

# ...in the news

## ▼ CAPITAL LINK INVESTOR FORUM



The 13<sup>th</sup> Annual Capital Link Investor Forum on Greece, "A New Beginning," was held on December 7, 2011 at the Metropolitan Club in New York City in cooperation with the New York Stock Exchange and with the Athens Stock Exchange. Keynote Speakers were the Greek Deputy Prime Minister and the Minister of Finance, **Evangelos Venizelos**, via webcast, **Arianna Huffington**, President and Editor-in-Chief of **The Huffington Post Media Group** and **Mr. Jay Collins**, Vice Chairman of Global Banking and Managing Director of the Public Sector Group at Citi. **Nicolas Bornozis** (photo) is President of Capital Link. Separately, at the annual **Lloyd's List Greek Shipping Awards**, which took place in Athens on Friday, December 2, 2011, **Capital Link** received the "Piraeus International Centre Award," which recognizes those companies that have demonstrated outstanding service to the Greek shipping industry.

## ▼ THE KPMG GUIDE TO CCCTB

The **European Commission** issued a Proposal for a Council Directive on a CCCTB (**Common Consolidated Corporate Tax Base**) on 16 March 2011. The general objectives of the proposal were to improve the simplicity and efficiency of the corporate income tax systems in the EU and contribute to the better functioning of its internal market. Businesses throughout the EU will need to clearly understand what the CCCTB proposal means for them. **KPMG** has issued a new guide to CCCTB that provides clear, practical descriptions of the proposals as well as thought-provoking insights into their technical aspects. [www.kpmg.com/ccctb](http://www.kpmg.com/ccctb)

## ▼ MANPOWER NAME CHANGE

Effective December 19, 2011, the name of Manpower Team SA changed to **MANPOWERGROUP SA**.

## ▼ EUROCHARITY ADDITION

**Ilektra Liberopoulou** has been appointed **Marketing & Communications Manager** at **EuroCharity**, where she is also involved in EuroCharity publications. Ilektra who studied at Panteion University of Social and Political Sciences and National and Kapodistrian University of Athens, previously was at Livanis.

## PRIME MINISTER AND STRUCTURAL CHANGES



LUCAS PAPADEMOS

**Prime Minister Lucas Papademos**, at a cabinet meeting in early January, said that the government's main target is the promotion of structural changes, which help the economy's competitiveness and growth. Mr. Papademos said that a new bill contains considerable structural changes, some of which constitute obligations that the country assumed in the framework of the memorandum.

Included among them are the simplification of loaning procedures for enterprises, the improvement of the status of strategic investments, the creation of Free Zones and Free Storehouses and the total lifting of cabotage.

He noted the simplification of procedures for exporting and the enactment of a new partnership model for private capital companies, which is of particular importance for small- and medium- size enterprises, as well as the total lifting of cabotage, with the aim of strengthening cruises, abolishing those arrangements that did not contribute substantively to the protection of the public interest but, to the contrary, functioned preventatively for the development of Greece's marine tourism.

## EDUCATION OUTREACH



ANNA DIAMANTOPOULOU

**Education Minister Anna Diamantopoulou** addressed a letter to **university rectors** requesting scientific support to reach broad-based agreements in the sector of education with institutions from around the world. Mrs. Diamantopoulou pointed out in her letter that international agreements in the sector of education could focus on attracting foreign students to Greece, creating postgraduate programs in languages other than Greek, or attract foreign lecturers, found branches of Greek universities abroad, and engage in scientific cooperation with research centers.

# Q&A



IOANNA PAPAPOPOULOU  
DIRECTOR, COMMUNICATIONS & MARKETING  
ATHENS INTERNATIONAL AIRPORT S.A.

## athenspotlighted

**Briefly describe the new "athenspotlighted" program**  
"athenspotlighted" is an Athens International Airport's initiative launched in November 2011 aiming at "bringing Athens under the spotlight" and boosting the attractiveness of Athens as a city-break destination for foreign visitors. The "athenspotlighted" city-card is available, free of charge, for incoming foreign passengers. This city card offers significantly discounted prices, special rates and offers, to more than 100 "spots" in Athens.

### How do visitors participate?

Foreign passengers can get their free "athenspotlighted" card, upon their arrival at the airport, at 5 specially designated spots in the airport's Arrivals level. The city card offers significantly discounted prices for a period of 10 days to more than 100 "spots" in the city of Athens: Culture, Greek designers' creations, Greek delicatessen, Restaurants, Buys / Shopping, and other services (city tours, cruises, car rentals). Information can be found at [www.athenspotlighted.gr](http://www.athenspotlighted.gr)

### How is it going so far?

During its first two months, "athenspotlighted" program seems to be very successful. 11,000 cards have already been distributed, representing almost 6% of the arriving foreign residents; the passengers have already started to ask for the card upon their arrival at the airport. In order to further increase awareness of the program, we are planning to launch, within the 1st Quarter 2012, an international promotional campaign.

## ▼ 2011 CORRUPTION PERCEPTIONS INDEX

Corruption continues to plague too many countries around the world, according to Transparency International's 2011 Corruption Perceptions Index released in December. The index scores 183 countries and territories from 0 (highly corrupt) to 10 (very clean) based on perceived levels of public sector corruption. It uses data from 17 surveys that look at factors such as enforcement of anti-corruption laws, access to information and conflicts of interest. Two thirds of ranked countries score less than 5. New Zealand ranks first, followed by Finland and Denmark. Somalia and North Korea (included in the index for the first time), are last. Greece ranks 80<sup>th</sup>, with ranking of 3.4

## ▼ INVITATION TO CULTURE

Beginning January 1, the **Athens Concert Hall (Megaron)** extended an "open invitation to culture" addressed to all those "tested by the economic crisis." Athens Concert Hall announced special discount tickets and special offers for **people under the age of 25, the unemployed, the elderly, the disabled and families with many children**, stressing that "no one should be excluded from the right to enjoy culture." Ticket prices will be between 5 and 15 Euros for all Megaron productions, except for opera.

## ▼ DEBT TO THE PRIVATE SECTOR

Public sector debt to the private sector totaled 6.63 billion Euros at the end of November, slightly down from 6.7 billion Euros a month earlier. In an announcement, the **Finance Ministry** said **pension funds** topped the list of biggest debtors at 2.85 billion Euros, followed by **state hospitals** (1.65 billion), **government ministries** (965 million) and **municipalities** (940 million). The National Defense Ministry was the biggest debtor among government ministries (269 million Euros).

## ▼ PETER TATARIS APPOINTED COMMERCIAL SPECIALIST

**Peter Tataris** joined the **U.S. Commercial Service** of the U.S. Commerce Department as **Commercial Specialist**. Based in the U.S. Embassy in Athens, he will assist U.S. companies exporting to Greece, offering business counseling and a range of U.S. Government trade incentive programs. Mr. Tataris has more than 20 years experience in sales, marketing and corporate strategy. Most recently, he was a business consultant based in Athens. Previously, he was Head of Diabetes Care at Roche Hellas S.A. responsible for setting up operations and managing the growth of the business. Mr. Tataris has an MBA from Henley Business School, U.K. and a B.S. from the University of Illinois at Chicago.

## SPEAKER'S CORNER

### GAME CHANGERS

Winners lose more than losers. They win and lose more than losers, because they stay in the game.  
—Terry Paulson

### GREAT & SMALL

Great things are not done by impulse, but by a series of small things brought together.  
—Vincent Van Gogh

### DOWN, NOT OUT

If you have made mistakes, even serious ones, there is always another chance for you. What we call failure is not the falling down, but the staying down.  
—Mary Pickford

### BULL'S EYE

If you aim at nothing, you'll hit it every time.  
—Unknown

### THE DIFFERENCE

Give me a stock clerk with a goal and I'll give you a man who will make history. Give me a man with no goals and I'll give you a stock clerk."  
—J.C. Penney