

UNITED STATES PAVILION TIF 2018



CEOs INTERVIEWS



Lilian Nektariou

Franchise Country Manager Greece, Cyprus, Malta, Coca-Cola Hellas



– How important is Creativity and Innovation to your business?

Creativity and Innovation are key elements interwoven with our brand's DNA. Coca-Cola invests in innovation by developing and launching breakthrough packaging, equipment, merchandising, distribution models and programs that do not only enhance the business, but also benefit the local communities in which we operate. With our consumers in the focus of our research, we never stop looking for new products that will serve their needs 24/7, in every aspect of their life. As a total beverages company, we evolve along with our consumers' needs and create options with less or no sugar, also verifying our compliance to a healthy lifestyle. Two examples on the above that we consider as assets to our portfolio, are Fanta with 30% Less Sugar and Coca-Cola Stevia, which was launched on a global level in Greece.

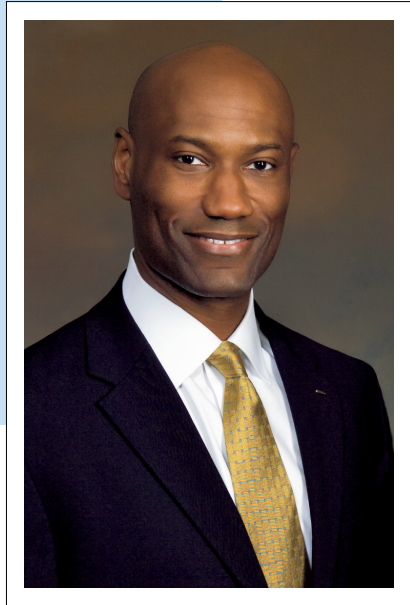
– What was the key element that drove you in USATIF2018 (regional opportunities, Greece's recent reforms, etc.)?

This year's TIF is different from the previous ones, as it is organized and coincides with the great effort our country makes to return to an orbit of development. Coca-Cola, as a company that invests and does business in Greece for almost 50 years now, contributing to the support of Greek economy, could not but be present in this year's event. We chose TIF as a springboard to present in depth our new strategy as well as our actions for Thessaloniki, which will take place within the framework of the "Thessaloniki. Capital of Ideas and Actions" initiative. An initiative that places the city of Thessaloniki in the epicenter of Greece, and includes a series of individual programs that frame our participation in TIF this year. Their aim is to bring a fertile change for the city and the citizens and focus on three main pillars: Environment & Circular Economy, Empowerment of Youth & Women, Tourism & Commercial Growth. Each pillar includes a series of programs, some of which have been exclusively designed for Thessaloniki.

– What will be the highlight of your presence in USATIF2018, is there anything "new" that you are planning to present?

Our presence in the exhibition will be multifaceted and among others will include an innovative and interactive kiosk, where visitors will have the chance to live the brand's experience, the Coca-Cola Pop-Up Store - an especially designed store that will visit Thessaloniki for the first time and where consumers will have the chance to acquire collectible Coca-Cola merchandising -, as well as parallel informative events and workshops.

Most importantly, during TIF we will present our "Zero Waste Cities" initiative, a long-term program within our global vision for a World Without Waste. We plan to work with the city and the citizens to help Thessaloniki become the first city in Greece with the perspective to become a zero waste city. We aspire this to be our legacy program for Thessaloniki and we are excited to share more on this during the upcoming exhibitions.



Rod McLean

Vice President & General Manager, Integrated Fighter Group



– How important is creativity and innovation to your business?

Creativity and innovation are the life blood of our business. The innovative products and capabilities we deliver all stem directly from the ingenuity of our people and partners. That innovation keeps us competitive and enables our customers and warfighters to stay ahead of the curve in complex, constantly evolving operational environments.

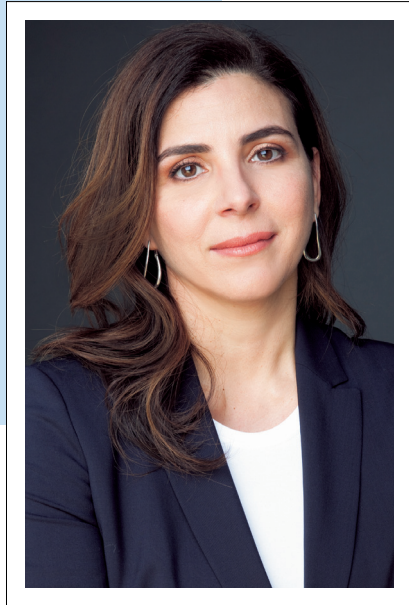
– What was the key element that drove you in USATIF2018 [regional opportunities, Greece's recent reforms, etc.]?

Lockheed Martin's partnership with Greece spans more than 70 years. Together with Greek industry, Lockheed Martin continues to deliver advanced, cost-effective solutions to ensure Greek national security. The combat-proven F-16 plays a vital role in safeguarding Greece's national sovereignty and defending Greek national airspace.

Hellenic Air Force (HAF) F-16V upgrades will deliver a significant increase in capability for the HAF combat aircraft fleet at a fraction of the cost of procuring new aircraft, enabling the HAF to stay ahead of emerging threats. HAF F-16Vs will be the most advanced F-16s in Europe.

– What will be the highlight of your presence in USATIF2018? Is there anything "new" that you are planning to present?

We plan to highlight our longstanding and successful partnerships with Greece on numerous military programs, including the F-16, C-130 and P-3. We remain committed to investing in Greece's future and the Thessaloniki International Fair is a wonderful venue to engage directly with our Greek customers and partners to discuss how to strengthen and grow our enduring relationship with Greece.



Peggy Antonakou

CEO Microsoft, Greece, Cyprus and Malta



– How important is Creativity and Innovation to your business?

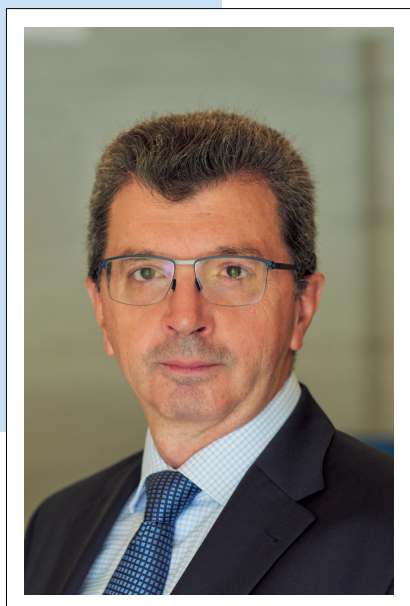
Creative thinking is vital for the development of all enterprises. At the same time, every business development is nowadays based on innovation, especially in the field of technology and computer science, our industry. When innovation counteracts with creativity it is producing astonishing results. Proof can be found around us! Some years ago, people could not even dream of our recent achievements by combining creativity and innovation technology. In Microsoft, we invest in people who think "out of the box" and we embrace innovation in all fields that may create breakthroughs to economy, society, business through technology.

– What was the key element that drove you in USATIF2018?

Technology is accelerating in a really fast-pace changing the way we live and presenting immense opportunities for individuals, businesses and countries. By embracing technology and innovation in all sectors, Greece can increase productivity and competitiveness, thus creating great perspectives for a sustainable and inclusive growth for our economy. Microsoft presence at TIF aims at communicating Microsoft's vision and strategy, built around innovation, infusing digital transformation and thus empowering its partners, customers and broader ecosystem to achieve more!

– What will be the highlight of your presence in USATIF2018, is there anything "new" that you are planning to present?

Microsoft in Greece is committed to bringing the latest global technology discussion to the country in real time, the same time it is happening in the rest of the world. Consistent to this principle, we plan to have a strong presence, showcasing innovative technology together with our partners, driving conversations on Artificial Intelligence and the latest technology trends. To give you a sneak preview, we will present a new research on the economic impact of Digital Skills in Greece, which was conducted by the Foundation for Economic and Industrial Research. We are also planning to announce a new bold initiative with the Aristotle University of Thessaloniki, that is so close to our heart and extremely crucial for the future of the young generation, the workforce of Northern Greece and the technology communities of the country.



Zachary Ragousis

President and Managing Director of Pfizer Hellas S.A.



Μαζί για έναν υγιέστερο κόσμο™

– How important is Creativity and Innovation to your business?

Innovation is a concept that goes hand-in-hand with a man's efforts to live better and, when it comes to health, longer.

The concepts of creativity and innovation fully coincide with our company's strategy for consistently and reliably meeting the needs of patients over time.

Our company's goal is to be the premier, innovative biopharmaceutical company worldwide, putting "Patients First" philosophy into practice.

We invest in fields that are at the cutting edge of technology in order to cover the unfulfilled needs of patients, and in doing so we operate on our own or in collaboration with other companies. We have also entered the field of gene therapy.

– What was the key element that drove you in USATIF2018 (regional opportunities, Greece's recent reforms, etc.)?

This is a first-class opportunity to highlight the innovations of the pharmaceutical industry, which will not only help to improve the health and quality of life of Greek patients, but will also contribute to achieving the national goal of financial growth and job creation in Greece.

Pfizer Hellas has been in Greece since 1960 and in its many years of operation in the country, it has made significant investments in innovation and research.

Throughout this time, we have contributed hundreds of millions of euros to the country's public revenues and we have given employment and professional growth opportunities to thousands of workers, both in-house employees and associates.

– What will be the highlight of your presence in USATIF2018, is there anything "new" that you are planning to present?

By taking advantage of contemporary and interactive media, we plan to demonstrate how the concept of innovation fully coincides with our company's strategy for consistently and reliably meeting the needs of patients over time.

We also plan to present our constant and consistent efforts to speed up the development of innovative medicines and treatments through scientific advancements in order to cover any needs, from a single patient with a rare condition to many millions of patients throughout the world.