

# INVESTGR

## FOREIGN INVESTMENTS IN GREECE

### Sponsorship Proposal

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# Note from the Organizer

*Greece can, under certain conditions, become an attractive destination for foreign direct investments.*

*After all, this is the wish of the CEOs of foreign companies operating in our country: to convince their headquarters to place Greece well within their future investment map.*

*To achieve that, the state must understand the needs and, most of all, implement the proposals of said foreign investors, aiming at the improvement of the wider business context to be in a position to welcome more foreign investments to the country.*

*This purpose, of promoting Greece as an attractive investment destination, is what the "InvestGR – Foreign Investments in Greece" annual forum seeks to achieve.*

**Andreas Yannopoulos**  
Public Affairs & Networks

# Note from the Scientific Director

*"A strong presence of global corporations is the only hope for our economy to overcome structural deficiencies and negative trends, while reinforcing support for reforms. Not wage cuts and austerity measures, but reforms that increase productivity and employment, and will integrate our economy within the global production chains.*

*A quick read of the international competition indexes (World Economic Forum, World Bank) hint at the kind of institutional and regulatory interventions that can establish the country as an attractive investment destination. An investment decision is based upon tens of indexes. It is those indexes that must be the basis of our reform goals and the country's development plan".*

**George Pagoulatos**

*Professor of European Politics and  
Economy at the Athens University of  
Economics and Business (AUEB) and  
Visiting Professor at the College of  
Europe in Bruges*

## The Challenge

Nearly every major player across the political spectrum agrees that growth will come, mostly, through foreign direct investments.

Big foreign companies have begun investing, oftentimes considerable amounts, or have expressed interest in investing in our country.

A series of inherent limitations and ailments in critical areas and institutions, however, continue to hinder the effort to turn Greece into an attractive destination for foreign investments.

# The Idea

**A.** Establishing the “**InvestGR – Foreign Investments in Greece**” annual forum.

A chance for constructive dialogue between C-level executives of foreign companies operating in Greece and the most important political representatives.

**Aim:** Advocating for improving the investment framework and highlighting Greece as an attractive destination for foreign direct investments.

**B.** Publishing the “**Initiative for Foreign Investments in Greece**” based on proposals by foreign companies operating in Greece.

**Aim:** Promoting Greece as a viable investment destination and contributing in the effort to improve the general economic environment for foreign investments.

## A. Annual Forum “InvestGR – Foreign Investments in Greece”

- **Annual event**
- **Participants:** Government and political parties representatives, senior management of foreign companies operating in Greece.
- **Topic:** The current economic, regulatory and investment framework, along with proposals for improving it.
- **Aims:**
  - ✓ To highlight the positions and opinions of foreign companies in Greece as to how the country could transform into an attractive destination for investments.
  - ✓ To offer an opportunity for government and political party representatives to present their current and future plans and opinions on the topic.

## B. “Initiative for Foreign Investments in Greece”

- Every year, **the “Initiative for Foreign Investments in Greece”** will be **compiled, published and presented to the media, and sent** to all the other **relevant institutions** in Greece and the EU.
- The Initiative contains the proposals of foreign companies operating in Greece, as provided by their representatives, and will be presented and discussed during the annual forum “InvestGR – Foreign Investments in Greece”.
- George Pagoulatos, Professor of European Politics and Economy at the Athens University of Economics and Business (AUEB), and Visiting Professor at the College of Europe in Bruges, will act as Scientific Director.
- Each year, before the annual forum and the publication of the Initiative, **research** will be conducted in order to find out what the positions and opinions of the managers of foreign companies operating in Greece are concerning the topics to be discussed during the forum. The findings of the research will then be presented during the forum.

# Agenda of the 1<sup>st</sup> FORUM 2018

03.07.18 | Hilton Athens

**INVESTGR**  
FOREIGN INVESTMENTS IN GREECE

## **08.30 – 09.15:**

Introduction by a CEO  
Keynote Speech by the Minister of  
Economy and Development\*  
Salutation by SEV

## **09.15 – 10.30:**

Presentation of Research  
Panel discussion: "Public sector: Leviathan  
or investment catalyst?"\*  
Coordinator: Elias Bellos

## **10.30 – 10.45: Break**

## **10.45 – 11.30:**

Panel discussion: "Justice and dispute  
settlement: stepping on the gas?"\*  
Coordinator: Ioanna Mandrou

## **11.30 – 12.15:**

Panel discussion: "Taxation: time for  
decisions?"\*  
Coordinator: Serafim Konstantinidis

## **12.15 – 13.00:**

Introduction by a CEO  
Speech by a political party leader

## **13.00 – 14.00: Lunch**

## **14.00 – 14.45:**

Panel discussion: "Human Capital: Citius,  
Altius, Fortius?"\*  
Coordinator: Theodoris Georgakopoulos

## **14.45 – 15.30:**

Panel discussion: "Research and  
development: unachievable dream or  
realistic aim?"  
Coordinator: Paschos Mandravelis

## **15.30 – 15.45: Break**

## **15.45 – 16.30:**

Introduction by a CEO  
Speech by a political party leader

## **16.30 – 17.15:**

Panel discussion: "In the beginning there  
was infrastructure?"\*  
Coordinator: Nikos Rousanoglou

## **17.15 – 17.45:**

Presentation by a CEO: "Initiative for  
Foreign Investments in Greece"

## **17.45 – 18.30:**

Introduction by a CEO:  
Closing speech by a political party leader

*\*Panel discussions include four CEOs, of which  
one presides*



# Sponsorship Packages

## Gold Sponsor

15.000 €

- Introductory speech by a C-level executive, in one of the four available slots, right before the speech of a political leader or before the presentation of the "Initiative for Foreign Investments in Greece" at the 1<sup>st</sup> FORUM 2018.
- Option to project corporate digital material in the welcome area of the FORUM.
- Explicit reference of the company as "Gold Sponsor" in all promotional material related to the FORUM.
- Inclusion of company logo in print versions of the "Initiative for Foreign Investments in Greece", placed in a prominent position.
- Inclusion of promotional material of the Gold Sponsor in the folder of the FORUM that will be distributed to all attendees.
- 10 invitations to the FORUM and an exclusive company table.

## Silver Sponsor


7.000 €

- Option for a C-level executive to preside over a panel discussion during the FORUM.
- Explicit reference of the company as a “Silver Sponsor” in all promotional material of the FORUM.
- Inclusion of company logo in print versions of the “Initiative for Foreign Investments in Greece”.
- Inclusion of promotional material of the Silver Sponsor in the folder that will be distributed to all attendees.
- 5 invitations to the FORUM.

**INVESTGR**

## Sponsor

5.000 €

- Option for a C-level executive to participate in one of the six panel discussions at the FORUM.
  - Explicit reference of the company as a "Sponsor" in all promotional material related to the FORUM.
  - Inclusion of company logo in print versions of the "Initiative for Foreign Investments in Greece".
  - 3 invitations to the FORUM.
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## ORGANIZER

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## EVENT COMMUNICATION AND SUPPORT

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