

1. OPPORTUNITY EMERGING IN AMERICAN CHAOS

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Opportunity emerging in American chaos

COMMENTARY

BY ANDREAS YANNOPOULOS *

A chaotic trade policy is diminishing US credibility and the superpower's dominance in the international order. The post-war paradigm of free trade and globalization is shifting, and Europe – if it plays its cards right – could emerge as a new pole of free commerce, capital and innovation. Greece, with its vibrant new economy, stands to benefit.

The EU is the world's largest single market, accounting for roughly 16% of world trade and boasting over 75 international trade agreements. Now, with the change in US policy, the EU is expanding its network of reliable trading partners from South Asia to South America, with another 30 trade and investment deals in the pipeline.

The uncertainty unleashed by the Trump administration has al-

ready sent investors seeking shelter. To date, European equity markets have outperformed their US peers by roughly 10% as investors reallocate assets. And investors eyeing currencies other than the dollar could foreshadow its decline as the world's reserve currency. That won't happen overnight, but the tariff policies have definitely raised the attractiveness of the euro and European assets.

It's not just investors that are seeking shelter in Europe. The Trump administration's assaults on universities, grants and researchers are having a chilling effect on intellectual talent. A recent poll shows a stunning 75% of scientists working in the US are considering moving – mainly to Canada and Europe. This could be the greatest gain for Europe and could stoke innovation, where the EU has lagged the US. For Greece this opens

avenues for expanded trade and investment opportunities, cheaper capital and a brain gain. All boosted by Greece's commitment to green transition, efforts to build out AI capacity, tech-oriented defense modernization, and a new framework for foreign universities.

How can Greece maximize these opportunities? Greece has the potential to be at the forefront of these European developments, and an important node in the EU's supply chains. Greece's role as a regional leader is the theme of the upcoming InvestGR Forum in July. How Greece negotiates both the opportunities – but also the risks – at this crucial juncture for the world economy is the question.

** Andreas Yannopoulos is founder of Public Affairs & Networks, which organizes the annual InvestGR Forum.*