

# ...in the news

## NEW PHARMA COMMITTEE CHAIR



The Chamber announced that Efthimios Papataxiarchis, Managing Director at Janssen-Cilag Pharmaceutical SACI, has been named Chair of the Pharmaceutical Committee effective March 14. The Pharmaceutical Committee convenes the Chamber's annual Healthcare conference. The previous Chair was Ahmad Haseeb of MSD.

## FIVE GREEKS IN FORBES' 30 UNDER 30 LIST

Forbes magazine announced its '30 Under 30' list for European individuals for 2016. Included were Petros Pysillos for his wearable technology for blind people; Kostapanos Miliareisis, Aris Konstantinidis, and Christos Panayiotou, co-founders of Ethelon, a platform to create and promote volunteer opportunities and develop the framework for cooperation between volunteers, NGOs and the corporate world and Deputy ND spokesperson Konstantinos Kyranakis, for his contribution to the role of young people in politics.

## MORE JOBS?

A three-year employment plan that aims to create 300,000-450,000 jobs, and has the potential to reduce unemployment by at least 5 percentage points, was presented to the representatives of the institutions by Deputy Labor Minister Rania Antonopoulos. The project foresees the creation of 100,000-150,000 jobs per year between 2018-2022, along with the promotion of active employment policies. Alternative ways of funding the program are being discussed—the possibility of a loan to Greece by the World Bank is examined.

## GREEK PANORAMA@GRANDCENTRAL

Greek Panorama, promoting Greek tourism, culture and gastronomy will fill New York's Grand Central Terminal Station, where more than 750,000 people through daily, this May. The exhibition, over three days, will include presentations on luxury tourism, Greek gastronomy, real estate, shopping, yachting and cruises, and others. More than 750,000 people through daily. The opening, on May 11, is dedicated exclusively to professionals from the US and the Greek market with b2b meetings at a central hotel. On May 12-13 the exhibition will be open to the public for free.

## CHRISTOS MEGALOU CEO AT PIRAEUS



CHRISTOS MEGALOU

The Board of Directors of Piraeus Bank appointed Christos Megalou as its new CEO. Mr. Megalou was CEO of Eurobank from 2013 to 2015, was Southern Europe director at Credit Suisse Europe from 2010 to 2013 and was director at Barclays de Zoete Wedd (BZD). The appointment is at a crucial time for Piraeus, as it moves to deal with non-performing loans and reduced deposits.

## NEW GREEK-AMERICAN CEO OF MATTEL



MARGO GEORGIADIS

Mattel, the toy maker behind the iconic Barbie and Fisher-Price brands, has appointed Google Americas President Margaret "Margo" Georgiadis to serve as CEO. Ms. Georgiadis joins the small group of 27 female executives who steer Fortune 500 companies.

## NANCY PAPAIOANNOU, PRESIDENT, ATLANTIC BANK



NANCY PAPAIOANNOU

Nancy Papaioannou, a Greek-American, has been named President of Atlantic Bank in New York. A native of Greece, Ms. Papaioannou began her banking career at the National Bank of Greece and remains an advocate for Greece in the United States. In addition, Nancy Papaioannou is Chair of the Hellenic American Chamber of Commerce in New York.

## FM KOTZIAS IN WASHINGTON



NIKOS KOTZIAS

Greek Foreign Minister Nikos Kotzias visited Washington DC March 13-14 for high-level meetings with the new U.S. administration. The Minister met with Secretary of State Rex Tillerson and with National Security Advisor Herbert Raymond McMaster.

## Q&A



DIMITRIS KOSSYFAS  
HEAD OF TRAVEL, GOOGLE GREECE

# The Micromoments of Travel

### How does Google promote tourism in Greece?

Tourism is a sector of major importance for our country and the opportunities enabled by digital economy can help companies to grow and meet new customers both in country and abroad. To provide tourism entrepreneurs and students with digital skills to grow their business or start their careers, we have started a broad initiative called **Grow Greek Tourism Online**, which is in co-operation with the Ministry of Tourism, the National Tourism Board (GNTO) and the Greek Tourism Confederation (SETE). The project, created in 2014, has been growing since and now is made of different pillars:

- We created a free digital platform available for everyone who wants to enrich their knowledge on digital and tourism.
- We trained 20 talented digitizers that travelled across Greece to do 1:1 meetings and workshops to assist and train SMBs active in tourism to use Internet and digital tools for their business.

That's not all. We also partnered with several universities across Greece to organize specific workshops, under the auspices of the General Secretariat for Lifelong Learning of the Ministry of Education, Research and Religion, and training for the new generation of managers and leaders in tourism and hospitality sector to help them make the most of digital opportunities.

## GREECE AT MWC 2017



The Greek presence at MWC (Mobile World Congress) 2017 in Barcelona was marked by great success. The national pavilion hosted 25 Greek companies, research and academic institutions, to showcase the country's initiatives and expertise in mobile technology and to promote Greek innovation and entrepreneurship to global markets. Another 5 Greek companies participated with their own pavilions. Among the Greek companies were Accesspal, Apifon, Cross Mobile, Cytech, DAEM, Echoleap, Ergon, Going Up, MLS, Motivan, M-Stat, Motivian, Pitchstor, Plustic, Pobuca, Regate, SoftWeb, Synaphea, Telenavis, Upcom, Vidavo, Viva Wallet, and Warpily.

## INTRASOFT TO SUPPORT MITEF

Intrasoft International will actively support the MIT Enterprise Forum (MITEF) Startup Competition 2017 as a Gold Sponsor, aiming to promote the creation and growth of technology start-ups as well as other entrepreneurial ventures, and their introduction to the global marketplace. Affiliated with the US-based Massachusetts Institute of Technology (MIT), MITEF is a global organization active throughout the world and aims to transform ideas into innovative companies.

## APIVITA TO PUIG

The Spanish Group Puig has become the majority shareholder of Greece's Apivita, via a share increase. The natural cosmetics maker has built a solid reputation in the crowded market and founder Nikos Koutsianas will be the new chairman.

## AUEB IN GLOBAL LIST

The Athens University of Economics and Business ranked in the top 250 business schools worldwide, according to the Quacquarelli Symonds (QS) international university ranking list. AUEB ranks in the "Superior" category among the top 250 institutions offering Postgraduate Full Time Business Administration (full-time MBAs).

## GEOHERMAL OPPORTUNITIES EXAMINED

The International Geothermal Forum, organized by the Geothermal Energy Association, took place March 7 in Washington DC. The well-attended event covered the latest global market developments. Theodosios Vallas, Greece's Minister Counselor for Economic Affairs, delivered a presentation on "Geothermal Resources in Greece: Projects & Investment Opportunities."

# SPEAKERS CORNER

### DEPENDENCE

We live in a society exquisitely dependent on science and technology, in which hardly anyone knows anything about science and technology.

—CARL SAGAN

### DIVINITY

What is technology? It's another god.

—NORA ROBERTS

### LAWS OF NATURE

Nature must govern technology, not the other way around.

—TOM ROBBINS

### ALMOST THERE

Technology enabled man to gain control over everything except technology.

—EVAN ESAR

### LIVING THE MYTH

Our technology forces us to live mythically.

—MARSHALL MCLUHAN