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MAY-JUNE 2023

THE MAGAZINE OF THE AMERICAN-HELLENIC CHAMBER OF COMMERCE  
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# BUSINESS Partners

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Leading Defense



As we welcome the summer, quite a few interesting situations are unfolding around us. On June 25, Greece is heading to the polls for the second time in two months to elect a new government—a new government that must, as I have often written, address a series of key issues beyond the economy, which, according to analysts, is expected to continue growing through 2023 and 2024, attracting the interest of institutional investors and multinational companies.

The crucial issue that must be prioritized is the reform and transformation of state governance. We need a state with strong institutions and a modern public administration that will ensure equalitarianism and provide the best services to all its citizens, in health, housing, education, and security to name but a few. A state with the capacity to see the world as it is, today and in the future, with the insight to understand what our country truly needs and has the potential to achieve, and with the determination to identify and implement the steps for getting there.

To be clear, by *state*, I am not only referring to the administration but to all of us who live and work in this country. We are all part of this state; we all have rights but also obligations. As the adage goes, “A state is nothing more than a reflection of its citizens; the more decent the citizens, the more decent the state”—whether with our participation or with our toleration.

The rapid development of technology and the way humankind assimilates and utilizes it will be the central issue at stake in the coming years. We are already witnessing technology’s potential in transforming both the public and private sectors, and the pace at which we embrace and harness it will dictate the odds of competition and perhaps even survival. But it isn’t only technology we must focus on.

We are, essentially, on the cusp of the Fifth Industrial Revolution (5IR), which encompasses at its core harmonious collaboration between humans and machines, be they digital platforms or advanced mechanical constructions. Such harmonious coexistence entails not only harnessing the potential of emerging technologies but also making special efforts to prioritize human values, ethics and wellbeing while doing so. It is a dynamic process that requires constant adaptation, evaluation, and collaboration to ensure that the benefits of 5IR are widely distributed and that human dignity and prosperity are preserved.

As these situations unfold, are we prepared to deal with what is coming? Are we addressing these issues as we should or not? Our Chamber, as always, will continue exploring these and other important issues in its upcoming activities. Stay tuned.

ELIAS SPIRTOUNIAS  
*Executive Director*

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## THE AMERICAN-HELLENIC CHAMBER OF COMMERCE

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### A DYNAMIC, PROACTIVE CHAMBER

The American-Hellenic Chamber of Commerce was established in 1932 and is one of the largest, most active, and dynamic American Chambers in Europe. Virtually all American companies that do business in Greece and Greek companies that engage in trade with the United States are members of the Chamber.

The Chamber’s membership is comprised of more than 1,000 proactive companies that seek to expand business horizons, create new business partnerships, and take advantage of trade and investment opportunities in today’s global economy.

The American-Hellenic Chamber of Commerce is an active mem-

ber of the U.S. Chamber of Commerce in Washington D.C. and the European Council of American Chambers of Commerce (ECACC).

#### MISSION STATEMENT

The American-Hellenic Chamber of Commerce strives for continuous improvement of American-Hellenic commercial and financial relations, through increased membership and through the organization of top-quality events, exhibitions, fora, seminars, and congresses on both sides of the Atlantic.

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# Bulgaria in the Eurozone – What’s Next for Business?

The American-Hellenic Chamber of Commerce participated in the “Bulgaria in the Eurozone – What is Next for the Business” conference, which was organized by the American Chamber of Commerce in Bulgaria on April 5, 2023. The conference, which was held at the Grand Hotel Millennium Sofia, focused on Bulgaria’s path toward adopting the single European currency, serving as a platform for AmCham Bulgaria to join the public debate, build constructive institutional dialogue, and contribute its insights into the business angle and its expectations in joining the eurozone.

Hosted by AmCham Bulgaria CEO Ivan Mihaylov, the conference was attended by Metodi Metodiev, Caretaker Deputy Minister of Finance of Bulgaria, and Dimitar Radev, Governor of Bulgarian National Bank, as well as the executive directors of AmCham Croatia, Andrea Doko Jelusic, and AmCham Greece, Elias Spirtounias. Addressing the conference, Spirtounias referred to Greece’s experience of joining the eurozone and outlined the several benefits Bulgaria stood to enjoy, including lower inflation, higher levels of FDI, easier access to and operation in international markets, a boost to the country’s credit rating, higher integration into financial markets and harmonization with regulatory frameworks, increased tourism, and greater political stability. “My country has admittedly benefited by entering into the eurozone, and I am sure Bulgaria would benefit as well,” Spirtounias said. “In the end, you can learn from the experience of other countries such as Greece and Croatia and pave an easier path.”

THE EVENT’S KEY SPEAKERS



GUESTS AND SPEAKERS AT 'BULGARIA IN THE EUROZONE'



ELIAS SPIRTOUNIAS WITH THE AMCHAM BULGARIA TEAM



REGIONAL AMCHAMS EXECUTIVES DISCUSSION GROUP

## BALKAN AMCHAMS COME TOGETHER FOR REGIONAL DEVELOPMENT

Recognizing that business associations such as SEE chambers of AmChams in Europe have the potential to be the powerhouse of joint collective action for better economic cooperation, EU integration and prosperity, AmCham Greece joined the AmCham Albania, AmCham Bulgaria, AmCham Kosovo, AmCham North Macedonia, and AmCham Serbia in a constructive discussion on growth and development in the region. The discussion, which took place in Skopje on April 12, 2023, centered on strengthening economic collaboration and regional development opportunities. By supporting various initiatives for the free movement of capital, people, goods and services, the participating AmChams hope to contribute to a better business and investment climate across the wider region and to strengthen the foundations of better regional cooperation through establishing shared vision and goals between the neighboring countries.

REGIONAL AMCHAMS EXECUTIVES GROUP PHOTO





**THE F-35: SECURING  
PEACE AND STABILITY  
FOR GREECE.**

**LOCKHEED MARTIN** 

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## Supporting Innovation in Northern Greece



The American-Hellenic Chamber of Commerce, through its Education, Innovation and Entrepreneurship (EIE) Committee, proudly co-organized NBG Business Seeds' "Innovation in Northern Greece and the Bodies that Support It 4.0" event, which was held on May 4 and May 5, 2023, at OK!Thess in Thessaloniki. Featuring a total of 22 panels, 150 speakers and 10 workshops, the conference mapped out innovation in Northern Greece by addressing key questions, such as: What does innovation in Northern Greece mean today? Who can benefit? Which sectors of the economy are affected?

Which organizations support the effort of teams and companies to innovate? What financial tools are there? What other forms of support are provided? What opportunities and challenges did the COVID pandemic create in Northern Greece?

The event drew representatives of more than 55 key innovation-focused bodies and organizations, who took advantage of the opportunity to network and hold meetings with local organizations. The main event was followed by a two-day "Bootcamp Match and Develop a Startup Thess 5.0" on May 6 and May 7, giving research teams and startups the opportunity to present and discuss their ideas with local entrepreneurs, participate in workshops, and receive tips from fund managers. Research teams and startups also had the chance to compete for prizes, while one company was shortlisted to participate directly in Phase II of the 14th Innovation and Technology Competition.

An initiative of Smart Attica EDIH, "Innovation in Northern Greece and the Bodies that Support It 4.0" was co-organized by NBG Business Seeds, the Municipality of Thessaloniki, Aristotle University of Thessaloniki, the Centre for Research and Technology Hellas (CERTH), OK!Thess, Alexander Innovation Zone, TECS Capital, the Athens Center for Entrepreneurship and Innovation (ACEin) at Athens University of Economics and Business, the Hellenic Development Bank of Investments, Bayer Hellas, Metavallon, Uni.fund, and the American-Hellenic Chamber of Commerce and was further supported by the Microsoft for Startups Founders Hub.

## Leadership Committee Visit to the Ancient Agora



Members of the AmCham Greece Leadership Committee visited the Ancient Agora of Athens on April 21, 2023, for a private tour led by John K. Papadopoulos, Director of Excavations at the Athenian Agora and Distinguished Professor of Classics at the University of California, Los Angeles. The tour concluded with a visit to the reconstructed Stoa of Attalos and the Museum of the Ancient Agora.

## UPCOMING EVENTS

Fit 4 Future Finance  
*Enabling the Sustainable Transition to the Next Generation Economy*

**June 22, 2023**

NBG'S KARATZAS BUILDING  
AUDITORIUM

10th Corporate Governance  
Conference

*Business Excellence and  
Corporate Governance*

**July 13, 2023**

HOTEL GRANDE BRETAGNE

Thessaloniki Future Thinking  
Dialogues – TFTD 2023

*AI to Future: Disruption of Work  
and Life*

**September 7, 2023**

THE MET HOTEL THESSALONIKI

Southeast Europe Energy  
Forum – SEEF2023

**September 8, 2023**

THE MET HOTEL THESSALONIKI

ACE

*Best Practice Sharing Conference*

**September 27-29, 2023**

ATHENS, GREECE

AUSA 2023

*Hellenic Pavilion*

**October 9-11, 2023**

WALTER WASHINGTON CONVENTION  
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WASHINGTON DC, USA

21st Corporate Responsibility  
Conference

*LINKS: Pivoting the Human Right  
to Nature into Business Reality*

**October 24, 2023**

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amcham-events/](https://amcham.gr/amcham-events/)

# GROUP DETAILS

ONEX Shipyards & Technologies Group focuses on high value strategic investments and infrastructures in cooperation with global partners, such as the U.S. International Development Finance Corporation (DFC) and the Italian shipbuilding behemoth Fincantieri S.p.A. The New York-based Group consists of several state-of-the-art companies, running a diversified portfolio of activities that mainly include Ship building, Ship repairing, Ship conversion, Offshore Constructions, railway vehicles/equipment maintenance, Aviation, Security, ICT/IoT, Business Process Outsourcing, Integrated Logistics Support, Energy, Real Estate and more. The Group's investments in Greece exceed 650 million euros, with half a billion euros will be invested between 2022-2027, while completed projects across the entire range of activities exceed 2 billion euros in value.

In total, Onex has 500 million euros worth of Shares & Assets under management, while the Group employs more than 2,500 people.

Currently, ONEX owns and operates Neorion Shipyards in Syros (3rd largest shipyard in Greece), while it is in the process of implementing Elefsis Shipyards restructuring and rehabilitation plan (2nd largest shipyard in Greece), with financial contribution from U.S. International Development Finance Corporation (DFC). Moreover, in the defense sector, ONEX is aiming through the strategic partnership with the Italian shipbuilding behemoth Fincantieri S.p.A. to create a corvette and defense platforms shipbuilding line and integrated logistics center of excellence for the region.

To illustrate, the re-operation of Neorion Shipyards by ONEX since 2018 has changed the ship-repairing Greek National Index after decades of decline; 90% of the sector's National Growth comes from Neorion.

ONEX success stems from always applying supreme innovation and operational excellence at the most competitive cost and delivery times, thus constituting a valuable partner and an emerging leader in the Eastern Mediterranean for commercial and military fleets.

The Strategic Agreements that ONEX Shipyards & Technologies Group has secured, as well as the significant investments it will make in equipment, Research and Development will bring Elefsis Shipyards to the forefront of the Shipbuilding and Repair Sector, worldwide. The aim is to transform the Shipyards into a hub that will support commercial shipping horizontally, energy transition, defense platforms and industrial solutions, leading the entire industrial ecosystem of the region, and strengthening both the economy and the geopolitical position of Greece.



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# Focus on Skills

In the context of their memorandum of cooperation and following their recent survey on skills needed in the Greek jobs market, AmCham Greece and DYPA held a closed working breakfast with representatives of key sectors and industries to present and discuss the survey's findings.

The American-Hellenic Chamber of Commerce and the Greek Public Employment Service (DYPA) jointly organized a closed working breakfast, which took place on April 5, 2023, at the NJV Athens Plaza in the Greek capital. Participants—representatives of a wide range of industries and sectors including pharma, tourism and manufacturing—enjoyed the opportunity to find out and discuss the results of the most-in-demand-skills survey recently jointly conducted by the two organizations. Opening remarks were delivered by Nikolaos Bakatselos, President of AmCham Greece, and Gianna Hormova, Deputy Director of DYPA, who noted the meaningful and ongoing cooperation between AmChamGR and DYPA and noted that DYPA is continuing to enhance and expand its vocational education, apprenticeships and on-the-job training programs to address the market's needs. The results of the survey were then presented by Andreas Siokos, Senior Data Analyst at OPAP, and the ensuing discussion was coordinated by Dr. Venetia Koussia, Chair of the Employment Committee of the American-Hellenic Chamber of Commerce. Reflecting on the survey's results in an article written for newspaper Naftemporiki, Koussia stressed the vital importance of a suitably skilled workforce to business development and economic growth. Pointing out the multiple factors at play in Greece—from the infamous brain drain and foreign laborers returning to their



VENETIA KOUSSIA, NIKOLAOS BAKATSELOS, GIANNA HORMOVA

home countries to the disconnect between further education institutions and the job market and, of course, the country's inverted population pyramid and shrinking working-age cohort—she noted that according to the survey, employers are struggling to find suitable candidates for a significant number of positions across industries, including manufacturing (16%), management (15%), IT (13%), and sales and marketing (12%).

“Soft skills are clearly most important to businesses as well as workers, which is why

they're often referred to as 'power skills'—skills that empower us to change things, collaborate, manage situations, and utilize technology and our technical knowhow. Companies are looking for people with communication skills, capable of working in teams, problemsolving and eagerly adapting,” Koussia wrote. Crucially, she pointed to the high demand (30%) for functional skills, noting that it “points to educational inadequacies (lack of reading comprehension, deficits in basic numeracy, and low numerical reasoning and statistical analysis abilities) and calls for an urgent return to the drawing board to redesign education across all levels, with a focus on creating the conditions for a better life for all those who will live and work, in the coming years, using technology on a daily basis.” Going on to discuss the demand for technical knowhow and the lack of quality vocational and professional training, the article ended by bringing the focus back to what matters most: “Most businesses look to technology as a panacea against an uncertain future and forget that what's really missing is the human element,” Koussia says. “What we need is people, and we can nurture more by becoming a job market focused on skills rather than job titles, which are becoming increasingly redundant.” 🐼

**“Greece must return to manufacturing, with improved education and vocational training and a capable workforce, in order to ensure that our current economic growth continues, stable and sustainable.”**

— NIKOLAOS BAKATSELOS, AMCHAM GREECE PRESIDENT





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# CONVERSATIONS WITH YOUTH

## ON PROFESSIONAL OPPORTUNITIES AND ENTREPRENEURSHIP

Students, young professionals and top executives from some of the country's foremost companies came together at AmChamGR's latest Leadership Forum, which took place at Aegean's Technical Base at AIA, to discuss potential career paths and opportunities for professional development in air transport.

The Leadership Committee's latest Conversations with Youth on Professional Opportunities and Entrepreneurship forum, sponsored by Aegean, took place on May 17, 2023, in the hangar of Aegean's technical base at Athens International Airport.

Focusing on career paths in air transport, the event put its young audience of 17-to-28-year-olds—comprising high school seniors, university students and young professionals—directly in touch with business

leaders and senior executives from some of the country's top companies and organizations, giving them an opportunity to learn about opportunities and challenges in the job market as well as trends and developments in the field relating to employment. "For the past 15 years, the Leadership Committee has seen to it that young people have the opportunity to come in contact with senior executives, CEOs and owners of large companies, to share their thoughts and questions with them, and get advice on their professional future," said Leadership

Committee Chair Artemis Miropoulos in his address welcoming the speakers and audience to the event.

Succeeding him on the podium, AmCham Greece Executive Director Elias Spirtounias thanked Aegean's CEO Dimitris Gerogiannis for hosting the event and underlined the Chamber's commitment to creating opportunities for young people, noting "the Leadership Committee's exceptional work, through the conversations it holds on the future and professional opportunities of Greek youth" and reminding the young au-

THE LATEST CONVERSATIONS WITH YOUTH ON PROFESSIONAL OPPORTUNITIES AND ENTREPRENEURSHIP IN THE HANGAR OF AEGEAN'S TECHNICAL BASE AT ATHENS INTERNATIONAL AIRPORT



ARTEMIS MIROPOULOS





LEADERSHIP COMMITTEE CHAIR ARTEMIS MIROPOULOS, AEGEAN'S CEO DIMITRIS GEROGIANNIS, AND IN THE BACK LEADERSHIP COMMITTEE MEMBERS

dience that the future belongs to them.

This sense of optimism and belief in the younger generation was echoed by AmCham Greece President Nikolaos Bakatselos in his own address. "It is a great thing to be young and to have your whole future ahead of you," he said, "and it is important that we do our part so that young people can make decisions toward a successful career path."

The event's first section featured talks by Leadership Committee members, who discussed current trends and developments in Greece and the Greek job market, looked at the country's economy and education sector, and talked about innovation and technology and the need for young people and young minds to drive these. Furthermore, the committee members also shared their thoughts and insights on choosing a career path, achieving professional development, and even pursuing professional opportunities abroad.

The next section featured a team of Aegean personnel from across different areas of operations—including analytics, financial and marketing executives, an aircraft pilot, and an engineer—who discussed different career paths and professional opportunities in air transport. Each shared insights on their particular area of expertise within the field, the background required to enter it and the opportunities for growth and advancement it offers and shared their stories and experiences from their own paths to professional success in the exciting field of air transport. The event's final section was, as always, dedicated to group discussions and mentoring.

The young participants had the opportunity to engage with the Leadership Committee members as well as representatives of Aegean's HR Department, talking about career opportunities, sharing their thoughts on recent trends and developments in the local and global market, asking questions and exploring key topics such as the social and environmental aspect of different professions, the importance of soft skills and lifelong learning, the role of having a positive and supportive work environment, education as the keystone of professional success, and the art of achieving and maintain a healthy work-life balance. The event concluded with a networking cocktail reception for speakers and attendees.

Commenting on the highly successful Leadership Forum, Dimitris Gerogiannis, CEO of Aegean and member of AmChamGR's Leadership Committee, said: "At Aegean we want to support young people in taking the first steps of their professional life and in fulfilling their goals and expectations in their personal life—both as they picture it today and as it takes shape in the future. Aegean staff spoke with everyone who attended the AmChamGR's Leadership Committee event, to discuss their individual path and development. At the same time, the event was a fantastic opportunity for us to share the possibilities and the excitement that the air transport industry offers, and above all to find out first-hand what young people expect from an organization such as Aegean." 🍷

## LEADERSHIP FORUM SPEAKERS

### LEADERSHIP COMMITTEE MEMBERS

Artemis Miropoulos, Chairman, Leadership Committee and Managing Director, Linkage Greece

Athina Chatzipetrou, CEO, Hellenic Development Bank

Rania Ekaterinari, Partner Ekati Consulting and non-executive board member of ElvalHalcor, MotorOil; Coral, and HEDNO

Dimitris Gerogiannis, CEO, Aegean  
Polychronis Griveas, Managing Director, Paragon Advisory

John Kalligeros, President and CEO, Star Automotive Hellas

George Kotionis, Deputy CEO, Ogilvy Greece

Pantelis Panos, General Manager, American School of Classical Studies at Athens

Aristotelis Panteliadis, CEO, Metro  
Marianna Politopoulou, MBA, The Wharton School, University of Pennsylvania

Vassilis Rabbat, Managing Director, Xerox Hellas and President of the Greek Association of CEOs

Alexandros Saracakis, Managing Director, Saracakis Group of Companies

John Vassilakos, CEO and Vice President, Kotsivolos – Dixons South East Europe

### AEGEAN STAFF

Vana Kardasi, Tech Process and Performance Analytics Manager

Elias Mandroukas, Deputy Chief Commercial Officer Digital and Marketing

Tatiana Stamatelopoulou, A320 Captain

Pepi Stamati, Deputy Chief Commercial Officer Network and Revenue

Angeliki Tachliabouri, NDT Inspector (aircraft engineer)

# Dedicated to showcasing the AmChamGR community

## NN HELLAS SUPPORTS FAMILY MENTAL HEALTH



Driven by its values—*We care. We are clear. We commit.*—and applying a human-centric approach at every step, NN Hellas has long been committed to supporting Greek society through a variety of initiatives, particularly actions that focus on the younger generation, investing in the future and in their physical and mental health. In this context, since 2022 NN Hellas has supported the

Νοιάζομαι Για Το Παιδί Μου (Greek for “caring for my child”) initiative, an effort by Prolepsis Institute to support the mental health of children and their families.

Through raising awareness and providing information and education on family mental health, the initiative aims to strengthen the role of parents and caregivers, as well as older family members, in preventing and addressing mental health issues that may arise in their everyday life with children and to help reinforce healthy family bonds. To this end, the initiative focuses on eight key areas: mental and emotional resilience, addictions, bullying, self-esteem and social media, intergenerational relationships and mental health, setting boundaries, dealing with loss, and developmental stages and education on body boundaries. The first cycle of interactive online seminars and experiential workshops ran from November 2022 to January 2023 and a second cycle kicked off in March 2023 and will continue through June 2023. Meanwhile, on May 30, 2023, the initiative launched a dedicated web portal, [noiazomai.prolepsis.gr](http://noiazomai.prolepsis.gr), aiming to afford all interested persons access to its wealth of up-to-date information and resources on family mental health.

## THEON SENSORS NAMED TOP EXPORTER 2023



Theon Sensors, a market leader in night vision and thermal imaging systems, was the big winner of the Greek Exports Awards 2023, which showcased and rewarded businesses that stood out in the export sector in yet another year impacted by various global challenges including geopolitical conflicts and high energy, transport, and financing costs. The company won a

total of seven gold awards across a range of categories, namely: Top Industrial Export Company, Top Manufacturing Export Company, Top Export Company in PR, Top Export Company in HR, Top Export Company in R&D, and Top Export Product, as well as the event's top distinction, Top Greek Export Company 2023. An EFA Group company, Theon Sensors is headquartered in Athens and has offices in six additional countries. It has more than 120,000 systems in service or under contract in more than 58 countries around the world and achieved exports to a total of €260 million in the three years 2020–2022.

“What these exports awards show is that Greece has the capacity to export innovation and high technology,” noted EFA Group President Christian Hadjiminas, “that it has plenty of manufacturing businesses that can contribute to the sustainable development of the Greek economy but also emerge as internationally competitive innovative companies.”

## NEW MEMBERS

The American-Hellenic Chamber of Commerce welcomes its newest members

### ENERTA

supply of equipment and services for the energy sector  
[enerta.gr](http://enerta.gr)

### ESTEE LAUDER HELLAS

manufacturer and marketer of prestige cosmetics  
[esteelauder.gr](http://esteelauder.gr)

### VASILEIOS ILIADIS

mechanical engineer

### LCI LAW

legal services and consulting  
[lci.law](http://lci.law)

### MASTERCARD EUROPE GREECE

payments industry technology company

### MEMORANDUM

artificial intelligence and cybersecurity  
[memorandum.gr](http://memorandum.gr)

## METRO CASH & CARRY BAGS 7 DISTINCTIONS AT LOYALTY AWARDS 2023

Athens-based Metro Cash & Carry won a total of seven awards at this year's Loyalty Awards, which took place on May 25, 2023, at the Radisson Blu Park Hotel in the Greek capital. Specifically, the company won three gold, two silver, and two bronze awards: gold awards in the categories Best B2B Initiative, Best in e-Commerce, and Best in Omnichannel; silver awards in Best Use of Gamification and Best Use of CRM; and bronze awards in Best Use of Social Media and Best Promo Campaign/Contest.

"Each of these seven important distinctions for the Metro Cash & Carry chain confirms the company's insistence on delivering personalized service, innovation and the best experience for its business clients, who have supported it for almost 50 years now," the company stated. "These awards encourage and recognize Metro Cash & Carry's longterm commitment to creating innovative services and programs for the benefit, always, of its business clients and partners."

Loyalty Awards 2023 showcased innovative programs and customer loyalty initiatives and highlighted the latest trends and developments in the industry in Greece. With six cycles now under its belt, Loyalty Awards celebrates excellence, innovation and best practices in loyalty programs and initiatives and recognizes the achievements of those brands and organizations excelling in customer retention and engagement.



## GRANT THORNTON ANNOUNCES NEW RHODES OFFICE



Grant Thornton has announced the opening of its new office in Rhodes, its fifth location in Greece after its Athens headquarters, Thessaloniki, Heraklion in Crete, and Ioannina. The newest addition to Grant Thornton's Greek network will serve the entire Dodecanese region, working with clients from across many industries and offering a depth of expertise and insight in all areas of business advisory, performance improvement, corporate tax, audit, and assurance. The move is in line with the company's broader strategy of

continuous improvement across all areas of activity, particularly in providing high-level advisory services in a rapidly changing business environment.

"We are thrilled that our company is continuously moving forward and evolving, while also maintaining the outstanding level of services over time," said Vassilis Kazas, Managing Partner of Grant Thornton Greece. "The methodical expansion of our activities, with the opening of the new offices in Rhodes, underlines the dynamic course that Grant Thornton has been charting over the years, introducing modern and innovative approaches as a specialized strategic consultant and inspiring confidence throughout its entire network of partners."

## AEGEAN AND CAE IN JOINT VENTURE TO LAUNCH GREECE'S FIRST ADVANCED FLIGHT TRAINING CENTER



Aegean, Greece's largest airline, and CAE, the Canada-headquartered global leader in civil aviation training, have launched a joint venture to establish the first

advanced flight training center in Greece. The new Aegean CAE Flight Training Center will be part of Aegean's new technical base at Athens International Airport, a €140 million investment that was announced in December 2022, and will be powered by green energy thanks to the 35,000 m<sup>2</sup> of photovoltaic panels embedded in Aegean's new hangar, which are set to generate 3 MW or 4.4 GWh of electricity annually.

Work on the new facility is already underway, with the first sections expected to be completed in September and operations expected to begin by the end of 2023. The Aegean CAE Flight Training Center will initially operate four full-flight simulators—including two Airbus A320neo, one Boeing 737NG, and one ATR 72-600—as well as cabin crew training equipment, and will have space for three additional full-flight simulators. At full capacity, the center will be able to train up to 3,500 pilots (42,000 pilot training hours) and many more cabin crew annually.

The new Flight Training Center will allow Aegean pilots and cabin crew to train in the country and will open additional training capacity for other airlines in the region. The venture will expand CAE's global training network and is integral to the creation of Aegean's aviation ecosystem in Greece and its efforts to bolster the local aviation industry and position Greece as a key aviation hub in Southeast Europe.

"Aegean and CAE bring their distinct expertise and knowhow to the joint venture, but they share common values when it comes to developing people. From the very beginning, Aegean's vision has been to add significant value to our country and the local aviation industry by giving our people the opportunity to sharpen their skills and reach their full potential," said Aegean CEO Dimitris Gerogiannis. "I am excited to see how the two teams come together to create a common culture of excellence at our new training center. This is an investment in the future of aviation. An investment that will grow our business and industry, but more importantly, will give limitless potential to our people."

# ACE 2023 US CONFERENCE

This May, a dozens-strong executive delegation of ACE representatives crossed the Atlantic to attend the AmChams in Europe 2023 US Conference, visiting numerous prestigious institutions, participating in meetings with business leaders and decisionmakers, and gaining valuable insight into the USA's business and political climate.

**A**mCham Greece Executive Director Elias Spirtounias represented the American-Hellenic Chamber of Commerce at this year's AmChams in Europe (ACE) US Conference, which aimed to highlight the significance of transatlantic relations, strengthen relationships, and offer participants important insights into the US economic and political landscape. Holding immense significance, as this year also marks ACE's 60th anniversary, the conference was held in Washington DC and Houston, Texas, on May 8-12, 2023, bringing together a delegation of ACE Executive Directors and representatives from the American Chambers of Commerce the opportunity to visit a number of prestigious government institutions, agencies, and administrations—including the US Chamber of Commerce, the Department of Commerce and State, and the Export-Import Bank of the United States (EXIM)—as well visit the NASA Space Center and meet with senior leaders from some of the largest US firms.

The ACE Annual Conference began with riveting presentations from the respected leaders of the United States Chamber of

Commerce: Suzanne P. Clark, President and CEO, emphasized the vital function of businesses in supporting governments in addressing relevant concerns, while Martin Durbin, Senior President of the Policy Division and President of the Global Energy In-

stitute, discussed challenges facing the US sector, particularly relating to permitting delays and staffing issues. Dan Bayers, Vice President of the US Chamber of Commerce for Climate and Energy, underlined the significance of government and businesses working together to ensure a secure energy supply and meet the energy demands of the future. Curtis Dubay, Chief Economist, offered a positive economic forecast, and John Murphy, Senior Vice President of International Policy, provided evidence to support the anticipated rise in employment and income. The ACE team then had the opportunity to visit the US Department of Commerce, where they met with Marisa Lago, Undersecretary of Commerce, and David De Falco, Deputy Assistant Secretary for discussions centered on strengthening the relationship between business and government. The first day ended with a cocktail reception hosted by the Ambassador of Greece to the United States, Alexandra Papadopoulou, at the Greek residence. Still in Washington DC, the ACE delegation visited news and information service Politico, joining Editor in Chief Matthew Kaminski in a discussion on the subtle complexities of politics as a fundamentally

ACE 2023 US CONFERENCE





THE ACE TEAM MEETS WITH MARISA LAGO AND DAVID DE FALCO AT THE US DEPARTMENT OF COMMERCE.



THE ACE GROUP VISITS THE NASA MISSION CONTROL CENTER

human effort, and also had the opportunity to meet with the Export-Import Bank and learn about funding programs and initiatives aimed at aiding US and European enterprises from Judith Pryor, EXIM's First Vice President and Vice Chair of the Board of Directors. This was followed by a visit to the US Department of State for a thought-provoking debate with Undersecretary of State Jose Fernandez, touching on a range of topics from unity to the Ukraine reconstruction mission, immigration policies, energy issues, and the Transatlantic Trade and Investment Partnership (TCC). The delegation then hosted an evening reception at the Lombardy Hotel in Washington DC, with attendees including Jörn Fleck, Senior Director of the Europe Center at the Atlantic Council's Transform Europe Initiative; Deputy Director Charles Lichfield and Senior Fellow C. Boyden Gray from the Atlantic Council's GeoEconomics Center; and Jon Decker, White House Correspondent and Senior National Editor at Gray Television. The Washington DC leg of the trip concluded with a highly productive meeting at APCO Worldwide that highlighted the immense untapped potential for business relationships between Europe and the United States.

Heading to Houston, Texas, the ACE delegation was welcomed by the Greater Houston Partnership, an innovative organization that promotes regional economic development, where Senior Director of Europe, Middle East, and Africa (EMEA) Jeffrey Blair underlined the importance

of connectivity in Houston, a city with substantial aviation, road, rail, and broadband infrastructure that serves as a center for numerous sectors. The delegation also enjoyed the opportunity to meet with William Harris, President and CEO of Space Center Houston, and astronaut Reid Wiseman, who will be part of the Artemis Moon mission in 2025, and visited Collins Aerospace, a well-known aerospace company. The Houston leg of the trip also included visits to Honeywell, where the delegation met with Honeywell Process Solutions President Pramesh Maheshwari to discuss how the company pushes the boundaries of innovation while prioritizing environmental morality and individual wellbeing, as well as a visit to ExxonMobil's global headquarters, where they met with Romke Noordhuis, Executive, Global Business

Solutions, Kurt Aerts, Director, Plastics and Product Life Cycle, and Filip Schittecatte, Industry Outlooks Manager.

AmCham Greece warmly thanks the ACE Secretariat and the ACE Executive Committee for organizing yet another outstanding and inspirational conference program and itinerary. Thanks to Susan Danger, Chair of AmChams in Europe for all the support; to the amazing team and all the excellent people of the ACE community; to all partners in the United States for sharing their knowledge and inspiring. The ACE team learned much on this latest trip, but one idea stood out most: Only those countries and communities will be successful where, despite their differences, the state, economy, academia and civil society can cooperate. And that is what the ACE community will continue to strive for. 🇬🇷

AMBASSADOR ALEXANDRA PAPADOPOULOU HOSTS A COCKTAIL RECEPTION



# Hybrid Work in Numbers

The hybrid work model seems to be here to stay and organizations the world over are finding ways to embrace it, defining policies and creating infrastructure to better navigate the intricacies of this new environment. As hybrid continues to evolve, new research is looking into what people value now and what has to change.

**O**f all the changes and disruptions to our daily lives brought about by the global Covid-19 pandemic over the past three years, hybrid work is perhaps the most significant and longlasting, a fundamental rethinking of our relationship with the office that seems to be here to stay. Hybrid work is a flexible work model that supports a blend of in-office, remote and on-the-go work, affording employees the autonomy to choose to work wherever and however they are

most happy and productive. Importantly, hybrid work is still evolving and new patterns will keep on emerging as we continue to adapt to ever-changing conditions and developments—in the needs of the workforce, company culture, social norms, the business landscape and technology to name a few. In this context, it would be interesting to know how hybrid work is faring around the world and how employees as well as organizations are responding to it. Recent global research by Steelcase, the global leader in office furniture and innovative workspace solutions, explored what people do, need and expect in today's era of hybrid work. The results are quite interesting.

## 1. THE OFFICE IS STILL KEY

On average, the majority of employees globally (70%) are working in the office at least three days a week. This number varies depending on a number of factors, including the line of work and the type of employer, as well as the country of residence. While in the US 55% work mostly in-office and 45%

work mostly remotely, those figures stand at 53% and 47% in the UK, 70% and 30% in Germany, and 95% and 5% in China.

## 2. SIZE MATTERS

We are seeing patterns emerging around who is adopting hybrid and where. Small and midsize companies in small and midsize cities tend to work in-office the most. Big companies in big cities, doing computer-based work, are adopting greater levels of hybrid or remote work. Based on Steelcase's research, 75% of employees in small companies work in-office compared to 69% in midsize and 60% in large companies.

## 3. IT DIFFERS BY INDUSTRY

Another key factor affecting the percentage of employees working in-office or remotely is the type of industry the company operates in. The industries with the highest percentage of employees working in-office are education institutions (87%), utility companies (84%) and manufacturing (80%), while the lowest percentages are found in telecoms (55%), tech (64%) and insurance (66%).

## 4. GENERATIONAL TRENDS

One of the most interesting outcomes from Steelcase's research is there is a correlation between age and preference for remote or in-office work, with the percentage of employees opting to work in-office standing at just 57% for Baby Boomers and 67% for Generation X compared to 73% for Millennials and 77% for Generation Z, who appear to be driven by a desire for better and faster career advancement. 🐜



— BY —  
**PANTELIS KOUZIS**  
General Manager,  
EKA Hellas

**THERE IS A  
CORRELATION  
BETWEEN  
AGE AND  
PREFERENCE  
FOR REMOTE OR  
IN-OFFICE WORK**

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# Accounting Solutions SA joins WTS Global

In a move that further adds to the company's prestige, Accounting Solutions, part of Athens-based AS Network, has joined WTS Global, becoming a member of a leading global organization aspiring to become the preeminent non-audit tax practice worldwide. Business Partners spoke to Jenny Panou, Partner and Head of Tax at AS Network, to find out more about what this means for AS Network.

**Just recently, at the end of April 2023, AS Network announced that Accounting Solutions SA had become a member firm of WTS Global. Tell us a bit more about this organization.**

WTS Global is a leader in the field of tax services worldwide. With members in more than 100 countries, WTS Global offers a full range of tax services to its clients, which include multinational companies, international mid-size companies, as well as private clients and family offices. WTS Global offers the superior tax expertise of local advisors from different cultures and backgrounds and provides outstanding services in a constantly changing world.

WTS Global is ranked by Chambers and Partners as a Band 1 firm, the highest tier,



in Tax (Global: Multi-Jurisdictional) Network' and has been awarded several times at the European Tax Awards as the best European tax services network, in various areas of tax law, including transfer pricing and indirect taxation.

**AS Network has already established itself as one of the largest networks in its field in Greece and is well respected for its vast experience and high level of expertise. How does this move add to its domestic and international prestige?**

Joining WTS Global constitutes an important distinction and a recognition of the value of its executives and services, as WTS Global member firms are carefully selected through stringent quality reviews. All WTS Global members are leaders in their respective markets and share the ambition of building a truly global practice.

Joining this international community of distinguished companies highlights the excellent work that Accounting Solutions has done in Greece and further strengthens our position as a leader in the Greek market.

**Accounting Solutions SA is the leading Greek company in the provision of integrated payroll services to support HR departments and is recognized as a pioneer in accounting, tax and advisory services. What benefits can clients expect now that the company is also a member of WTS Global?**

Our cooperation with leading tax service providers worldwide guarantees easy access to a vastly expanded pool of contacts, specialized knowledge and best practices, which will promote Accounting Solutions and its activities both within and beyond Greece's borders.

Through our membership in WTS Global and the close cooperation with over 100 international firms, we now have direct access to the international knowhow, world-class specialized tools and experience of the global network, meaning we can further expand and improve the range of services we offer our clientele. 🇬🇷

**JOINING WTS GLOBAL HIGHLIGHTS THE EXCELLENT WORK WE'VE DONE IN GREECE AND FURTHER STRENGTHENS OUR POSITION AS A LEADER IN THE GREEK MARKET**



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# TRANSFORM YOUR INTELLIGENCE ECOSYSTEM

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# Opportunities to Grow

Bausch + Lomb is a multinational pharmaceutical company that manufactures and markets a diversified portfolio of products, with a core focus in the areas of eye health and general health, in more than 100 countries. Business Partners reached out to Iakovos Michalitsis, Regional General Manager for Bausch + Lomb Greece, Cyprus, Malta, Balkans & South Africa Cluster, to find out more about Bausch + Lomb Greece and how the company makes a difference in people's lives.

**Last year marked the beginning of a new chapter for Bausch + Lomb. What exactly did that mean in Greece and globally?**

That's right. In 2022, our parent corporation, Bausch Health Companies Inc., spun off its leading eye health business into an independent publicly traded entity, Bausch + Lomb - NewCo. The segmentation helped improve strategic focus and allowed more room for Bausch Health to focus on expanding its leadership in gastroenterology, aesthetics/dermatology, neurology, and international pharma. At the local level, this led to the transformation of Bausch Health Greece into Bausch + Lomb Greece – a new, rebranded pharmaceutical organization, with a combined portfolio of eye and general health products.

**What does Bausch + Lomb Greece stand for as a company in terms of its day-to-day operations and values, for example, as regards sustainability?**

We approach sustainability as a big opportunity to have a positive impact, and we have taken significant steps to organize a robust ESG strategy and relevant programs, with the full participation of our board and leadership team. In the environmental pillar, we are committed to fully respecting the environment and preserving it for current



and future generations. In the governance pillar, we aim to be a trusted healthcare partner, building on a promise towards our stakeholders that every employee, every day, operates to the highest standards of ethics and integrity. And in the social pillar, we are committed to advancing health and patient care, improving local communities, and supporting employee growth and wellbeing.

**In this latter area, Bausch + Lomb Greece has a strong track record of distinctions as one of the country's best employers. Tell us more about that.**

We are extremely proud to have been named among Greece's top four workplaces (in the medium-sized companies category) by Great Place to Work Hellas for the past five consecutive years. In 2023, B+L Greece achieved third place in Best Workplaces™ Hellas as well as a top 10 ranking (ninth place), in the Best Workplaces™ for Women Hellas! These distinctions reflect the fantastic effort of everyone at Bausch + Lomb Greece to lead by example in the way the company attracts, retains, develops, and empowers its people.

**What do you think drives this kind of sustained workforce satisfaction?**

Success is built on having diverse teams of colleagues who are driven by a shared purpose: to make the future work for everyone. Our people appreciate the inclusive management style, feel empowered to make decisions, and thrive in environments that encourage work-life balance, knowing they have opportunities to grow and be rewarded for performing well.

At Bausch + Lomb we believe in infinite possibilities! Our mission is to help people see better and live better, all over the world. That's why we started and what we still strive for today. 🐾

**WE ARE COMMITTED TO ADVANCING HEALTH AND PATIENT CARE, IMPROVING LOCAL COMMUNITIES, AND SUPPORTING EMPLOYEE GROWTH AND WELLBEING**



# H-53 PROGRAM

## BRINGING LEGACY AIRCRAFT BACK TO MISSION-READY SHAPE

Since 2016, Erickson has delivered a holistic support package for the H-53 platform, allowing a team of experts to inspect and process a total of eleven helicopters to date for their military customers.

### Support and services include:

- Component Repair and Overhaul
- Parts Fabrication and Manufacturing
- Engineering Solutions Support
- Supply Augmentation Support
- And more...

Download the infographic to learn more about this robust support package that keeps the H-53 platform operating safely and effectively for military customers.



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250 mL  
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and feel more active and energetic than ever!**

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# **CBD** 10mg multivitamins **CANNABIS**<sup>®</sup> Capsules Vitamins A, B6, B12, C, D3

**Cannabidiol (CBD) is a completely natural, safe, legal, non-psychoactive substance of cannabis, which has been proven, after extensive research, that its beneficial effect can provide body stimulation, well-being and protection of the body. CBD helps to fight of anxiety, effectively treats pain and improves mood.**

**If you are looking for a natural way to supplement your daily vitamin intake, CBD multivitamin is the perfect product for you. It is a capsule that incorporates a multivitamin and CBD formula. It provides a rich source of essential vitamins, trace elements and cannabinoids.**



**Packaging**  
30 capsules in a blister  
60 capsules in a blister

**FOOD SUPPLEMENT**

# Startups: From A to Exit

Drawing on its authors' firsthand experience and expertise in the field, a new book takes an in-depth look at Greece's startup ecosystem and offers practical advice and useful insights for anyone working in or with startups in Greece.

**L**ong renowned for its ancient treasures, health-boosting cuisine and iconic vacation destinations, in recent years Greece has also made a name for itself as an innovation thanks to its flourishing startup ecosystem. Today, an increasingly sophisticated support framework and a growing number of incubators and accelerators are empowering young innovators and aspiring entrepreneurs, while at the same time, the country is attracting more and more investors and talent from around the world. On every front, possibilities and opportunities are growing exponentially. The question now is, how does one go about seizing them? Startup cognoscenti Michael Dritsas, CEO of Elevate Greece, and Kaloian Kirilov, M&A advisor and founder of two edtech startups, set out to create the ultimate guide to Greece's startup ecosystem. Its title? *Startups: From A to Exit – Practical Advice on the Road to Success*.<sup>1</sup> The book, which is written in Greek and published by I. Sideris Pub-



lications, was formally launched at a special event that took place on February 20, 2023, at the Constantinos Michalos Center for Entrepreneurship at the Athens Chamber of Commerce and Industry's (ACCI) Athens Startup Business Incubator (Th.E.A.). Hailed as an invaluable reference tool for

anyone interested in the Greek startup ecosystem, from young aspiring innovators to seasoned investors, the book brings together a wealth of practical advice and useful insights. Using the most recent Elevate Greece data, *Startups: From A to Exit* examines the ecosystem's ins and outs and presents ideas and tips to cover the breadth and depth of the startup entrepreneurship experience, touching on topics such as how to identify the right idea, navigating the first steps to launching a company, business models and finances, attracting clients, marketing and sales, social entrepreneurship, company culture, marketplaces, partnering with other companies, working with advisory boards, securing funding and scaling up, and exiting.

Highly reviewed and very well received, *Startups: From A to Exit* features forewords by Dr. Christos Dimas, Deputy Minister of Development and Investments, and Dr. Haris Lambropoulos, President of the Hellenic Development Bank of Investments. It closes with an afterword by Litsa Panayotopoulos, co-founder and president of EVIA Intelligent Performance Ltd. and Chair of the Innovation, Education and Entrepreneurship (EIE) Committee of the American-Hellenic Chamber of Commerce, who notes that the book “marks the authors' significant contribution to the growth potential of startups and, through its pages, bridges its past, present and future of startup entrepreneurship. A future built around extroversion, gender and age inclusiveness, and breadth of scope. A potential, in an internationally competitive environment, that must be defined by vision, goals, determination, commitment and sound knowledge. An outlook that is grounded on the phrase: “Tomorrow's jobs are determined by today's startups.” 🐾

LITSA PANAYOTOPOULOS PRESENTS STARTUPS: FROM A TO EXIT

**TOMORROW'S  
JOBS ARE  
DETERMINED  
BY TODAY'S  
STARTUPS**



<sup>1</sup> In the original Greek, the title is *Startups: Από το Α στο Exit: Πρακτικές συμβουλές στον δρόμο για την επιτυχία*.

# SUCCESS HAS MANY FACES



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There is no single version of success. We learn, grow, and thrive differently. But there is one way to achieve it. By cultivating a mindset for personal and professional growth that serves your vision of success.

**Realize yours with us.**



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**UPVALUE YOURSELF**  
CHOOSE YOUR FUTUREPROOF  
BUSINESS PROGRAM

# USA ★

## PAVILION

**DEFEA 2023**

Back for 2023, the AmChamGR-organized USA Pavilion at DEFEA—Defense Exhibition Athens—once again highlighted the significance of the close defense relationship between Greece and the United States, showcasing key US companies and underlining the immense potential for partnerships, synergies and advancements in the field.



GENERAL KONSTANTINOS FLOROS, NIKOLAOS PANAGIOTOPOULOS, NIKOLAOS BAKATSELOS, GEORGE TSUNIS, DOUG BUSH, NIKOLAOS CHARDALIAS



GEORGE TSUNIS, MICHALIS GIORGALLAS, SANDY LONG, NIKOLAOS BAKATSELOS



AMBASSADOR G. TSUNIS WHILE DISCUSSING WITH US SERVICE TEAM MEMBERS WHO SUPPORTED THE USA PAVILION BY PRESENTING THE US ARMY HEAVY EQUIPMENT

**H**eld under the auspices of the Hellenic Ministry of National Defense and the General Directorate of Defense Investments and Armaments (GDDIA), and with the support of the Hellenic Manufacturers of Defense and Security Material Association (SEK-PY), this year's Defense Exhibition Athens – DEFEA 2023 – took place on May 9-11, 2023, at the Metropolitan Expo exhibition center at Athens International Airport Eleftherios Venizelos. A resounding success, the exhibition brought together top defense and security industry leaders, key decisionmakers, a host of manufacturers, distributors and buyers, as well as senior government and military officials in a unique, high-profile event.

Chief among DEFEA 2023's highlights was the USA Pavilion, which was once again organized by the American-Hellenic Chamber of Commerce, with the full support of the US Embassy in Athens and in association with the Association of the United States Army (AUSA) Hellenic Chapter. With over 1,000 sq. m. of floorspace, this year's USA Pavilion was twice as large as its predecessor at DEFEA 2021, and hosted a stellar lineup of US defense and security companies, showcasing an array of state-of-the-art equipment and services as well as heavy vehicles and helicopters and some of the US Army's most advanced weapon systems.

True to its vision and mission, the USA Pavilion again served as a reference point at DEFEA 2023, providing a platform for the

Greece is a key NATO ally. What's more, the country's geopolitical position at the heart of Southeast Europe and the Eastern Mediterranean makes it a valuable strategic partner — a partner that, despite any challenges and crises, continues to have one of the most reliable defense systems in Europe. Seen in this context, the organization of a defense and security exhibition in our country was inevitable. The American-Hellenic Chamber of Commerce has long cultivated a strong and expansive network of allies through which we work to promote mutual understanding and strong partnerships between the Greek and US defense and security sectors. This is a goal that we are committed to—directly through our various initiatives and by creating the conditions and opportunities for others in turn to network and establish partnerships and ties—and I am thrilled to say that our work at DEFEA 2023 has successfully achieved this: The USA Pavilion at DEFEA has once again provided a platform for defense and security industry professionals to come together, network, exchange ideas and set the foundations for fruitful partnerships, security and longterm stability.

— NIKOLAOS BAKATSELOS, PRESIDENT, AMERICAN-HELLENIC CHAMBER OF COMMERCE

who's who of defense and security to come together, network, exchange ideas and sow the seeds for potential joint ventures and other partnerships.

AmCham Greece kicked off its USA Pavilion program with an exclusive welcome reception which took place on the eve of DEFEA 2023 and was hosted by US Amba-



KONSTANTINOS KONTOGIANNAKOS, PIERROS KONTODIOS, NIKOLAOS BAKATSELOS, VICE ADMIRAL ARISTEIDIS ALEXOPOULOS



NIKOLAOS BAKATSELOS, NIKOLAOS PANAGIOTOPOULOS GENERAL KONSTANTINOS FLOROS

sador George J. Tsunis at Jefferson House, the embassy residence in Athens. The night opened with welcome remarks from Ambassador Tsunis, AmChamGR President Nikolaos Bakatselos, and Sandy Long, Senior Advisor for Defense Exports within the Office of the Deputy Assistant Secretary of the Army for Defense Exports and Cooperation (DASA-DE&C). The prestigious reception brought together many distinguished guests—including the USA Pavilion's exhib-

itors, representatives of the Greek defense industry, senior Greek government officials, and senior representatives of the Hellenic and US armed forces, the US Department of Defense and the Hellenic Ministry of Defense—who had the opportunity to exchange views and talk about developments in the defense and security, with particular emphasis on Greek-US cooperation and the ever-stronger ties between the two countries. On the morning of the exhibition's open-

ing, AmCham Greece brought together USA Pavilion exhibitors for a special breakfast briefing that afforded participants the opportunity to gain key insights into the political environment, economic relations and defense market in Greece and the wider region. Welcome remarks by AmChamGR President Nikolaos Bakatselos were followed by short addresses by Vice Admiral Aristeidis Alexopoulos, Chief of the General Directorate for Defense Investments and Armaments at the Hellenic Ministry of National Defense; Major Joseph “Tripp” Callaway, Army Programs Manager in the Office of Defense Cooperation at the US Embassy in Greece; Dawn Bruno, Commercial Attaché at the US Embassy in Greece; James Morris, Political Counselor, US Embassy in Greece; and William “Wes” Stange, Economic/Commercial Officer at the US Embassy in Cyprus, in Nicosia, who participated virtually.

The USA Pavilion's official inauguration and ribbon cutting ceremony took place at one o'clock in the afternoon on May 9, 2023. It was attended by numerous senior officers and high ranking officials as well as top representatives of the business community and was conducted by AmChamGR President Nikolaos Bakatselos joined by US Ambassador George J. Tsunis and Minister of National Defense Nikos Panagiotopoulos, as well as Doug Bush, Assistant Secretary of the Army for Acquisition, Logistics, and Technology (ASAALT) and Army Acquisition Executive; Nikos Chardalias, Deputy Minister of National Defense; and General

**AmCham Greece was excited to organize the USA Pavilion at DEFEA 2023, hosting two dozen exhibitors and welcoming a host of top government and military officials and industry representatives from both sides of the Atlantic. The Pavilion was an opportunity to reconnect and re-affirm longstanding relationships as well as to network and forge new ones, creating opportunities and partnerships that stand to benefit both Greece and the US and highlighting Greece's role as a key US ally and force for stability in the region.**

**On behalf of the American-Hellenic Chamber of Commerce, I want to thank the sponsors of this year's USA Pavilion for backing our vision and efforts, the US Embassy in Athens for their support in this endeavor, and of course, all the exhibitors, participants and attendees who were part of making the USA Pavilion at DEFEA 2023 so successful.**

— ELIAS SPIRTOUNIAS, EXECUTIVE DIRECTOR, AMERICAN-HELLENIC CHAMBER OF COMMERCE



USA PAVILION EXHIBITORS

I would like to thank the American-Hellenic Chamber of Commerce for the excellent organization, in cooperation with the US Embassy, of the USA Pavilion at DEFEA 2023 as well as for its important contribution to the trade and defense relations between Greece and the United States. It is an undeniable fact that AmCham Greece is a very important link in the chain of relations between the two countries and has played a significant role in strengthening our partnership with the United States, particularly in the fields of energy, innovation and defense.

In recent years, military cooperation between our two countries has reached an extremely high level, as a result of the updated Mutual Defense Cooperation Agreement (MDCA), and this is fully reflected by the large participation of US companies in the USA Pavilion at DEFEA 2023, which brought together defense and security professionals from around the world and served as a platform for networking and exchange of views, further expanding our countries' defense and trade ties.

— NIKOLAOS PANAGIOTOPOULOS , MINISTER OF NATIONAL DEFENSE

## USA PAVILION EXHIBITORS

Aeroservices  
Air Industrial  
Aviation Procurement Systems - APS  
BAE Systems  
Boeing  
By Light – By Linear  
Cubic Digital Intelligence  
D&M Ammunition Manufacturing  
Solutions  
Dillon Aero  
Erickson  
General Atomics Aeronautical  
Lockheed Martin  
Missouri Department of Economic  
Development – EWR Radar Systems  
and Masterclock  
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Textron Aviation  
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TotalView  
Velos Rotors



VICE ADMIRAL ARISTEIDIS ALEXOPOULOS, NIKOLAOS BAKATSELOS



ATHANASIOS KOUIMTZIS, ALEXANDROS COSTOPOULOS

I would like to thank the American-Hellenic Chamber of Commerce for organizing an impressive USA Pavilion at DEFEA 2023. AmCham is one of the US Embassy's most important partners in advancing the trade and commercial relationship between the United States and Greece. Their role is critical to strengthening Greece's position as a pillar of stability and a regional leader in energy, innovation and defense, while also promoting prosperity, inclusivity and economic opportunities for both of our countries.

US-Greece defense, commercial and economic ties have never been stronger. Our countries' updated Mutual Defense Cooperation Agreement (MDCA) highlights the deep commitment that both sides share to further strengthen our partnership, enabling us to advance our shared goals for peace and prosperity in NATO, Ukraine, the Eastern Mediterranean, Western Balkans, Black Sea region, and beyond.

I am very proud that US defense companies and innovative technologies

are helping Greece to upgrade its capabilities and strengthen the interoperability between our armed forces and with our NATO allies and partners. Together, we make NATO stronger, and the region more secure. US industry plays an integral role in our defense cooperation, and the US firms who exhibited in the USA Pavilion at DEFEA 2023 showcase the latest in defense technologies, systems, and services. Congratulations to AmCham Greece for another successful DEFEA event!

— GEORGE J. TSUNIS, AMBASSADOR OF THE UNITED STATES OF AMERICA TO GREECE

VICE ADMIRAL ARISTEIDIS ALEXOPOULOS, BETTY ALEXANDROPOULOU AND NIKOLAOS BAKATSELOS ANNOUNCING THE ORGANIZATION OF THE HELLENIC PAVILION AT AUSA ANNUAL MEETING AND EXPOSITION IN WASHINGTON, TO REPRESENTATIVE OF GREEK DEFENSE INDUSTRIES.





VIEW FROM THE WALKTHROUGH OF THE USA PAVILION



AMBASSADOR G. TSUNIS, ASST. SECRETARY OF THE ARMY D. BUSH AND CPT. M. BIERY BETWEEN US SERVICE TEAM MEMBERS

Konstantinos Floros, Chief of the Hellenic National Defense General Staff (HNDGS). Making the most of the impressive momentum generated by the USA Pavilion at this

year's DEFEA, a specially organized info session served to inspire Greek defense and security companies to participate in the Hellenic Pavilion at the upcoming AUSA 2023 Annual Meeting and Exposition, which will take place on October 9-11 in Washington DC. Featuring Nikolaos Bakatselos of AmCham Greece alongside Betty Alexandropoulou, Executive Director and Member of the Board of Enterprise Greece, and Vice Admiral Aristeidis Alexopoulos, General Director of the General Directorate for Defense Investments and Armaments, Hellenic Ministry of National Defense, the session focused on the Hellenic Pavilion's highly successful decade-long course and the significant partnerships and opportunities for Greek companies that have resulted from it over the years. "This year will be Greece's tenth consecutive

year at AUSA Annual Meeting and Exposition. Our participation in the event gives us the opportunity to further strengthen the excellent relationship between Greece and the United States in the area of defense. [...] We reaffirm our longstanding relationship while also exploring new synergies in areas of mutual interest for our two countries," Bakatselos stated, going on to discuss the potential opportunities for Greek companies through AUSA 2023 as well as through AmCham Greece's various programs and initiatives, with a focus on defense and security. "We are confident," he added, "that the Hellenic Pavilion at AUSA 2023 will once again highlight the comparative advantage that the Greek defense and security industry can offer regional and global markets, especially the United States." 🇬🇷

## USA PAVILION SPONSORS

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## THOUGHT LEADERS

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# LEADING DEFENSE

**I**n May this year, DEFEA 2023 brought together defense and security industry professionals, giving them the opportunity to showcase their latest innovations, network, exchange ideas, and set the foundations for fruitful partnerships.

For the second consecutive time, the American-Hellenic Chamber of Commerce—with the full support of the Embassy of the United States of America—organized the exhibition's highly successful USA Pavilion, featuring some of the world's leading defense companies and their cutting edge technologies, systems and services. In this context, Business Partners asked this issue's Thought Leaders to share their thoughts on the present and future of the industry and the ever-stronger defense partnership between Greece and the United States.

—ALEXANDRA LOLI, PhD

SILVER SPONSOR • EXHIBITOR

## Exploring Partnerships for Defense and Stability



As a high-profile international exhibition, DEFEA 2023 presented an excellent opportunity for Cubic to demonstrate our capabilities as a leading solutions provider and engage with important stakeholders from the region.

Greece and the United States' partnership is truly something to celebrate. Greece's pivotal role in the Eastern Mediterranean contributes significantly to global security and stability, and as a longstanding NATO member, the country

serves as an invaluable ally for the United States in the pursuit of strategic interests. Furthermore, the United States can contribute substantial commercially available resources to Greece's public safety, national security, and disaster relief efforts, further strengthening their bond. The strong economic ties between the two nations should also be highlighted, as Greece is one of the United States' top trading partners and serves as a gateway to the European market, presenting vast opportunities for growth, collaboration, and integration for US businesses, including Cubic.

Our shared values of democracy, rule of law, and human rights, along with a commitment to regional peace and stability, underscore the partnership's importance. Our vision is clear: We are keen to nurture and grow the Greece-US partnership. United in our shared values and interests, we can bolster regional safety and security, foster stability, and expand economic opportunities. Participating in DEFEA 2023 has paved the way for these exciting prospects. Our gratitude goes to the American-Hellenic Chamber of Commerce and DEFEA's organizers for creating such a well-executed event and to all those who visited our exhibit at the USA Pavilion. We are eager to continue the dialogue and explore the partnerships initiated during this dynamic tradeshow.

**UNITED IN OUR SHARED VALUES AND INTERESTS, WE CAN BOLSTER REGIONAL SAFETY AND SECURITY, FOSTER STABILITY, AND EXPAND ECONOMIC OPPORTUNITIES**

EXHIBITOR

## Turnkey Solutions for Ammunition and Primer Manufacturing



There has been a tremendous surge in demand for small arms ammunition in the face of Ukraine's efforts to defend itself against Russia's attack, as well as due to other global challenges, and Greek National Defense Minister Nikos Panagiotopoulos has vowed to continue to support Ukraine with more arms, ammunition, and other assistance.

With its unmatched ammunition industry experience in providing turnkey ammunition and primer manufacturing solutions—hav-

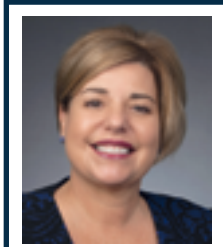
ing designed and supplied projectile and case manufacturing equipment to, and established complete production systems integration for ammunition factories around the world— D&M Ammunition Manufacturing Solutions is in an ideal position to help groups and organizations such as Hellenic Defense Systems keep up with increasing demand.

**D&M HAS THE DEPTH AND BREADTH TO UNDERSTAND SPECIFIC PROJECT NEEDS, PROVIDE TRUE PRODUCTION SYSTEMS INTEGRATION, AND DELIVER ADVANCED SOLUTIONS**

As a United States-based and headquartered company, D&M Ammunition Manufacturing Solutions can work with militaries, related government entities and other defense and security industry stakeholders to either help them establish ammunition and primer manufacturing operations or to expand existing operations for greater capacity. With a workforce of over 100 ammunition and energetics professionals and over 700 years of combined ammunition industry experience, D&M has the depth and breadth to understand specific project needs, provide true production systems integration, and deliver advanced solutions that fulfill all needs and objectives. New primer manufacturing capability and support has recently gone online in Cabot, Arkansas, serving to better position D&M as a single source for comprehensive centerfire ammunition manufacturing solutions, equipment, and training.

STRATEGIC SPONSOR • EXHIBITOR

# Boeing and Greece: A Strong, Enduring Defense Partnership



— BY —

**HEIDI GRANT**

President, Business Development, Boeing Defense, Space and Security and Global Services

As we celebrate our longstanding relationship with Greece, the Hellenic Armed Force and Greek defense industry, we are proud to support the Hellenic Armed Forces' extensive fleet of over 200 defense products, which include the combat-proven and battle-tested AH-64 Apache attack helicopters and CH-47 Chinook advanced heavy lift helicopters. The Hellenic Air Force has Joint Direct Attack Munition (JDAM) on their F-16 Block 52/52+ and the Hellenic Navy has been a Harpoon customer since 1980. Greece has also operated the

F-4 Phantom. In addition, Boeing commercial aircraft are in service with Greece's national airlines.

We welcome the strong relationship and partnership between the United States and Greece given Greece's leadership in the region and being a longstanding North Atlantic Treaty Organization (NATO) ally and EU partner. Together the two countries are advancing shared goals, united by democratic values, for peace and prosperity in the Eastern Mediterranean, Western Balkans, Black Sea region, and beyond.

The United States Army and Hellenic Armed Forces have participated in joint exercises and training missions with US and Greek AH-64 Apaches and CH-47 Chinook helicopters. Joint training exercises have involved transporting troops, aerial coverage operations, and providing medical evacua-

tion capabilities to Greek special operations forces. These collective training opportunities are strengthening the partnership and operational teamwork across multinational allies and partners, improving interoperability and relationships with allied and partnered nations, including Greece. Boeing has been focused on supporting the missions of the Hellenic Armed Forces with the intent to optimize the readiness of its defense helicopter fleet through a customer-centric approach, providing advanced capabilities and delivering value through sustainment and training services and local, on-ground support.

In support of advancing a long and prosperous relationship with Greek industry, Boeing is also building mutually beneficial relationships with Greek stakeholders and decisionmakers to advance the interests of aerospace and defense as a global industry and to underscore the vital contribution to Greek and European competitiveness and growth. Boeing has successfully implemented Industrial Participation programs in Greece and maintained collaborative relations with industry partners. These partnerships are important linkages that are integral to our bilateral security cooperation with Greece and also key tenets of our active local presence that remain at the root of our contribution to Europe's economic and technological growth.

**TOGETHER, THE US AND GREECE  
ARE ADVANCING SHARED GOALS,  
UNITED BY DEMOCRATIC VALUES,  
FOR PEACE AND PROSPERITY**

As a leading global aerospace company, Boeing is continuously looking at ways to deepen its partnerships with military customers and industry partners around the world and with Greece in particular. We look forward to growing the partnership for decades to come so we can advance economic opportunity, sustainability and community impact.

STRATEGIC SPONSOR • EXHIBITOR

## Stronger Together: Strengthening Collaborations Through All Domains



— BY —

**JONATHAN HOYLE**

CE Europe,  
Lockheed Martin

Today's national security challenges demand networked platforms and solutions that provide unparalleled impact. Guided by our 21st Century Security vision and with our deep understanding of our customers' evolving mission needs, Lockheed Martin is well-positioned to lead the transformation of the defense industry to ensure our forces are ready for what's ahead and poised to deter potential enemies to prevail against any threat—in any place, at any time. Our 21CS vision

integrates new and existing systems across all domains with advanced, open-architecture networking and operational technologies that optimize their effect and lethality, providing military forces with more range, speed, agility, resilience and rapid decision-making advantages. We are bringing together physical world advanced technologies (e.g. stealth aircraft, directed energy, hypersonics, space-based sensors) with the digital world's advanced technologies (e.g. 5G, AI, autonomy, resilient cyber solutions, distributed cloud computing).

Greece is undertaking impressive modernization efforts to improve its security and Lockheed Martin is honored to have a vital role in providing the most advanced interoperable capabilities that allow Greece to stay ahead of growing threats. As a leading defense company, we bring a decades-long partnership with Greek industry and remain committed to offering long-term partnerships that include the creation of high-skilled jobs as well as investments into research, academia and technology transfer. Last year, Greece submitted a request to the US government for

the purchase of fifth-generation F-35 fighter jets to strengthen Greece's ability to meet sovereign and NATO commitments, to contribute to global security and to interoperate in coalition operations. The F-35's stealth capabilities are crucial to keeping Greece secure for years to come, allowing Greek pilots to covertly patrol, monitor and conduct surveillance without being tracked and to safely protect Greece's air space. More recently, Greece also submitted a request to purchase UH-60M helicopters and we look forward to supporting the two governments in their discussion to add the Hellenic Armed Forces to the Blackhawk family of users. Additionally, jointly with HAI, we are upgrading 84 F-16 jets to the cutting-edge V configuration, providing 21CS capabilities; these upgraded Vipers will be the most advanced F-16s in Europe, enhancing Greek national security. The F-16V upgrades are being performed at HAI, bringing valuable jobs and investment to Greece. We are also continuing to work with the Hellenic and US Navy to support Greece's P-3B Orion modernization program, which will add 15,000 flight hours to Greece's Orion fleet, keeping the vital maritime patrol asset flying for decades to come.

**LOCKHEED MARTIN IS HONORED  
TO HAVE A VITAL ROLE IN  
PROVIDING THE MOST ADVANCED  
INTEROPERABLE CAPABILITIES THAT  
ALLOW GREECE TO STAY AHEAD OF  
GROWING THREATS**

Furthermore, in partnership with established Greek company Aeroservices and under Hellenic Navy guidance and supervision, Sikorsky is performing the sustainment of the S-70B/B6 fleet. We also remain ready to support discussions about the interest in C-130 Hercules transport aircraft. We believe these aircraft can make a significant contribution in assisting Greece in its ongoing efforts in the Mediterranean and beyond.

Greece's vision and actions to safeguard its future security and prosperity together with Lockheed Martin's vision and cutting-edge technologies are force multipliers and we are excited for a future where we are able to move forward together.

SILVER SPONSOR • EXHIBITOR

# Restructuring: A Vital Step for the Hellenic Defense Industry



— BY —  
**DIIMITRIOS DAFNIS**  
CEO and Chairman,  
Aeroservices

We stand at the dawn of a new era for Greece's defense industry, after a decade of austerity measures made a significant impact on the Hellenic Armed Forces. The involvement of local companies at that time was not feasible due to the urgent need for immediate solutions, which limited options to what was readily available. Substantial investments are now being made to make up for lost time in the best interest of the Greek military. Flexible and localized alterna-

tive approaches, which will alleviate the incumbent legal constraints and provide flexibility while maintaining the same efficiency in terms of quality, price and safety, can be achieved through local industry participation. This task suits the use of local expert companies with excellent performance records and immediate interest in the field of research and development and provision of services. The role of the local industry could be characterized as the sole-source key player for programs with unique characteristics, attributes and specific objectives. Such sources, qualified to the industry's recognized standards, could be selected, approved, vetted, and delegated for the procurement of articles and provision of services.

In the years to come, we expect all new systems to be incorporated into the Hellenic Armed Forces. Local industry must adapt to the new environment and allocate resources to the orientation and restructuring process in order to be capable of sustaining operations and business functions. This is vitally important and also a step forward toward establishing a solid supporting network for the Hellenic Armed Forces. It is also a first step for penetration into the defense programs of neighboring countries.

**FLEXIBLE AND LOCALIZED  
ALTERNATIVE APPROACHES CAN  
BE ACHIEVED THROUGH LOCAL  
INDUSTRY PARTICIPATION**

EXHIBITOR

# Supporting Military Readiness in the Face of Regional and Global Threats



— BY —  
Brigadier General  
(Rtd, Hellenic Air Force)  
**GEORGE KATSANIS**  
Executive Vice President,  
Aviation Procurement  
Systems (APS)

DEFEA is an important event that serves to connect US and Greek defense companies to the broader region and to a world changed by the aggression of certain countries. Countries across Europe and Middle Eastern countries are now reversing a decade-long trend of falling behind on the upkeep of legacy aircraft—a trend that persisted despite the fact that these legacy aircraft often comprise the vast majority of each country's air force. Over the past year, countries in this region have been pushing to drastically increase operability and

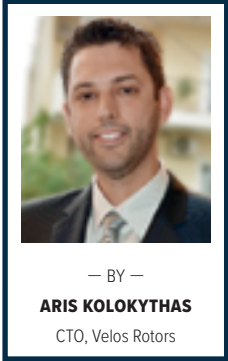
have been prioritizing keeping as many aircraft in the air and on the ready line as possible in the face of growing regional and global threats.

**THE WORLD IS CHANGING, AND APS  
IS HELPING ALLIED FORCES CHANGE  
WITH IT**

Aviation Procurement Systems (APS), a member of the American-Hellenic Chamber of Commerce and a USA Pavilion exhibitor at DEFEA 2023, is proud to be on the front-line of supplying allied governments with the parts, services, and expertise to boost overall readiness of legacy aircraft. As an approved vendor for armed forces in nearly three dozen countries around the world, and as one of few Greek-American defense contractors, APS is in a unique position to fulfill many of the needs of the Hellenic, American, and NATO militaries. The world is changing, and APS is helping allied forces change with it in order to protect against emerging and growing threats in an effort to keep the peace, maintain stability, and ensure defensive superiority.

## EXHIBITOR

# Towards a New Drone Era for the Defense Industry



Unmanned aerial vehicles (UAVs) have significantly changed many sectors, particularly the defense and military industry. Their main advantages for military use include better reconnaissance and surveillance, extremely low cost and maintenance compared to conventional aircraft, customizable command and control software and maximum payload capacity.

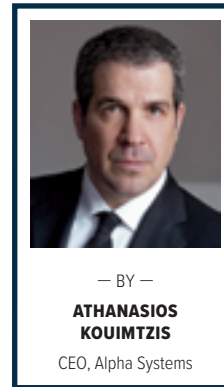
Unmanned aerial vehicles (UAVs), commonly known as drones, are aircraft with no onboard pilots. They can be either fully autonomous or remotely piloted vehicles (RPVs). Unmanned helicopters, with longer flight time and with vertical take-off and landing capabilities, are the ideal aircrafts for defense applications. Velos Rotors, a US-based incorporation with offices both in the USA and Greece, is specialized in designing and manufacturing top of the line unmanned helicopters in the 25 kg/55 lbs. class. Our main solution, Velos V3 is a low cost all-weather group 2 UAV that features a fully redundant twin engine design with IP65 certification, which can fly even in adverse weather conditions; case in point, Velos V3 is used by South Korea's coastguard for monitoring shorelines and lifesaving operations. In addition, our UAV is currently deployed by Ukrainian military forces in conflict areas.

## THE CONTRIBUTION OF DEFEA 2023 IS UNDENIABLE

The contribution of DEFEA 2023, a major international exhibition of great significance to the defense industry, is undeniable. Velos Rotors' participation in the USA Pavilion gave us the opportunity to showcase our achievements and impact on the defense industry, while highlighting the efficient and close cooperation between the United States and Greece.

## EXHIBITOR

# Extroversion and Defense Diplomacy



A country's defenses can only truly be strong if its defensive systems are supported by the local market and industry, and indeed with the contribution not only of purely defense-focused companies but also of dual-role companies that bring significant knowhow to the table.

As is the case with all major industry exhibitions across sectors, DEFEA is more than just a place and time for industry professionals to come together, network and exchange ideas. It is outstandingly

organized in accordance with international standards and serves as an accessible and comprehensive platform that can both showcase the Hellenic Armed Forces and highlight all the relevant knowhow the industry requires, underlining the Greek defense and security industry's export potential—an area, along with defense diplomacy, in which there is room for improvement.

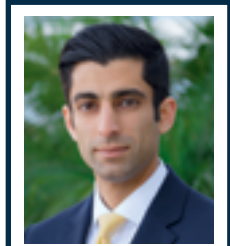
## WE AIM TO DRIVE THE EXTROVERSION OF THE GREEK DEFENSE AND SECURITY INDUSTRY

Alpha Systems is strategically partnered with Summit Aviation, an industry leader in helicopter MRO, which also works with the Hellenic Armed Forces and is seeking to transfer that part of its operations to Greece in order to utilize local talent and retain knowhow. This partnership and goal formed the core of Alpha Systems' participation as exhibitor in the USA Pavilion at DEFEA 2023, while we also actively participate in the TIF and AUSA exhibitions, prioritizing first the Hellenic Armed Forces and then our international clientele.

Alpha Systems is also strategically partnered with Nokia Global Services for platforms and smart systems, while we also work with three major companies on land systems and vehicles. Our work in defense is comprehensive and multi-faceted, and we aim to drive the extroversion of the Greek defense and security industry.

### EXHIBITOR

## A Multi-Domain Advantage



— BY —

**ARIA MAHDION**

Region Vice President,  
General Atomics  
Aeronautical Systems, Inc.

At a time of increased global challenges, Greece has the opportunity to join the world's most advanced nations in transforming its military, intelligence, security operations, and more. The key to this transformation is the MQ-9B SeaGuardian remotely piloted aircraft system, which the United States, United Kingdom, Belgium, India, Japan, and others are turning to in order to expand their maritime domain awareness, connect their forces, and carry out some of their most

critical missions.

Adapted from the world's most proven family of remotely piloted aircraft, SeaGuardian does things nothing else can: It can fly for approximately 40 hours and was built from the wheels up to not only be certifiable but also for operations in non-segregated airspace, mixed in with everyday aviation traffic. Onboard sensors provide high-definition electro-optical or infrared video any time of the day or night; and an onboard radar sees through clouds, haze, smoke, or fog. The aircraft can also accommodate a growing number of specialized payloads to handle virtually any mission, on its own or in concert with other unmanned or manned units.

Critical to translating the data collected by the aircraft's onboard sensors into actionable intelligence products is General Atomics' Optix software suite. Optix allows operators to control multiple payloads simultaneously and generate intelligence products in real time with its TacSit-C2 module. These systems take the intelligence gathered by the SeaGuardian and interpret and distribute it seamlessly so that navies, coast guard agencies, border authorities, or others can decide and act better and quicker than ever before.

**GREECE HAS THE OPPORTUNITY TO JOIN THE WORLD'S MOST ADVANCED NATIONS IN TRANSFORMING ITS MILITARY, INTELLIGENCE, AND SECURITY OPERATIONS**

### EXHIBITOR

## Old Threats, New Challenges and the Greek Defense Industry



— BY —

**DR. VASILEIOS VRETTOS**

Chief Operating Officer,  
By Linear

Greece is situated in a conflict-prone region where the use of force is still considered an option by some neighboring revisionist powers. Greece relies on its strong Armed Forces and its participation in all West European security and political organizations to deter external threats and challenges. Therefore, the country historically spends a significant amount of its GDP on protecting its territorial integrity and vital interests.

Defense procurements are covered through imports mainly from its European partners and the United States. It is, however, a sobering thought that those expenses usually do not include R&D or industrial co-production allocations.

**GREECE NEEDS TO DEVELOP A SOUND AND COHERENT STRATEGY TO WORK IN FAVOR OF THE GREEK DEFENSE SECTOR**

This long-problematic mentality must change. New technology developments and the acquisition of cutting-edge defensive equipment must be accompanied by a shift in culture and strategy to support Greek defense industries. The central criterion of the choice of an industrial partner should not be the weapon itself but the transfer of technology and the technological knowledge that will form the basis for new dynamic development concepts that will cover the entire life cycle of the material under development as well as the production, control of certification, maintenance, modifications, improvements, and finally upgrades.

Greece needs to develop a sound and coherent strategy to work in favor of the Greek defense sector—not on its own, but through competent subcontracting with Greece's allies. The industry needs synergies. The strong relationships with the USA, must boost the prospects of the Greek defense sector and drive its growth.

PLATINUM SPONSOR • EXHIBITOR

## Shielding Greece's Interests in the Eastern Mediterranean



— BY —

**PANOS XENOKOSTAS**

CEO and President,  
ONEX Group

In recent years, Greece has been on a dynamic reconstruction path, claiming a pivotal role in the geopolitical developments in the Eastern Mediterranean and the Balkan Peninsula. This effort is taking place in an environment rife with challenges and intense competition from other regional powers, such as Turkey, that are trying to expand their geopolitical influence at Greece's expense, and while the wider region is suffering from military conflicts (Russian invasion of

Ukraine) and civil conflicts (Libya).

In this reality, it is more urgent than ever for Greece to unfold a coherent and effective plan of actions and initiatives to effectively strengthen the domestic defense industry. This will only come to fruition if the Greek defense ecosystem boosts cooperation between domestic companies, small and large, that lead the way in new technologies and are characterized by a modern industrial and technological footprint of high standards. ONEX Group has undertaken a number of initiatives in this direction, aspiring to play a leading role in the development of Greece's defense capabilities against threats of all kinds—whether military, climate change, or other—in the years to come.

The brightest pages of Greek history are interwoven with the sea. Hellenism prospered through the development of shipping, both merchant and naval. Therefore, it is easy for us to understand the need for a strong shipbuilding and repair industry in Greece, as a necessary stepping stone for the country's economic development and defense. This also constitutes a pillar for the pioneering Greek shipping enhancing our diplomatic footprint. At the forefront of our presence, our two shipyards with their long history and a sizeable footprint in the Greek seas and the Greek Navy: Elefsina Shipyards and Neorio Shipyards. Over the last decade, the Elefsina Shipyards have undertaken major repair projects to support and improve the field effectiveness of the Greek Navy and the Greek Fire Brigade and have created synergies with major companies in the field, such as the UK's Vosper Thornycroft.

The prospects of the domestic defense industry, however, cannot flourish without the development of new production lines prioritizing the construction of all necessary equipment for the Greek Navy, from basic components to modern weapon systems. For this reason, We have established a strong cooperation network with the Italian shipbuilding behemoth Fincantieri and other companies in the field of technology—such as Leonardo, MBDA Italia, and Elettronica—aiming to create a domestic state-of-the-art production line for corvettes.

### THE DEVELOPMENT OF DOMESTIC KNOWHOW AND TECHNOLOGICAL ADVANCEMENT IS AN ABSOLUTE PRIORITY

For ONEX Group, the development of domestic knowhow and technological advancement is an absolute priority. With this prime target, several Greek companies are actively participating in the above scheme, creating a strong industrial ecosystem around Elefsina Shipyards, being ready to undertake the crucial program for building the new naval corvettes. ONEX Group's vision demonstrates the development of a regional shipbuilding center in the Eastern Mediterranean with the mission to support the Greek fleet, as well as the warships of allied countries, offering advanced knowledge and high specialization and providing holistic solutions for the warship of the 21st century.



# HONORING US LITERATURE

THE USA PAVILION AT TBF 2023

Returning to its regular format for the first time since before the pandemic, Thessaloniki International Book Fair came back with a bang and bigger than ever in 2023, with the United States as the honored country and an extraordinary USA Pavilion organized by AmCham Greece.

**P**aying special tribute to US literature, the 19th Thessaloniki International Book Fair (TBF) took place on May 4-7, 2023, at the TIF HELEXPO Exhibition Center in Thessaloniki. Hosted across 14 halls, with a total of 14,000 sq. m., it featured more than 600 exhibitors and over 1000 speakers, from Greece and abroad, and

included approximately 500 events, drawing roughly 90,000 visitors over its four days—the Fair's highest turnout to date.

TBF 2023's extensive program included all things books—from book presentations, talks, workshops, and seminars to special themed highlights, dedicated areas for children's literature and young adult literature, and professional events featuring interna-

tional participation. Chief among the Fair's highlights this year was the participation of the United States as honored country and the USA Pavilion, which, at the Hellenic Foundation for Culture's invitation, was organized by the American-Hellenic Chamber of Commerce with the support of the US Embassy in Greece. In a statement on the Pavilion, AmCham Greece President Nikolaos Bakatselos stated: "Time and again, the American-Hellenic Chamber of Commerce continues to demonstrate the breadth of its contribution to supporting the bilateral ties between Greece and the United States. Following the hugely successful USA Pavilion that AmCham Greece organized at TIF 2018, today our Chamber's Culture Committee brings another hugely successful USA Pavilion to Thessaloniki, celebrating US literature at TBF 2023."

Aiming to showcase contemporary literary voices in US literature and highlight the United States book market through the participation of authors, commercial and academic publishers and university presses, and well-known cultural and literary figures, the effort was spearheaded by the Chamber's

T. TZIKAS, S. RICO, Z. LIDORIKI, N. KOUKIS, E. DOUNDOULAKI, K. ZERVAS, V. KAFATOS, E. SPIRTOUNIAS, L. PANAYOTOPOULOS





AMBASSADOR GEORGE J. TSUNIS, Z. LIDORIKI



E. SPIRTOUNIAS, K. ZERVAS, T. TZIKAS, V. KAFATOS

Culture Committee, with the Combined Book Exhibit tasked with coordinating the participation of US authors and publishers. In total, the USA Pavilion featured more than 20 major publishers, including Abrams, Georgetown University Press, Harvard University Press, Macmillan, Merriam-Webster, MoMa, Penguin Random House, University of Chicago Press, and Yale University Press—as well as thirty smaller publishers, micropublishers and authors.

“We believe in the power of books; we believe in the power of culture to build bridges and to bring together people, nations and states,” said AmCham Greece VP Vassilis Kafatos at the Pavilion’s official inauguration, where he performed the ribbon cutting ceremony joined by the Chamber’s own Zozo Lidoriki, Chair of the Culture Com-

mittee; Litsa Panayotopoulos, Treasurer and Chair of the Education, Innovation and Entrepreneurship Committee; and Elias Spirtounias, Executive Director; alongside Eleni Doundoulaki, Secretary General for Contemporary Culture at the Ministry of Culture and Sports; Nikos Koukis, President of the Hellenic Foundation for Culture; Salina Rico, Deputy PO at the US Consulate General in Thessaloniki; Tasos Tzikas, President of TIF HELEXPO; and Konstantinos Zervas, Mayor of Thessaloniki.

“AmCham Greece is a chamber of commerce, but we believe that culture is an important tool in diplomacy—whether it is political, economic or commercial—and we also have a particularly active Culture Committee, so we felt it was our duty to rise to the Hellenic Foundation for Cul-

ture’s invitation and organize this Pavilion,” AmCham Greece Executive Director Elias Spirtounias.

“This is a fantastic opportunity for Greek books and Greek literature to come into contact with publishing houses and authors from across the Atlantic—but also the other way round—and in this way to develop new synergies and new collaborations in this field,” said Secretary General for Con-

## ABOUT TBF

Launched in 2004, Thessaloniki International Book Fair (TBF) is one of the foremost cultural institutions in Greece and a hub of cultural exchanges and trade between Europe, the Balkans, the Mediterranean, and the Middle East. It is organized by the Hellenic Foundation for Culture in partnership with Greek publishers, TIF HELEXPO, the Region of Central Macedonia, and the Municipality of Thessaloniki, with the support of the Ministry of Culture and Sports. It is co-financed by the European Regional Development Fund under the 2014-2020 Regional Operational Program (ROP) for Central Macedonia. TIBF is a member of the International Book Fairs Forum and Aldus Up – the European Book Fairs Network.

S. RICO, E. SPIRTOUNIAS, I. H. JOSEPH, Z. LIDORIKI



## USA PAVILION @ TBF 2023



E. SPIRTOUNIAS, V.KAFATOS, Z. LIDORIKI, GEORGE J. TSUNIS, J. FRITSCH



K. BLATANIS, T. TSIBOUKI, A. BARNERSTONE, T. RAPATZIKOU, Z. DETSI

temporary Culture Eleni Doundoulaki, going on to add that “this is all happening in the context of a broader partnership between Greece and the United States that has emerged and has been dynamically evolving over the past years, with open dialogue and collaboration in matters of culture, both heritage and contemporary.”

“Having an honored country is very important, as much for Thessaloniki International Fair as for industry-specific exhibitions such as Thessaloniki International Book Fair,” noted TIF HELEXPO President Tasos Tzikas, referring to the USA’s participation as honored country at TIF 2018, and underlining the lasting positive impact that continues to have in the city.

“Until now, Thessaloniki Book Fair was impressive, with an excellent cultural program, but the international aspect wasn’t as pro-

nounced,” said Nikos Koukis, President of the Hellenic Foundation for Culture. “We’re now sealing the Fair with international content, and we hope that this will continue and grow further in the coming years.”

“Today’s achievement is something we are all immensely proud of,” said EIE Committee Chair Litsa Panayotopoulos, noting that the USA Pavilion gave the Fair a certain air, elevating the entire exhibition.

“We’re very honored that American literature is being honored at the 19th Thessaloniki Book Fair. Some of the best books and authors will be here over the next few days. This is a great opportunity and we’re very excited,” said Salina Rico, Deputy PO at the US Consulate General in Thessaloniki.

“We have over 20 major publishers and foreign authors, and the Culture Committee has also prepared a series of parallel events

on theater, cinema, music, and universities,” noted Culture Committee Chair Zozo Lidoriki, inviting the audience to enjoy the Pavilion’s engaging program.

Among the Pavilion’s many high profile visitors was US Ambassador George J. Tsunis, who was welcomed by AmChamGR’s Spirtounias and Kafatos and was given a tour of the exhibit by HFC’s Koukis. “Books allow the mind to travel the world,” the Ambassador said, stressing the power of books to broaden horizons and enlighten readers. “Education is very important to Greeks. It has been a cornerstone to a better life. And the materials of education are books and reading,” he explained. Ambassador Tsunis went on to praise the AmCham Greece’s efforts in organizing the USA Pavilion and stress that the relations between the US and Greece are today better than ever.

E. K. LEE, R. JACKSON, F. STAGOS



N. CHATZIGEORGIOU, E. SPIRTOUNIAS, S. RICO, N. KOUKIS, T. TZIKAS, A. TZITZIKOSTAS, K. POZRIKIDIS





V. KAFATOS, S. KALAFATIS, S. RICO, L. SARANTI, E. SPIRTOUNIAS

Over the course of the four days, book enthusiasts and industry professionals alike were treated to an outstanding celebration of the US's contribution to contemporary literature and culture—both at the USA Pavilion and across the Book Fair in general. The audience had the opportunity to hear and interact with a host of US authors—including Ismini Lamb, Claire Messud, Meg Rosoff, Saskia Vogel, James Wood, and Nell Zink, who were invited by the Hellenic Foundation for Culture—and to attend more than 20 parallel events focused on US literature. A further three literary agents from the United States attended Thessaloniki International Book Fair as part of the Fair's brand new Thessaloniki Book Fellowship initiative, which launched this year with 20 publishers and agents from 16 countries around the world.

Following the end of the Book Fair, the American-Hellenic Chamber of Commerce donated the 608 books that had been on display at the Pavilion, distributing them among five recipients across Thessaloniki: a newly established refugee library, the 2nd General High School of Stavroupoli, the American Farm School, Anatolia College, and Thessaloniki TechLab.

The USA Pavilion at the 19th Thessaloniki International Book Fair marked the first time ever that the United States was featured as the honored country in a major book industry event in Europe. Highlighting the far-reaching, multilevel ties between Greece and the US across sectors and fields, including literature and culture, it inaugurated new channels of cooperation and opened new perspectives in the international book market. 📖

## USA PAVILION SPONSORS

### 2TmX Advisors

**Akritas**

**Public Power Corporation (PPC)**

**Mytilineos Energy and Metals**

The Combined Exhibit served as the Pavilion's Exclusive Agent. The Pavilion's partners (category in parentheses) were: Coca-Cola Tria Epsilon (beverages), Himalaya Travel (travel), Konstantinidis Book & Style (bookstore), LiveMedia (AV), and Orphee Beinoglou and UPS (freight).

## USA PAVILION PARTICIPATING US PUBLISHERS (SELECTED)

**Abrams**

**Albert Whitman & Company**

**American Psychiatric Association Publishing**

**American Psychological Association**

**Georgetown University Press**

**Guilford Press**

**Harvard University Press**

**Heron Books**

**Inner Traditions**

**Insight Editions**

**Independent Publishers Group (IPG)**

**Macmillan Publishers**

**Merriam-Webster**

**The Museum of Modern Art**

**Penguin Random House**

**Quarto Group**

**Rowman & Littlefield**

**Sourcebooks**

**Teacher Created Materials**

**University of Chicago Press**

**Yale University Press**

A further 30 smaller publishers, micropublishers and authors participated in the USA Pavilion at TBF 2023.

USA PAVILION



# EMPOWER HER

EMPOWER HER is a joint initiative of the US Department of Commerce/Global Markets and AmChams in Europe fostering collaboration on women's empowerment and gender equality. The initiative aims to promote the role of women in international business and trade and to encourage companies' efforts to support diversity, inclusion, and corporate social responsibility in the global economy.

**E**mpower Her is the US Department of Commerce/Global Markets' partnership with the American Chamber of Commerce to the European Union (AmCham EU) and AmChams in Europe (ACE) to bolster direct engagement by businesses to define and promote actionable steps they will commit in order to advance women's economic empowerment and entrepreneurship. The initiative builds on the Biden-Harris Administration's National Gender Strategy of October 2021, which set out to advance the full participation of all people and to ensure that everyone, regardless of gender, has the opportunity to realize their full potential. It was announced at the Transatlantic Conference in March 2022 and officially launched in May 2022, aiming to facilitate the spread of these ideas and best practices. Combining the reach and leadership of Global Markets and AmCham EU, Empower Her calls on US and international companies to remain leaders of diversity, inclusion, and corporate social respon-

sibility in the global economy and to join the effort to foster gender equality and women's empowerment in every country in which US Commercial Service Europe operates.

CS Europe and AmCham EU invite all US and European companies to join the US Government, their international partners, and their colleagues and peers in promoting gender equality and women's empowerment by:

- Advancing women's economic empowerment and gender equality in international trade;
- Urging US and European companies to diversify their workplace and support women-owned businesses ;
- Improving tools and services for women; and
- Increasing awareness for female entrepreneurs of trade, investment, and export-related services.

The American-Hellenic Chamber of Commerce, committed to reinforcing the message of equity and to attaining the goal of gender equality in the economic sphere, both through the targeted work of its Women in Business (WIB) Committee and through its daily practice as an organization, immediately welcomed the opportunity to join with other AmChams to advocate for women in leadership, strengthen inclusion and diversity, and take actionable steps to advance women's economic empowerment and entrepreneurship. A year on, we are proud to share that five of our member companies—Kyriakides Georgopoulos Law Firm, KPMG, and Pfizer, followed by AbbVie Pharmaceuticals and Coca-Cola Hellenas—have already signed the Empower Her declaration, joining the effort to advance gender equality and diversity. 🇺🇸

To find out more about the Empower Her initiative and access the *Declaration of Support for Women's Economic Empowerment*, visit <https://www.trade.gov/empower-her>.

On behalf of US Secretary of Commerce Gina Raimondo, I want to congratulate the American-Hellenic Chamber of Commerce for its leadership in implementing the Empower Her initiative in Greece. Together with the American Chamber of Commerce to the European Union and AmChams in Europe, we are cooperating to support and advance women's economic empowerment and gender equality in international trade.

These efforts would not be possible without the expertise and participation of our private sector partners. US firms are leaders in diversity and inclusion who are bringing about important changes not only in their own workforces but also in improving the overall business environment for women and mentoring the next generation of female leaders in the countries in which we operate.

In particular, I would like to recognize and thank KPMG, Pfizer, KG Law Firm, AbbVie and Coca-Cola Hellas for being the first US company signatories in Greece to the Empower Her declaration. We look forward to having even more US firms join us in this important initiative. I know that together we will make considerable strides in promoting women's economic empowerment both in Greece and throughout Europe.

— **YURI ARTHUR, COMMERCIAL COUNSELOR, US DEPARTMENT OF COMMERCE, US EMBASSY TO GREECE**

The Empower Her declaration aims to promote the role of women in business and supports initiatives to advance women's economic empowerment and gender equality in the workplace. At KG Law Firm we have embraced these targets and are proud of having many women amongst our total workforce and 50% at partner level; consequently, signing the Empower Her declaration came naturally to us and was in line with our firm's values, history, principles, and pioneering spirit.

— **JOHN KYRIAKIDES, MANAGING PARTNER, KYRIAKIDES GEORGOPOULOS LAW FIRM**

We are proud to be one of the first American-Hellenic Chamber of Commerce member companies who have signed the Empower Her declaration. This initiative aligns with Pfizer Hellas's commitment to advancing diversity, equity, and inclusion not only in the workplace and in business but also in our society in general. Our participation in the Empower Her declaration reinforces our efforts in this direction by strengthening gender equality, advancing a more diverse and inclusive workplace, and improving the business environment for women."

— **ZACHARY RAGOUSSIS, PRESIDENT AND MANAGING DIRECTOR, PFIZER HELLAS**

KPMG in Greece wholeheartedly embraces the Empower Her declaration, championing gender equality and inclusion through policies promoting equal treatment, female leadership, and diversity. As a trailblazer among the Big Four firms in Greece, we appointed our first female partner in 1995. With 55% of our workforce comprising women, we prioritize a diverse and empowering workplace. Proudly joining Empower Her, we advocate for an equitable business environment and women's economic empowerment. We are honored to be among the first three AmCham Greece member companies to sign the declaration, showcasing our commitment to advancing gender equality. Together, we can make a difference.

— **NIKOLAOS VOUNISEAS, SENIOR PARTNER, KPMG IN GREECE**

The Coca-Cola Company is committed to advocating for diversity, equity and inclusion around the world. For all of us at Coca-Cola, equity isn't just a nice-to-have, it is a must-have. We are proud to aspire to be 50% led by women globally by 2030. We have proudly signed the Empower Her declaration, as it is in line with our belief that each one of us can actively support and embrace equity within our own sphere of influence, by challenging gender stereotypes, calling out discrimination, drawing attention to bias, and seeking out inclusion.

— **STAVROS MOURELATOS, GENERAL MANAGER GREECE, CYPRUS AND MALTA, THE COCA-COLA COMPANY**

For AbbVie, diversity and inclusion is our core mindset and our continuous effort against unconscious bias. We are proud to offer a working environment that allows our colleagues, regardless of gender, ethnicity, age, sexual orientation, disability, or background, to achieve their full potential. We know that we are at our best when all voices are heard and valued. There is more to be done, and we are committed to listening and working towards lasting and meaningful change. Signing the Empower Her declaration is our active commitment to driving change and inspiring and empowering women to further educate themselves, discover leadership opportunities and ultimately become key contributors in shaping a better and more equal future for our society.

— **LABRINA BARMPETAKI, MANAGING DIRECTOR AND CHAIRMAN OF THE BOARD, ABBVIE PHARMACEUTICALS GREECE, CYPRUS, AND MALTA**

# ALL ROADS LEAD TO RHODES

A NEW PREMIER DIGITAL NOMAD DESTINATION IN THE SOUTH AEGEAN

In spring 2023, tech heavyweight Cisco partnered with Greece's South Aegean Region for an initiative to establish the Greek island of Rhodes as a top haven for digital nomads, sending a group of Cisco employees from across Europe to live and work from the island and explore the impact of digital nomads on the local economy.

**L**eading global technology company Cisco, in collaboration with the South Aegean Region, launched an initiative to establish Rhodes as a prime global hybrid work destination. The initiative involved a hosting program that saw 17 Cisco employees from all corners of Europe travel to Rhodes and spend three months—March 2 to May 31, 2023—working remotely from the breathtaking Greek island. This pilot program successfully showcased Rhodes as a smart digital island and an enticing destination for global remote workers. The project's key objective was to establish relationships of mutual cooperation and nurture a fulfilling experience for all parties involved by integrating Cisco's highly qual-

ified, tech-savvy employees with local organizations and the local community. Cooperation and co-innovation are integral components of Cisco's Country Digital Acceleration Program (CDA), a program designed to encourage digital research and education and stimulate digital entrepreneurship.

Last year, Cisco embarked on an innovative venture in Venice to reimagine the future of hybrid work and transform work, workplaces, and communities by accommodating work-from-anywhere employees. Sixteen Cisco employees were given the opportunity to live and work remotely in Venice for three months as part of the Venywhere project. This year, focusing on regional development, Cisco partnered with the South Aegean Region to commit resources and expertise and set Rhodes on the path to becoming one of the most sustainable destinations globally, using CISCO's digital technologies.

This venture provides exciting opportunities for regions and destinations offering a high quality of life—such as Rhodes, with its beautiful locales, natural environment, and rich cultural heritage—and the Rhodes Digital Nomads project builds on this to bring forth meaningful transformation.

The advent of work-from-anywhere capabilities is significantly altering the landscape of destination growth. In addition to focusing on attracting businesses, destinations can now also thrive by engaging individual talented workers. These locations can serve as distributed workspaces, providing individuals with greater flexibility and establishing a better work-life balance.

**The sustainability of the new working model lies to a large extent in the wellbeing of employees and the ability to create and produce in an environment that fosters the growth of soft and digital skills. During these three months, Rhodes became the ideal destination for remote work, with the local society and economy at the forefront of interest for the effective implementation of digital transformation.**

— ANTONIS TSIBOUKIS, CEO OF CISCO GREECE, PORTUGAL, CYPRUS, AND MALTA

Cisco's hybrid work research included evaluating the concept of hybrid work and understanding how to harmonize work and personal life by integrating home and workplace environments throughout the city, identifying ways to contribute to the area's economic, social, and environmental development to establish Rhodes as a leading sustainable destination, and exploring ways to create connected communities and strengthen the relationship with the destination.

The 17 digital nomads worked out of four traditional co-working spaces across the city of Rhodes, namely the K2 Development Agency, the Chamber of Commerce and Industry of the Dodecanese, the South Aegean Region headquarters, and the city's Museum of Modern Greek Art.

Rhodes has a vision to attract not just tourists but digital nomads who can help shape a new type of citizen. Greece makes concrete investments to attract remote workers, with their Digital Nomads Visa. Rhodes' ambition to create a sustainable future for its citizens resonates perfectly with our company's purpose to power an inclusive future for all.

— AGOSTINO SANTONI, VICE PRESIDENT  
OF CISCO SOUTH EUROPE

In the spirit of fostering strong ties with the local community, and in the context of its collaboration with the South Aegean Region, the project, dubbed "Cisco Island" by participants, included a series of special actions and CSR activities aiming to contribute to the digitization and transformation of Rhodes. These included helping to strengthen the marketing capabilities of the Rhodes International Cultural and Heritage Society and developing attractive voluntourism packages that highlight local heritage, promoting e-learning and VR/AR integration with the University of the Aegean, and expanding the boundaries of hybrid work and digital nomadism research, as well



The Digital Nomads Project is an initiative by Cisco in cooperation with the Regional Governor of South Aegean, Greece, whose aim is to making Rhodes a digitally sustainable destination. Hybrid work and digital nomads can be a key pillar of that strategy. For three months (March through May), 17 Cisco employees, from nine different countries, lived and worked in Rhodes. They experienced hybrid work at its best, using four co-working locations distributed in the city of Rhodes and their apartments, fully equipped with Cisco technologies.

— GUY DIEDRICH, VP AND GLOBAL INNOVATION OFFICER, CISCO

as hosting an internet safety workshop in collaboration with the Center for Child Protection and holding constructive dialogues with Metropolitan College students on the digital nomad lifestyle. Finally, true to Cisco's sustainability goals, the digital nomads contributed to green initiatives in partnership with the Plant Nursery of the South Aegean Region and supported the Social Grocery's food security efforts.

The project, and associated initiatives, aligns with Cisco's broader mission to center digital innovation as a catalyst for community development and highlights the transformative power of technology. 🌱

### CISCO ISLAND IN A NUTSHELL

Cisco, in the context of its Digital Nomads program, partnered with the South Aegean Region and committed resources and expertise to foster co-innovation and promote regional development in Rhodes. Specifically, the project involved:

- 17 Cisco employees
- from nine different countries in Europe,
- with five different roles
- and a 50:50 gender balance,
- working from anywhere on the island
- using Cisco's cutting-edge technologies.



# ALONE IN A CROWD

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What is the individual's position in relation to society? Where do the personal and communal intersect? How does apartness shape experience? A new exhibition by the Hellenic American Union and Athens Pride 2023, uses visual art to explore the concept of individuality in today's world.

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**F**rom Thursday, May 25 to June 24, 2023, Athenians and visitors to the Greek capital will have the opportunity to visit the group visual arts exhibition *Alone in a Crowd*, which will be hosted at the Hellenic American Union's Hadjikyriakos-Ghikas Gallery at Massalias 22, in the heart of the city.

Organized by the Hellenic American Union in conjunction with Athens Pride 2023, and curated by art critic Andrea H. Gilbert, the exhibition invites twelve visual artists—Antonakis, Despina Christou, Alexandros Georgiou, Mark Hadji-pateras, Alex Kat, Marilia Kolibiri, Andreas Lyberatos, Deanna Maganias, Alexandros Simopoulos, Angel Torticollis, Theo Vranas, and Maria Zervos—working in a variety of media, to examine the concept of individuality in today's world.

"*Alone in a Crowd* explores the position of the individual in relation to the social whole," notes Gilbert in her introduction to the exhibition catalogue. "Twelve artists navigate the emotional and physical intersections of the personal and the communal, the private and the public, as well as manifestations of interiority and exteriority – across a tortuous, often inhospitable, terrain. They explore the conditions of solitude, isolation, and alienation to reveal that this apartness is not necessarily, or exclusively, painful. Rather, it provides a space for introspection, independence, self-affirmation, and, finally, the empowerment of uniqueness."

At 18:00 on Tuesday, May 30 and Tuesday, June 20, curator Andrea Gilbert will conduct free guided discussions, open to the public. Prior reservations are required, at [culture@hau.gr](mailto:culture@hau.gr).

For more information, visit [www.hau.gr](http://www.hau.gr)

LEFT PAGE

**Deanna Maganias (2008) *You Live With Someone Called By Your Name* [Photographic print].**

**Courtesy: the artist and Rebecca Camhi Gallery.**

In *You Live With Someone Called By Your Name*, a neon installation at the National Theatre (Rex) in central Athens, Deanna Maganias examines the situation we face within ourselves in life where we play out roles of our character. The sentence stresses the duality within the self, as one stands apart from the image in the mirror.



**Maria Zervos (2010) *Bon Voyage* [HD video].**

**Courtesy: the artist and Ileana Tounta Contemporary Art Center.**

The film *Bon Voyage* by Maria Zervos follows the journey of a woman within a phantasmagoric landscape of acrobatics, magic tricks, and spectacles, on a visionary passage from the confines of culture into the limitlessness of nature. Lines of Zervos's poem *Nanno* act as a prologue to the film's iconography.



**Alexandros Georgiou (2019) *Blue Alone With Many* [Oil on canvas].** Courtesy: the artist and Rebecca Camhi Gallery.

Alexandros Georgiou presents oddity and otherness with such familiarity that the divergent becomes the norm in the fantastical spaces of his paintings. The dreams of the sleeping man in *Blue Alone With Many* are besieged by a host of creatures that could be the bearers of either pleasure or pain.

## ALONE IN A CROWD PARTICIPATING ARTISTS

Antonakis

Despina Christou

Alexandros Georgiou

Mark Hadjipateras

Alex Kat

Marilia Kolibiri

Andreas Lyberatos

Deanna Maganias

Alexandros Simopoulos

Angel Torticollis

Theo Vranas

Maria Zervos



**Marilia Kolibiri (2023) *The Pose of the Decade* [Oil on canvas].**

**Courtesy: the artist.**

The ultimate manifestation of self-reflection turned self-obsession, the selfie is solitude ritualized and shared for consumption by the anonymous crowd. In *The Pose of the Decade*, Marilia Kolibiri portrays the cellphone as the object of desire, completely overwhelming its subject, the woman.

# Nurturing Skills and Expertise

IN AN EVER-CHANGING PROFESSIONAL LANDSCAPE

We are presently navigating a period of unprecedented uncertainty and volatility, with the technological, economic, political, and social spheres in a constant state of flux. The ability to adapt to this new reality is undoubtedly the most crucial skill of our time.

**W**hen it comes to adaptability, the labor market stands out, representing a new paradigm that demands a diligent and nuanced approach.

Stakeholders across the ecosystem—academic, research, institutional, and business—must learn to co-create in order to develop a shared roadmap toward ensuring the development of skills that connect education to professional prospects and offer genuine growth opportunities. Investing in innovation in education, fostering creative thinking, and prioritizing digital transformation centered on the human being provide a solid foundation for building a sustainable framework.

Digital skills are essential to professional development. A comprehensive strategy for developing these is urgently required and must include investments, training access, addressing human resource challenges, collaboration with stakeholders, technology dissemination to businesses, and retraining employees. It's worth noting that digital

skills are not solely about using technology. They also include soft skills related to social, emotional, and interpersonal abilities, such as collaboration, teamwork, and empathy.

Businesses must also rise to the challenge of navigating the changing landscape, keeping a watchful eye on market needs and requirements. The shift towards digital transformation demands adopting a new work culture that incorporates technologies. Furthermore, businesses must invest in upgrading employee skills and developing initiatives that incentivize, educate and offer employment opportunities to candidates and employees seeking better professional prospects.

Adapting to the constantly changing professional environment is vital in today's world. Developing skills and expertise in digital transformation is a prerequisite for career development and a key factor for business success. Collaborative efforts between all stakeholders to create a shared roadmap that links education to professional prospects will

promote workforce prosperity and market sustainability.

The overall picture reveals a need to create a new, better version of our country that is more productive, fair, technological, digital, and outward-looking. However, achieving this requires coordination between the state's operational plan and the educational community, focused on the new generation. In today's highly competitive global economic environment, we must support businesses that provide quality jobs, which ensure opportunities for professional development in modern, influential sectors. Such businesses invest in their human capital and have as their central philosophy the creation of an efficient and enjoyable work environment that puts people first. However, such job opportunities can only be created through a change in the country's economic and production model. Similarly, to address the phenomenon of brain drain, it is crucial to upgrade public as well as private academic institutions, with a focus on extroversion, technology, research, and their integration with the real economy.

Greece has the potential to become a more prosperous and forward-thinking nation that provides opportunities for its citizens to achieve their full potential. This will require collaboration and coordination between various stakeholders, including the state, the private sector, and the academic community. It is time for us all to work together to create a new, better version of Greece that can compete and succeed in the global economy. Only then can we hope to stem the tide of brain drain and provide a bright future for the next generation. 🇬🇷



— BY —

**NIKOS KONSTAKIS**

Group CPO and Managing  
Director of OpenBet Hellas

# Contract Farming

BOOSTING COMPETITIVENESS, EXTROVERSION AND SUSTAINABLE DEVELOPMENT

Piraeus Bank's Agricultural Banking Division focuses strategically on the sustainable development of the primary sector, continually looking for solutions to cover its customers' needs. Amongst its portfolio of integrated banking solutions for farmers, its Contract Farming Program is a modern initiative designed to support and strengthen agrifood from within.

**D**edicated exclusively to the primary sector, the Agricultural Banking Division of Piraeus Bank focuses on delivering outstanding customer service, developing innovative and flexible financing tools to fully cover its clients' needs, promoting the sector's sustainable development, and strengthening cooperation, extroversion and generational renewal in the agricultural workforce.

In 2022, in order to improve access and effective absorption of resources and the completion of its clientele investments, Piraeus Bank focused on financing viable investment projects that have or will be included in subsidized programs or are implemented with own resources. For this purpose, Piraeus Bank offers a full range of banking solutions—including flexible prefinancing loans equal to the value of the grants obtained under the respective programs—aiming to maximize the use of existing financial instruments for the benefit of its clients.

Having recognized the need for generational renewal in agriculture and in rural areas, Piraeus Bank offers a complete package of solutions and financial support for young

farmers, aiming to cover their liquidity and investment needs. Indeed, in 2022, loans to young farmers accounted for more than 60% of the bank's primary sector financing. In the context of its ESG commitments, Piraeus Bank supports farmers wishing to invest in renewable energy generation, while it also prioritizes product innovation and improved banking products in order to cover current operating cash flows and meet financing needs, thus also contributing to the successful implementation of Greece's National Energy and Climate Plan (NECP). As part of its strategic commitment to support the agricultural sector, Piraeus Bank provides a wide range of specialized, high-added-value products and services to agricultural organizations and bodies as well as agricultural cooperatives and agricultural enterprises, including its innovative Contract Farming Program, which was first launched in 2013.

Using a range of customized financial instruments, the Contract Farming Program offers the required liquidity, at the appropriate time, at each stage of the value chain and in doing so helps create a new era of sustainable development for the agricultural sector and enhances the sector's efficien-

cy and extroversion. The program takes a holistic approach to the country's agrifood sector's value chain and contributes to the rationalization of the production costs of agricultural products, while at the same time strengthening relationships and promoting trust amongst the parties involved—producers, groups of producers, agricultural cooperatives and processing companies. In 2022, Contract Farming's impact on Greek agrifood was mutually beneficial for producers, processing/trading enterprises and agricultural cooperatives, as evidenced by the improvement in the sector's financials.

To date, Piraeus Bank's Contract Farming Program has provided liquidity to more than 420 longterm partnerships and helped over 11,000 producers, contributing to the creation of sustainable value chains and helping beneficiaries compete in international markets, all while adhering to the fundamental principles of sustainable development. Piraeus Bank remains a pioneer in Greece's agricultural sector, demonstrating in practice its support to the primary sector of the economy and to the country's agricultural community. 🌱

— BY —  
**VASILEIOS  
GAITANAROS**

Director of Contractual  
Banking  
and

**ALEXIS POLYTAKIS**  
Director of Agricultural  
Business Development, at  
the Agricultural Banking  
Division of Piraeus Bank

**PIRAEUS BANK'S  
MAIN OBJECTIVE  
IS TO COVER THE  
LIQUIDITY AND  
INVESTMENT  
NEEDS OF  
YOUNG FARMERS**

# Chatting with a Chatbot

Rapid technological advancements and an ever-increasing capacity to automate and streamline work processes are transforming industries across the board. Focusing on the translation industry, Andonis Godis, Founder and Managing Partner of Lexicon Translations, chatted with artificial intelligence chatbot ChatGPT (3.5)—a large language model trained by OpenAI for natural language processing—to find out its take on the industry's future.

“

**HUMAN  
TRANSLATORS  
WILL CONTINUE  
TO PLAY A  
CRITICAL ROLE**”

## Let's have a chat about translation.

Sure, I'd be happy to chat with you about translation!

## Before we start, how clever are you?

As an AI language model, I am designed to process and understand language, generate responses, and perform various natural language processing tasks. However, my intelligence is limited to my programming and training data. While I can perform complex language tasks, I am not capable of independent thought or reasoning like a human. Therefore, I would say that I am clever in the sense that I can perform well-defined language tasks, but my intelligence is limited to the algorithms and data used to create me.

## How will the translation business evolve in the next few years?

I believe that the translation industry will continue to evolve and improve in the coming years. Here are a few potential developments:

*Increased use of machine translation:* As machine translation technology improves, more businesses and individuals may begin to rely on it as a cost-effective and efficient way to translate their content.

*Integration of machine translation with other translation technologies:* Machine translation may become more integrated with oth-

er translation technologies, such as translation memory and terminology management tools. This could help to further improve the quality and consistency of translations.

## Expansion of language pairs:

With the ongoing development of machine translation technology, it is likely that more language pairs will become available for automated translation, making it easier to translate content into and out of less commonly spoken languages. Overall, the translation industry is likely to continue to evolve and improve in the coming years, driven by the increasing availability and quality of machine translation technology, as well as advances in other translation tools and techniques.

## How will humans fit into that scheme?

Despite the advancements in machine translation technology, human translators will continue to play a critical role in the translation industry in the coming years. While

machine translation can provide fast and cost-effective translations, it still has limitations in terms of accuracy, cultural nuances, and context, especially when it comes to

complex or specialized texts.

Human translators are able to understand the nuances and cultural context of a language and can provide translations that are accurate, contextually appropriate, and culturally sensitive.

Therefore, in the coming years, it is likely that humans will continue to be involved in the translation process, working alongside machine translation tools to provide high-quality

translations that meet the needs of businesses and individuals. The role of human translators may evolve to include more post-editing of machine-translated texts, as well as greater collaboration with machine translation tools to improve the overall quality and efficiency of the translation process.

**Great talk ChatGPT!** 🐙



— BY —

**ANDONIS GODIS**

Founder and Managing  
Partner of Lexicon  
Translations

Established in Greece in 1991, Lexicon Translations specializes in legal and financial translation services. Please visit [www.lexicon.com.gr](http://www.lexicon.com.gr) for more information. Andonis Godis can be reached at [godis@lexicon.com.gr](mailto:godis@lexicon.com.gr)



# ACE

## Best Practice Sharing Conference

September 27-29, 2023 | Athens, Greece

“ AmCham Greece is a proud member of the AmChams in Europe Network which, together with its members, this year celebrates its 60th anniversary. Established in 1963, AmChams in Europe (ACE) serves as the umbrella organization for 46 American Chambers of Commerce (AmChams) from 44 countries throughout Europe and Eurasia. The US and Europe are each other's largest trading partners and make up the world's largest and wealthiest market. In Europe ACE represents the interests of more than 17,000 American and European companies employing 20 million workers – account for more than \$1.1trillion in investment on both sides of the Atlantic. ACE works to communicate the importance of the transatlantic economy in both Europe and the United States. AmChams in Europe's mission is to develop and support a network of AmChams across the wider European area committed to the exchange of best practices among member AmChams; promoting the importance of the transatlantic economy in both Europe and the U.S.; and representing the interests of U.S. investors in Europe and European companies investing in the U.S. ”



AMERICAN-HELLENIC  
CHAMBER OF COMMERCE



# What a Momentum!

Last year, when I was re-elected as President of the American-Hellenic Chamber of Commerce, I promised to maintain the momentum we had achieved and to continue building on it, in line with our vision and our mission to foster a strong and competitive business environment, support growth, and promote ever-stronger ties between the US and Greece as one of the largest, most active and most dynamic American Chambers in Europe. True enough, we finished 2022 strong, and 2023, so far, has been full of wins and exciting developments.

**W**e kicked off 2023 with a fantastic party to celebrate the New Year and then hit the ground running as proud co-organizers of NBG Business Seeds' Innovation in Greece initiative, which has since been hosted in Athens, Heraklion, Patra and Thessaloniki, promoting innovative entrepreneurship around the country.

We have organized numerous working breakfasts and luncheons with senior members of government, including Minister of Tourism Vassilis Kikilias and Deputy Minister of Mental Health Zoe Rapti, to advance the interests of our member companies. We've worked closely alongside and signed MoUs with key business organizations, public agencies and academic institutions

in Greece and the United States to better address key issues and create synergies in key areas. These partners include the Athens Chamber of Commerce and Industry (EVEA), the Office of Private Sector Exchange Program Administration at the US Department of State's Bureau of Educational and Cultural Affairs (ECA), the Public Employment Service (DYPA), Purdue University, the State International Development Organizations (SIDO), and the University of Piraeus. We have actively pursued a strong international presence, taking part in events in the USA with our partners ACG and as part of the AmChams

in Europe (ACE) network, participating in the Transatlantic Conference, and supporting the Transatlantic Economy 2023 Report and the Empower Her initiative.

Closer to home, we've worked beyond Greece's borders to promote Greek business and strengthen the country's economy and position as a leader in Southeast Europe and the Eastern Mediterranean, most notably through our recent business mission to Egypt that allowed select Greek companies to meet with top government and business representatives in Cairo and through our work with regional chambers—including AmChams Albania, Bulgaria, Kosovo, North Macedonia, and Serbia—to explore ways to strengthen growth and development across the region as a whole.

And of course, we have continued working through our dedicated committees, organizing various high-profile events and special-focus workshops in key

areas including agrifood, culture, education and leadership and organizing USA Pavilions at major trade exhibitions such as Thessaloniki International Book Fair and DEFEA 2023.

And we are not even at the halfway mark yet. Stay tuned for more, including ACE's 60th anniversary celebration that we're organizing this coming September in Athens. 🇬🇷



— BY —

**NIKOLAOS  
BAKATSEPOS**

AmCham Greece President

## THE AMERICAN-HELLENIC CHAMBER OF COMMERCE

### Become a Member

To become a member of the American-Hellenic Chamber of Commerce, one of Greece's most preeminent and proactive business organizations, apply on the Chamber website at [www.amcham.gr](http://www.amcham.gr), send an e-mail to [info@amcham.gr](mailto:info@amcham.gr), call the Chamber at 210-699-3559 and request an application form.

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# **ANNOUNCEMENT**

## **A FEW WORDS ABOUT PHARMACEUTICAL "CANNABIS C.B.D."**

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