudy weather, sunscreen, winter clothing and spending too much time indoors can all interfere with vitamin D production. No wonder vitamin D supplements are touted by many as near-miracle. Stepping in to help maintain optimal year-round vitamin D levels, Meritene® VITA D+ Spray is an innovative Vitamin D spray that helps you get your daily dose of vitamin D. Using a patented nano-emulsion technology, this oral spray supplement has been clinically proven to offer improved absorption and bioavailability compared to. It is sugar, gluten and glucose free, and con-

tains no colors or GMO ingredients. It's also refreshingly minty and is approved suitable for vegetarians by the European Vegetarian Union. Distributed in pharmacies by Pharmaserve Lilly SACI, Meritene® VITA D+ Spray delivers 1000 IU Vitamin D3 in just three sprays to help boost bone, muscle and immune health as part of a varied, balanced diet and active, healthy lifestyle.

As we head into winter, the need to maintain adequate vitamin D levels becomes more pressing. But even if the weather or long days at the office are keeping you from getting enough sun exposure to produce enough vitamin D, Meritene® VITA D+ Spray helps you maintain year-round health and strength in just three sprays. Your daily dose of sunshine! 🌞

Food supplements should not be used as a substitute for a varied diet and a healthy lifestyle. Do not exceed recommended daily dosage. Consult your healthcare professional if you are taking other supplementation or medicine. All content within this column is provided for general information only, and should not be treated as a substitute for the medical advice of a qualified healthcare professional.

Global Excellence in Education

As the quality of human capital is increasingly recognized as one of the fundamental drivers of success and sustainability, Eurobank has teamed up with Webster University to open up new opportunities to students in Greece and boost competitiveness.



Looking to the future and recognizing the vital role of a global education in the rapidly changing labor landscape, Eurobank Ergasias has signed a memorandum of understanding with Webster University USA and its Athens Campus to provide higher education opportunities for bachelor's, master's, and graduate certificate programs for Eurobank S.A. employees and their children. "With Eurobank, we have formed an innovative educational partnership seeking to expand on current educational opportunities, provide real-world

experiences and support the communities we both serve," said Vasilis J. Botopoulos, Chancellor and Managing Director of Webster Athens. "Webster brings the world closer together."

Webster University is a worldwide institution that ensures high-quality learning experiences that transform students for global citizenship and individual excellence. The new partnership will give students studying

at Webster Athens the opportunity to benefit from the university's global network, as students will be able to study for up to a year at any other Webster University campus or campuses—St. Louis, Vienna, Geneva, Leiden, Shanghai, Chengdu, Beijing, Accra, Cha-am, and Bangkok—with Webster Athens academic program fees.

Founded in 1915, Webster University is a non-profit comprehensive, co-educational university located in St. Louis, Missouri, USA. To facilitate the ever-growing global community, Webster University offers bachelor's, master's and PhD programs at Webster Athens, its fully owned accredited campus in the Greek capital, and supports student exposure to cultural diversity through an action-oriented global network of faculty, staff, student and alumni who forge powerful bonds with each other and with their communities around the globe. The university is recognized regionally and internationally for its high quality of student engagement in learning, leadership, and service.

"At Eurobank, we believe that supporting our people's knowledge and development is an investment in the future of our organization," said Iakovos Giannaklis, General Manager Retail Banking, of Eurobank Ergasias, stressing the bank's commitment to investing in young people and supporting talented individuals who will go on to contribute to the country's competitiveness. "We are very happy for our cooperation with Webster University USA's Athens Campus," he added, "and we are looking forward to continually enhancing our learning through the university." 🇬🇷

The Higher Learning Commission [f. NCA], USA accredits Webster University, which is consistently ranked as a Top Tier University by the US News & World Report. Also, prestigious accreditation bodies in their respective fields, accredit the various schools/departments/programs of Webster University.

Building Opportunity

Dimitris Karavasilis, Founder and CEO of DK Marketing and Idea Monkeys, talks to Business Partners about export marketing, supporting Greece-US trade operations, and brand Greece.



How does DK Marketing contribute to the development of Greek exports?

DK Marketing (dkmarketing.gr) is an international marketing agency that has been active in the marketing consulting industry since 1999. We are a team of 67 in-house, highly specialized professionals who share a passion for creativity and out-of-the-box thinking. Over the years we have gained invaluable experience and expertise in the fields of international marketing and export consulting by developing and implementing large scale strategic positioning projects for products as well as national brands—for example, brand Greece. This has enabled us to develop the appropriate business tools that empower our clients to compete successfully in the global marketplace. Six years ago, DK Marketing's shareholders created Idea Monkeys (ideamonkeys.us) to serve the exponential demand of international customers and established offices in Manhattan and London. Since then, Idea Monkeys has served as a link between the two continents by fostering cooperations between European companies and companies in the United States.

Tell us a bit about DK Marketing's work with AmCham on TradeUSA.

AmCham's TradeUSA unit was formed with the support of DK Marketing's executives with the aim of developing trade tools and commercial initiatives between Greek and U.S. companies. A basic pillar of TradeUSA is the inflow of information regarding consumer and market trends in Greece and the United States, information that is transferred through workshops and seminars that are organized all over Greece as well as through presentations at some of the biggest trade associations in the U.S. including the National Restaurant Association, the Natural Product Association, and Specialty Food Association. DK Marketing also participates as a special advisor to AmCham in matters of international trade. 🍌

Looking ahead, what are your thoughts on the future of Greek exports given recent political developments?

The elections of July 7 produced a majority government under Prime Minister Kyriakos Mitsotakis, which is already proving well-prepared as it faces the first of the many challenges that lie ahead. Proposals regarding exports put forth over the years by relevant bodies and chambers, as well as proposals put forth by export sector technocrats in and by DK Marketing Consultants, have started to be adopted with fierce determination for the first time in 20 years. A new decree has established the office of the Deputy Minister for Economic Diplomacy and Extroversion within the Ministry of Foreign Affairs and has transferred to it international relations services that were previously subject to the Ministry of Development and Investment, Enterprise Greece,

and the Organization of Insurance of Export Appropriations. It is clear that where there is political will, intent, and a well prepared-plan, everything is possible.

Do you think the conditions are there to make a serious effort to develop Greek exports?

Now more than ever. The entrepreneurial world will play a crucial role in the development of Greek exports, as it will have to adopt the good practices of international entrepreneurship through the adjustment of mentality but also through their role as ambassadors of Greece and of Greek people in their daily commercial exchanges. We must realize that in this digitalized world everything is interconnected and that 'Made in Greece' not only refers to us—it is us: government, collective bodies, businesspeople, employees, and the general public.

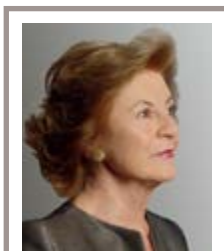
CULTURE AS SUGAR-COATING OR CULTURE AS INVESTMENT?

The greatest enemy of the powerful is culture!
—Aristotle

In the past few months, especially since the beginning of the election campaigns, we have heard a whole gamut of phrases, suggestions, proposals centered around the word culture, including:

- Greece as a bearer of culture
- For a Europe with culture
- Political culture
- Greece of the arts and culture
- Culture everywhere
- Culture for all
- Athens modern and cultured
- Culture meets politics
- Cultural creativity
- Culture, a source of inspiration
- The culture of poverty
- Cultural spring

What, however, is culture? And is there only one? Or is it multifaceted, since we constantly talk about ancient, contemporary, folk, traditional, spiritual, technical, nutritional, ecological, immaterial, visual,



— BY —

ZOZO LIDORIKI

President, International
Relations for Culture;
Chair, AmCham
Culture Committee

and technical culture—not to mention feasibility culture, the culture of everyday life, the culture of the economy and so on? Having worked for the past 25 years exclusively in the field of culture, both in our country and abroad, I will insist on something that often upsets those who are creators: I insist that the world of culture must talk in the language of the economy. The cultural product, which must be exportable and competitive with the goal of being outward-looking and of achieving growth, was never made using the terms of the economy and business activity so it could be a magnet for investment for Greeks and foreigners. And now we are discovering that we never designed, as a state, a serious strategy for our only—and I emphasize only—national product, Greece's trademark throughout the whole world.

**THE WORLD OF CULTURE MUST TALK IN THE
LANGUAGE OF THE ECONOMY**

Greece, mother of science, fine art, theatre, the Olympic ideal, and democracy, has to this day never been able to design a policy for her culture. Who, then, will design from the foundations up a new strategy for culture? Who will seek other ways of resolving the economic problems of our cultural sector? Who will show us how to exercise this new management of agencies of institutions? Who will teach us how culture can become self-funding? What have we been waiting for all this time? For only the public sector to think about and act on these issues?

These matters are not just the work of the Ministry of Culture. Our national product concerns many ministries. The Ministries of Foreign Affairs, Development, Labor, Health, Environment, Tourism and, naturally and above all, Education. All have a stake in the cultural product, all must invest in it, all must promote it and be promoted through it.

Thus far, a serious strategy has been implemented only by certain private organizations, large foundations that are governed correctly according to economic and legal terms and which perform important work in our cultural landscape, aiming to be independent from public policy. Has the time come, then, for reform, reorganization, radical change in the cultural policy of the public sector? Who is afraid of this radical change of direction and strategy, with a vision that extends over time? Perhaps, according to Aristotle, those in power?

With these thoughts, a few years ago, International Relations for Culture proposed to the American-Hellenic Chamber of Commerce that it embrace and support the cultural product. As a result, the largest and strongest bilateral chamber in Greece proceeded first to map the area of culture with a study titled "Pulse on Culture" and then to organize the 1st Athens Culture Symposium. The Chamber's Culture Committee, its most recently founded committee, with members from the country's cultural sector, is proceeding with careful steps to undertake a serious design of proposals and solutions to our current problems. Our aim is to seek and to propose smart solutions,

HAS THE TIME COME, THEN, FOR REFORM, REORGANIZATION, RADICAL CHANGE IN THE CULTURAL POLICY OF THE PUBLIC SECTOR?

solutions that are based on new technologies, to see how other countries in Europe and the United States manage their cultural policy, but also how and how much foundations, universities, and other cultural organizations in the United States deal with Greek Culture.

We must cease to be dependent on the public sector and the state. The state should assist on the sidelines when and wherever it is needed, serving as a moral support in bilateral relations. The old model, simply expecting the state to do something, is a habit that died a long time ago—just as clientism must. Let us disrupt bad practices!

With research, conferences, lectures, seminars, invitations extended to foreign personalities from the field of culture, collaborations with cultural and business organizations that see culture as investment, we are ready to hear new proposals and embrace innovative ideas, and we believe that Hermes the Scholar can walk hand-in-hand with Hermes the Entrepreneur. And because, as with everything, the basis of good and evil is education, let us recall the words of Lucian: Education is the starting point and the basis of culture.

It is never too... early! 🍷

1ST ATHENS CULTURE SYMPOSIUM, NOV.2015
SIMOS ANASTASOPOULOS,
LITSA PANAYOTOPOULOS,
LOUKA KATSELI, WERNER HOYER
(PRESIDENT, EUROPEAN INVESTMENT BANK), ZOZO LIDORIKI



Praised for their beauty, biodiversity and scientific value, the United States' national parks are undeniably among the country's greatest treasures. From Acadia to Zion, *Business Partners* showcases the 61 bastions of the USA's extraordinary natural heritage.



Acadia National Park

MAINE

THE BASS HARBOR HEAD LIGHTHOUSE IN ACADIA NATIONAL PARK, MAINE

Dubbed the Crown Jewel of the North Atlantic Coast, Acadia National Park was originally established as Sieur de Monts National Monument in 1916, redesignated as a National Park in 1919 and renamed Acadia National Park on January 19, 1929. The first national park on the country's east coast and the only one in the Northeastern U.S., it encompasses almost 200 square kilometers across Mount Desert Island, numerous smaller islands, and the Schoodic Peninsula. With its northern woodland and wild Atlantic coastline, the park is famous for its sunrises, sweeping coastal vistas, pink granite mountains, and diverse forests. It is also home to Cadillac Mountain, the highest point along the North Atlantic seaboard, and, for at least part of the year, one of the first places in the United States to see the sunrise each day. Offering an abundance of habitats and a rich cultural heritage, Acadia National Park is one of the 10 most visited national parks, where visitors can enjoy over 150 miles of hiking trails, 45 miles of carriage roads, and a range of activities from whale watching to ranger-led children's programs.

Key Sites: Bass Harbor Head Lighthouse, Bubble Rock Overlook, Cadillac Mountain, Great Long Pond, Isle au Haut, Otter Cliff, Thunder Hole, Jordan Pond,

Key Routes and Trails: Beehive Trail, the carriage roads, Great Head Trail, Ocean Path, Park Loop Road, Wonderland

Key Museums: Check out the Smithsonian-affiliated Abbe Museum, dedicated to the Wabanaki Alliance of Native American tribes; and the Dorr Museum of Natural History. 🐾

QUICK FACTS

ESTABLISHED

July 8, 1916 (as National Monument)

LOCATION

Hancock County and Knox County, Maine

NEAREST TOWN

Bar Harbor

AREA

49,075 acres (198.60 km²)

WILDLIFE

Acadia protects the habitats of 37 mammalian species including black bears, moose and white-tailed deer; 7 reptilian species including snapping turtles; 11 amphibian species including spotted salamanders; 28 fish species including rainbow smelt; and as many as 338 birds including various species of raptors, song-birds and waterfowl.

MORE INFO:

www.nps.gov/acad/

NATIONAL BANK OF GREECE

At the Forefront of Social and Cultural Life

Throughout its history, NBG has been contributing to the progress and prosperity of Greek society by supporting social solidarity actions and enhancing sustainability for the market, the community at large, culture and the environment.

cient Messene), and to publishing works of cultural and historical interest.

Environment: Committed to safeguarding the environment, NBG actively promotes environmental initiatives through its long-term support of institutions and organizations and by contributing to the enhancement of fire protection and environmental education in the country. In terms of its internal management, NBG has adopted an environmental protection and sustainable development policy, which includes communicating environmental issues to personnel and encouraging all employees to take actions to limit the direct and indirect impact of NBG's operations on the environment. Its long-term support of Diomedes Botanical Garden, a foundation that promotes environmental education and preserves numerous plant species, and its efforts to encourage the use of eco-friendly means of transportation are just some of the ways in which NBG contributes to environmental responsibility.

Notably, NBG won the 2018-19 CR Index Diamond Award, awarded by the Corporate Responsibility Institute, becoming the only organization to receive the CR Index top distinction two years in a row. 🏆

NBG is committed to supporting the community and preserving Greece's cultural heritage and natural environment for future generations. In the context of its CSR Policy, it has developed the "Responsibility" program, an extensive sponsorship portfolio, including actions to support three main pillars:

Community: Over the last decade, NBG has contributed to improving treatment conditions for thousands of patients by meeting the urgent needs of public hospitals and care institutions in medical equipment and consumable materials, and by funding the completion of a new state-of-the-art surgical wing in Evangelismos, the most central state hospital in Athens. The support provided to communities affected by flooding and devastating wildfires in Attica last year further demonstrates NBG's strong commitment to the community. NBG also supports the work of recognized institutions dedicated to addressing the needs of vulnerable social groups. In the area of education, it has developed Edulabs (open-source digital labs) in 22 primary and secondary schools and has provided 1,000 PCs to schools in Attica—just two examples of helping younger generations to improve learning skills.

Culture: NBG supports music and the visual and performing arts through contri-



butions to cultural activities and provides sponsorships to encourage and enhance historical and cultural awareness and continuity. Its continuous dedication to the preservation of this country's cultural heritage is also evident in its contribution to the preservation and restoration of important monuments (Akrotiri in Santorini), to work on archaeological excavations (An-

BUILDING OUR COMMUNITY: ACT4GREECE

In 2016, NBG launched act4Greece, a crowdfunding initiative for social and developmental banking. Since its launch, act4Greece has gathered contributions in excess of €3.3 million, supporting 34 actions, 29 of which have already reached completion. The funds were collected through donations from private individuals and legal entities, with NBG Group contributing approximately 60% of the amount gathered so far. Most importantly, act4Greece has emerged as a reliable and trusted tool that enables broader public participation and contribution in an absolutely transparent and accountable way.

The Very Greek Cincinnati Recipe

There is smell: the familiar aromas of herbs and spices and a pot cooking on the stove. There is sound: the gentle sizzling, the roaring boil, and the knife against the cutting board. And there is taste: sweet or savory, the taste of comfort, fullness, and warmth. But before it all, in the beginning, there is life: the life created by a mother and nurtured with her milk.

This is what food is, senses translated into feelings that define our existence.

Humankind's very existence has been defined by our relationship with food. Our ancestors evolved into Homo sapiens when they discovered they could cook food. Throughout our collective history, we experienced with food, we grew with it, and it grew with us. From sustenance agriculture to the plenty of mass technological production, food has always defined us, and as we grew and became global, our food became global with us. A basic need that demands to be satisfied, first for survival and secondly for pleasure, food has influenced cultures and shaped history; such is its power that it has even been used as a weapon of war, withheld to inflict the indescribable horror of starvation. Meanwhile, food has undergone significant transformations as our scientific and technological capacity has grown—from the simplicity of heirloom cultivars to the sophisticated engineering of pest-resistant high-yield hybrids and from salting and pickling to pasteurization and biopreservation—becoming longer lasting and

easier to mass produce. When our pace of life increased, food became fast and ready-made, and when we became more health conscious our food became organic. One thing that we have kept throughout all the transformations is spices.

Throughout history, spices have been at the heart of myths and legends; they were expensive and prized, and people crossed oceans and fought wars in order to acquire them. The way spices were used—the quantities and blends—defined the culinary palette of every civilization. And wherever a civilization went, they brought their spices with them.

Just like Greek/Macedonian brothers John and Ilias Kiradjieff. As Dann Woellert details in his book *The Authentic History of Cincinnati Chili*, the brothers, originally from the area known today as Argos-Orestiko in northern Greece, moved to Cincinnati in the 1920s and opened a hot dog parlor next to a burlesque theater called Empress, after which

they named their stand. Business took off when the brothers introduced their “chili spaghetti,” a dish of spaghetti topped

with meat sauce and grated cheese. The meat sauce, flavored with spices inspired by their Mediterranean palette such as cinnamon, clove, and nutmeg, soon became known as Cincinnati Chili. Sounding very American but tasting very Greek, it has little to do with Mexican style chili which has a spicier profile. Today, Cincinnati Chili is the city's signa-

**THE WAY SPICES
WERE USED—
THE QUANTITIES
AND BLENDS—
DEFINED THE
CULINARY
PALETTE
OF EVERY
CIVILIZATION**

ture dish and ranks among the Smithsonian's “20 Most Iconic Foods in America.”

Cincinnati Chili is the product of an era when instead of looking outward to compare competition, you looked inward to find inspiration. Its story is the story of how food is shaped by and shapes our existence, how a dish representing a certain place and people becomes the common denominator of a diverse local population that has no other bond other than geography. Food becomes the linkage, the beginning and the end. 🍴

— BY —

IRINI KARAJANI

The Benefits of Membership

10 REASONS TO JOIN AMCHAM GREECE

- 1 Develop your business—promote your company to **AmCham** members and U.S. companies present in Greece
- 2 Support your interests—be part of **AmCham** Greece’s energetic advocacy efforts toward a better business environment
- 3 Increase your visibility through strategic sponsorship—gain exclusive exposure through key sponsorship packages
- 4 Network—meet the decision-makers who matter and expand your access to business and political leaders
- 5 Keep up to date—attend our content-driven events on key Greek and global topics with high-level delegates from the private and public sectors
- 6 Profile your company—speak at one of our events and demonstrate your expertise
- 7 Knowledge sharing—keep abreast with the latest developments and share your insights with our online resources, magazine, and e-publications
- 8 Mingle with movers and shakers in the U.S. business community—meet key U.S. executives at our many events
- 9 Access to **AmCham** resources—consult our expanding online resources in our members-only section of the AmCham website
- 10 Get involved with our committees—share your voice—and ideas—with our committees, the primary advocacy organs of the Chamber

A perfect 10

To join the American-Hellenic Chamber of Commerce and start your membership benefits, send an email today to info@amcham.gr with the subject Chamber Membership and we will send you member options and an application form. Or phone 210 699 3559 extension 22 and speak with Ms. Katerina Tzagaroulaki



AMERICAN-HELLENIC CHAMBER OF COMMERCE

Metadrasi Wins Hilton Humanitarian Prize

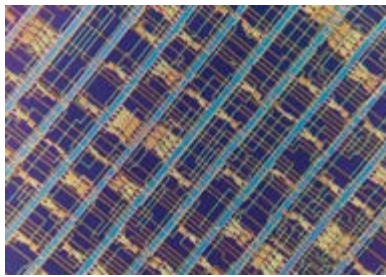


CONRAD N. HILTON
HUMANITARIAN PRIZE

Greek frontline refugee organization METAdrasi has been named as the recipient of the 2019 Conrad N. Hilton Humanitarian Prize.

The prize, which at \$2 million is the world's largest annual humanitarian award, is presented to nonprofit organizations judged to have made extraordinary contributions towards alleviating human suffering. METAdrasi was founded in 2009 with a mission to support the reception and integration of refugees and migrants. In its decade of operation, it has developed a host of pioneering programs to support the needs of unaccompanied minors and other vulnerable groups entering Greece including services such as legal support, certification of victims of torture, education, integration, and a comprehensive safety net to protect unaccompanied minors. To date, METAdrasi has conducted over 1,400,000 interpreting sessions and has supported more than 12,000 unaccompanied children. Conrad N. Hilton Foundation President and CEO, Peter Laugharn said: "METAdrasi is a remarkable example of a nimble organization that leads the charge in areas where essential services are lacking."

MIT Engineers Build Carbon Nanotube Microprocessor



In a paper published in the international science journal Nature this August, MIT Engineers announced that they have successfully built a modern functioning microprocessor using complementary carbon nanotube transistors. Max Shulaker, Professor of Electrical Engineering and Computer Sciences and his team at MIT are behind the new 16-bit chip that has successfully sent out its first message: "Hello, World! I am

RV16XNano, made from CNTs." If successfully scaled down, carbon nanotube microchips hold the promise of significantly outperforming silicon chips in terms of energy efficiency. "Carbon nanotubes have been a promising material for next generation electronics for almost two decades now," Shulaker said, "but there has always been a giant disconnect between the promise of carbon nanotubes and being able to build a real working system out of them." Now, as concern increases regarding the future of silicon chips, it seems his team is opening the door to a future beyond silicon nanotechnologies.



ANTETOKOUNBROS YOUTH ACADEMY

Basketball legend Giannis Antetokounmpo has announced the launch of the AntetokounBros Basketball Academy, an initiative of the Antetokounmpo supported by Nike and implemented in collaboration with the Onassis Foundation and Eurohoops. The scholarship program aims to give underprivileged young people in Athens aged 12-16 an opportunity to showcase their abilities and benefit from high-level training as well as mentoring; 100 boys and girls will take part each year and those who distinguish themselves will be awarded the Onassis Foundation's One of a Kind scholarship. Training will take place at the three sports facilities recently revamped by Nike in collaboration with the Athens Municipal Organization of Culture, Sports and Youth: the municipal courts of Lambrini, Ambelokipi and Ellinorosson. The courts were overhauled in the context of this year's AntetokounBros tournament that saw Antetokounmpo, joined by his brothers and mother, return to Greece to host the tournament in Sepolia, the neighborhood where the brothers grew up.

Clean Blue Paros

The idyllic Greek island of Paros is set to become the first plastic-waste free Mediterranean island thanks to the Clean Blue Paros initiative, jointly launched by the Municipality of Paros, Common Seas, WATT, the Cyclades Preservation Fund, and World Wildlife Fund Greece. Working with local business owners, Clean Blue Paros aims to reduce plastic waste around the island by providing alternative to the most common polluters (plastic drink and food containers, straws and bags) and will audit and measure the amount of plastic being recycled, while the Municipality of Paros will separate the collection and aggregation of plastic waste.





Hill International Led Consortium to Develop Thessaloniki Port

A consortium led Hill International, the Philadelphia-headquartered global leader in managing construction risk, has won a bid to provide design and project management services for the planned expansion of the marine works infrastructure of Pier 6 at the Port of Thessaloniki, the most important port of Northern Greece and a key transportation hub for Southeast Europe. “The upgrade of the Port of Thessaloniki is an investment of particular significance for the city, but also fostering cross-border synergies in Southeast Europe and promoting regional growth,” said Manolis Sigalas, Hill’s Vice President and Managing Director for Southern Europe. “This award augments our global port projects portfolio and is reflective of our distinct capabilities in the region. We are truly honored and, together with our partners, we look forward to working hard with all stakeholders involved for the project’s successful delivery”.



Supporting Clean Energy Investments

The European Commission, the European Investment Bank and Breakthrough Energy Ventures established Breakthrough Energy Ventures Europe (BEV-E), a new €100 million fund to support clean energy investments. BEV-E will support Europe’s best clean energy entrepreneurs whose solutions can deliver significant and lasting reductions in greenhouse gas emissions. The first of its kind, it caters to the capital intensity and long development horizons that energy technologies need. The fund will invest in five major energy-related sectors where efforts are essential in fighting climate change—electricity, transportation, agriculture, manufacturing and buildings—contributing to fulfilling the EU’s commitments outlined in the Commission’s “Clean Energy for All Europeans” package, including proposals designed to support clean energy innovation, increase energy efficiency, boost renewable energy usage and reform the European energy market. The European Parliament and the Council of the EU have adopted all proposals from the package.

WWW.

GO GREEN FOR THE PLANET

A selection of useful apps to help you understand your environmental impact, make more sustainable choices, and reduce your carbon footprint.

#climate

A platform that harnesses social power for the greater good, helping you find green actions that you can take to help the environment
hashtagclimate.org

HowGood

Want to know if your food is sustainable, wholesome and honest? HowGood helps you find foods you can feel good about.
howgood.com

Images of Change

NASA’s Images of Change app offers users an interactive before-and-after view of how human activities, climate change and natural disasters are rapidly altering the face of our planet
jpl.nasa.gov/apps/

JouleBug

The easy way to make your everyday habits more sustainable, at home, work and play
joulebug.com

Oroeco

A fun and rewarding way to track how your personal values intersect with everyday spending, investment and lifestyle decisions
oroeco.com

Recycle Coach

Whether it’s remembering to take out the trash or figuring out what you can and can’t recycle, this app’s got you covered
recyclecoach.com

Enter PSD2

The European Commission's Revised Directive on Payment Services (PSD2) updates and enhances EU rules put in place by the initial PSD adopted in 2007. Its main objectives are to contribute to a more integrated and efficient European payments market, to further level the playing field for payment service providers by including new players, to make payments safer and more secure, and to enhance protection for European consumers and businesses. In a nutshell, PSD2 aims to support innovation and competition in retail payments and enhance the security of payment transactions and the protection of consumer data. PSD2 entered into force in January 2016 and EU member states were given a two-year period, to January 2018, to transpose it into national law. The PSD2 is supplemented by regulatory technical standards on strong customer authentication and common and secure open standards of communication, as well as guidelines on incident reporting and guidelines on security measures for operational and security risks. The Final Regulatory Techni-



cal Standards (RTS) on Strong Customer Authentication (SCA) were published in March 2018 and came into full effect on September 14, 2019, signaling major regulatory change for banking stakeholders across the European Union. Payment service providers must fulfill RTS requirements including the issuance and use of strong, multi-factor authentication solutions; the offering of transaction and device monitoring to identify unusual payment patterns; and the provision of a standard and reliable access interface to payment accounts (an API) that allows for secure identification and communication.

The Revised Directive on Payment Services is essential to fostering innovation, consumer protection and transaction security across member states, laying out rules for third-party payment service providers (particularly on payment initiation and account information services, issuance of card-based payment instruments, and access to payment accounts); clarifying the liability regime between banks and payment initiation service providers; enhancing consumers protection (including refund rights); prohibiting surcharges on payments covered by the Interchange Fee Regulation; and setting out strict security requirements for electronic payments and the protection of consumers' financial data. PSD2 affects everyone buying or selling goods in the European Economic Area, requiring all players in the banking and financial sector to comply with the new stricter regulations and enabling consumers to benefit from cheaper, safer and more innovative electronic payments.

Source: European Central Bank

Rigáni

MODERN GREEK CUISINE IN LOUTRAKI'S PRETTIEST SUMMER GARDEN

A five-minute walk from Loutraki's famous beach and popular casino, and just an hour's drive from Athens, Rigáni is a hidden gem, popular with locals and visitors alike. The restaurant offers three seating areas: indoors, on the veranda or in the delightful summer garden that's surrounded and shaded by plane, palm and mulberry trees. The offers plenty of options and don't forget to ask your server about the day's specials. Favorites include the fava from Santorini; fried feta with white sesame and grape preserve; rocket salad with watermelon and feta cheese; 'stavlisia' steak; fresh crawfish with cuttlefish ink tagliatelle and pesto sauce; grilled swordfish; and chicken with barbecue sauce, honey and orange. The wine list includes vintages from Nemea and other select Greek vineyards.

Opening hours vary throughout the year. Please call ahead to confirm.



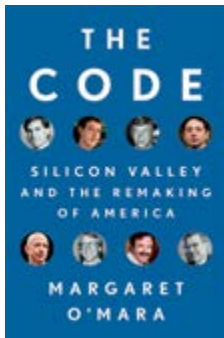
Rigáni
5 Papanikolou Str., Loutraki
T: 27440 66744
rigani.gr

THE BUSINESS
**BOOK
SHELF**

THE CODE

SILICON VALLEY AND THE REMAKING OF AMERICA

BY MARGARET O'MARA, PENGUIN PRESS



The Code: Silicon Valley and the Remaking of America is the definitive history of Silicon Valley for our time, the story of mavericks and visionaries, but also of powerful institutions creating the framework for innovation, from the Pentagon to Stanford University. It is also a story of a community that started off remarkably homogeneous and tight-knit and stayed that way, and whose belief in its own mythology has deepened into a collective hubris that has led to astonishing triumphs as well as devastating second-order effects.

Deploying a rich and diverse cast of protagonists across four generations of explosive growth in the Valley, from the forties to the present, Margaret O'Mara has wrestled one of the most fateful developments in modern American history into magnificent narrative form. On the ground with all of the key tech companies, she chronicles the evolution in their offerings through each successive era and the sector's relation to the larger cultural narrative about tech as it has evolved over the years.

Margaret O'Mara is Professor of History at the University of Washington. She writes and teaches about the history of U.S. politics and the growth of the high-tech economy, and is the author of *Cities of Knowledge* and *Pivotal Tuesdays*. Prior to her academic career, she worked in the Clinton White House and served as a contributing researcher at the Brookings Institution.

Jargonaut

ADMINISPHERE

The part of an organization that focuses on dealing with administrative matters; the rarefied organizational layers beginning just above the rank and file



BEEPILEPSY

The sudden spasm of surprise and succession of awkward bodily and facial expressions after a phone goes off in a silent situation such as a meeting, movie or library



DIGITERATI

The literati of the digital world, including people in the industry who are considered knowledgeable, hip or otherwise in-the-know with regard to the online revolution



JITTERATI

This is what the digital generation becomes after drinking too much coffee



SHELFWARE

Software or hardware that remains unsold, unused or underused, such as software purchased as part of a bundled license deal



YO-YO MODE

The state in which a system is said to be when it is stuck in a loop and rapidly alternates several times between being up (and available for use) and being down

TRAVELOGUE

LOUTRAKI



Just over 80 km from the center of Athens, Loutraki is a fabulous seaside resort that combines everything a visitor could hope for. Known since antiquity for the therapeutic properties of its natural thermal spas, Loutraki boasts crystal clear sea, fantastic

cafés, restaurants and bars, and one of the largest casinos in Europe. It's also ideally situated for visiting the numerous archaeological sites and other attractions in the area.

What to do: Go swimming at Loutraki beach; see the waterfalls; visit Lake Vouliagmeni; drive out to Melagavi Lighthouse and the ruins of Heraion at Perachora; watch the ships go through the Corinth Canal; visit Isthmia and its archaeological museum; walk the Diolkos; stroll along the promenade; take in the magnificent sunsets from any of the seafront tavernas.

Where to stay: Pefkaki Boutique Hotel Loutraki, Ramada Loutraki Poseidon Resort, Wyndham Loutraki Poseidon Resort, Club Hotel Casino Loutraki

Where to eat: Achillion Grill House, Ichthioessa, Kavos, Maistrali, Oceanos, Rigáni

On Being (Socially) Responsible

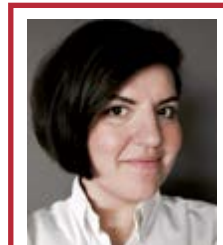
A year ago, Attica suffered an unimaginable tragedy. As if out of nowhere, and in very little time, a massive wildfire broke out and spread to the settlements of Neos Voutzas and Mati, killing 102 people and injuring dozens more. The fire also destroyed or damaged thousands of homes and burned tens of thousands of acres of forest. Nearly a year later, tons of burnt trees and flammable materials remained on the site of the disaster, reminding us that the state mechanism had not met our expectations.

The one-year anniversary of the disaster at Mati coincided more or less with the national elections. While in the pre-election period all sides had pledged to take action for the relief, both monetary and otherwise, of the area's residents, the reality on the ground was dire: Thousands of tons of burnt wreckage and debris remained on the site—a constant reminder to local residents of the catastrophic fires and the tragedy they had endured but also a constant threat, as the flammable materials posed a direct danger should a new fire ignite. Soon after the elections, parliament approved a legislative act allowing central gov-

ernment to intervene urgently to address the effects of natural disasters, and work teams rushed to the area and fenced it off. Within 72 hours, 20,000 tons of logs, flammable materials and debris had been collected. The debris was transferred to dump sites, while the burnt organic material was transferred to cement plants after processing to be used as biomass. The total volume was estimated between 80,000 and 100,000 cubic meters, and the cleanup operation was estimated to take between 30 and 45 days. What makes this a success story is not only

the fact that the area is now, a full year on, finally rid of the sight of burnt forest and of the danger the wreckage posed but also that the state did not have to bear a single dime of the cost of the operation, as it was undertaken as part of the Corporate Social Responsibility (CSR) programs of a number of locally operating companies.

The concept of CSR and corporate citizenship first emerged in the 1950s and 1960s as a priority for companies and organizations to consider: a way to benefit society while also reaping benefits in the form of lower operating costs, increased sales and customer loyalty, greater productivity, attracting and keeping skilled employees, and getting access to investments. In recent years, as contributing to social value has become an important condition for creating a successful business, companies need to establish themselves as socially responsible and good corporate citizens to add greater value to their business. And while CSR cannot be expected to eliminate all our problems at once, as the Mati case demonstrates, a company can definitely do good in the community in which it operates. 🇬🇷



— BY —
ALEXANDRA LOLI, PhD
Publisher

THE AMERICAN-HELLENIC CHAMBER OF COMMERCE

Become a Member

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.

BUSINESS Partners

Advertise in Business Partners today and begin a new, prosperous business partnership

For more information, contact:
Alexandra Loli, Publisher, a.loli@amcham.gr

Your essential global and local news source in Greece.

Subscribe today for just €5.88
a week for your first 8 weeks.

Enjoy uncompromising New York Times reporting that deepens your understanding of the issues that matter, and get high-quality national and regional coverage in Kathimerini English Edition – all in one essential package. Includes:

- A 65% saving on the cover price
- Daily newspaper delivery to your door
- Unlimited access to NYTimes.com and apps for smartphone and tablet

Order today

210 480 8222

subsgr@ekathimerini.com

<https://subscription.kathimerini.gr/kathimerini-english>



* Offer expires December 31, 2019 and is valid for new subscribers in Athens and Thessaloniki only. This offer is not available in all markets and hand delivery is subject to confirmation by our local distributor. Smartphone and tablet apps are not supported on all devices.



PYRAMIS

— 60 years of —

- dreams coming true
- growth and development
- strong bonds with people, partners & society
- innovation and success
- investments and their returns

Your Kitchen & Bathroom Specialist!



 **PYRAMIS**

PYRAMIS METALLOURGIA A.E.

17th km Old Ntl. Road Thessaloniki - Serres | P.O. Box 10 278 | 54110, Thessaloniki Greece
Tel.: +30 23940 56751 | Fax.: +30 23940 56745 | exportsales@pyramis.gr
www.pyramisgroup.com



follow us @PyramisGroup