



AGENDA

16:00-16:05	Welcome Address	Nikolaos Bakatselos , President, American-Hellenic Chamber of Commerce
16:05-16:10	Introductions/Agenda Overview	Discussion Moderator: Tim Ananiadis , President, Tourism Committee, American-Hellenic Chamber of Commerce
16:10-16:25	Keynote Addresses & Discussion	Keynote Discussants: Adonis Georgiadis , Minister of Investment and Development, Vassilis Kikilias , Minister of Tourism, George J. Tsunis , U.S. Ambassador to Greece
16:25-16:40	Study Presentation by Deloitte US Travel Outlook	Presenter: Theodore Papakonstantinou , Partner, Consulting, Deloitte
16:40-17:05	Discussion I The importance of the increased number of U.S.-GR direct flights for Greek Tourism and the Cruise Industry <ul style="list-style-type: none"><i>The importance to the growth of number of visitors.</i><i>Can Greece emerge as one of the main gateways for SE Europe, a stopover for the Middle East, and a feeder for the Latin American tourism market?</i><i>How can the airport authorities and Greek government help stimulate this potential business opportunity?</i><i>Year-round homeporting for Athens and establishing Thessaloniki as a secondary homeport is a priority for the Greek Tourism Ministry. Certainly, direct flights from North America will be a key element. How do you see this possibility and what is missing in order to accomplish this in within a reasonable timeframe?</i><i>Which port cities are our major competition in the Med, what do they do different from us and how can we improve our competitive edge?</i><i>Cruise ship port daily visits for the mainland and the islands are critical to the local economies. While they do very well in-season, we have very few to no approaches from mid-Oct to mid-April. We have two challenges there; one is over-tourism and the effects on the local environment and the second is the challenge of extending the season to year-round.</i>	Discussants: George Chryssikos , Chairman & CEO, Grivalia Hospitality, George Filiopoulos , Managing Director, Enterprise Greece, Dimitris Fragakis , Secretary General, National Tourism Organization, Stavros Katsikadis , President of the Board, Greek Marinas Association & Managing Director, LAMDA Marinas S.A., Konstantinos Koukas , Mayor of Mykonos, Rodi Kratsa , Governor, Region of Ionian Islands, George Kyvernitis , Managing Director, Kyvernitis Travel, Dimitris Manikis , President EMEA, Europe/Middle East/Eurasia/Africa, Wyndham Hotels & Resorts, Dr. Yannis Paraschis , CEO, Athens, International Airport S.A., Left Sikalidis , Founder & CEO, sikalidis.com, Andreas Stylianopoulos , President & CEO, Navigator Travel & Tourist Services Ltd., Stephanos Theodoridis , Managing Director, Temes, Alexandros Vassilikos , President, Hellenic Chamber of Hotels, Peter Vlitas , Executive Vice President, Internova Travel Group Observants: Yuri Arthur , Commercial Counselor, U.S. Embassy to Greece, Alexandros Costopoulos , CEO, Foresight Strategy & Communication, George Bersis , Co-Managing Partner, PotamitisVekris, Vicky Evangeliou , Senior Consultant, Marketing Lead-VSN Hub, Ioannis Ganos , CEO, Alpha Real Estate Management & Investments, Maria Georgousi , Commercial Specialist, U.S. Embassy to Greece, Sophia Grigoriadou , Managing Partner, CPA Law, Erik Holmgren , Economic Counselor, U.S. Embassy to Greece, Ellie Kakoullou , Assistant General Manager Group Real Estate, National Bank of Greece, Samantha Karra , Head of Real Estate Hub, Eurobank, George Kormas , Executive General Manager, Head of Group Real Estate, Piraeus Bank Group, Carol Marriott , General Manager, Best Western Hotels Southeastern Europe, Michael Mavroleon , CEO, A&M Architects, Litsa Panayotopoulos , CEO, EVIA.IP, Juhani Platt , Economic Specialist, U.S. Embassy to Greece, Yannis Tsakalos , CEO, AQ Strategy, Stephanos Vlastos , CEO and Executive Member of the BoD, Hellenic Public Properties Company (HPPC)
17:05-17:30	Discussion II US Investment in the Greek Travel and Tourism Industry <ul style="list-style-type: none"><i>What are the main opportunities for U.S. based investment companies to invest in the Greek hospitality, travel and tourism industry?</i><i>What is the present state of U.S. based investment outside the US and how can Greece increase participation?</i><i>How can the Greek state and local/regional governments and officials be a positive force in this investment opportunity?</i><i>How can we better leverage this investment through the U.S. hospitality and tourism companies as they look to increase their presence in Greece?</i><i>Are there any bilateral synergies we can create within the banking sectors of the US and GR to encourage this investment?</i>	
17:30-17:55	Discussion III Greek Tourism Infrastructure and Services <ul style="list-style-type: none"><i>How do Greek hospitality services and product compare with our main competitors in southern Europe?</i><i>Understanding the importance of our archeological sites, how can we improve and better utilize them to increase tourism flows especially for year-round tourism?</i><i>Considering the present state of tourism support services (airports/ferries/trains/taxis), how can we improve the efficiency and reputations/perceptions? How can Greek cuisine, local product and cultural culinary practices further influence the tourism industry?</i><i>How can local prefectures and municipalities be a positive influence in local tourism especially for the year-round challenge?</i><i>What are some of the local initiatives to insure the protection of local environment from over-tourism and over-building? Are we doing enough to promote sustainability of the destination?</i>	
17:55-18:10	Q&A-Conclusions	Discussion Moderator: Tim Ananiadis , President, Tourism Committee, American-Hellenic Chamber of Commerce
18:10-19:00	Cocktails Reception	