

2024

our
work
in numbers





A total of

49

 actions

were carried out to promote Greece's investment proposition

126

mature investment leads

12

investment projects currently under implementation and receiving active support

Investment helpdesk

More than

670

requests from investors across 20 countries were processed

2,070

new investment leads established

A portfolio of

283

mature investment projects ready for development

Source countries of investor interest:

China, France, Germany, Israel, Japan, the Netherlands, UAE, UK, USA, Turkey

23

new projects approved

with a total budget of

€3.88

 bn

and

4,500

new employment opportunities



Priority value-added sectors



Tourism & Real Estate



Energy



Technology & Innovation



Bioscience



Logistics



Food & Beverage



Global Business Services



Creative Industries

Trade Fairs

Organization of national pavilions at

55 major international trade fairs
+3 specialized trade events

Participation of **1,100+** Greek companies

+45 start ups
in **100,000+** B2B meetings



Total exhibition area of **22,000** sq.m.

B2B meetings

2 targeted actions to host Master Sommeliers

5 initiatives targeting buyers and media

Over **170** brands

for the Kastoria International Fur Fair and Greek fashion shows

participated in promotional activities showcasing Greek fashion

Participation of more than **200** Greek companies

9 Greek wine promotion seminars – with over **300** participants

Showcasing Greek gastronomy event in Paris

3 initiatives to promote Greek fashion in global markets

3 initiatives showcasing the Greek fur sector

9 business missions including **4** organized in the context of official government delegations

involving **240+** Greek companies

and **4.100+** B2B meetings

Export Help Desk:

1.210 exporter inquiries for personalized information and consulting:

41 product categories

61 countries of interest

50+ export fact sheets

Market Focus:

Europe, Middle East, North America

Capacity building & training for exporters



Market access strategies for international markets

3

 cycles of online seminars

4 modules

- I. International market research / Target market selection and risk management
- II. Market entry strategies and selection of distribution channels
- III. Online & offline marketing
- IV. Export pricing models and financing tools for exporters

254 trainees 12 groups 180 online training hours

2

 informative workshops

were held in Athens and Thessaloniki under the theme: "Participation in trade fairs – Setting goals and preparing for export success," with **140** participants from the food and beverage industry.

Online info sessions

4

Doing business in...
Challenges & opportunities

Sectors: food and beverages, building materials and aluminum, pharmaceuticals, maritime equipment, technology, innovation & startups, biotechnology, apparel

28 speakers 590 executives of export-oriented companies



Singapore



Canada



Germany



UK

"Thriving Global"



Acceleration program in collaboration with USMAC and experts from Silicon Valley, aiming to support the internationalization of 9 startup companies.

Leveraging European funding programs

Approval & launch of the project

- 8 countries
- 9 entrepreneurship support organizations
 - environmental management
 - climate change
 - renewable energy sources

Thematic Innovation Capacity
Toward Green Development

International Relations:



Election to the position of **Chairman of the Board** of Trade Promotion Europe (TPE)



Election to the position of **Vice-President** of the ANIMA Investment Network

Implementation of

52 actions

with international stakeholders

Signing of **8 Memoranda of Understanding** with counterpart organizations

Reception of **4 delegations** from international entities

National Collaborations:

Co-organization of **65 joint actions** with national partners

Signing of **2 Memoranda of Understanding** with Regions and stakeholders

Local Networking:



Organization of a foreign diplomats' mission

to highlight the Central Macedonia ICT ecosystem

Designs and completion of a pilot project mapping institutional partners in

4 Regions

as a foundation for establishing local extroversion offices

Corporate Social Responsibility (CSR):

Collaboration with CSR Hellas



and implementation of targeted CSR actions.

Campaigns:

Continuation of the

«Greek Marble | Then. Now. Forever.»

campaign

New thematic campaigns for

Greek natural cosmetics, fashion, logistics, and agricultural equipment

Audiovisual Content:

Production of new

27 videos for outreach activities, investment opportunities, and corporate **success stories**

Creation of the

«Greek Business Voices»

series featuring **12 interviews with top executives**



Digital Presence:

Website

22,000

new visitors, average visit duration 1.52 minutes

Social Media:

14,190

followers on **Facebook**

11,353

followers on **LinkedIn**



Newsletters: **10** monthly issues in English



Support for Actions:

Providing communication and marketing support for

56 individual actions of Enterprise Greece Divisions

Press Office - Collaboration with Media:

6,988 mentions in Greek and international media, with an estimated value of

4.6 million €

82

interviews

81

press releases

74

speeches