



## 39<sup>th</sup> IATTO FORUM – EXPORT SUMMIT II

### INSPIRING TRADE GLOBALLY

September, 25<sup>th</sup> – 27<sup>th</sup>, 2013  
Thessaloniki, Makedonia Palace Hotel

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## Building a Global Presence

Thursday, September 26<sup>th</sup>, 2013

A networking workshop organized by



**09:00 – 09:10**

#### **Welcoming remarks**

**Harry Kyriazis**, Executive Vice-Chairman, SEV Hellenic Federation of Enterprises

**Anastasios Alexandridis**, Executive Vice-Chairman, Greek International Business Association (SEVE)

**09:10 – 09:30**

#### **Introductory panel**

- Act local – Go global  
**George Xirogiannis**, Senior Advisor, Entrepreneurship, SEV Hellenic Federation of Enterprises
- The 'Export - Expert' Initiative  
**Konstantinos Giannatos**, Senior Advisor, Entrepreneurship, SEV Hellenic Federation of Enterprises
- Building skills online  
**Dionisis Kolokotsas**, Public Policy Manager, Google

**09:30 – 10:20**

#### **Session I: Digital Marketing and Trade**

Moderator: **Theofilos Mylonas**, President, SEPVE

- Online Trade via e-shops  
**Panos Zafeiropoulos**, Coordinator, National steering committee for e-invoice, Ministry of Finance
- Digital Trade in action  
**Vangelis Gerovassiliou**, Managing Director, Domaine Gerovassiliou
- Exports & Digital Marketing Tolls  
**Konstantinos Skianis**, Co-Founder & Digital Marketing Manager, MediaCube

**10:20 – 11:10**

**Session II: Branding / Logistics / New Markets**

Moderator: **Eleftherios Iakovou**, President, Greek Association of Supply Chain Management (E.E.L. N.G.); Chairman, Dpt. of Mechanical Engineering, Aristotle University of Thessaloniki

- International Distribution & Logistics  
**Athanasios Ziliaskopoulos**, President & CEO, TRAINOSE S.A.
- Market Entry: Success or Failure Stories  
**John Apostolakos**, Executive Director, Gaea Products S.A.
- Brand Building  
**Dimitris Karavassilis**, Managing Director, DK Consultants

**11:10 – 12:00**

**Session III: Critical Factors for International Trade**

Moderator: **Litsa Panayotopoulos**, Partner Boston Hamilton Executive HR Services, Secretary General, American Hellenic Chamber of Commerce

- Trade facilitation  
**Grigoris Dimitriadis**, Special Advisor & National Trade Facilitation Strategy Coordinator, Ministry of Development & Competitiveness
- The added value of packaging  
**Demi Mitrogiannopoulou**, President, Argo S.A.
- Strategic Business Intelligence - Export Support Tools  
**Babis Filadarlis**, Managing Director, Global Greece – International Business Projects
- Global Standards for Global Trade  
**George Dimitrakopoulos**, Technical Consultant, GS1 Association Greece

**Q&A - Concluding Remarks**

SEV Hellenic Federation of Enterprises / Greek International Business Association (SEVE)



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