

# 9<sup>th</sup> Annual Invest in Greece Conference

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**Chairman of the Board of Directors**  
**Hellenic Foreign Trade Board – HEPO**

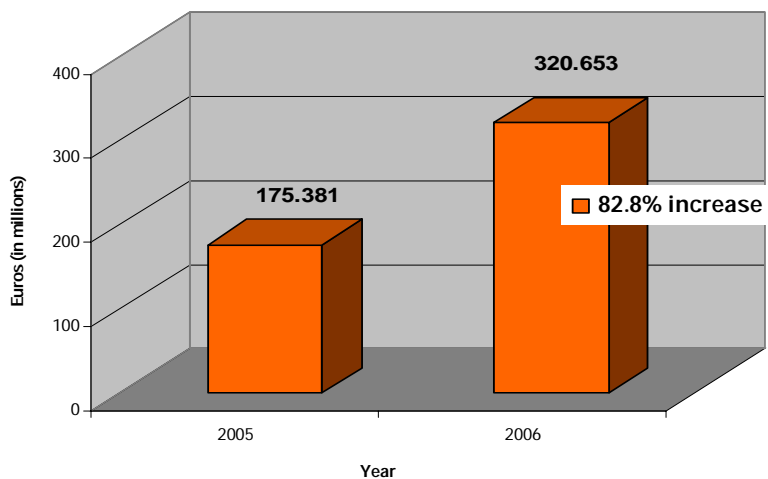
# Greece's economic extroversion

- Since 2004, the Hellenic Ministry of Economy and Finance has placed the international outlook of Greece's economy among its top priorities.
- HEPO has been assigned with a substantial mission: To act as the *liaison* between Greek enterprises and their potential partners worldwide.

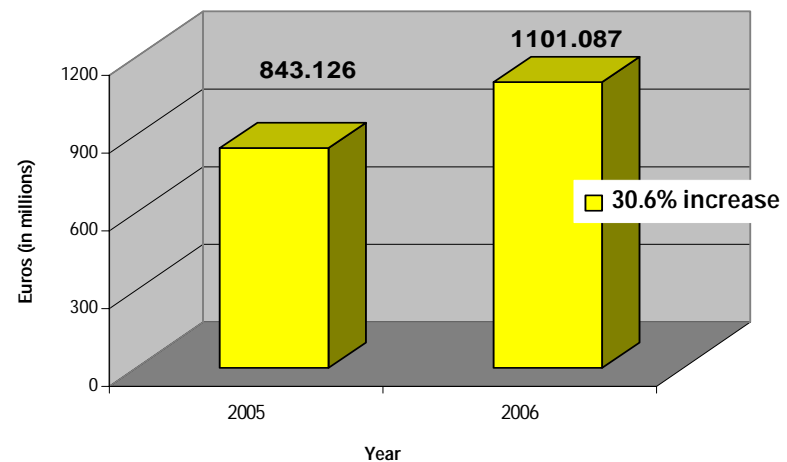
# Greece's important potential

- In recent years, Greece has advanced into a new era of business and commercial opportunities, breaking with the problems of the past.
- Greece is in an ideal position to serve as the gateway for enterprises seeking to expand their activities in the South-East European region.

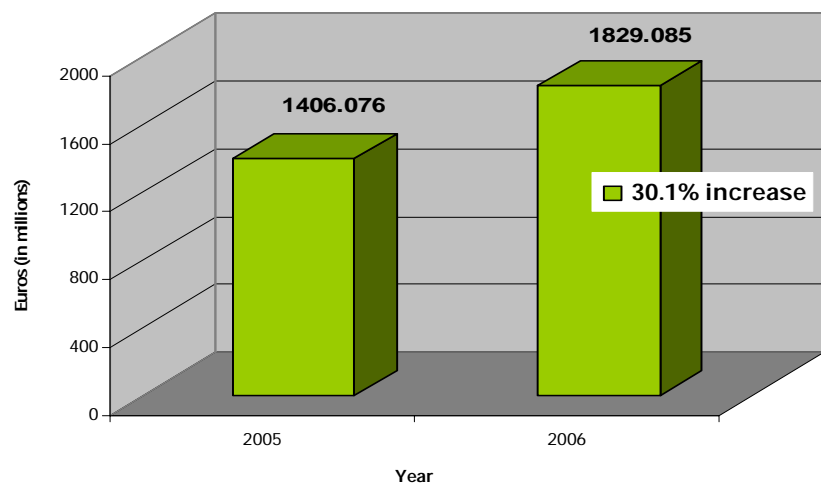
Volume of Trade  
Greece - Serbia



Volume of Trade  
Greece - Romania



Volume of Trade  
Greece - Bulgaria



# The important potential of Greek enterprises

- Greek companies place great emphasis on the provision of high quality and exceptional service standards and adopt modern marketing tools. They are thus in an ideal position to meet the needs of international markets.



# “made in Greece”

- HEPO encourages, supports and guides Greek enterprises in all their export-related activities.
- Brand “made in Greece” = high standards, quality, uniqueness, credibility, reliability & consistency.

# Impressive export rise

- In the period 2004-2006, Greek exports increased by **34.4%**.
- In the period 2004-2007, it is estimated that Greece's exports will show a **40%** increase.

# HEPO's transformation

- Valuable partner, ally and supporter of Greek enterprises in their export-related activities.
- **Tripled** the presence of Greece abroad.
- Undertook 204 promotion activities in 53 countries in 2007.



# Target-markets

- 19 priority target-markets (eg. U.S.A., Canada, U.K., Germany, Spain, Poland, Russia, India, China & Japan).
- Suitable “approach strategies” are drawn for each targeted market.

# HEPO, your partner in trade

- Rely on HEPO to enter into strong, long-lasting and profitable partnerships with Greek enterprises.

Thank you.