



**Ho.Re.Ca.
Business:
Shaping Future Trends**

Monday, **July 13**
17.00-18.30 hours

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Company Profiles



Company profile:

The Coca-Cola Company (NYSE: KO) is a total beverage company, offering over 500 brands in more than 200 countries. In addition to the company's Coca-Cola brands, our portfolio includes some of the world's most valuable beverage brands, such as AdeZ, Fanta, Fuzetea, Honest Tea, Powerade sports drinks, smartwater and Sprite. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We're also working to reduce our environmental impact by replenishing water and promoting recycling. With our bottling partners, we employ more than 700,000 people, bringing economic opportunity to local communities worldwide.

Coca-Cola Hellas is a subsidiary of The Coca-Cola Company for Greece, Cyprus and Malta. It is active in the field of consulting services regarding strategic marketing, promotion, market research, advertising and protection of reputation of The Coca-Cola Company products. It also provides know-how and consultancy on product communication, as well as services in order to ensure product quality control. Coca-Cola Tria Epsilon is The Coca-Cola Company's bottler in Greece, and along with Coca-Cola Hellas, they comprise the Coca-Cola System in Greece.

<https://www.coca-cola.com/>



Company profile:

Deloitte Greece is a member of Deloitte Touché Tohmatsu (DTT) since 1975. With offices in Athens, Thessaloniki and Heraklion Deloitte Greece employs more than 1,300 professionals.

Having followed a 45-year period of successful and dynamic activity in the Greek market, Deloitte Greece is offering services to a blue chip and diverse portfolio of public, private, commercial, and industrial companies in every major sector of the Greek economy. We work with our clients to address their individual organizational challenges and opportunities, drawing on our extensive strategy, people, processes and technology capabilities to deliver targeted and integrated business improvement programs.

In 2018, Deloitte launched Deloitte Alexander Competence Center (DACC), a hub for the development of specialized skills and competencies, with the aim to capitalize on the abundant talent in Greece and reduce brain drain. The center is located in Technopolis, Thessaloniki.

In 2019 Deloitte Foundation was founded, a non-profit voluntary organization, with the mission to make an impact that matters through initiatives that promote education, culture, sustainability and relief in national emergencies.

<https://www2.deloitte.com/gr/en.html>

Organizer



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