

alliances & extroversion

[Chairman's message]



Dear Members,

After the turmoil of political and financial developments - a referendum, capital controls, parliamentary elections - that significantly burdened an already injured entrepreneurial environment, the marketplace seeks a reset button.

The positive aspect is a renewed vote of confidence towards a government that is now fully responsible to implement the new memorandum agreed with the involved institutions.

Obviously, all efforts towards this direction are of critical importance for each and every business, as pending reforms, restructuring of the banking system and stable taxation are necessary for all corporate entities. In fact, only through the above mentioned reforms one can manage to plan the day after, to seek investment capital and to built trust with all counterparties.

So far HeDA has been watchfully observing all developments and has intervened accordingly, aiming to safeguard the interests and activities of our members, while our priorities remain consistent: expansion of our activities, intensification of our communication, strengthening of our business network, co-operation with institutional and professional organisations and last, but not least, strong ties with the Embassy of the Netherlands in order to promote bilateral trade and cultural relationships between the two countries and enhance start-ups. Therefore all of us are more than necessary, all of us need to go an extra mile in order to support and to materialise our agenda.

Within this context, I would like to stress the need for HeDA to align with SEV, while, simultaneously, «investing» in a more extrovert presence by forming alliances that would offer added value and density to the activities of our members, such as our recent collaboration with «Alliance for Greece», an important NGO, that, I am confident, will lead us to a series of combined and rewarding initiatives.

Enjoy the read!
George Kotsalos

stop.think.connect!

[building together a campaign on cybersecurity topics]

European Cyber Security Month (ECSM) is an EU advocacy campaign that promotes cyber security among citizens and advocates for change in the perception of cyber-threats by promoting data and information security, education, sharing of good practices and competitions. The European Union Agency for Network and Information Security (ENISA), the European Commission DG CONNECT and Partners are deploying the European Cyber Security Month (ECSM) every October. Metrics: in 2014 there were 30 countries involved, in 2013 there were 24 countries involved.

The objectives of the European Cyber Security Month:

- generate general awareness about cyber security, which is one of the priorities identified in the EU Cyber Security Strategy;
- generate specific awareness on Network and Information Security (NIS), which is addressed in the proposed NIS Directive;
- promote safer use of the Internet for all users;
- build a strong track record to raise awareness through the ECSM; involve relevant stakeholders;
- increase national media interest through the European and global dimension of the project;
- enhance attention and interest with regard to information security through political and media coordination.

Aligned with «An Open, Safe and Secure Cyberspace» EU Cyber Security Strategy http://ec.europa.eu/information_society/newsroom/cf/dae/document.cfm?doc_id=1667. In coordination with STOP.THINK.CONNECT message originated at NCSM www.staysafeonline.org

The SECOND AGRICULTURAL BUSINESS SUMMIT is organized by The Economist Events in Thessaloniki (December 8th 2015) in association with the Embassy of the Kingdom of the Netherlands in Athens and HEDA as the supporting organization. The summit's objective is to focus on the current developments regarding the sector of agribusiness as well as on the leadership strategy that will lead Greece and Europe as a whole towards growth and prosperity. High profile speakers from Greece and abroad representing the fields of politics, business, technology and science shall share their expertise, knowledge and prospects with the summit's exceptional audience, within the context of a constructive dialogue under the chairmanship of The Economist's analyst.

For more information: www.haziseconomist.com

Companies interested to participate in the event can contact either the Association (K. Oikonomou, tel. 210 6166590) or directly the organizer (K. Zacharakopoulou, tel. 210 9408750 ext.211)



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Welkom Mr. Ambassador!

[The inaugural address of His Excellency Caspar Veldkamp, Ambassador of the Kingdom of the Netherlands]

«Greece has always been a country where I wanted to be posted. The current challenges make my new assignment all the more interesting. I really look forward to maintaining and strengthening the bilateral investment and trade relations between the Netherlands and Greece. This will not always be an easy task under the current circumstances, but the existing relationship between the embassy and He.D.A. shows that through joint efforts, we can enhance business in various sectors, including the promotion of young entrepreneurship.

I have been ambassador of the Netherlands to Israel for the past four years and to the Hellenic Republic since the course of September. Apart from the well-known kind of diplomatic work in Tel Aviv, I focused on innovation, hi-tech and attracting investment. For example, during my last weeks over there, I organized several high-level visits from the Netherlands, by our minister of Economic Affairs, the mayor of Amsterdam and the Dutch government's official envoy for start-ups, to study local start-up ecosystems and participate in the international DLD innovation festival. They brought with them a dozen private sector representatives from the Netherlands. I have also been cooperating with large Dutch corporations, such as Philips, over the past four years. I believe my experience and enthusiasm can help in further developing economic ties between Greece and the Netherlands.

Before becoming an ambassador, I worked in high-level positions at the ministry of foreign affairs in The Hague, notably on European affairs and the UN and international financial institutions. My previous jobs included being political counselor at the Dutch embassy in Washington DC (2002-2006) and private secretary of our European Affairs minister (1998-2002). I have experienced the inner workings of the EU as a Dutch delegation member to several dozens of EU summit meetings. I held various lower-level diplomatic positions in The Hague and at our embassy in Warsaw, Poland (1995-1998). Before joining the Dutch diplomatic service, I worked in the staff of US senator Richard Lugar in Washington DC, and served as a reserve officer in the Royal Netherlands Navy.

I graduated in public administration at Erasmus University of Rotterdam and Leiden University in the Netherlands and did graduate studies in the US (Indiana University and Georgetown University) and executive programs at the Kennedy School of Government of Harvard University (US) and at INSEAD (France).

Apart from my professional life, I have a passion for aviation. I have practiced skydiving, hang gliding and paragliding and I have published various articles on aviation history. Moreover, I am interested in politics and practice various sports such as running, cycling, kayaking or sailing. I am married to Anne and we have four teenage children. We all look forward to exploring Athens and Greece during the next four years.

Caspar Veldkamp
 Ambassador of the Kingdom of the Netherlands»



«I believe my experience and enthusiasm can help in further developing economic ties between Greece and the Netherlands.»

The "Hamel House" is the 96th Miniature of KLM

KLM Royal Dutch Airlines has celebrated its 96th anniversary on the 6th of October, and, loyal to a long kept tradition, presented the new Delftware miniature, the Hamel House in Gorichem.

The 96th piece of the collection has been introduced by the Chairman and CEO of KLM Mr. Pieter Elbers, during a special event that took place in Gorichem and was attended by Piet Ijssels, Chairman of the Hamel Foundation and H.E. Jong-hyun Choe, Ambassador of S. Korea.

KLM flies to South Korea since 1984 and currently has a scheduled daily flight from Amsterdam to Seoul.

Mr. Pieter Elbers stated: «For me, the Hamel House is for me the perfect symbol of the special relationship between the Netherlands and South Korea. Having worked for KLM in Japan and South Korea, I have had the opportunity to develop close ties with this special country and the choice of Hamel House, as the 96th miniature, has made me very happy.

Collection item no 96: The Hamel House

The Hamel House has reconstructed in the birthplace of Hendrick Hamel. The house brings to life the tale of Gorinchen, the hero of the seas. Hamel House is more than a museum. It is the meeting point of the Dutch and the South Korean civilizations. O Hendrick Hamel (Gorinchem, 1630-1692) was a Dutch sea-

man. In 1653 his vessel «Sperwer», sank in the open near the shore of the Korean island Jeju. Survivors were not allowed to leave the country, as the Korean King was afraid they would convey information about his kingdom to the rest of the world. Finally, after 13 long years Hendrick Hamel, along with seven of his companions, managed to escape. Hamel kept a detailed diary during his stay, that was in fact, at the time, the only source of available information about Korea in the whole of Europe. And because of his stories, Korea became well known in our Continent and Korean people very proud until today. Due to his diary, Hamel was well known and very respected by the Koreans.

KLM's Delftware miniatures

Building miniatures are the gifts offered by KLM to all passengers travelling World Business Class and are highly appreciated as collector's items globally. KLM initially launched the miniatures in 1950 and all of them are replicas of prominent Dutch buildings. Their number represents the «age» of the company and every year, on the 7th of October, a new miniature building enriches the collection.

For more information:
 KLM Media Relations: +31(0)20-6494545.
 Photos available @ <http://nieuws.klm.com/>



Remarkable Bilateral Trade

[Trade and Investment figures Greece - Netherlands]

Bilateral trade is quite remarkable with a total amount of 2.8 billion euros in 2014, the largest part consisting of Dutch export of goods to Greece. Foreign Direct Investment (FDI) of Dutch businesses in Greece amounted to approximately 1.3 billion euros in 2013. From the Greek perspective, the Dutch businesses are fairly serious investors in Greece.

Table 1: Greece's foreign trade in goods and services (x billion euro, FOB)

	Import	Export
2011	55.9	43.3
2012	48.2	42.2
2013	45.0	43.3
2014	44.5	45.0
2015	45.4	47.3
2016	46.9	49.5

Source: Economist Intelligence Unit, 2014.

Economy and Foreign Trade

The Greek GDP per capita was 16.290 euros in 2014 (*Focuseconomics, 2015*). In comparison: Dutch GDP per capita was 38.335 euros in 2013 (Greek average income is 42.5% of the Dutch average

income), and the average income of the Eurozone was 29.815 euros. (*Focuseconomics, 2015*). The Greek GDP amounted to 179 billion euros in 2014. This is 27% of the Dutch GDP (654 billion euros).

Main export and import products (2012)

Greece's export mainly consists of mineral fuels (38.5%), fabricated products (20.4%), food, drinks and tobacco (15.4%) and chemicals (9.0%). Greece's import mainly consists of mineral fuels (37.1%), fabricated products (17.7%), machines and transport [amenities] (17.3%) and chemicals (13.3%).

Source: EU, 2014

Most important trade partners

Germany is Greece's most important trade partner, immediately followed by Italy (table 2A and 2B). The Netherlands is not in the top 4

Table 2A: Most important Greek import partners (amounts x 1.000 euros)

Exporters	Imported value in 2012	Imported value in 2013	Imported value in 2014
Total value Greece goods import	48,600,567	46,036,402	46,778,866
1 Russian Federation	6,012,788	6,614,668	4,833,845
2 Germany	4,522,285	4,398,646	4,646,958
3 Iraq	1,764,492	3,607,645	3,902,371
4 Italy	3,803,610	3,517,837	3,514,823
5 China	2,289,622	2,193,980	2,492,960
6 Kazakhstan	1,272,620	1,420,866	2,422,592
7 Netherlands	2,228,852	2,125,107	2,317,452

Source: ITC, 2015.

Table 2B: Most important Greek export partners (amounts x 1.000 euros)

Importers	Exported value in 2012	Exported value in 2013	Exported value in 2014
Total value Greece goods export	27,331,914	27,300,195	26,898,980
1 Turkey	2,951,067	3,204,708	3,271,048
2 Italy	2,108,852	2,439,235	2,473,921
3 Germany	1,743,337	1,767,607	1,762,225
4 Bulgaria	1,512,292	1,394,638	1,343,202
5 Cyprus	1,326,858	1,138,796	1,233,709
6 United Kingdom	852,516	970,065	965,893
7 United States	1,029,918	934,143	821,086
8 Saudi Arabia	385,324	403,496	784,150
9 Egypt	345,248	593,409	755,332
10 The Former Yugoslav Republic of Macedonia	827,027	743,908	707,019
11 Spain	539,130	574,934	667,112
12 Gibraltar	524,616	1,058,842	641,220
13 France	667,736	640,636	640,886
14 Romania	574,734	600,724	632,127
15 Lebanon	736,240	497,686	612,852
16 Netherlands	437,273	425,561	415,153

Source: ITC, 2015.

countries. However, Dutch exporters transported for an amount of 2.3 billion euros – 5% of Greece total imports – to Greece (table 4). Since 2010, Greek exports decreased with 11.5% (0.3 billion euros). When considering Dutch imports, ties between Greece and the Netherlands are less strong. In 2014, the Netherlands imported Greek products with a total amount of 415 million euros (table 2B). This corresponds with/to approximately 1.5% of total Greek exports.

Trade from a Dutch perspective

Greece is a medium-large trade partner of the Netherlands. Our goods export (NL red.) to Greece amounts to almost 2.3 billion in 2014 (CBS, 2015). This corresponds to 0.5% of the total Dutch goods export, which is 433 billion euros. In 2014, Greece was the 32nd largest export market for the Netherlands. The Dutch export of goods to Greece in 2014 had a total value of 460 million euros (table 4). This accounted to approximately 0.1% of the Dutch import of goods (total value of 383 billion euros). Greece holds the 67th position in the list of Dutch import partners.

SWOT - analysis Greece: political situation (nb: SWOT conducted in 2014)

Strengths - Membership of the EU provides a strong policy anchor and institutional support, both of which are vital for the government's fiscal consolidation programme.

Weaknesses - Tensions between Macedonia and Greece over the former's use of the name 'Macedonia' are likely to persist, but this does not pose a serious security threat.

Opportunities - Relations with Ankara have improved significantly and Athens' support for Turkey's efforts to join the EU will enhance the prospects for regional political stability.

Threats - Painful budget cuts will continue to be met with public demonstrations and protests, as disillusionment with the political class runs high. Should Greece ultimately leave the eurozone, Athens could find itself increasingly isolated both politically and economically.

SWOT - analysis Greece: economic situation

Strengths - Membership of the eurozone has been a key factor

fostering deeper trade integration.

Weaknesses - A rapidly ageing population and a rising social security bill pose long-term fiscal risks, and international financial bodies have warned that, in its current incarnation, the pension system could collapse before 2025. The severity of the economic depression has caused a substantial loss in productive capacity and has driven up unemployment firmly into double digits. This will conspire against growth over the longer term.

Opportunities - Greece could be well positioned to take advantage of long-term convergence throughout South Eastern Europe, including in Turkey and the Western Balkans.

Threats - Potential exit from the eurozone would deepen the economic depression and lock Greece out of capital markets for at least a decade. A wide current account deficit will be a serious concern, as credit markets remain tight. Finding financing amid a global recession is set to become more difficult.

(continued on page 4)

Remarkable Bilateral Trade

[Trade and Investment figures Greece - Netherlands]

(continued from page 3)

SWOT - analysis Greece: business climate

Strengths - Membership of the eurozone reduces transaction costs for exporters. Key strategic location between Western Europe and the Middle East.

Weaknesses - A poor record on corruption, with Greece among the lowest ranking of EU states in Transparency International's 2012 Corruption Perceptions Index. A continued reputation for heavy bureaucracy.

Opportunities - Internal devaluation and economic depression will eventually drive wages down to a more competitive level. The government has begun to implement limited labour market reforms and economic liberalisation.

Threats - The prospect of continued social conflict and violent protests will continue to dampen Greece's appeal among foreign investors. High levels of government debt will constrain growth and reduce the government's ability to run an expansionary fiscal policy over the medium term.

Source: Business Monitor International (BMI), 2014

Table 3: Dutch goods exports to Greece, amounts x 1.000 euro International Trade; according to SITC-categories

	2011	2012	2013	2014
Total Dutch goods export	2,285,410	2,058,686	2,160,893	2,276,829
0 Food and live animals	735,317	712,019	755,742	762,399
1 Beverages and tobacco	37,586	39,209	50,153	48,929
2 Crude materials, inedible	86,477	55,430	42,466	58,299
3 Mineral fuels	108,389	69,986	113,951	131,704
4 Animal and vegetable oils	20,585	26,095	8,605	8,961
5 Chemical products	485,739	447,190	444,931	516,454
6 Manufactured goods	148,373	113,888	166,686	147,165
7 Machinery and transport equipment	447,106	407,523	392,253	375,943
8 Miscellaneous manufactured goods	213,543	184,840	184,273	225,544
9 Other, not classified goods	2,295	2,504	1,833	1,432

Source: CBS, 2015.

Table 4: Dutch goods imports from Greece, amounts x 1.000 euros

	2011	2012	2013	2014
Total Dutch goods import	484,277	455,916	497,870	458,596
0 Food and live animals	119,088	119,428	132,159	126,946
1 Beverages and tobacco	56,442	44,193	18,621	18,852
2 Crude materials, inedible	25,148	21,907	27,492	31,593
3 Mineral fuels	20,683	43,072	76,411	67,220
4 Animal and vegetable oils	333	232	661	520
5 Chemical products	86,717	85,936	91,774	86,251
6 Manufactured goods	69,058	66,154	72,444	69,968
7 Machinery and transport equipment	69,687	43,422	44,904	23,144
8 Miscellaneous manufactured goods	36,719	31,412	31,862	31,558
9 Other, not classified goods	403	161	1,543	2,546

Source: CBS, 2015.

Table 5: FDI Greece - Netherlands

Greek investments in the Netherlands (FDI) (x million euro)					
	2009	2010	2011	2012	2013
stock	46	48	95	134	102
Dutch investments in Greece (x million euro)					
	2009	2010	2011	2012	2013
stock	1,723	1,504	931	1,245	1,274

Source: DNB, 2014.



a. Home for the Refugees

Empty prisons, conference centers and other public buildings are being turned into emergency centers to house the thousands of refugees arriving in the Netherlands as the call for action gathers pace. The distinctive dome prisons in Amhem and Haarlem will house several hundred asylum seekers, as will the Jaarbeurs exhibition center in Utrecht, broadcaster Nos reports. Amsterdam has also agreed to take in 1,500 people but no locations have yet been made public. Empty offices and sports halls are likely to be used, Nos says. The refugee settlement agency COA is responsible for looking after asylum seekers. The COA provides and junior justice minister Klaas Dijkhoff had urged local authorities to pull out all the stops to identify potential locations. In Weert, the council voted almost unanimously to house up to 1,000 people in a former army barracks for a period of up to five years.

(Dutch News, September 16, 2015)



Amsterdam Water Week

Water management continues to be a field of expertise of the Dutch! The Amsterdam International Water Week (AIWW) is the platform for new alliances and fresh ideas connecting industry, science, business, policy and technology. The event, taking place from 2 to 6 November 2015, crosses borders between water and sanitation, delta technology, food, agriculture, finance and governance; bringing together a unique mix of professionals.

For general information on the Amsterdam International Water Week please contact: Mrs Christina Boomsma Manager Communications Netherlands Water Partnership T +31 (0)70 3043709 c.boomsma@nwp.nl

For general information on Aquatech Trade Exhibition please contact: Mrs. Annelie Koomen Marketing Communications Manager a.i. Amsterdam RAI T +31 (0)20 5493019 press@rai.nl

For questions about AIWW Conference registration and payment please contact: International Water Conferences T + 31 (0) 85 201 09 61

E info@iwconferences.com, http://internationalwaterweek.com



Music is for All of Us!

[The Prize Winners of Princess Christina Concours in the Netherlands in Megaro Mousikis Thessalonikis]



Mrs. Deborah Witteveen, Saxophone.



Mrs. Maxime Snaterse, Piano.



Mrs. Elisa Karen Tavenier, Violin.

The Embassy of the Kingdom of the Netherlands in Greece, with the courteous support and sponsorship of He.D.A., organizes a concert, in Megaron Mousikis Thessalonikis, with a view to introducing the talented young musicians, winners of the Princess Christina Concours Foundation in the Netherlands, to the public. The Prize Winners who will perform are Mrs. Maxime Snaterse, Mrs. Elisa Karen Tavenier and Mrs. Deborah Witteveen. The performing date is 2 December 2015. 📍

For more information about your reservations, please contact with the Megaron Mousikis, T: 2310 895 800 email: info@tch.gr

Young Greek Architects Biennale

The 8th Biennale of Young Greek Architects is taking place at one of the most critical periods of contemporary Greek history. This year's 214 participants, during the crisis, are encouraging, as they demonstrate a continuing interest on the part of young Greek architects towards the institution of the Biennale, an important stepping stone for the wider promotion of architecture.

With this exposition the Greek Institute of Architecture aims to showcase the best Greek architecture has to offer. The Greek-Dutch architecture firm GFRA was also selected to participate with the design of the office of the Netherlands Embassy in Athens.

The Embassy was selected by the Dutch ministry of Foreign Affairs to pilot a modern way of working. The interior design provides an open office space where work places are flexible, diverse and with a clean industrial look. Dutch identity is found in the Dutch art and decorations, which provide the colordetailing in the office. The exhibition takes place until the 8th of November. (Athens, Benaki Museum, 138 Pireos street.) 📍



Y Atradius Credit Insurance NV

The Atradius Group provides trade credit insurance, surety and collections services worldwide. With a presence through 160 offices in 50 countries, Atradius has access to credit information on 200 million companies worldwide and makes several trade credit limit decisions daily.

Its products and services aim to reduce its customers' exposure to buyers who fail to pay for the products and services they buy. With total income in excess of EUR 1.6 billion Atradius products help protect companies throughout the world from payment risks associated with selling products and services on credit.

Y Atradius Presence in Greece

The Atradius Hellenic branch was founded in January of 1998 and provides trade credit insurance and collections services with its goal to reduce its customers' exposure against the risk of non-payment from buyers they sell their products and services to.

Throughout the course of its operations in Greece Atradius has succeeded in being a stable as well as a growing entity thus enjoying a consistent association with major Corporations and esteemed insurance representatives.

Our growth policy is characterized by the selective integration of new customers to our existing portfolio rather than the reckless and mass expansion of our portfolio. As a result we have succeeded in not only increasing our turnover but most importantly in minimizing the moral hazards while at the same time retaining the majority of our clientele even during the past few years (2009 onwards) where the Greek economy was in severe distress.

Especially during these hard times, the current year being the most characteristic example, Atradius disregarding the adverse economic forecasts and international criticism, supported both its customers and trading on credit by not only maintaining its exposure but also selectively undertaking additional risk, and became the leader in the Greek Market.

Giving the Greek companies our vote of confidence we remain focused on providing our insured with services of the highest quality as well as cutting edge insurance products in order to create a protective field against the danger of payment default which governs modern trading. In this manner we empower our customers to not only safeguard their cash flow but to also safely increase their business transactions. 📍

Hilton Athens Triumphs at World Travel Awards

[Hotel One of 21 Hilton Worldwide Properties Recognized at the Prestigious Awards]

Hilton Athens has been recognised as Greece's Leading Business Hotel at the European final of the prestigious World Travel Awards 2015, recognised globally as the ultimate hallmark of quality, setting the benchmark to which all others aspire.

At the Europe Gala Ceremony, which took place in Forte Village Resort, Sardinia, on Saturday 5 September, Hilton Athens was one of 21 Hilton Worldwide properties to receive an accolade, as voted for by travel agents worldwide. Hilton Athens is more than a hotel. It is a multi-purpose venue that caters to the needs of both locals and travellers. With 506 spacious rooms, 22 state-of-the-art meeting rooms and a whole array of premium services and facilities, Hilton Athens is the perfect hotel to combine business and pleasure. Hilton Worldwide's flagship brand, Hilton Hotels & Resorts was also awarded Europe's Leading Hotel Brand for the second consecutive year, reflecting its presence in 76 countries and territories across the region.

Bart van de Winkel, general manager, Hilton Athens said, "It is an honour for Hilton Athens to be recognized at the World Travel Awards 2015. This accolade is not only a reflection of the hotel's exceptional facilities, but more importantly of our team's dedication to providing guests with Hilton's world-renowned hospitality."

Hilton Worldwide was recognized in the following categories at the World Travel Awards 2015:

- Europe's Leading Hotel Brand: Hilton Hotel and Resorts
- Europe's Leading Luxury City Resort: Rome Cavalieri, Waldorf Astoria Hotels & Resorts
- Europe's Leading Luxury Resort & Spa: Conrad Algarve
- Europe's Leading City Hotel: Conrad Istanbul Bosphorus
- Europe's Leading Airport Hotel: Hilton London Heathrow Airport Hotel
- Europe's Leading Conference Hotel: Hilton Molino Stucky
- Austria's Leading Business Hotel: Hilton Vienna Danube Waterfront
- Azerbaijan's Leading Business Hotel: Hilton Baku
- Belgium's Leading Business Hotel: Hilton Brussels City

- Cyprus's Leading Business Hotel: Hilton Cyprus
- Cyprus's Leading Hotel: Hilton Cyprus
- Czech Republic's Leading Hotel: Hilton Prague
- England's Leading Business Hotel: London Hilton on Park Lane
- Germany's Leading City Hotel: Hilton Berlin
- Greece's Leading Business Hotel: Hilton Athens
- Hungary's Leading Hotel: Hilton Budapest City
- Ireland's Leading Business Hotel: Hilton Dublin
- Ireland's Leading Hotel Suite: Presidential Suite @ Conrad Dublin
- Israel's Leading Hotel: Hilton Tel Aviv
- Italy's Leading Conference Hotel: Hilton Molino Stucky
- Italy's Leading Luxury City Resort: Rome Cavalieri, Waldorf Astoria Hotels & Resorts
- Northern Ireland's Leading Business Hotel: Hilton Templepatrick Hotel & Country Club
- Northern Ireland's Leading Hotel: Hilton Belfast
- Poland's Leading Business Hotel: Hilton Warsaw Hotel & Convention Centre
- Turkey's Leading City Hotel: Hilton Istanbul Kozyatagi
- Turkey's Leading Conference Hotel: Conrad Istanbul Bosphorus



The prestigious World Travel Awards have been recognising organisations delivering outstanding customer experience in travel and tourism for more than 20 years. They have become a key global institution of the industry, stimulating competition and innovation among operators, as well as providing a helpful testimonial for quality to travellers worldwide.

More information on the categories and winners of the World Travel Awards 2015 can be found at <http://www.worldtravelawards.com/winners2015>.



PHILIPS: New Business Development Scheme

For the 120-plus years since then, Philips has been improving people's lives with a steady flow of ground-breaking innovations. Philips global presence in over 100 countries, the rich heritage and trusted brand, is uniquely positioned to understand the challenges people and companies face.

Responding to rapidly changing markets and customer needs, the company is implementing a new business structure and a New Business Development scheme to address upcoming needs. New Business Development is a new philosophy put into action, referring to the channels through which Philips seeks to provide innovative and tailor-made solutions that positively impact our partner's business results.

Through New Business Development Loyalty & Incentives schemes we provide multiple solutions for every channel and every customer need, such as:

- Consumer programs (incentive schemes, consumer premiums, member gets member and membership exclusives)
- Corporate programs (incentives for sales partners, corporate gifting for external relations)
- Employee programs (reward programs, corporate gifting, ambassador sales)

Philips also can provide solutions for Travel Retail (Electronics, Beauty, On-board), B2B and Hospitality and Beauty Specialists channel.

Philips main target is to build long-term and value-adding partnerships while providing an A-Brand with high perceptual value and numerous innovative products. Today, Philips has the know-how and expertise in Personal Health and well-being by providing solutions in Domestic Appliances (Garment care, Kitchen appliances, Floor care), Personal Care (Male grooming, Beauty), Health and Wellness (Mother & Child, Oral healthcare) and Coffee (Espresso and Beverage).

In Philips we have the capabilities and the flexibility to customize our way of working so as to meet market demands and needs of our partners.

PHILIPS was founded in 1891 in Eindhoven, Netherlands.





Global Network - Local Touch

Every day at over 800 airports, Shell Aviation provides fuel for more than 7,000 aircrafts, refueling a plane every 12 seconds. From the private pilot to the largest global airlines, Shell Aviation earns the loyalty of its customers by creating value through the safe and timely supply of high quality aviation fuels. Shell & MOH Aviation is the company established by Shell and Motor Oil Hellas to optimize in Greece and Cyprus the service both to international and local customers. Services vary from fuel sales and fuel cards, to Risk Management Solutions and CO₂ Emissions Permits Trading. If you are either the fuel manager of an airline or a private jet pilot and looking for JET A1 aviation fuel for your aircraft, please visit us at www.shell-moh.com

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Shell & MOH Aviation



Among the 10 Best European Entrepreneurs

[Panos Xenokostas, President & CEO, receives this distinction for the second consecutive year]



Panos Xenokostas, President and CEO of ONEX Group, achieved another significant national distinction for the Greek entrepreneurship and Greece, as he won a place in the final top 10 of the Best Entrepreneurs in Europe, at the Gala Ceremony of European Business Awards sponsored by RSM, the largest and most important entrepreneurship competition in the European Union, which took place on May 26th in London.

While receiving his award, Panos Xenokostas made the following statement: "It is a great honor for me to receive this distinction for the second consecutive year. This title rewards the attempts, the sacrifices and the hard work of 10 years, as well as our choice, mine and my partners, to follow the hard way which leads to the top and to excellence.

The responsibility and the devotion not only for me personally but for ONEX Group as a whole, to move forward with faith in our vision, with ethics and persistence grows further, as the challenges and our thirst for even better results grow. The message we convey to the Greeks, to Europe and all over the World is one: the best generations of Greeks come and along with them, better days will come for our Country. The only way to succeed is that of investments, development and production. Greece needs to change its Economic model, and to succeed in this effort it needs the assistance and the support of the International and Institutional investors, who have so much to offer and much more to expect from an "unexplored" Country, as Greece. We thank them for trusting us these last years and we have many things to do together in the future. ONEX Group, through its development course and the continuous investments in Greece, is committed to actively support this honorable distinction, in order to contribute to the positive reinforcement of our country, with the hope that it will soon be at the forefront of international developments and will play an important role in Europe and the rest of the World, and thus making all Greeks around the world proud".

It is worth mentioning that this is the second consecutive year that ONEX receives the honorary title of Ruban d' Honneur, among 24.000 participant companies, a title which is awarded to the best 100 companies of Europe, and gives the ticket to the winner companies to claim the first place in the category where they compete.

«This title rewards the attempts, the sacrifices and the hard work of 10 years, as well as our choice, mine and my partners, to follow the hard way which leads to the top and to excellence.

Panos Xenokostas»

Vivechrom: "I do learn better"

[Vivechrom supports the pilot project "I do learn better" of the Municipality of Athens in collaboration with the University of Crete and the Research Group for Collaborative Learning]

Vivechrom offered the paints for the renovation of Athens 17th Gymnasium – 17th Lyceum

Vivechrom, the largest paint and coatings company in Greece, and member of the multinational group AkzoNobel, donated the colors for the renovation of Athens 17th Gymnasium – 17th Lyceum in the context of the program "I do learn better", initiated by the Municipality of Athens.

More specifically, the Municipality of Athens in collaboration with members of the project «Transformable and Intelligent Environments Laboratory» (TIE Lab) of the University of Crete and the Research Group for Collaborative Learning, which is led by Mr Dimitris Germanos, architect and social psychiatrist, in order to establish a Model School which will comply with both Greek and international standards.

In this framework, Vivechrom supported the school renovation, by donating high quality paints, that are distinguished for their excellent coverage and durability. Vivechrom's expertise, aligned with a strong spirit of social corporate responsibility, makes the company an indispensable contributor to the enhancement of the image of Athens. Vivechrom will continue to offer its products to the community, supporting a project that will make our cities more human, and all initiatives aimed at the upgrading and enhancement of operational and technological facilities involving education, culture and everyday living.

Vivechrom's Managing Director, Mr. Ioakeim Provatas, stated: "The renovation of Athens 17th Gymnasium and Lyceum in collaboration with the Municipality of Athens, gives us the opportunity to assist in improving education and to «draw» a better future. It is our pleasure to stand once again by our society, and to be able to create a better environment for the citizens of Athens, focusing on the positive effect of colour in people's lives, and especially in the lives of our children."



Νέο

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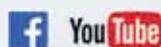
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let's colour

Tourism is the “soft diplomacy” of Greece!

[Two members of a successful Greek-Dutch family in life and in business, discuss the problems and the potential of the tourism industry in our country and during the economic recession]

Aldemar, with 8 deluxe and first-class hotel units and 2 Thalasso Spa centers is one of the leading hotel chains in Greece with a total 5,500-bed capacity and 1,800 employees. Through the selection of strategic destinations for its hotels, the design and construction of new hotel units, complete refurbishment of newly acquired units, as well as the provision of superb services, Aldemar has a most dynamic presence in the hospitality field. HeDA NL has had the opportunity to discuss with the dynamic and of Dutch origins wife of the founder Nikos Angelopoulos and head of the Thalasso Spa Centers, Mrs. Marianne Angelopoulos the prospects of quality and diversified services in a volatile period for the tourism industry. From a different point of view, her son Alexandros Angelopoulos, Vice Chairman of the Group and 99% Greek in heart, approaches the future of tourism through a completely realistic and insightful discipline: tourism is the umbrella under which Greek economy as a whole will recover. And according to Alexandros, we all need to move fast in order to adapt to this new brave world!



HeDA: Mrs Angelopoulos, you are residing in Greece for almost 50 years. When exactly you were involved in the tourism industry?

Marianne Angelopoulos:

I am living in Greece for the past 46 years. I was actively involved in my husband's business back in 1990. Until then I was preoccupied with my family and my children. My first task was a rather feminine one: I was in charge of the staff uniforms! A sewing operation was set right in my house, since us, old Dutch girls, are keen

sewers! Of course, after a while a proper sewing facility was set up – employing 6 women and fully equipped – in order to cover the needs of our hotels in terms of uniforms, curtains and room decorations. When Royal Mare was built, our 3rd hotel in Crete, I assumed the management. Royal Mare was the first thalassotherapy center in Greece, so I had to travel several times to France, in order to import know how. I believe I must have been the biggest thalassotherapy spy on French resorts, but at the time the collection of information by experience was more than vital. So, in 1997 Royal Mare Thalasso in Crete was fully operational and by 2004 the doors of Olympian Thalasso Spa opened to our guests. Although, my doctors do not allow me to work as I used to – I was literally burned out – I still occupy myself with the thalassotherapy units, since I find it hard to completely retire. I have built a strong relationship with my people and I feel they are still inspired by me, they rely on me, and they need my guidance to move forward. They are aware that I really care about them, exactly as I do for our guests. Because we have guests from day one – most of them have become my friends –, customers that are returning to us on a regular basis and I feel compelled to be there, to welcome them and attend to their needs.

HeDA: Tourism is the heavy industry of Greece. Is the Greek State an ally in your effort to develop your business and to offer top rank hospitality services to tourists visiting our country?

Marianne Angelopoulos:

The Greek State is rather an impediment than a helpful hand. This year our country's revenues from tourism will be €1 billion less. We strive to remain competitive and attractive, yet it seems rather

hopeless when a VAT of 23% is imposed on our services. Our survival has become a difficult task. Of course there will always be individuals who love our sun, who love the Greek landscape and have high standards when choosing their vacation premises. Our best guests are the French and the Swiss and before them the Germans. British people are becoming more and more selective, the Russians also – but during the last few years this market, regretfully, has shut down. Today, mostly, we welcome tourists from Lithuania and Poland. Especially Poland shows a remarkable growth in booking rates.

HeDA: What you consider to be as the most remarkable competitive advantage of the Aldemar Thalasso Spa Centers?

Marianne Angelopoulos: We take our business very seriously as we are involved with our customer's health. And if you employ an inadequate physiotherapist, who only knows how to rub a back and his whole training is restricted to a short-term seminar, you could easily be destroyed. So, we have a high density training program and a competent evaluation and assessment process. We insist on quality and on regular controls. Especially now, during the financial recession, we are constantly alert concerning the «needs and wants» of our guests in order to materialize the necessary amendments, to renew our equipment and hospitality supplies. And this is why we are the preferred hotel chain of returning customers. Because we never neglect our principles of quality and friendly service that make every guest feel at home.

HeDA: During all those years you lived and worked in Greece have you kept your ties with your motherland, the Netherlands?

Marianne Angelopoulos: It is almost 50 years since I have left the Netherlands and nowadays I rarely visit. But I was brought up there, my mentality, my education, my initial identity is Dutch, and this is something one cannot forget. And I have never lost touch with my roots. Although my Greek is fluent and I can speak six more languages, it is my Dutch up-bringing that marked my work, that gave me the strength to support my husband and the expansion of our business. Yet, most of the time, I am complimented for being more Greek than the Greeks. I used to be and still am a very warm hostess and a great cook of local plates. I absolutely love the Greek cuisine, but most of all I love to be surrounded by people. ☺





HeDA: Mr. Angelopoulos, could you name the «demons» of the Hellenic Tourism industry and the ways to extinct them?

Alexandros Angelopoulos: Starting from issue number one, Greek tourism has suffered a large decrease in revenues, despite of what is written in the media. Statistics published by SETE (Association of Greek Tourism Enterprises) and adopted by whoever minister is at times running the Ministry of Tourism, do not depict a realistic image, because they do not take under consideration the touristic footprint. And I will clarify immediately: by counting only capita, exactly as if we were cattlemen – and this is the methodology used during the last three years – without considering the per capita expenditure, the amount of money each tourist spends during his visit in Greece, we are not able to establish a realistic feedback. There is also need to examine these numbers under the parameter of geographical diaspora. We need statistics per island, per administrative unit, because the differences are enormous. Quantitative reports are up to now far from being accurate, far from being undisputable and far from being ethical. SETE, by publishing false reports, has only succeeded in raising taxation.

Another key-point is that most tourists get very big discounts. By studying the industry in the countries of Northern Africa and Turkey and knowing the type of customers that choose those countries for their vacation, one can easily understand that this clientele is not eligible for tourism in Greece. Yet, for liquidity reasons, we are forced to receive them. Our reality is harsh: a nonexistent banking system, necessity for liquidity and discounts are the main points of suffering for all tourism enterprises. So we do the discounts and we receive “cheap” tourists, in order to maintain a certain level of cash flow.

Yet the cost of services in Greece is huge, wages and salaries are the highest globally and the prices far lower, facts that, if you do the math, will safely lead to the conclusion that our tourism model has a very short future. Unfortunately and despite the shocking unemployment rates, young Greeks do not find our industry very attractive. Even a jobless person will often express a commonly shared attitude: «We will not become the servants of Europe» and this at a time when the most prosperous countries have managed to overcome their problems by investing in their tourism. Turkey and Tunis were literally rebuild thanks to their tourism industry. Tourism, apart from being the front window of a country, is clearly a large umbrella that allows a large number of industries and services to flourish. For example, our exporting activity is triggered by our tourism. So tourism should not be argued as a sector of our economy, but rather as our «soft diplomacy» as correctly stated some years ago by former minister of Tourism, Dimitris Avramopoulos.

Six years ago we materialized a project named «SYMPOSIUM». It is in fact a gastronomical trip throughout Europe, during which Greek chefs using Greek products prepare haute cuisine masterpieces. The last SYMPOSIUM included 22 cities and towns. With this project we managed something simple, yet rewarding: we adapted the traditional Greek treat to modern trends and we have gained vast publicity. Now we are running our 7th consecutive year and the impact is huge, mainly because Greek cuisine is very popular. So now we receive requests from tour operators who ask us to jointly organize gastronomical trips throughout Greece and Europe.

HeDA: Which are the strategic decisions you have applied in order to cope with the negative economic situation of our country during the last several years?

Alexandros Angelopoulos: My mother is fixated with quality. When she introduced ThalassoSpa in Greece, she was without competition, mainly on the quality of the offered services. Anyhow, marketing evolves with a speed that plainly overcomes us. When the doors of Tunis and

Turkey opened, their first strategic move was the implementation of the «all Inclusive» formula. At this moment, all thalassotherapy centers are included in the «package» approach. One must be able to realize that «all inclusive» is an international trend, that it was not our choice, but, yet, it is here and we need to further develop the process and adapt it to our own Greek standards, as long as this is possible. By doing so, we might be able to gradually increase our sales up to 250% within the next three years. Currently, although our ThalassoSpa units are fully operational, the demand is lower than expected. The rest of our hotels work under the «all inclusive» regime and, I need to add, with exceptional results. We need to constantly remember that we have to work in a tremendously competitive environment, since tourism does no longer hold the national characteristics that defined the '80ies and the '90ies. Today tourism is about tour operators and tour operators set the price.

Another important factor is that our customer's spending span is 30% shorter than it used to be back in 2008. This outcome is due either because of a vast array of «special offers» or simply because of lack of money. Definitely, there is a notable change of client attitude and although we managed to significantly push our average, the collapse of Russia has left us with a 55% business decline. And since Russia will show no marks of recovery until 2017, we are inclined to reset our goals and target more traditional Western European markets, a different audience that requires different methodology and attractive packages. The stakes are high: we need to produce cheaper, massively and on a long term basis. We should work seeking prosperity and not wealth. And my principles, my values in this context are to make the effort worthy by serving each customer, society and our environmental legacy.



HeDA: How deeply have you been influenced by the Dutch origins of your mother?

Alexandros Angelopoulos: My DNA is Greek-Dutch. My mind process is Greek-Dutch. But in my heart I am 99% Greek, a state that allows me to be rooted in this land, in this country for the right reasons. I could probably live in the Netherlands without losing my breath. But, Greece is the country I adore. My father is a Professor of Economics. Theodoros Aggelopoulos, the renowned movie director and one of the most emblematic personalities of the 7th Art, was my uncle. And my mother comes from Holland, an endless school of a different discipline, a woman that chose to bring up her children by following the principles and values of a traditional Dutch family. To me, adapting means winning battles that others don't even dare to give. And this is my main difference and endless dispute with my mother. You can't run faster than change. You can only wisely prepare yourself for change, and, if inherent, to practice your inner talent to adapt to a brave new world.



natural authentic dairy market!

[FrieslandCampina Hellas brings today NOYNOY Eklekto]

FrieslandCampina Hellas - with NOYNOY love brand for more than 85 years in the Greek market - brings today NOYNOY Eklekto, a new range of dairy products! NOYNOY combines its passion and commitment for high quality products, with the finest elements of Greek tradition and the passion and knowledge of selected farmers and cheesemakers! NOYNOY Eklekto offers an outstanding dairy experience, full of freshness, nutritional value and unique taste, for every moment and for every family!



NN Eklekto is a rich and nutritious milk of highest quality. It is produced in Patras, exclusively from A' quality fresh milk, collected daily from selected Greek farmers, and processed within 24 hours from its collection. Its premium packaging protects all the vitamins and nutrients and ensures the freshness of the first day till expiry.

The new range also includes NOYNOY Eklekto «Kaseri type» cheese. It is produced by a selected Greek cheesemaker with many years of tradition & expertise. Made from a combination of high quality cow, sheep and goat milk, the new «Kaseri type»cheese matures patiently for at least 4 months. It has a rich, authentic taste and all the love and care that only NOYNOY guarantees.

NOYNOY Eklekto range was successfully launched in the Greek market and has already gained the preference of the consumers. NOYNOY Eklekto milk has limited distribution (only available in Athens, Thessaloniki, Patras) due to the small scale of production, while NOYNOY Eklekto «Kaseri type» cheese is distributed nationwide. The launch is supported by an integrated communication plan that combines ATL advertising, digital, outdoor and extensive experiential support.

online communication!

Dear HeDA members,
 Herewith, we would like to invite you to interact with the online communication efforts of the Netherlands Embassy in Athens. Your presence and expertise on Dutch-Greek business relations will be a vital contribution to the embassy's social media channels. Please see below an overview of the Embassy communication channels that are now active. Feel free to share these within your network. Your involvement is greatly appreciated!

 **Netherlands Embassy in Athens:** This is the official website of the Netherlands Embassy in Athens: <http://www.dutchembassy.gr>

 **Monthly Newsletter of the Netherlands Embassy in Athens:** The newsletter provides an overview of the activities organized and attended by staff members of the Netherlands Embassy in Athens. Moreover, it keeps you updated on cultural and economic events related to Dutch - Greek bilateral relations.
 Subscribe: <https://subscribe.government.nl/newsletters/>

 **Netherlands Embassy in Athens:** The LinkedIn page of the Embassy is directly aimed at the Dutch-Greek business network. With it we hope to create an online-business community that shares opportunities, events and other relevant trade information. Please feel free to send us your suggestions.

 **Download the trade information app 'NL Exporteert' via App Store (iOS) and Google Play (Android):** The Dutch government has introduced an App (unfortunately currently only in Dutch) for Dutch entrepreneurs on business opportunities, which contains specific country-pages for entrepreneurs interested in doing business in that particular country.

 **Orange Grove:** A workspace for young entrepreneurs by the Netherlands Embassy in Athens. More information can be found on the website: <http://www.orangegrove.biz>

 **Embassy of the Netherlands in Athens:** This is the Facebook site of the Embassy on which we post general affairs, events and cultural facts.

 **@NLinGreece:** The Twitter account of the Embassy on which our staff posts short messages on their work and events they attend.



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