

INVESTGR

FOREIGN INVESTMENTS IN GREECE

Sponsorship Proposal

With the support of the Representation of
the European Commission in Greece



Under the auspices of:



With the academic support of:



Media sponsors:



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 1st FORUM 2018

03.07.18 | Hilton Athens

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*

A background image showing a business meeting in a modern office. Two men in suits are shaking hands in the foreground, while other people are visible in the background. The image is overlaid with a blue geometric pattern on the left side.

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 1st 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.



www.investgr.eu
info@investgr.eu

ORGANIZER

PUBLIC AFFAIRS AND NETWORKS
Proteos 23, Kifisia 14564
210 62 53 763
www.paandn.gr
info@paandn.gr

EVENT COMMUNICATION AND SUPPORT

Touchpoint Strategies
Member of Ogilvy Group & Mather Greece
Imathias 10, Gerakas 15344
210 66 60 850
www.touchpointstrategies.gr
info@touchpointstrategies.gr