

Capital Link Forum

8th Annual Invest in Greece Forum

Greece in the era of reform

Panagiotis Drossos
HEPO Chief Executive Officer

Greek Success Stories

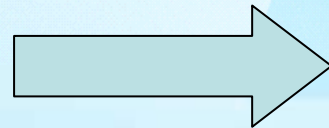
Increase of Greek exports

Revised exporting techniques

New business mentality

Positioning

Greece



**A Strategic
Business Partner**

A new model of Growth and Development

Extroversion

Entrepreneurship

Competitiveness

Environment for Success

A business environment that favors:

- Investments
- Quality
- Research
- Innovation
- Ambitious business plans

Success strategy

- **Targeting** 17 specific large markets through a detailed research, analysis.
- A **continuous** and well-coordinated **presence** abroad, that promotes Greece's extroversion.
- **Effective promotion** of Greek products and services, through contemporary advertising, marketing and public relations tools.



Greece's ambassador for
exporting products and services

&

A reliable platform for the
development of external trade



Our Vision

To bring Greek businesses
and products
in the global market

Our Target

The positioning of Greek products
with strict quality standards

Partner in Trade

- Coordination of the largest business mission in China headed by the Minister of Economy and Finance, among 37 business missions in 2006
- Participation in leading international fairs and exhibitions
- Implementation of integrated promotion programs for key business sectors

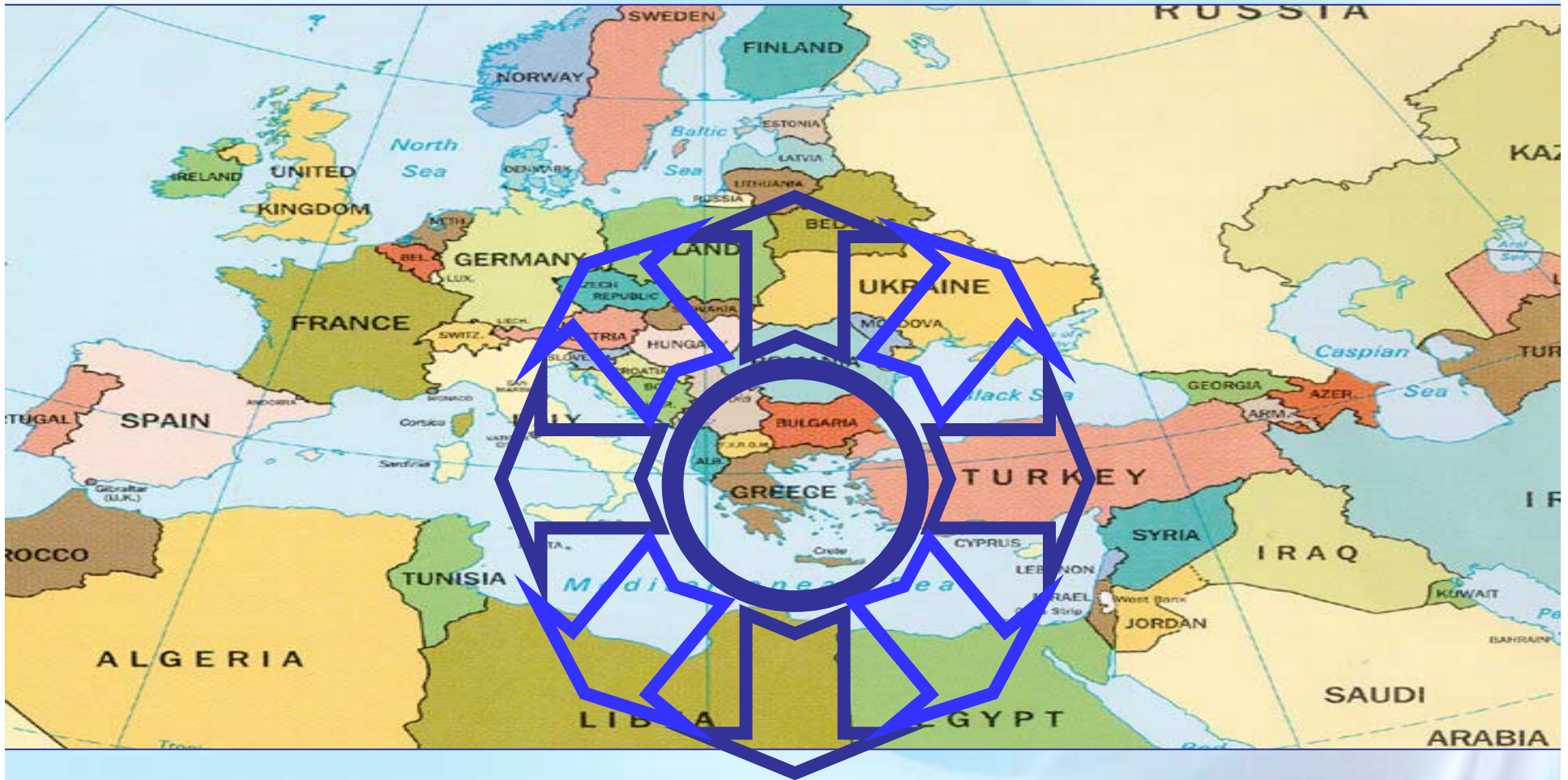
Our mission

To associate
"Made in Greece"
with a strong brand name

Measurable effectiveness*

- **13,1%**: the highest rate of export increase within EU (2005)
- **19,7%**: exports increase during January – August 2006
- Increase of exports during 2005 and 2006 exceeds the growth rate of Greece's nominal GNP
- **3.500** Greek businesses with leading positions in EU, SEE, Mediterranean and ME connected with HEPO

Bridge Greece to international markets



We want and we can share
Greece's competitive advantages with
the world, thus creating opportunities
and benefits for all

Thank you.