

Europe 2020 Strategy for Growth: Promoting Business Partnerships in Greece



B2B Event

Athens, 11 - 12 March 2013

Draft Programme

MONDAY, 11 MARCH

12:30-14:00 REGISTRATION AND WELCOME COFFEE

14:00-16:00 OPENING PLENARY SESSION

- **Antonis Samaras**, Prime Minister of the Hellenic Republic (tbc)
- **Antonio Tajani**, Vice President of the European Commission & Commissioner for Industry and Entrepreneurship
- **Kostis Hatzidakis**, Minister of Development, Competitiveness, Infrastructure, Transport and Networks of the Hellenic Republic
- **Olga Kefalogianni**, Minister of Tourism of the Hellenic Republic (tbc)
- **Athanasios Tsiftaris**, Ministry of Rural Development and Food (tbc)

16:00-16:30 COFFEE BREAK

16:30-18:30 BUSINESS OPPORTUNITIES IN THE NEW ERA OF THE GREEK ECONOMY

Chair: **Daniel Calleja Crespo**, Director-General, European Commission, DG Enterprise and Industry, and European SME Envoy (tbc)

- **Greek government representative**

Facilitator: (journalist specialised in business issues)

Access to finance

Panellists:

- **Representative of the Greek government**
- **European Investment Bank/EIF**
- **ETEAN**
- **Greek and EU Business Stakeholders organisations (UHCC, EuroChambres, ESEE)**
- **HBA (Hellenic Bank Association)**
- **Hellenic Venture Capital Association**

Business environment

Panellists:

- **Representative of the Greek Government**
- **Greek Business Stakeholders organisations (SEV – GESEVE)**
- **DG ENTR – The Entrepreneurship Action Plan**
- **EU Business Stakeholders (BUSINESS EUROPE, UEAPME)**

Access to the international markets

Panellists:

- **Representative of the Greek Government:** latest simplification of the exports procedures; benefits for SMEs
- **Best practices:** Presentation of Success Stories by Greek Companies that made it abroad
- **Greek EEN**
- **SEVE**

TUESDAY, 12 MARCH

B2B NETWORKING EVENT

09:30-10:00 **WELCOME ADDRESS**

- **Joanna Drake**, Director, SMEs & Entrepreneurship, European Commission, DG Enterprise and Industry (tbc)

10:00-10:30 COFFEE BREAK

10:30-12:30 **PARALLEL B2B MATCHING SESSIONS**

- **Agri-Food/Food Processing**
- **Construction and Materials and Key Enabling Technologies**
- **Energy**
- **Information Communications Technology**
- **Pharmaceuticals/Health Sciences**
- **Tourism**

12:30-14:00 BUFFET LUNCH

14:00-18:30 **PARALLEL B2B MATCHING SESSIONS**

18:30- NETWORKING COCKTAIL