



ORGANIZER



UNDER THE AUSPICES OF



STRATEGIC PARTNER



AGENDA

15:00 WELCOME ADDRESSES

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

Nikolaos Bakatselos, President, American-Hellenic Chamber of Commerce

15:15 TRADEUSA OVERVIEW

Dina Athanasiou, Head of International Trade Dept. "TradeUSA", American-Hellenic Chamber of Commerce

15:20 GREEK EXPORTS TOWARDS THE US MARKET | WHAT'S NEXT?

Dimitris Karavasilis, International Trade Advisor, American-Hellenic Chamber of Commerce, Founder & CEO, DK Marketing and Idea Monkeys

15:30 PRESENTATION | THE GREEK EXPORTS HANDBOOK INITIATIVE

15:35 GREEK EXPORTS 4.0: A NEW PATH FOR GROWTH & DEVELOPMENT

Betty Alexandropoulou, Executive Director-Member of the Board, Enterprise Greece

15:40 SPOTLIGHT ON ECOMMERCE | ONLINE TRADE AS A WAY OUT FOR SMES

Ilya Kretov, General Manager, Global Emerging Markets, eBay

16:00 FDA | THE NEW ERA OF SMARTER FOOD SAFETY

Frank Yiannas, Deputy Commissioner for Food Policy and Response, US Food and Drug Administration (FDA)

16:20 DIGITAL TRADE CORRIDORS IN THE NEW NORMAL

John Doxaras, Founder & CEO, Warply

Moderator: Dina Athanasiou, Head of International Trade Dept. "TradeUSA", American-Hellenic Chamber of Commerce

16:35 BREAK

16:45 PANEL | DIVING INTO THE US MARKET: OPPORTUNITIES AHEAD

SPECIALTY FOOD TRENDS POST-COVID

Ron Tanner, Vice President, Education, Content & Advocacy, Specialty Food Association (SFA)

MAPPING THE US FASHION INDUSTRY

Julia K. Hughes, President, United States Fashion Industry Association (USFIA)

ANALYSING THE NATURAL PRODUCTS INDUSTRY

Daniel Fabricant, Ph.D., CEO and President, Natural Products Association (NPA)

Moderator: Dimitris Karavasilis, International Trade Advisor, American-Hellenic Chamber of Commerce, Founder & CEO, DK Marketing and Idea Monkeys

17:30 FDA COMPLIANCE | WHAT YOU NEED TO SUCCEED

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

17:45 PANEL | THE ROLE OF THE STATE IN GREEK EXTROVERSION

Ioannis Smyrlis, Secretary General for International Economic Relations, Ministry of Foreign Affairs, Chairman of the Board, Enterprise Greece

Gregory Stamatopoulos, Director General, Export Credit Insurance Organization (OAEP)

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

18:15 CLOSING REMARKS