

1st FORUM 2018  
“InvestGR- FOREIGN  
INVESTMENTS IN  
GREECE”

July 2018

# Survey identity

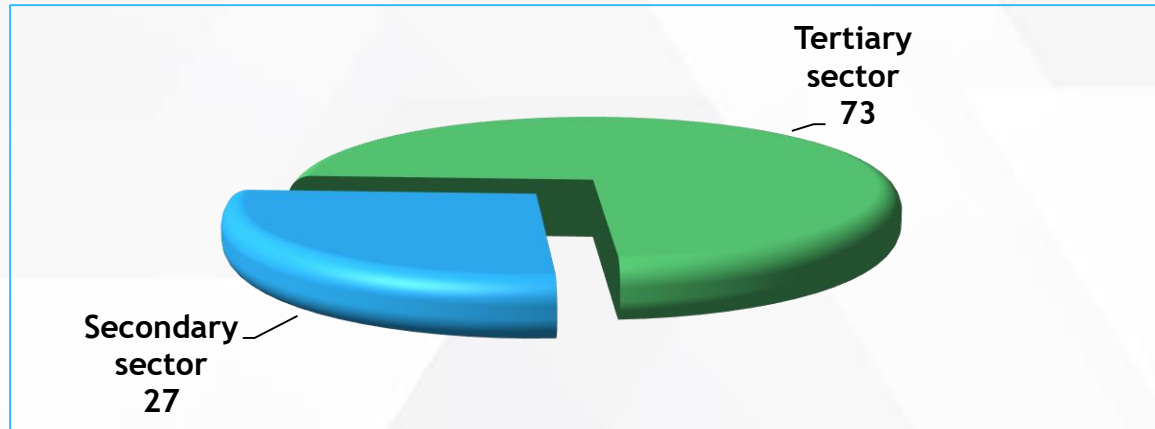
<b>Commission:</b>	Public Affairs and Networks
<b>Coverage Area:</b>	Attica
<b>Type of Survey:</b>	B2B survey 83% of the interviews were conducted via personal interviews and the remaining 17% were self-completed by the respondents
<b>Sample Size:</b>	Sample of 30 CEOs of foreign companies in Attica
<b>Recruitment:</b>	The recruitment of the CEOs of the foreign companies was carried out by a member of the company “Public Affairs and Networks” who also planned the appointments. Then a researcher from Metron Analysis conducted the interviews at a fixed place and time
<b>Survey Duration:</b>	Fieldwork took place on 04/05-19/06/2018
<b>Field Staff/Controls:</b>	1 supervisor and 6 interviewers worked for the survey. 100% of the interviews were checked electronically

**METRON ANALYSIS is a member of ESOMAR and AGMORC and abides by the relevant codes and principles of professional practice of ESOMAR and AGMORC.**

# Sampled Companies' profile

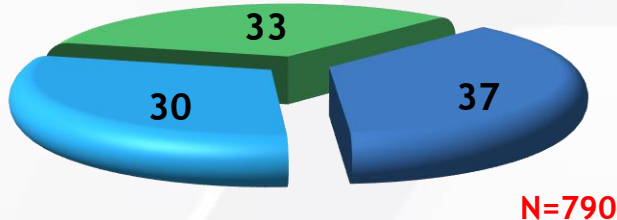
%

## Companies' main activities



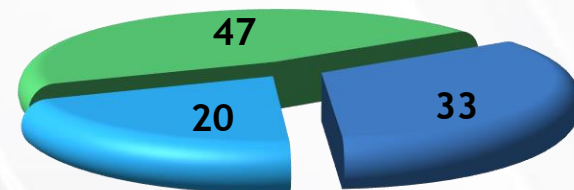
## Type of companies

- Small (1-49 employees)
- Medium sized (50-249 employees)
- Large sized (250+ employees)

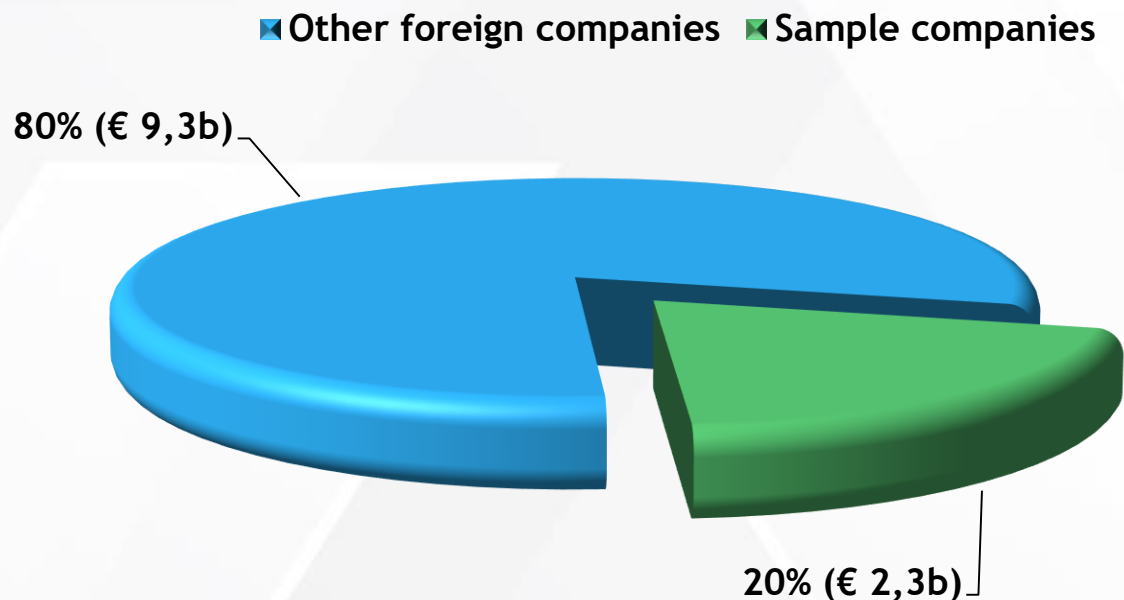


## Number of years active in Greece

- 1-10 years
- 11-45 years
- 45+ years



The amount of foreign direct investments in Greece over the past five years is estimated at € 11,6b\*

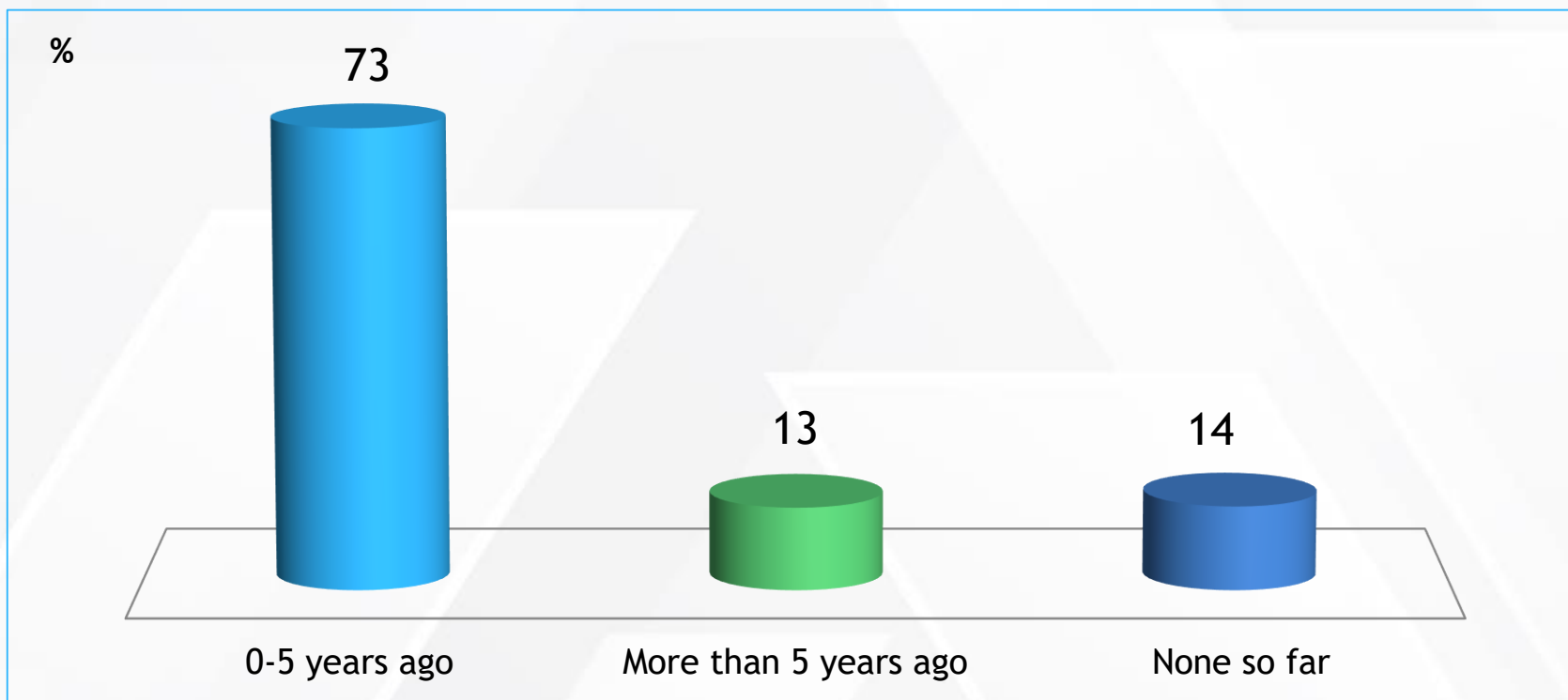


About € 2,3b have been invested in Greece over the past 5 years by the companies that participated in the survey. This is 20% of the total amount of foreign direct investments in Greece

# FDI in Greece: The past and the future

During the last ten years, almost 9 out of 10 companies have made investments in Greece

*'Has your company made any investments in Greece in the last few years and, if yes, when?'*

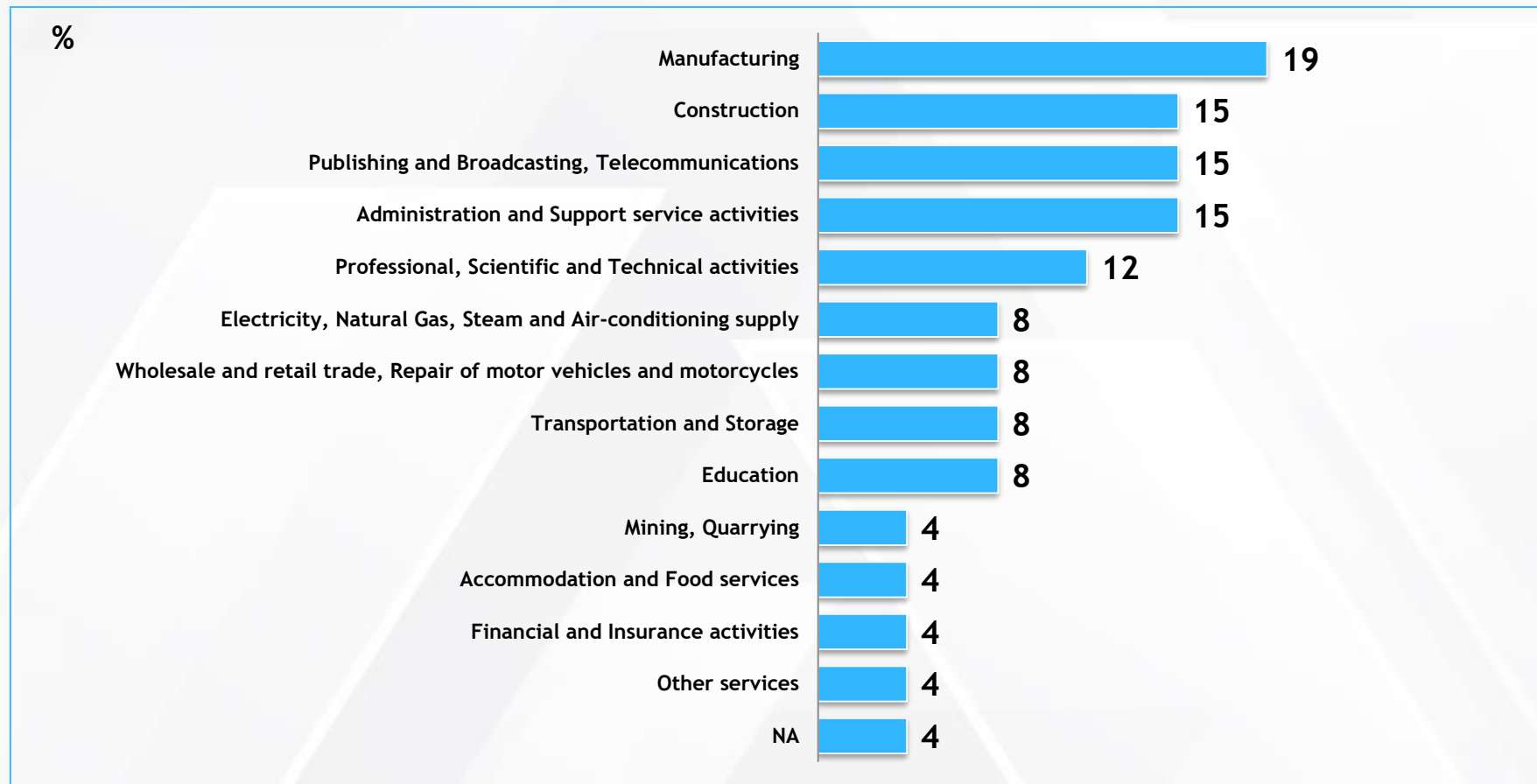


# The manufacturing sector received the highest percentage among companies' investments

*'In what activity sector were these investments made primarily?'*

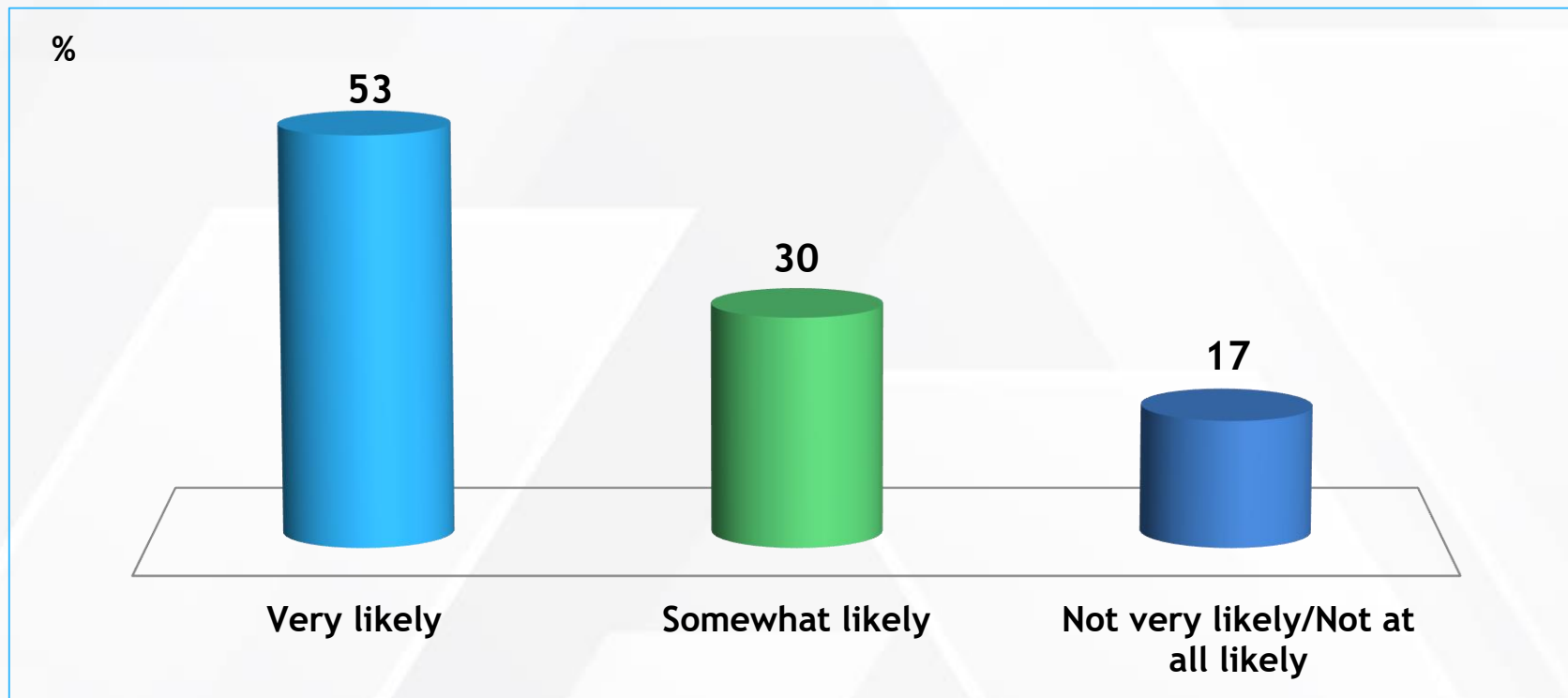
Multiple answers

Base: companies that have made investments in Greece (86% of the total sample)



Future investments in Greece are likely to occur for 8 out of 10 companies (certainly/likely)

*‘How likely is your company to invest in our country in the future?’*

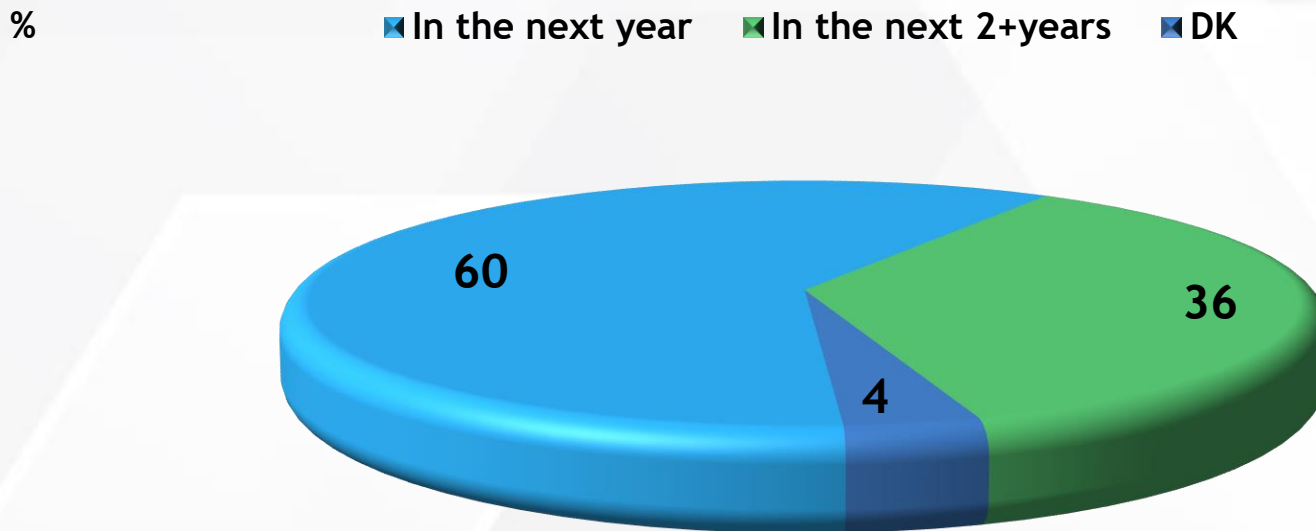




## 6 out of 10 companies are planning to invest in Greece within the next year

*‘When would you say these investments are most likely to be made?’*

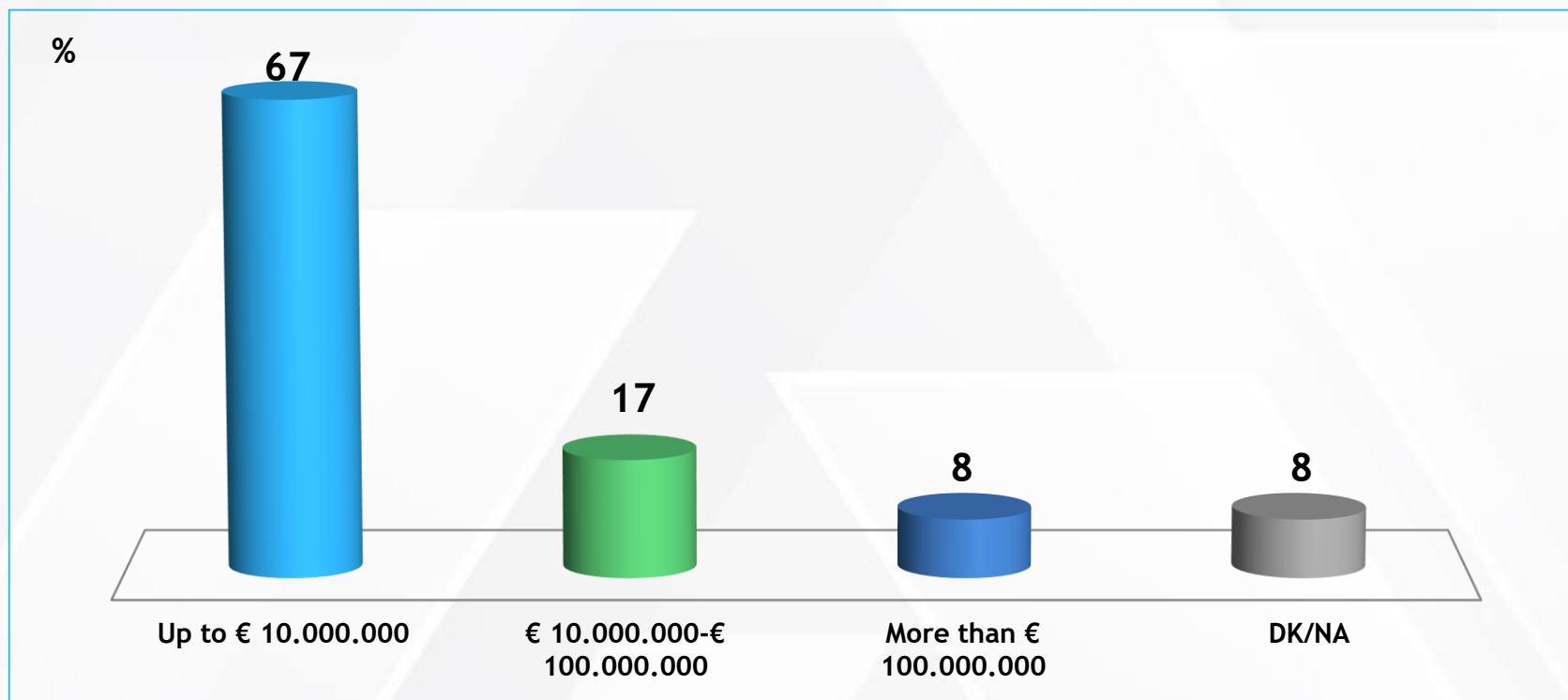
Base: companies that are very/somewhat likely to invest in Greece in the future (83% of the total sample)



Almost 1 out of 10 companies (8%), that intend to invest in Greece, are planning investments of over €100 million

*‘How high, approximately, will the investments planned by the company be?’*

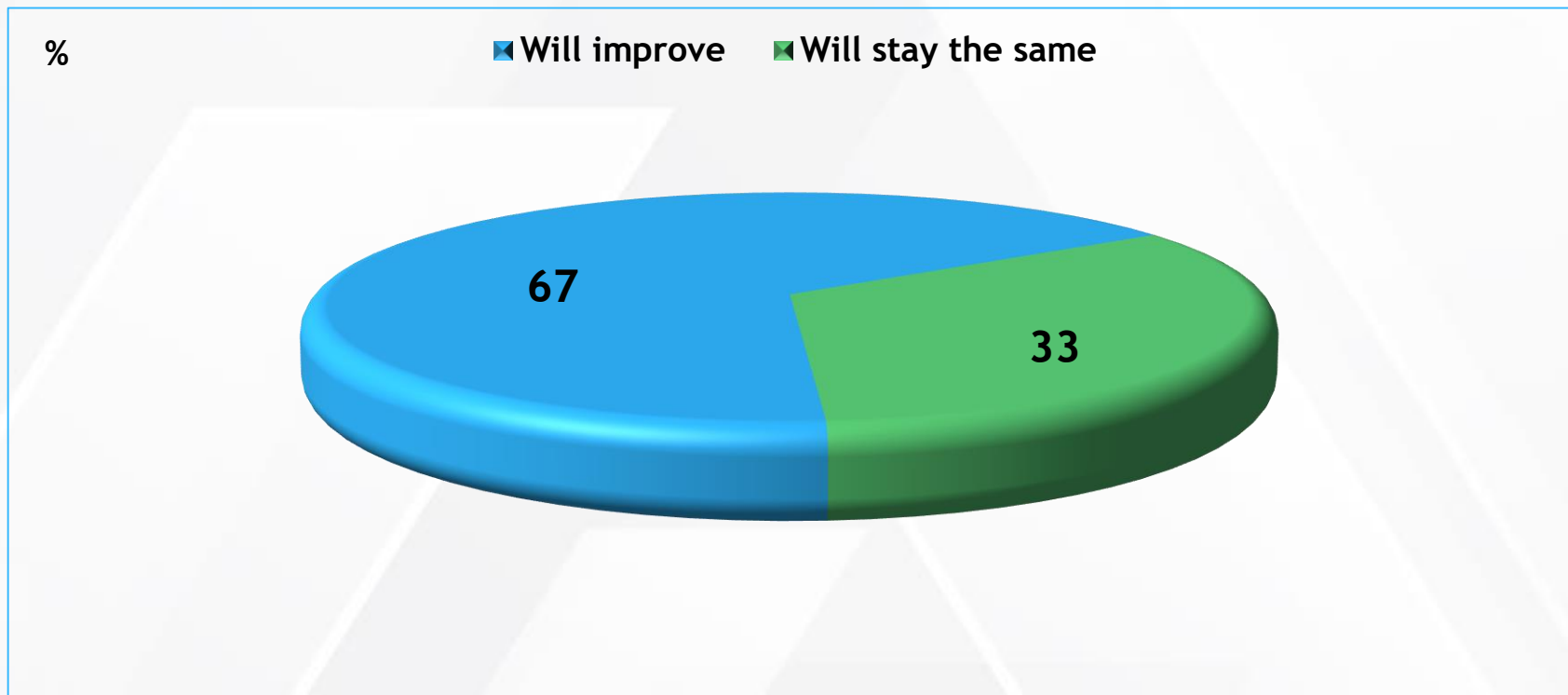
Base: companies that are very/somewhat likely to invest in Greece in the future (83% of the total sample)



# The FDI environment in Greece: Attitudes and Concerns

2 out of 3 CEOs believe that the country's image as an investment destination will improve in the immediate future

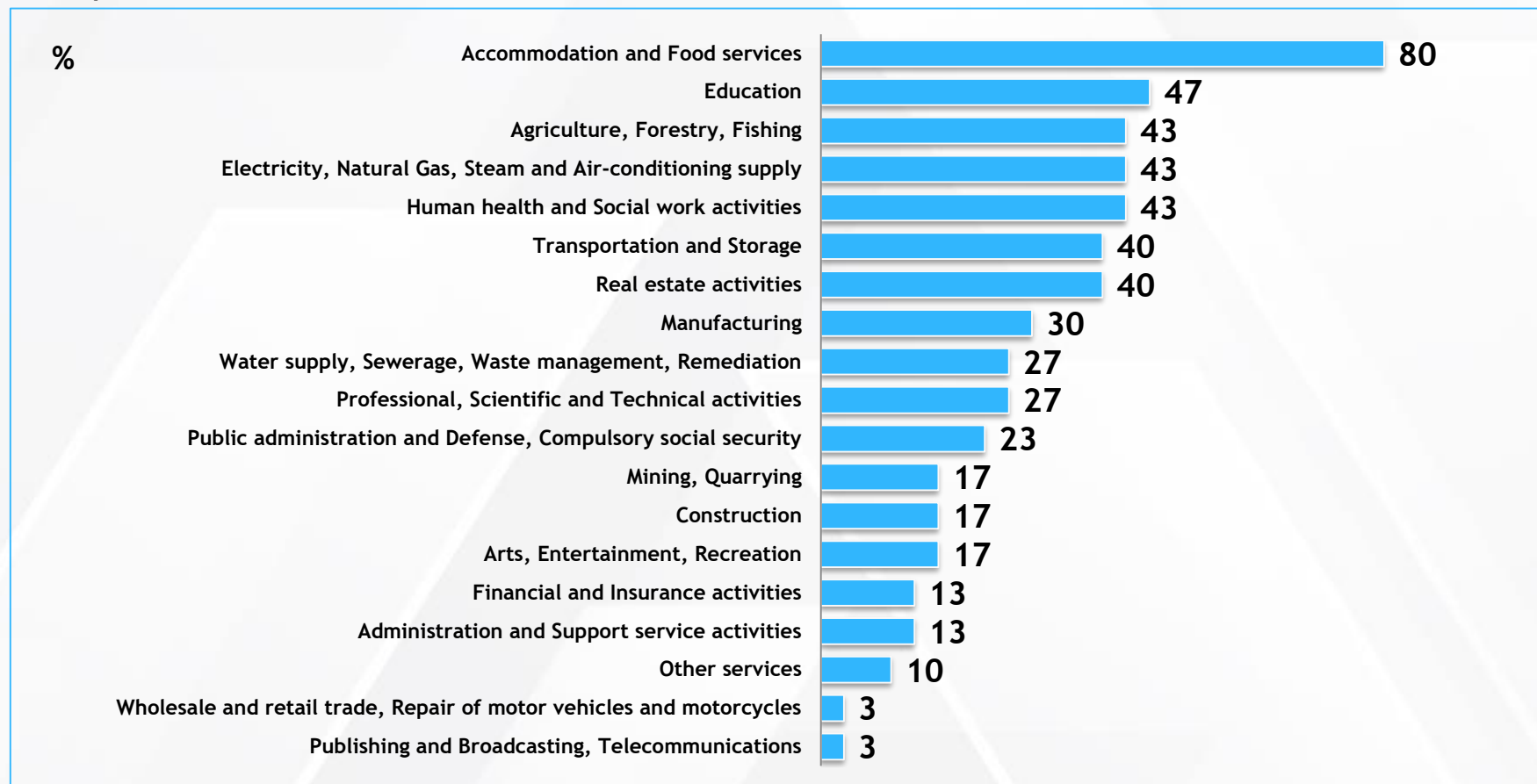
*‘And what do you think will happen in the immediate future regarding the image of Greece as an investment destination? Will it improve, stay the same or worsen?’*



# Accommodation and Food services are perceived as the most attractive investment sectors

*‘On which activity sectors do you think Greece should focus, in order to attract foreign direct investments?’*

Multiple answers



# According to CEOs, a stable legal/regulatory and taxation framework is the most important factor that positively influences FDIs

*‘And which of the following factors do you think would most help to attract foreign direct investments in Greece?’*  
(Up to three answers)



## Other factors mentioned...

*‘Would you like to add some other factor that was not included above and you think is important?’*

Business friendly  
policy



Social stability



Better banking  
services

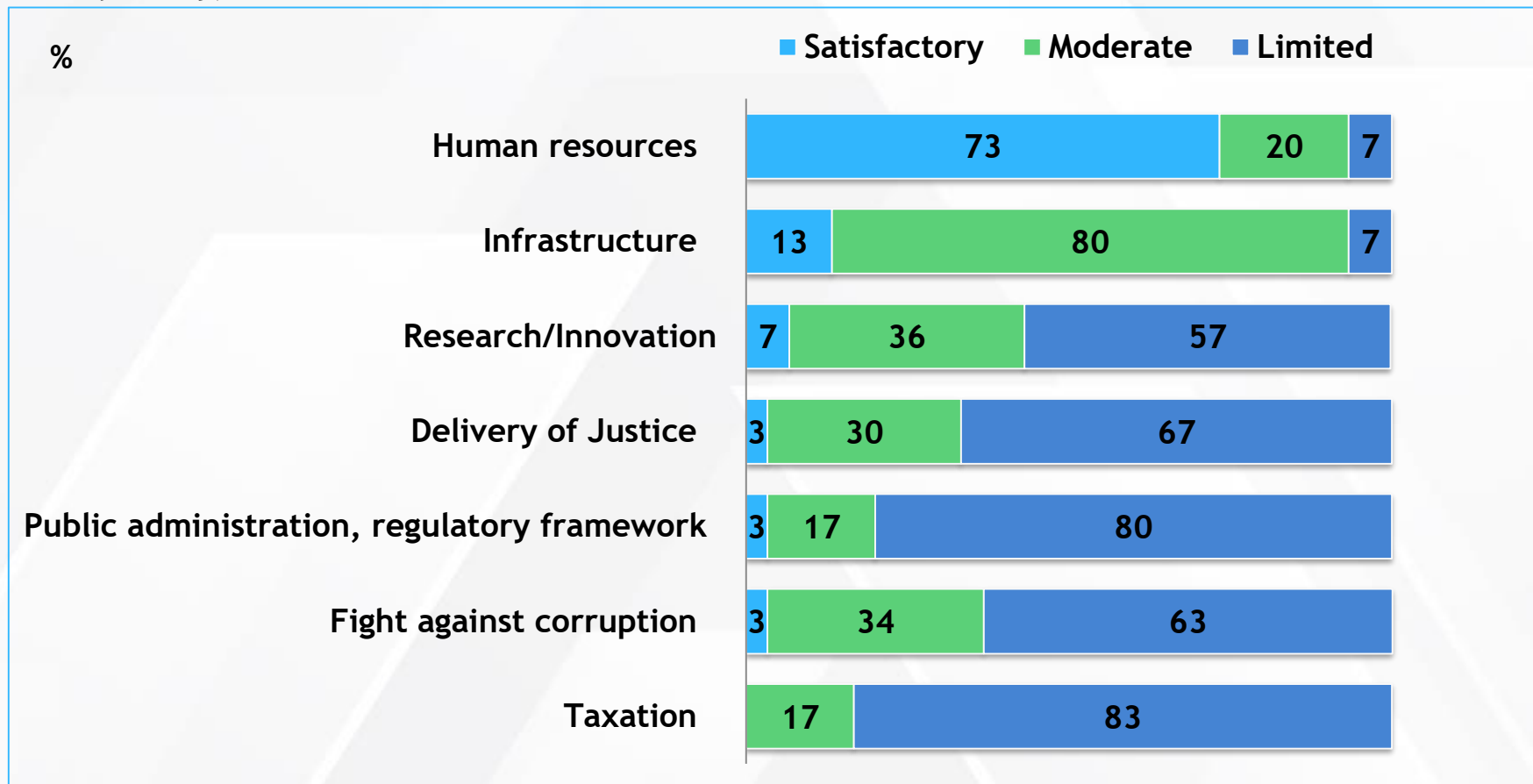


Enhancing  
competitiveness



Apart from human resources, most of the factors that influence business activities are negatively rated

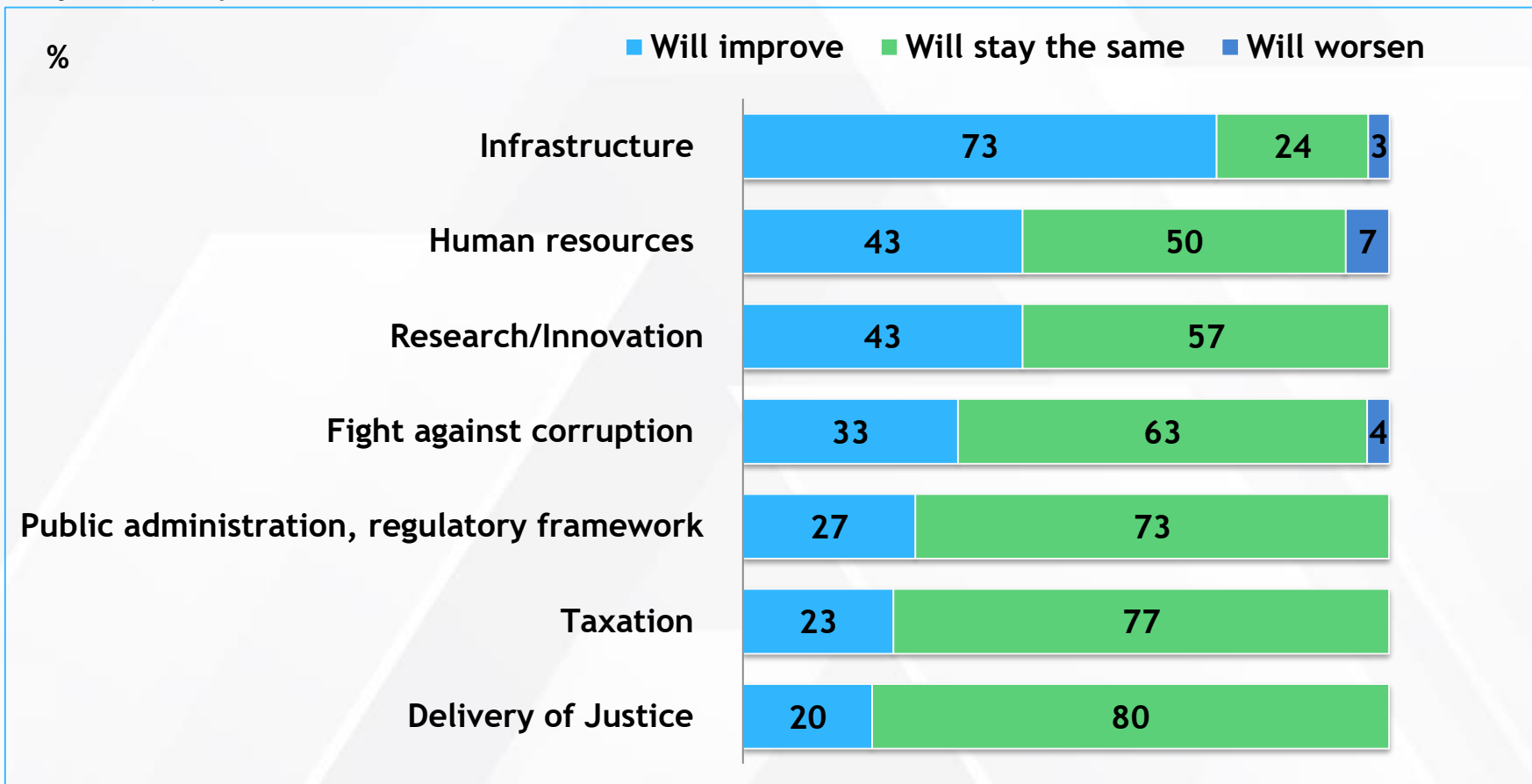
*'How would you rate the level of the business factors that I will read to you in our country?  
Satisfactory, moderate or limited?'*





# Infrastructure is the only factor that receives a strong expectation of improvement in the next 5 years

*‘And what do you think will happen to each of these factors in the next 5 years? Will they improve, stay the same or worsen?’*

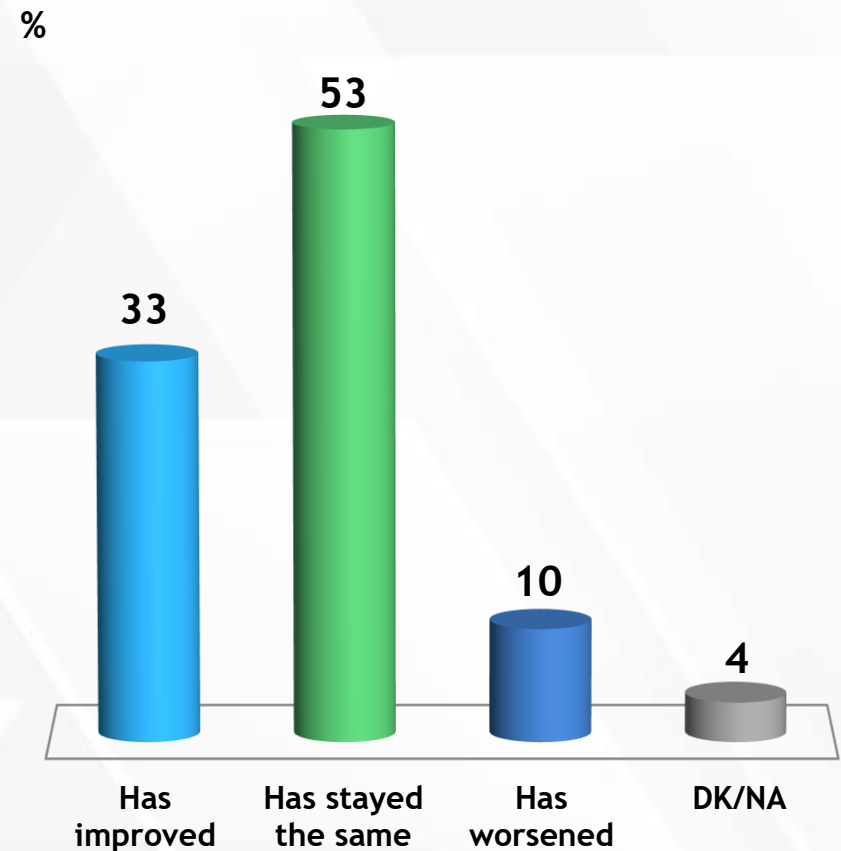


# CEOs have a more positive opinion about the country's progress than the opinions found at the HQs of companies abroad

*'For you, personally, compared to the first years of the crisis has the image of Greece as an investment destination improved, stayed the same or worsened?'*



*'And at the HQs of your companies, compared to the first years of the crisis has the image of Greece as an investment destination improved, stayed the same or worsened?'*



# Headquarters: Recovery of the economy is the most important factor that has improved compared to the first years of the crisis

*‘You told me that at the HQs of your companies the image of Greece as an investment destination has improved. In your opinion, what are the most important factors that have improved compared to the first years of the crisis?’*

Base: 33% of the total sample

Recovery of the  
economy



Political stability



Investment  
opportunities



Skilled human  
resources and  
infrastructure in  
new technologies



# Headquarters: High Taxation is among the factors that have worsened compared to the first years of the crisis

*‘You told me that at the HQs of your companies the image of Greece as an investment destination has worsened. In your opinion, what are the most important factors that have worsened compared to the first years of the crisis?’*

Base: 10% of the total sample

Tax increases



Political  
instability



# Summary

- The upward trend in Foreign Direct Investments as observed in 2017 is expected to continue during the next years in our country
  - 2 out of 3 CEOs state that Greece will improve as an investment destination
  - More than 8 out of 10 say that they are very/somewhat likely to make investments in our country
  - 6 out of 10 are planning investments within the next year
- The improvement of Greece's image as an investment destination
  - Mainly stems from the perception that the country is emerging from the financial crisis, combined with
  - the existence of investment areas that are considered attractive, with Tourism and Food services being the primary ones

## However, there are many challenges to be addressed

- These obstacles are mainly identified in:
  - The taxation framework
  - The perception of widespread corruption
  - The public administration framework
  - The speed of delivery of Justice
  - The limited research and innovation
- On the contrary, CEOs rate the current human resources of the country as very satisfactory.
- CEOs can act as “ambassadors” of our country abroad, since they have first-hand knowledge and experience of how things are developing, something that is very useful taking into account that their HQs that are more cautious about the improvement of the country’s image.

## In conclusion

In these troubled times and in a troubled region, Greece is called upon to take on a leading role again, by improving its performance in all the areas that were hit by the multifaceted crisis, which has lasted for almost ten years.

The international investment environment shows that there is a reheated interest and a positive mood.

The question is whether this time we will be able to address the challenges adequately.

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