



ENTERPRISE GREECE
INVEST & TRADE

2022
OUR WORK IN
NUMBERS

INVESTMENTS

EXPORTS

COMMUNICATION

Attracting investment

STRATEGIC INVESTMENTS

Integrating new investments

6

with a budget of

€2,307,381,550

which shall create

1,480

new job opportunities

Implementing

36

investment
actions

82

Targeted investment proposals

INDICATIVELY:

SECTOR	COUNTRY OF CAPITAL ORIGIN	INVESTMENT PROJECT
AUDIOVISUAL PRODUCTIONS	FINLAND	FILM PRODUCTION
TOURISM	SPAIN	TOURIST ACCOMMODATION DEVELOPMENT
TOURISM	FRANCE	DEVELOPMENT OF HOTEL FACILITIES
INDUSTRY	CZECH REPUBLIC	CHEMICAL - PLASTICS PRODUCTION UNIT
INDUSTRY	GERMANY	SILICON CELLS PRODUCTION UNIT
ICT	BELGIUM	ITO CENTRE DEVELOPMENT

Addressing

788

investment requests

Top 5 countries
of origin of
requests:

USA	49
ENGLAND	30
CHINA	29
INDIA	28
IRAN	21

Development of
1,333
new investment
contacts

Portfolio of
investment opportunities

419

PROJECTS IN CUTTING EDGE SECTORS:

TOURISM & REAL ESTATE

ENERGY (RES)

ICT

FOOD - BEVERAGES

HEALTH SCIENCES /
PHARMACEUTICAL

PROCESSING - MINING

7

new and updated
investment guides

Promoting exports

Networking

Organising / supporting

of national participation in

33

World-class international trade fairs

(such as **BIG 5 DUBAI, SIAL PARIS, COSMOPROF BOLOGNA, PROWEIN DUSSELDORF, SUMMER FANCY NEW YORK, MWC BARCELONA, etc.**)

for a variety of export sectors
(Industrial and Construction Materials, Technology, Clothing/Footwear, Food/Beverages, Marine Equipment, Defence, Cosmetics, etc.)

10

Business delegations/B2B actions

Start-up Acceleration Program 'Thriving in the Storm', Canadian Wine Buyers Invitation, Korean Wine Buyers Invitation, etc.

8

(physical/ hybrid)
Conferences / Fora

Results of actions

More than 1,000 export companies made more than

80,000

business contacts (b2b)

The actions were implemented in more than

15

countries around the developed world

with more than

1.000.000.000

potential consumers

Promoting the Country - EXPO DUBAI



OFFICIAL PARTICIPANT - GREECE



Six month World Fair

in the framework of which several actions were carried out:

10

Business delegations

More than

900

Business meetings

180

Greek companies participated and benefited from the actions of the Directorate

Informing - Consulting

EXPORT HELPDESK

900 requests were answered

59 individual sessions of consulting /training were held, mainly addressing to new exporters.

4 seminars on export procedures and product promotion in international markets were held.

concerning 28 sectors, for 61 countries of interest

Databases for supporting exporters, with access to:

190 countries

55.000 product categories

34.000.000 businesses - potential targets of Greek businesses abroad / buyers.

Observatory for international public tenders in more than 190 countries (50,000 tenders / day)

Training & empowering exporters

Informative events

Online information event

Doing business in France

Challenges & opportunities



Sectors: Food & Beverages - Pharmaceuticals

5 speakers **>160** executives of exporting businesses/institutions

Joint organisation for **3** countries (Hungary, Jordan, India)


ENTERPRISE GREECE
Exports Academy

Export Skills Empowerment Programme

2 cycles of export seminars:
Sales development through targeted participation in international trade fairs
Intercultural communication techniques for export development

400 trainees	229 businesses	24 departments
144 teaching hours	7 sectors of activity	

Support through Co-Financed Programmes

GAZELLE Organizing Acceleration for High Potential Innovative SMEs

4 countries

2 international fairs

6 entrepreneurship support organisations

38 fast growing innovative businesses

4 investment forum

>50 business angels


Interreg
Balkan-Mediterranean
GAZELLE

THEMATIC Tourism founded on Innovation Capacities

A common strategy for the development of thematic tourism
Promotion of Greece as an ideal destination for audiovisual productions

6 countries

10 support organisations - development of thematic tourism

12 study - training visits

2 conferences of thematic tourism

9 pilot projects for the promotion of innovative thematic tourism products and services

1 international tourism fair

1 international conference "Development of the audio-visual industry in Greece"

Communication & Marketing

18 social media campaigns

13,600 fans on Facebook

6,800 followers on LinkedIn



Development of the Company's Youtube website and creation of

18 videos



Editing of

22 monthly newsletters

12 English **5** Chinese **5** Arabic

8,687 references in the press of an estimated advertising value at **4.615.000€**

originating from

82

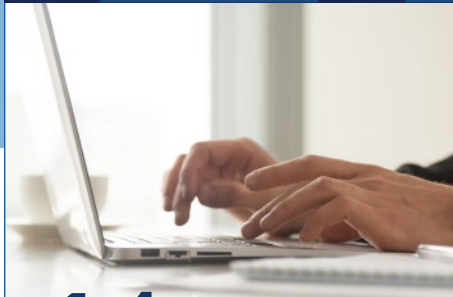
Interviews / articles

81

Press releases

74

Speeches



16

Posts on

CEO's Blog

GREEK MARBLE

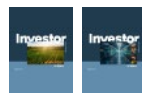
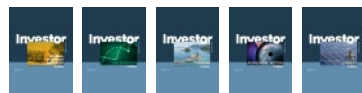
Then. Now. Forever.

Design and implementation of the GREEK MARBLE brand identity in cooperation with the Association of Marble Businesses of Macedonia - Thrace

Supporting of

24

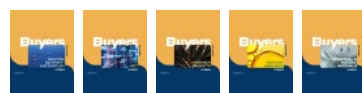
actions of other Directorates of the Company



8 Investors Factsheets

& 5

Buyers Factsheets



Completing the action "Planning and implementation of the strategy and management of Greece's relations with international media" which started in January and was completed in November 2022.

International relations / Institutional networking

NETWORK OF INTERNATIONAL PARTNERS > 42 actions in cooperation with International partners

Undertaking the organisation and hosting of the **annual conference of the European Business Angels Network - EBAN in 2023**

**EBAN
ANNUAL
CONGRESS** ↑ 2023



Organising the **Hellenic International Business Angels Forum in Athens, 23-24 June 2022**

Europe's association of trade promotion agencies TPE (Trade Promotion Europe)

Re-election to the new Board of Directors

Planning and implementation of Rebranding

TRADE PROMOTION EUROPE

One voice for European trade promotion

Scale-Up Europe
Building global tech leaders in Europe

Election to the position of Coordinator of the French initiative

ANIMA
INVESTMENT NETWORK

Election to the position of President of the Marketing Commission of ANIMA Investment Network

NETWORK OF NATIONAL PARTNERS > 22 actions in cooperation with national partners

Organising

8 informative events/meetings for specific target - markets

Supporting

6 corporate social responsibility actions

NETWORK OF LOCAL PARTNERS

Organising an event on demonstrating the project progress,

Smart and Sustainable Island - Astypalaia



Synergassia as best practice

Policy paper of OECD entitled: The geography of foreign investment in OECD member countries: how investment promotion agencies support regional development.

The policy paper addresses strategic approaches to the development of a country's regions.



The vision of all of us at Enterprise Greece is to strengthen Greece's image in the international economic environment, to promote Greece as a hub of entrepreneurship and value creation, to utilize its geographical position, to boost Greek exports and to attract productive investments.

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