

Human Capital, Employability, Competitiveness

The Chamber and its Employment Committee held the conference Human Capital, Employability, Competitiveness: A Triple Win from Working Together, on March 7 at the American School of Classical Studies. The conference was designed to examine and promote successful international models and policies as a springboard to strengthen and develop talent, direct policy, and inform education curricula, as Greece moves forward to benefit from competitiveness and sustainable development. Committee Chair Dr. Venetia Koussia and Chamber President Simos Anastasopoulos welcomed the participants, who heard presentations on trends in today's—and tomorrow's—workplace, the results of a Chamber talent survey, an examination of emerging skills, and the role of government in responding to employment. Experts from Greece and abroad presented wide-ranging overviews and analysis of labor issues. Ms. Koussia closed the conference with a discussion by former Ministers Yiannis Vrotsis and Anna Diamantopoulou.



VENETIA KOUSSIA

YIANNIS VROTSIS

ANNA DIAMANTOPOULOU

Businesses and Competition in Greece in the Context of the Digital Single Market



DIMITRIOS KYRITSAKIS, ALEXIS CHARITSIS, SIMOS ANASTASOPOULOS

Examining the interaction between e-commerce and competition law in the context of the EU digital single market, the Chamber and the Hellenic Competition Commission held a conference, Businesses and Competition in Greece in the Context of the Digital Single Market, on February 23 at the Hotel Grande Bretagne. Speakers examined vertical restraints of competition in commercial distribution systems and contractual sales restrictions in distribution agreements. The

European Commission initiated the e-commerce sector inquiry as part of the Digital Single Market (DSM) strategy.



NIKOLAS BAKATSELOS

NEW YEAR'S RECEPTION—THESSALONIKI

The Chamber held its annual New Year's Reception in Thessaloniki on February 6 at the MET Hotel. The event, attended by well over 350 guests, brought together Chamber members, leading government officials, members of Parliament, Diplomats, local government officials, organization presidents, media and prominent executives of the business community. Welcome remarks were made by Chamber President Simos Anastasopoulos and Chamber Vice President Nikolas Bakatselos.

During the event the Chamber honored the memory of Leonidas Kouidis and Alexandros Bakatselos who sadly passed away in 2016. Commemorative plaques were received by Antonis Kouidis and Politimi Bakatselou. The Chamber also presented citations to the members of the previous Northern Greece Committee in recognition of their long-standing contribution.

CUTTING THE PITA



New Year's Reception—Athens

The Chamber held its annual Athens New Year's Reception on January 30 at the Athenaeum InterContinental Hotel. More than 1000 guests attended the event, which brought together Chamber members, leading government officials, members of Parliament, Ambassadors, organization presidents, media and prominent executives of the business community. Chamber President Simos Anastasopoulos welcomed guests and U.S. Ambassador Geoffrey Pyatt and Minister of Economy and Development Dimitris Papadimitriou made brief remarks.

Two special prizes were awarded to the flouri winners—those guest whose piece of New Year's cake held the special hidden coin. Navigator Travel & Tourist Services provided a one-week cruise to the Caribbean with Royal Caribbean International. Delta Airlines provided two round trip tickets to New York.



SIMOS ANASTASOPOULOS

GEOFFREY PYATT

DIMITRIS PAPADIMITRIOU



CUTTING THE PITA

Leadership Committee Tour



On February 7 members of the Chamber's Leadership Committee had a private tour of The Malcolm H. Wiener Laboratory. Pantelis Panos, General Manager of the American School of Classical Studies arranged a private tour with an archeologist from the American School of Classical Studies, who briefed Leadership Committee members on The Phaleron Project, the cemetery at Phaleron being excavated.

DOING BUSINESS WITH THE U.S. GOVERNMENT SEMINAR

The Chamber organized on February 8 the Doing Business with the U.S. Government Seminar, in closed cooperation with the General Directorate for Defense and Investments and Armaments (GDDIA) of the Ministry of National Defense at the Hellenic Armed Forces Officers' Club (LAED); its organization was part of the wider cooperation with the Association of the U.S. Army (AUSA). Seminar instructors were Messrs Eric Lien, President, Association of the United States Army, European Region and Roberto Tomaiuolo, President, Association of the United States Army, Mediterranean Chapter. Dimitrios Vitsas, Alternate Minister of National Defence, Kosmas Vouris, Director General of the General Directorate for Defense and Investments and Armaments (GDDIA) underlined the important role of all stakeholders to promote the capabilities of the Greek Defense Industry.

CHAMBER CALENDAR

March 29 Arta, Chamber of Commerce, TradeUSA Workshop

April 3 Athens, King George Hotel, 8th WIB Women Leader Luncheon with Susan Madson, Orin R. Woodbury Professor of Leadership & Ethics and Professor of Management, Utah Valley University

April 4 Athens, TBA, Exclusive Workshop for Teiresias

April 5 Athens, NJV Athens Plaza Hotel, Leadership Workshop with Artemis Miropoulos

April 7 Thessaloniki, Hellenic Armed Forces Officers Club, "Doing Business with the US Government", Seminar organized with the Association of the US Army, European Region

April 10 Athens, 15th Athens Tax Forum

Export USA Forum 2016—Strategies for Success

The Chamber and its TradeUSA Department hosted, on December 5, under the auspices of Ministry of Foreign Affairs and the Greek International Business Association (SEVE), the Export USA Forum 2016, to analyze the U.S. Food/Beverages and Construction industries. Speakers addressed more than 200 delegates on trade issues Greek corporations face when exporting to the USA.

THE CHAMBER AND THE GREEK GOVERNMENT

Chamber President Simos Anastasopoulos said the Chamber's key role via TradeUSA is to organize and coordinate national efforts that boost trade initiatives to the American market. He said that TradeUSA, through its partnerships and services, is a facilitator that Greek enterprises should use during their export efforts to the U.S.

The Secretary General of the Ministry of Economy and Development, Ilias Xanthakos, said exports are a promising area of the Greek economy and that the Greek government has developed a holistic plan to support exports.

THE U.S. FOOD INDUSTRY

Dimitris Karavasilis, Managing Director of DK Consultants, referred to the healthy living trend in the U.S., even though fast food is the largest proportion of the industry. The U.S. citizen spends an average of \$2,392 annually to dine out. Exported Greek products, such as table olives, peaches, olive oil, sea-bass, wines, frozen fruit and preserved/packaged peppers, are in line with market trends; however, companies need to focus on their action plan.

American specialists from the U.S. Food Industry analyzed the market, its trends and key strategic points for a successful penetration strategy. A case study of a company that produces sausages provided know-how to delegates.

Trish Pohanka, Aris Kefalogiannis and Demetri Kafchitsas discussed essential elements for successful penetration to the US market:

- Product differentiation against competition
- Efficient market research, including market trends
- Identification of potential consumer group
- Comprehension of the legislative framework
- Development of a suitable strategic plan

The result of efficient planning attracts the most suitable partner, a key to success. Realistic aspirations, collaboration with the U.S. partner, efficient communication and education, accompanied by patience and persistence, are other key elements.

U.S. FDA COMPLIANCE

David Lennarz, V.P. of Registrar Corp, presented the new U.S. FDA Regulations and described how Registrar Corp, through its collaboration with the Chamber and TradeUSA, supports, guides and protects Greek exporters.



DAVID LENNARZ

U.S. DESIGN, DEVELOPMENT AND CONSTRUCTION INDUSTRY

Louis Katsos presented opportunities and trends in the New York Design, Development and Construction industry. He said companies interested in this market should understand the severity of the quality standards, critical to cope with competition. Greek companies Prisma Glass and ETEM have penetrated the U.S. market after collaborating with TradeUSA.

GREEK NATION BRANDING

Enterprise Greece, Meli Attikis, Greek International Business Association (SEVE) and the Ministry of Foreign Affairs agreed that effective support mechanisms are key to boost Greek brand awareness and sustainability.

Keynote speaker Phil Kafarakis, President of the U.S. Specialty Food Association, provided delegates with market insights on how to

- Make their company more agile and competitive
- Gain perspective and resources to execute industry-wide impact
- Understand U.S. market dynamics
- Avoid errors or time-consuming decisions
- Identify market opportunities and consumer trends

TradeUSA

The TradeUSA mission is to promote Know-How, Collaborative Spirit, and Business Planning to Greek companies and to advise them on export and U.S. FDA matters. TradeUSA produces market reports on U.S. product segments, educates enterprises on U.S. market developments and organizes customized trade delegations. Current focus areas are F&B and construction/building materials and will include, in the near future, cosmetics, fashion and tourism.