

Promoting the International Potential of Local Companies



**MIEPO Capacity Building workshop on FDI Attraction & Investment
Opportunities Promotion
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Synergassia: Promoting regional Greece

Foreign direct investment is the "oxygen" economies need

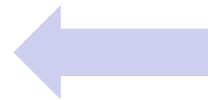


Need to showcase Greece's regions.



Synergassia objectives are:

- 1) promote Greece as a capital destination
- 2) Generate income in Greece via FDI
- 3)rein force Greek regions outreach
- 4) further cooperation



OUTCOME: Synergassia
Programme was born ...



Synergassia: Promoting regional Greece *win-win situation*



Invest in Greece realized:

- a) International stakeholders knew little of Greece's regions
- b) Involving stakeholders in regional promotion would result in more projects
- c) Regions needed support to promote their comparative advantages abroad.

OUTCOME: Invest in Greece undertook in 2006 an initiative to enhance regional visibility to the diplomatic corps. This initiative was very successful and in 2008 was given the brand name, **Synergassia**.



Synergassia: Core activities



OUTCOME: Synergassia has evolved into an umbrella programme that covers all Invest in Greece's regional development activities.

Synergassia focuses on:

Research, data base,
documented catalogue of
investment projects

Strengthening relationships
with all levels of governments

regional promotion to
economic and commercial
diplomats



Our Stakeholders



1) Economic and commercial missions in Greece:

Lithuania Finland Austria Mexico France Egypt
Romania USA Pakistan Taiwan Lebanon Kuwait
Sweden Poland Uruguay Cyprus Canada Tunisia Morocco
India Algeria Kuwait Pakistan Germany Argentina
Chile Bosnia-Herzegovina Albania Norway Bulgaria UAE
Italy Spain Brazil Switzerland Belgium South Africa
Slovakia Saudi Arabia China

2) All levels of regional government

3) Private sector, business associations and institutional bodies

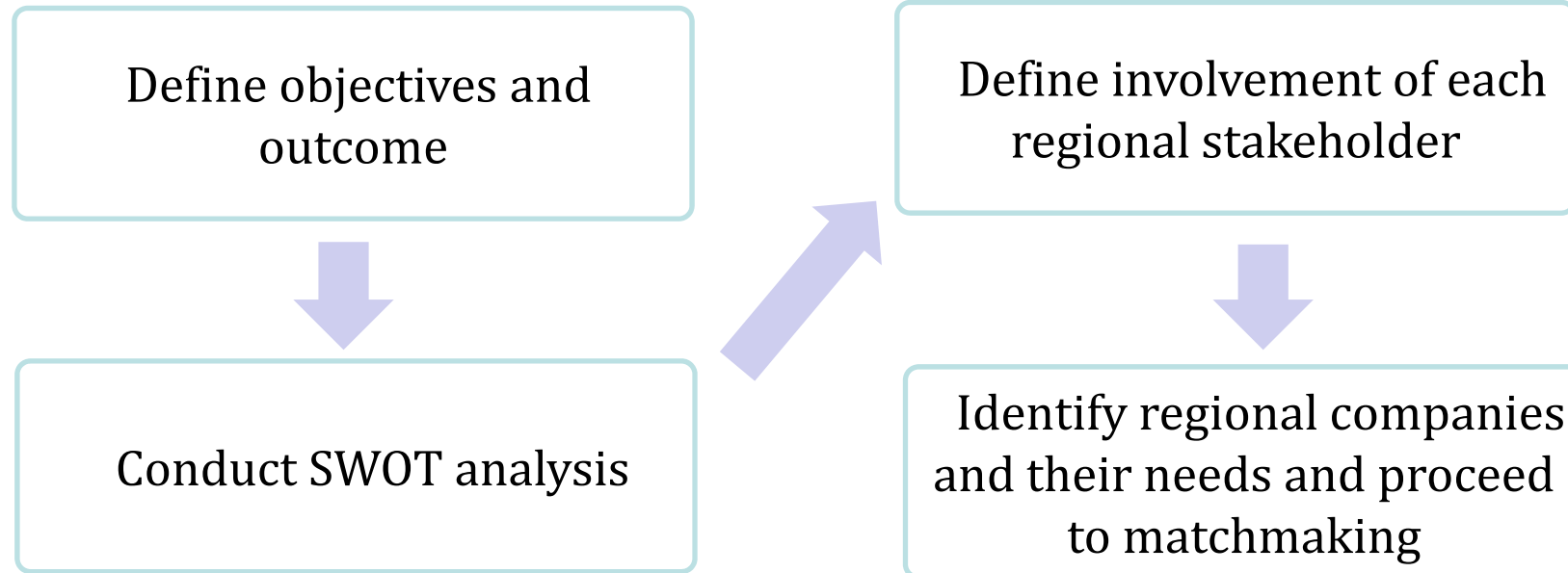
federations of industries, chambers of commerce & industry,

According to recent surveys, the most important issues facing investors when choosing an investment location are as follows:

- the credibility of the economy
- the regional economy of the investment location
- the tax system
- employability of skilled and unskilled labour,
- location in relation to advanced infrastructure
- the friendliness of the local population.

OUTCOME: Synergassia missions, keep the economic and commercial diplomats updated regularly on current developments in the regions and in the process, ensure direct contact with local players on all levels.

Before each mission:





Branding and promoting Synergassia



- Synergassia's **logo** was officially launched in 2008
- **Same colours** as Invest in Greece Agency logo
- The “**i**” represents two people face to face
- “**Regional Partnership**” refers to our role and objectives
- There is a dedicated section on the **IiG website** for Synergassia
- A **one-page ad** is inserted in the Greek print media before Every Mission
- Flash videos, media releases and media interviews
- Information packages with logo are **custom- made** for each regional Mission
- A special feature, before and after each mission is published in **IiG's e-newsletter**



The Region of Sterea Ellada (Central Greece) A case study





Brief Profile

Region of Sterea Ellada



Population: 614,614

Area: 15,549 km²

Location and natural environment:

Natural diversity, unparalleled “rich history” and folklore, high agricultural production, proximity to Athens

Infrastructure:

Main national motorway that connects Athens to Thessaloniki (2nd largest city) runs through the region

New motorway construction (E-65)

Greece’s main railway runs through the Region

Proximity to Athens International Airport



Stereia Ellada's Investment Profile



Investment by sector:

- All year around tourism: plethora of archaeological sites and monuments, agro-tourism, traditional cuisine, pristine waters and beaches, wide network of mineral springs and largest ski resort in Greece
- Top potential for development of Renewable Energy Sources in the country (mainly wind and solar energy)
- The region has significant mineral resources (bauxite, nickel, etc)
- A new university with campuses in each department of the region
- 4 industrial parks
- Investor Welcome Center in Lamia, capital of the region



Mission to Sterea Ellada

6-7 March 2010



DAY 1 – WORKSHOP

During the mission's workshop, Secretary General, welcomed the participants on behalf of the Minister of Economy, Competitiveness and Shipping, thanking them for their active participation in promoting the Greek regions.

Speakers were from the Center for Renewable Energy Sources (CRES), the Greek National Tourism Organization (GNTO), the Development Company of Viotia, the Association of Wine Producers, and the Chambers of Commerce and Industry.

Mission to Sterea Ellada

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DAY 2 – SITE VISITS

Following the workshop, participants visited the “Hatzimichalis Estate”, Aluminium of Greece – Mytilineos Group and SABO SA.



DAY 3 – B2B

B2B meetings with companies active in business development were scheduled.





Synergassia: “*what they said*”



“Business mission to Sterea Ellada was of great importance to us because found out information about the economic, social, & cultural aspects of the region and will give us the opportunity to enhance trade & investment between Greece and our country”.

Embassy of Egypt

“The program was perfect. Result is that we got excellent insight on the economic possibilities of the Region. The program enabled us to start our network in Sterea Ellada on several levels and areas both in private and public sectors in an easy and pleasant way which definitely will give its fruits in time. Thank you”.

Embassy of Netherlands

“I really thought it was very successful and a good opportunity to meet with some officials and local businesses. I was impressed with the large number of outward looking businesses. Bravo to you and your team”.

Embassy of Brazil



Thank you !