

4th **ExportUSA**
Forum

Exporting
in a shifting world

November 4th 2019
Grand Hyatt Athens

ORGANIZER



TRADE USA
Exploring Opportunities™



**The International TradeUSA Department of the
American-Hellenic Chamber of Commerce**

Dina Athanasiou
TradeUSA Head

#JoinusJoinUS

Who we are

- **TradeUSA** is the International Trade Department of the American-Hellenic Chamber of Commerce.
- Established in 2013 with the goal to inform, assist and provide guidance to greek exporters.
- Through our multifaceted strategic actions we intend to address all possible needs a company in Greece might have when aiming to penetrate/expand in the U.S. Market.
- We focus 100% on companies interested in exporting to the U.S. market.

*“Our **mission** is to serve as a forum for pivotal issues regarding bilateral trade between the U.S. and Greece, to monitor developments, recommend actions and initiatives and to develop export expertise.”*

TradeUSA is the country's **export expert** for the US



TRADE USA
Exploring Opportunities™



AMERICAN-HELLENIC
CHAMBER OF COMMERCE

What we do



**Trade USA
Workshop**

ΧΙΟΣ, ΤΕΤΑΡΤΗ 2 ΟΚΤΩΒΡΙΟΥ 2019
Επιμελητήριο Χίου, Φιλίππου Αργέντη 8, Χίος | Έναρξη: 17:00

Prepare | Plan | Execute



Workshops

A series of seminars conducted throughout Greece to inform local producers and exporters on the US market and advise them on how they can advance their products abroad.

30 Workshops

20 Regional Cities

500+ Companies Educated

PREPARE – PLAN - EXECUTE



FDA Compliance



Our prime focus is to assist firms comply with applicable laws and regulations.

We are the exclusive greek partner on an institutional level of EAS Consulting Group which specializes in Food and Drug Administration (FDA) regulatory matters

EAS is staffed with former FDA compliance and inspection officials and industry executives and is assisted by an extensive network of independent consultants with many years of FDA and industry experience.

- ✓ Consulting
- ✓ Submissions
- ✓ Auditing
- ✓ Training
- ✓ Product Development and Label Assistance
- ✓ Law Firm Services
- ✓ US Agent and Import Services
- ✓ Food
 - » Produce
 - » Dairy and LACF
 - » FSMA
 - » Retail Food Protection
- ✓ Pharmaceuticals
- ✓ Dietary Supplements
- ✓ Tobacco
- ✓ Medical Device
- ✓ Cosmetics
- ✓ State Regulated Industry

Trade Delegations

A highly customized service aiming to b2b match-making between Greek producers and American buyers. The service is provided either during a trade show or upon request.

- ❑ Highly customized based on each company's product portfolio
- ❑ Strict participation criteria to maintain top-notch quality of service



Trade Shows – Hellenic Pavilion Organizers



Join us in our new location!

September 23-26, 2020
Philadelphia, PA

[Register Now](#)



Natural
Products
EXPO WEST®

2021

Partners

We, at TradeUSA, value our partners.

We work with companies, governments and other organizations to address complex challenges on a worldwide scale.

Our partners contribute their expertise, in-depth knowledge per sector, ideas and more at covering our exporters' needs.



Lufthansa

KUEHNE+NAGEL



ExportUSA Forum

The ExportUSA conference is the only forum in Greece focused solely at the U.S. Market.

- ❑ Organized annually
- ❑ Distinguished US and Greek speakers share their expertise and insights with the audience





The digital era has fundamentally shifted assumptions on how individuals do business and engage with companies. As the global movement towards a **digital future** continues, **consumers** are shifting beyond price, taste and emotional considerations into higher-ground messages of brand **trust** and **transparency**, **challenging existing business models**.

To this end, this year's ExportUSA Forum aims to address the following key topics:

- Analysis of the US Market & Consumer Shifting Preferences**
- How digitalization is changing exports & The role of technology in the supply chain**
- Export Journey: From the Greek farm to the US table**
- Export compliance responsibilities and useful supportive tools**
- Latest developments regarding bilateral trade**

Thank you!

Boost your export potential

Join us, join **U.S.**



TRADE USA
Exploring Opportunities™

Interested in joining us?

Email us at tradeusa@amcham.gr

Or give us a call at **+30 210 6993559**