

# The 39th IATTO Forum Export Summit II

## Inspiring Trade Globally

25-27 September 2013  
Makedonia Palace Hotel,  
Thessaloniki



# introduction



**SEVE**<sup>®</sup>  
GREEK INTERNATIONAL  
BUSINESS ASSOCIATION

25-27th of September 2013  
in Makedonia Palace Hotel



#### About the event....

In September 25 to 27, 2013 Thessaloniki will become the center of "extrovert Greece" hosting the 39th International Association of Trade Training Organisations - IATTO FORUM at the same time with EXPORT SUMMIT II, hosted by the Greek International Business Association SEVE and under the auspices of the Hellenic Ministry of Foreign Affairs and the Hellenic Ministry of Development and Competitiveness.

The main theme of the event is "Inspiring Trade Globally".

For three days, more than 25 speakers and participants from 20 countries (Australia, Bulgaria, United Kingdom, Estonia, South Africa, USA, Italy, China, Turkey, Croatia, Malaysia, Norway, Romania, Russia, Sweden, Slovenia, Taiwan) will share the techniques of international trade and exchange know how regarding:

- Marketing strategy
- Ways of supporting the extroversion of Greek firms
- Steps of companies which have succeeded in being international
- Role of training in international trade
- New target markets with the greatest potential and the 'tiger' countries
- Strategies and best practices of trade training in foreign countries

Don't miss the opportunity to participate at this major event and visit Thessaloniki, one of the most important trade and business hubs in South-eastern Europe and the Balkans, the cultural and entertainment capital of Greece.

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## September 25, Wednesday

### What it takes to achieve a sustainable export driven growth

16:00 - 17:00

#### Registrations

17:00 - 18:00

#### Welcome Speeches

*Theodoros Karaoglou, Minister of Macedonia Thrace*

*Yiannis Boutaris, Mayor of Thessaloniki*

*Dimitris Lakasas, President, SEVE Greek International Business Association*

*Hasse Karlsson, Chairman, IATTO International Association of Trade Training Organisations*

*Nelly Tzakou - Lambropoulou, General Manager Retail Banking, National Bank of Greece*

#### Key Note Speaker

*Margaritis Schinas, Director - Head of Athens Office, European Commission, DG for Economic & Financial Affairs*

18:00 - 19:00

#### Special Section on Investment Opportunities in Greece

##### Strategic Investments "Invest in Greece"

**Moderator:** *Thomas Vassaras, GREEKEXPORTS LTD, Board of Directors SEVE Greek International Business Association*

*Aristomenis (Aris) Syngros, Chairman, Invest in Greece Agency*

*Apostolos Tzitzikostas, Head of Central Macedonia Region*

*Athanassios Savvakis, President, Federation of Industries of Northern Greece*

*Kyriakos Loufakis, Vice President, SEVE Greek International Business Association*

19:00 - 19:40

#### Going International - a big challenge

*Professor Per V. Jenster, Nordic international Management Institute, China*

#### A survey on National Promotion Strategies

*Anastasios Alexandridis, Executive Vice President, SEVE Greek International Business Association*

*Presentation of SEVE "3 Years Export Business Plan" for the Greek Economy*

19:40 - 21:00

#### Discussion Panel on National Export Promotion Strategy

**Moderator:** *Professor Yannis A. Hajidimitriou, Rector, University of Macedonia*

*Magdalini Karakoli, Alternate Secretary General for International Economic Relations & Development Cooperation, Hellenic Republic, Ministry of Foreign Affairs*

*Nelly Tzakou - Lambropoulou, General Manager Retail Banking, National Bank of Greece*

*Dimitris Lakasas, President, SEVE Greek International Business Association*

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

*George Milonas, Chairman & CEO, ALUMIL SA*

*Tsinavos Panagiotis, President & CEO, KRI KRI SA*

21:00

#### Cocktail

## September 26, Thursday

### Building a Global Presence



#### A workshop organized by

09:00 - 09:10

#### Welcoming remarks

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

*Anastasios Alexandridis, Executive Vice President, SEVE Greek International Business Association*

09:10 - 09:30

#### Introductory panel

- Act local - Go global

*George Xirogiannis, Senior Advisor, SEV Hellenic Federation of Enterprises*

- The 'Export - Expert' Initiative

*Konstantinos Giannatos, Senior Advisor, 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 Milonas, President, SEPVE Association of Information Technology Companies of Northern Greece*



10:20 - 11:10	<ul style="list-style-type: none"><li>• <b>Online Trade via e-shops</b> <i>Panos Zafeiropoulos, Coordinator, National steering committee for e-invoice, Ministry of Finance</i></li><li>• <b>Digital Trade in action</b> <i>Vangelis Gerovassiliou, Managing Director, Domaine Gerovassiliou</i></li><li>• <b>Exports and Digital Marketing Tools</b> <i>Konstantinos Skianis, Co-Founder &amp; Digital Marketing Manager, MediaCube</i></li></ul> <p><b>Session II: Branding / Distribution / New Markets</b> <b>Moderator:</b> <i>Eleftherios Iakovou, President, Greek Association of Supply Chain Management (E.E.L. N.G); Chairman, Dpt. of Mechanical Engineering, Aristotle University of Thessaloniki</i></p> <ul style="list-style-type: none"><li>• <b>International Distribution &amp; Logistics</b> <i>Athanasios Ziliaskopoulos, President &amp; CEO, TRAINOSE S.A.</i></li><li>• <b>Market Entry: Success or Failure Stories</b> <i>John Apostolakos, Executive Director, Gaea Products S.A.</i></li><li>• <b>Brand Building</b> <i>Dimitris Karavassilis, Managing Director, DK Consultants</i></li></ul>
11:10 - 12:00	<p><b>Session III: Critical Factors for International Trade</b> <b>Moderator:</b> <i>Litsa Panayotopoulos, Partner, Boston Hamilton; Secretary General, American Hellenic Chamber of Commerce</i></p> <ul style="list-style-type: none"><li>• <b>Trade facilitation</b> <i>Grigoris Dimitriadis, Special Advisor &amp; National Trade Facilitation Strategy Coordinator, Ministry of Development &amp; Competitiveness</i></li><li>• <b>The added value of packaging</b> <i>Demi Mitrogiannopoulou, President, Argo S.A.</i></li><li>• <b>Strategic Business Intelligence - Export Support Tools</b> <i>Babis Filadarlis, Managing Director, Global Greece - International Business Projects</i></li><li>• <b>Global Standards for Global Trade</b> <i>George Dimitrakopoulos, Technical Consultant, GSI Association Greece</i></li></ul> <p><b>Q&amp;A - Concluding Remarks</b> SEV Hellenic Federation of Enterprises / Greek International Business Association (SEVE)</p>
12:00 - 12:15	<p><b>Coffee break</b></p>
12:15 - 13:15	<p><b>Inspiring Trade Globally</b> <b>Moderator:</b> <i>Dr. Evangelos Markopoulos, Managing Director, EMPROSS</i></p> <p>"Certification Export Requirements under Product Conformity Assessment provided by SGS Benefits for the trading community, Examples of P.C.A. certification for Exports to Kingdom of Saudi Arabia, Kurdistan, Nigeria, Algeria, Russia (GHOST - R), Questions" <i>Massimo Guerrini, SGS Governments &amp; Institutions Services (GIS), Regional Sales Executive for Europe</i></p> <p>"GSI Standards - Passport to International Markets" <i>George Dimitrakopoulos, Technical Consultant, GSI Association Greece</i></p> <p>"Mind the Gap! A short journey into your exports prep" <i>Chris Tsangos, Partner, Boston Hamilton</i></p> <p>"Building an extravert &amp; sustainable approach" <i>Anthony Gortzis, European President for Business Ethics Network &amp; Chairman for Oneteam SA, Rubicon SA</i></p>
13:15 - 14:00	<p><b>Light lunch</b></p>

14:00 - 20:00

## September 26, Thursday

### "How to export in" - Country reports. Learn from the experts

**Aim:** 1. country overview 2. market opportunities 3. market challenges 4. market entry strategy 5. Greek companies' case studies which have successfully entered the countries

#### Countries covered:

##### Australia

**Moderator:** Christos Folias, President, Hellenic Australian Business Council  
Peter Mace, Australian Export Institute  
KRONOS SA, Mr. Saitis Leftheris  
ZANAE SA, Mr. Antonis Tzikas

##### China

**Moderator:** Konstantinos Giannidis, President, Greek Chinese Chamber of Commerce  
Professor Per V. Jenster, Nordic international Management Institute, China  
KLEEMANN HELLAS SA, Mr. Moshovakis George

##### Russia

**Moderator:** Christos Dimas, President, Russian Hellenic Chamber of Commerce  
Vincent O'Brien, eBSI Director and Member of the Executive Committee of the ICC Banking Commission and a representative of the European Bank for Reconstruction and Development (Trade Facilitation Program)  
ALPHA ESTATE, Mr. Iaitridis Angelos

##### South Africa

**Moderator:** Vassilis Takas, Honorary Consul, South Africa Honorary Consulate  
Rose Blatch, Executive Director ITRISA (International Trade Institute of Southern Africa), Board Member IATTO  
ISOMAT SA, Mr. Lolos Dimitris

##### Turkey

**Moderator:** Annie Michailides, Vice President, Hellenic Turkish Chamber of Commerce of Northern Greece  
Tevfik Bilgen, Chairman of the Turkish Greek Business Council  
Bantali Antar, Honorary Consul of Morocco, Vice President of Arab Hellenic Chamber of Commerce, --Member of the BoD of Turkish Greek Business Council  
PALMALI LTD, Mr. Konstantinos Kallentzis  
PALAPLAST SA, Mr. Palatianos Konstantinos  
VOULIS CHEMICALS, Mr. Voulis Gedeon

##### USA

**Moderator:** Nikolas Bakatselos, Vice President, Greek American Chamber of Commerce & Chairman of the Committee of Northern Greece  
Sarah Jackson, Assistant Professor International Business, University of the Incarnate Word, San Antonio, Texas and IATTO Board of Directors  
PELOPAC SA, MR. Constantinidis Constantinos

09:00 - 17:00

(open to ITM Participants only) **Export Sales Training**

## September 27, Friday

### Global Trade Training - Current Issues - Global practices

#### Section in co-operation



09:00 - 11:00

**Moderator:** Tassos Alexandridis, Executive Vice President, SEVE Greek International Business Association  
Constantinos Gkioulekas, Deputy Minister of Education & Religious Affairs  
Zahilas Loukas, Senior Expert, Qualifications and Learning Outcomes, Cedefop  
Hasse Karlsson, Chairman, IATTO



**“The IATTO Accreditation, Certification and Professional Designation System”**

*Rose Blatch, Executive Director ITRISA (International Trade Institute of Southern Africa), Board Member IATTO, The IATTO Accreditation, Certification and Professional Designation System*

11:00 – 13:00

**International Trade Training in practice**

**Moderator:** *Dimitrios Diamantidis, Journalist HMERISIA Financial Newspaper & RADIO THESSALONIKI*

*James F. Foley, Nasbite & Bradley University United States*

*Peter Mace, Australian Institute of Export Australia*

*Lesley Batchelor, Institute of Export UK*

*Rau Chih-Hung, International Trade Institute Taiwan*

*Abdul Kabur Ibrahim, Malaysian Export Academy Malaysia*

13.00 – 14.00

**Light lunch**

14:00 – 17:00

**Moderator:** *Maria Dialyna Member of the Administrative Committee Hellenic Management Association (EEDE) Macedonia Branch*

*Gabriela Lombardi, ICE, Italian Trade Promotion Agency, Italy*

*Rose Blatch, International Trade Institute of Southern Africa - ITRISA South Africa*

*Evangelos Siskos, Vice Rector of International Relations & Post Graduate, Professor Dept. of Business Administration, Technological Institute of Western Macedonia*

**Invitation to IATTO Forum in ITALY**

**“SEVE next generation : Business with our soul”**

*Christos Papanikolaou, Head of SEVE Next Generation (Sevenagers) & CEO OPTO HELLAS*

**END OF EXPORT SUMMIT II-39TH IATTO FORUM**

09:00 – 17:00

**Export Sales Training** (special invitation)

21:00

**Gala dinner for IATTO & ITM members**

**September 28, Saturday**

NOT OPEN TO PUBLIC

08:30 – 10:00

**IATTO AGM**

10:00 – 15:00

**VITTI Meeting**

**Thessaloniki Cultural Tour** (optional)

**Vergina Archaeological Site Visit** (optional)



**Dr. Anastasios Alexandridis, Executive Vice President, Greek International Business Association (SEVE), Professor at the Technological Educational Institute of Western Macedonia**

Dr. Anastasios Alexandridis is a Professor at the Technological Educational Institute of Western Macedonia - Department of Business Administration. He is a graduate of the Department of Economics of the Higher Industrial School of Thessaloniki with a DEA in Mathematical Economy and Econometrics of the University of Aix - MARSEILLE III and a PhD Thesis in Economic Sciences, University of Macedonia - Department of Economics. In 2007, he joined the Greek International Business Association (SEVE) as an executive member of the Board of Directors. Since 2009, he is SEVE's Executive Vice President. He also serves as a non-executive Director of Alumil S.A, Compucon and Evrofarma Milk Industry. Before 2007, Tasos headed up the Managing Authority of Community Initiative Programmes INTERREG III. For the years 1992-2003, he joined the Federation of Industries of Northern Greece (FING) as assistant to the General Director, General Director and Executive Vice President.



**Ms Lesley Batchelor, Institute of Export, UK**

Lesley Batchelor is a champion of UK exporters, with a powerful track record in enhancing the performance of hundreds of businesses. Appointed director general of the Institute of Export (IOE), a charity, in 2010 after a three-year elected tenure as chairman and CEO, Lesley is active on the APPG Advisory Panel on Trade & Investment, and gives evidence to the House of Lords Select Committee on Government support for SMEs. Lesley has forged influential partnerships with international associations. She brought together 20 organisations to create GURU online, an award-winning business resource. After 15 years working with blue-chip giants including Fujitsu Europe, Canon, Ciba-Geigy and Coca-Cola, Lesley set up CMC Marketing in 1992 to develop inspirational strategies and training programmes for SMEs.



**Ms. Rose Blatch, Executive Director ITRISA (International Trade Institute of Southern Africa), Board Member IATTO**

Rose Blatch is the Executive Director of the International Trade Institute of Southern Africa (ITRISA) based in Johannesburg, South Africa. She is also a past president of the International Association of Trade Training Organisations (IATTO). Rose led the team that developed the first global accreditation scheme for trade training/education programmes in the early 1990s and has since been directly involved in the formulation of IATTO's new accreditation scheme. She has played a pivotal part in the development of trade skills amongst the business community in southern Africa, and been involved in trade strategy design and the creation of trade facilitation structures for various levels of government. She has also led the national team tasked with producing South Africa's export qualifications, co-authored books and written numerous articles on trade subjects.



**Exc. Jenny Bloomfield, Australian Ambassador in Greece**

Jenny Polyxeni Bloomfield is Ambassador of Australia to Greece, with non-resident accreditation to Albania and Bulgaria. Ms Bloomfield is a senior career officer with the Department of Foreign Affairs and Trade (DFAT) and before her current appointment was Assistant Secretary, Middle East Branch. Ms Bloomfield has previously served overseas in Japan and Iran. Ms Bloomfield holds a Master of Arts degree in Foreign Affairs and Trade from Monash University, a Bachelor of Letters in Political Science and French and a Bachelor of Laws (Honours) / Bachelor of Arts in Modern Greek from the University of Melbourne. Ms Bloomfield was born in Thessaloniki. She is a native speaker of Greek and also speaks Spanish, French, Italian, Farsi and Japanese. She is married with four children.



**Mr. George Dimitrakopoulos, Technical Consultant GS1 Association Greece**

George Dimitrakopoulos holds a diploma in Mechanical Engineering from National Technical University of Athens (NTUA). Started his career as a design engineer in a large design/construction firm, working on the design of chemical plants/oil refineries as well as the development of relevant technical specifications. Since 1992, he has been focused on logistics and especially the GS1 System, which became his area of expertise, having an in-depth knowledge as well as experience regarding AIDC, e-commerce, RFid and Data Synchronization. He has participated as a guest speaker in numerous events and training seminars, relevant to logistics and the GS1 System, both in Greece and abroad. He's also a member of many technical groups/committees, working actively on the design of specifications and applications relevant to the GS1 System.



**Mr. James F. Foley, NASBITE and Bradley University, United States**

Mr. Foley is Director of the Turner Center for Entrepreneurship and Illinois SBDC International Trade Center at Bradley University. He manages a program of counseling and training in international business, marketing, logistics and finance. He is also Director of International Programs for the Foster College of Business. Mr. Foley is a frequent speaker on issues of international trade and teaches International Business courses at Bradley University. Mr. Foley is the author of the book The Global Entrepreneur discussing techniques to expand exports. He is also the co-author of the tenth edition of International Marketing by Vern Terpstra. He is past President of NASBITE International and past Chairman of IATTO. In 2009 the International Trade Center was awarded the President of the United State's E Award. Mr. Foley has lived in Mexico, UK, and France. He received his MBA from the London Business School at the University of London.





**Mr. Massimo Guerrini, SGS Governments & Institutions Services (GIS), Regional Sales Executive for Europe**

Mr. Massimo Guerrini currently holds the position of Regional Sales Executive for Europe in SGS Governments & Institutions Services (GIS) having the regional responsibility for Europe for all sales activity for the Governments and Institutions Services and specifically for the Conformity Assessment Programs. Also, in the past he has created his own activity of consultancy to the export and sales.



**Dr. Sarah Jackson, Assistant Professor International Business, University of the Incarnate Word, San Antonio, Texas and IATTO Board of Directors**

Dr. Sarah Jackson teaches full-time at the University of the Incarnate Word (UIW), the largest Catholic university in Texas as an assistant professor. Sara is a member of the NASBITE International Board of Governors and served as President of the organization 2009-2010. She currently serves on the Board of Directors of IATTO as well. She has received two Business & International Education (BIE) Title VIB grants from the US Department of Education and serves as the BIE Director at UIW. Recently, Sara earned the Certified Global Business Professional (CGBP) from NASBITE International. Dr. Jackson was inducted into the San Antonio Women's Hall of Fame in 2010. She was the Founding Director of the South-West Texas Border International Trade Center, and as Director established the award-winning San Antonio Export Leaders program, now in its thirteenth year.



**Professor Per V. Jenster, Nordic international Management Institute, China**

Dr. Per V. Jenster is professor and chairman of the Nordic International Management Institute, China, and professor of Nyenrode University, Holland. He was formerly professor of Strategic Management Marketing at China Europe International Business School, Shanghai, and at Copenhagen Business School, where he also served as Associate Dean for the CBS's MBA programs. He has also been a professor at IMD, Lausanne, Switzerland, Center for International Management & Industrial Development, Switzerland, and the University of Virginia, USA. Dr. Jenster has invested and helped start 21 companies, and he still remains on 8 boards. He has taught more than 7000 executives, over the years. Dr. Jenster's industry experience includes extensive senior management consulting in the area of strategy development and strategy execution.



**Mr. Abdul Kabur Ibrahim, Malaysian Export Academy**

Abdul Kabur Ibrahim graduated from the University of Malaya in 1977 and was appointed to the Malaysian Administrative and Diplomatic Service. He has served as the Malaysian Trade Commissioner in Belgium and the Economic Advisor to the Mission of Malaysia to the European Union for 9 years and thereafter was transferred to South Africa as the Malaysian Trade Commissioner in 1992 to establish diplomatic relations and to set up the Malaysian Trade Office in Johannesburg. Today, he is the Chairman and Director of a number of companies in Malaysia, Laos, Indonesia and United Kingdom. He is also the Founder and the current President of the Malaysian Exporters Association and the Malaysian Training Providers Association.



**Mr. Hasse Karlsson, Chairman International Association of Trade Training Organisations**

Hasse Karlsson is currently involved in the training of SMEs around the world in international trade management. Before founding ITM Worldwide Foundation, he was Head of Human Resources and Export Training Programmes for SMEs at the Swedish Trade Council. Hasse also served as a Board Member of the international Federation of Training and Developing Organisations (IFTDO), President of the European Association of Personal Managers (EAPM) and Chairman of the International Committee of the Swedish Association of Personnel Managers.



**Mr. Dimitrios N. Lakasas, President of the Greek International Business Association (SEVE) & CEO Olympia Electronics s.a.**

Dimitris Lakasas is the CEO of Olympia Electronics. Olympia Electronics gives great emphasis in innovation, state of the art technology and quality. Olympia Electronics develops and produces high technology safety security systems. Particularly strong is the presence of Olympia Electronics in more than 72 foreign countries worldwide. In conjunction with his business activities, Mr. Dimitris Lakasas has also held the positions in Organizations as a member of the Board of Directors and participated in a number of working groups. He participated as invited speaker in international conferences and has attended a lot of international conferences. His record includes a number of publications in economic and industrial journals. In May 2012, he was re-elected President of the SEVE - Greek International Business Association.



**Mr. Peter Mace, Australian Export Institute**

Peter joined the Australian Institute of Export in August 2004, and Peter's current responsibilities include managing the Institutes' National Education program, the TradeStart offices in Victoria and assisting the State Managers achieve their goals. Peter has previously enjoyed a long career in international banking, working in senior trade roles with Westpac, Citibank and Bank of America. He has also worked with EFIC in the marketing of Credit Insurance products. Other business experience comes from serving as a Director of an Australian Information Technology company, Infocast, originally owned by Citibank; as well as managing a Business Coaching franchise.



**Mr. Vincent O'Brien, eBSI Director and Member of the Executive Committee of the ICC Banking Commission and a representative of the European Bank for Reconstruction and Development (Trade Facilitation Program)**

Mr. Vincent O'Brien is a highly experienced practitioner of International Trade Finance being a long-standing member of the ICC Banking Commission. He has more than 20 years international trade banking experience and has delivered trade finance technical assistance and training in more than 70 countries worldwide. Mr. O'Brien is a member of the ICC's Forfeiting Task Force (Discounting of Bank Deferred Payment Obligations) as well as a member of the ICC's Task Force on Guarantees. He is a regular and respected contributor to international trade finance publications such as Documentary Credits Insight, Global Trade Review, LC Monitor and Documentary Credit World and he has successfully acted as expert witness for banks in cases the application of ICC rules. Vincent also acts as technical trade advisor to China Systems Corporation, the largest trade finance systems vendor in the World.



**Mr. Chihhung Rau, Senior Specialist, International Trade Institute, TAITRA (Taiwan External Trade Development Council), Taipei, Taiwan**

Mr. Chihhung Rau is now senior specialist in ITI(International Trade Institute), TAITRA (Taiwan External Trade Development Council). He assists ITI developing new projects and supervise ITI courses arrangement. He is also a speaker in ITI IBAP (International Business Administration Program). He teaches trade data analysis and market research. Mr. Chihhung Rau has lots of experience in publication marketing, trade data collection and network marketing. He has ever been to India, Iran, UAE and China doing market research. He had been the manager of TATRA Trade Data Library in Taipei Taiwan many years. Therefore, he also is a expert in trade collecting and data analysis. Mr. Chihhung Rau received his MBA from the Marshal Business School at the University of Southern California



**Nelly Tzakou-Lambropoulou, General Manager of Retail Banking, National Bank of Greece Member of the Executive Committee**

Nelly Tzakou-Lambropoulou was appointed General Manager of Retail Banking at NBG in July 2013; she is responsible for Retail Banking, the Branch Network and e-Business & Alternative Channels of the Bank. She is a Member of the NBG Executive Committee. Since December 2012, she held the position of General Manager, Group Head of Operations, Business Processes & IT at the Bank. She joined NBG in July 2007 as General Manager, Group Head of Operations & Global Transaction Services. Before joining NBG Group, she worked at EFG Eurobank-Ergasias (1990-2007), where she held the position of General Manager, responsible for the Group Operations and the Global Transaction Services business unit. She is Chairman of the BoD at NBG Bancassurance Insurance Broker S.A., Vice-Chairman of the BoD at DIAS S.A. (Greek ACH) and National Securities S.A and member of the BoD of Ethnodata S.A. and Ethniki Factors S.A. She holds a BA in Economics from the University of Piraeus and an MBA from the University of Wales & Manchester Business School.

**Margaritis Schinas, Head of DG ECFIN Athens Office**

Margaritis Schinas (1962, GR) holds an MSc on Public Administration and Public Policy from the London School of Economics, a Diploma of Advanced European Studies on European Administrative Studies from the College of Europe in Bruges and a Degree in Law from the Aristotelean University of Thessaloniki. He was also awarded the Robert Schuman research fellowship by the European Parliament. Mr. Schinas has worked for the European Commission since 1990 in various positions of responsibility mainly in the private offices of Commissioners. He also served as Head of Press and Information in the Commission Representation in Greece (1994-99). Since May 2013, the Commission appointed Mr. Schinas as Director, Head of DG ECFIN Athens Office.

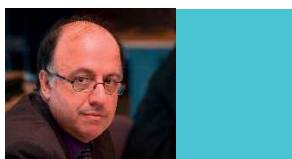
**Mr. Chris Tsangos, Partner Boston Hamilton**

Chris Tsangos is a Web Entrepreneur, Technology Investor with the European Investment Fund & Piraeus Bank and Partner at Boston Hamilton Consultancy Firm. With strong social contribution, Chris has developed the first innovation competitions in Greece, established the Microsoft Innovation Centre with Bill Gates and currently serves as Chairman of Youth Entrepreneurship / Junior Achievement. During his 25-year international career Chris was CEO of Microsoft Greece, Consumer Marketing Officer for Central and Eastern Europe and GM of Intel in Greece. Prior to that he worked for 12 years in EMEA roles out of the UK where he won the HMS Royal Award for Exports and assumed an advisory role in technology for the European Union.



**Dr. Loukas Zahilas, Cedefop, Senior Expert, Qualifications and Learning Outcomes**

Dr. Loukas Zahilas is Senior Expert in Qualifications and Learning Outcomes at Cedefop, the European Centre for the Development of Vocational Training. Born in 1960, he studied Chemistry and Information Technology and he has a PhD in educational policies. After a six-year stint in the pharmaceutical industry, he has concentrated entirely on education and training. His more than 20 years of professional experience in vocational education and training were mainly acquired at the Greek Ministry of Education, Organisation for Vocational Education and Training (OEEK), but also in technical Institutes and the University of Athens. Before joining Cedefop in 2006, he represented Greece in various European bodies such as the Directors General for VET (DGVT), the Advisory Committee for Vocational Training (ACVT) and the European Training Foundation (ETF).



### **International Association of Trade Training Organisations (IATTO)**

IATTO strives to meet the needs of members located across all continents. Since 1971, the Association has organised IATTO Forums around the world in five continents.

Membership of IATTO enables individuals and organisations to network with and learn from fellow international trade educators and specialists operating in other parts of the world. It also provides access to an international accreditation system with unique features aimed at enhancing the marketability of international trade training programmes and certification.

IATTO's mission is to be a popular meeting ground for international trade development specialists, facilitating the dynamic exchange of information and opinions on various trade topics while at the same time setting quality standards in respect of the design, delivery and assessment of programmes and other practical initiatives in the international trade training and education spheres.

#### **IATTO's Goals:**

- To provide a forum for the exchange of information and ideas on international trade issues, as well as trends and techniques in training and education.
- To stimulate awareness amongst members and other interested parties of the need for and the criteria used in defining, quality in the delivery of international trade training and education.
- To equip members and other interested parties with the knowledge and tools to enhance the professional development of trade practitioners in their respective countries.
- To add to the body of knowledge about international trade by engaging in and/or supporting relevant research initiatives & international collaborative ventures.

### **Greek International Business Association (SEVE)**

The Greek International Business Association (SEVE) is today one of the most dynamic associations in Greece, representing and supporting the Greek extroversion efforts of more than 3.000 exporting companies from every sector, all over Greece.

SEVE's mission is to consolidate, protect and promote the professional, economic, social and ethical interests of its members, to promote and support Greek products in foreign markets, to promote and support the development of international co-operation between Greek enterprises and those of other countries, to conduct market research in foreign countries, to collect and disseminate information and statistical data in order to inform its members, to cooperate with organisations worldwide and to implement European programmes that sustain the economic interests of its members. SEVE has significant experience in international business matchmaking acting as the Official National Counselor for all "Partenariat" events in Greece for many years. In 1989, SEVE established the Exports' Research and Studies Institute (IEES), which aims to provide customized foreign market research and useful information through on-line connections with international data banks to exporting companies.

#### **How to participate...**

The participation fee at the Conference is EURO 98,40 (incl. VAT) for SEVE/SEV/IATTO members and EURO 123,00 (incl. VAT) for Non-Members and includes participation at the 3day conference, conference material, simultaneous translation and participation to coffee breaks and reception. Payment should be made prior to the event. In order to guarantee your participation, please proceed in the deposit of the a.m. amount at SEVE's account at National Bank of Greece GR 93011021000000 21055458034. Please send us a copy of the appropriate receipt from the bank by fax 2310-543 232 stating the company/person details. The relevant invoice will be forwarded to you by mail.

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