

# The Changing Trade Landscape

## 6<sup>th</sup> ExportUSA Forum

November 11, 2021

Organizer



AMERICAN-HELLENIC  
CHAMBER OF COMMERCE



TRADE USA  
Exploring Opportunities™

Under the Auspices of



HELLENIC REPUBLIC  
MINISTRY OF FOREIGN AFFAIRS

## AGENDA

### 15:15 **WELCOME ADDRESSES**

#### **Elias Spirtounias**

Executive Director, American-Hellenic Chamber of Commerce

#### **Nikolaos Bakatselos**

President, American-Hellenic Chamber of Commerce

### 15:20 **TRADEUSA OVERVIEW**

#### **Dina Athanasiou**

Head of the International Trade Dept. "TradeUSA"  
American-Hellenic Chamber of Commerce

### 15:30 **THE CHANGING US CONSUMER ENVIRONMENT**

#### **Dimitris Karavasilis**

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

### 15:45 **THE US FOOD INDUSTRY: SPOTLIGHT ON THE MEDITERRANEAN DIET & HEALTH TREND**

#### **Tassos C. Kyriakides, Ph.D.**

Center for Analytical Sciences, School of Public Health, Yale University  
Director, VACSP Clinical Trials Coordinating Center

#### ***In conversation with:***

#### ***Eleftheria Davatzi***

Journalist, Mega Tv

### 16:00 **MARKET THREATS & EXPORT CREDIT INSURANCE**

#### **Gerasimos Tzeis**

Managing Director, Atradius Greece

#### ***In conversation with:***

#### ***Dimitris Karavasilis***

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

### 16:15 **BREAK**

### 16:25 **KEYNOTE ADDRESS: THE GLOBAL FOOD INDUSTRY**

#### **Nicolas Trentesaux**

CEO, Global SIAL Network

#### ***In conversation with:***

#### ***Dina Athanasiou***

*Head of the International Trade Dept. "TradeUSA"  
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- 16:45 **GLOBAL VALUE CHAINS:  
OPPORTUNITIES & THREATS FOR SMEs**  
**Daria Taglioni**  
Manager of Trade and International Integration Research, World Bank  
***In conversation with:**  
Dimitris Karavasilis*  
*International Trade Advisor, American-Hellenic Chamber of Commerce,  
Founder & CEO, DK Marketing and Idea Monkeys LLC*
- 17:00 **THE US CREATIVE ECONOMY:  
THE UNTAPPED POTENTIAL OF THE CULTURAL AND CREATIVE INDUSTRIES (CCIs)**  
  
The CCI Market Overview by Dimitris Karavasilis  
  
**PANEL DISCUSSION**  
**Coni Koepfinger**  
Resident Playwright, Manhattan Rep, New York and Creative Director, AirPlay, Global  
**Byron C. Saunders**  
Arts Management Consultant / Actor / Director / Producer / Dramaturge / Historian /  
Radio Talk-Show Personality / Civil Rights Activist  
**Glen C. Kinnaird**  
Theatre Producer/Director/Playwright and Children's Book Author  
**James Scheider**  
NYC Actor-Musician AEA, Composer/Arranger, Creative Director, Studio Bogardus  
  
***Moderator:**  
Dimitris Karavasilis*  
*International Trade Advisor, American-Hellenic Chamber of Commerce  
Founder & CEO, DK Marketing and Idea Monkeys LLC*
- 17:40 **THE US-GR TRADE RELATIONS**  
**Yuri Arthur**  
Commercial Counselor, US Embassy Athens  
***In conversation with:**  
Elias Spirtounias*  
*Executive Director, American-Hellenic Chamber of Commerce*
- 17:55 **THE NATIONAL STRATEGY FOR EXTROVERSION**  
**Georgios Filiopoulos**  
CEO, Enterprise Greece  
***In conversation with:**  
Elias Spirtounias*  
*Executive Director, American-Hellenic Chamber of Commerce*
- 18:10 **CLOSING REMARKS**



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