

Thinking outside the bottle: Greek foodie teams up with Greek jeweller to dazzle Arab markets



The Arab countries are well-known for their luxury tastes and extremely demanding customers. Breaking into such a market can often take considerable time, and a great deal of effort. And even then, the results are not always guaranteed.

The Greek SME, ELLINIKA TROFIMA, has had its sights on the United Arab Emirates for a while, but it was hard to find the right formula to approach such a challenging region. ELLINIKA TROFIMA, under the brand name Midas' Gardens, is a small but dynamic enterprise that has developed creative ways to add new ingredients to traditional condiment-style products in surprising and tasty combinations. Its award-winning dressings and relishes are based on wholesome traditional elements such as extra virgin olive oil, with an added twist, like ginger, Greek saffron, and pomegranate with Greek mountain tea. The company founder-owner, Nikos Pazis, is a highly-motivated entrepreneur whose ambitious vision for his company knows no bounds. Mr. Pazis's initial contact with EEN-Hellas staff at the Federation of Industries of Greece (SBE) began in 2017, but we actively reconnected in 2022 and from then on, a relationship of trust and exchange has built up.

Our 'rejuvenated' journey together started with the action plan we compiled focussed on assisting Mr. Pazis to participate in a series of top international exhibitions and company missions, with the UAE as the ultimate goal very much in mind. This took our client from



the International Fair in Thessaloniki (TIF) in September 2022, via SIAL in Paris in October 2022, to ADIFE in Abu Dhabi in December 2022.

With our help, Mr. Pazis established the first important contacts during meetings we set up for him at the company mission from UAE during TIF. These initial contacts were then consolidated at follow-up meetings during SIAL, and finally the foundations for collaboration were sealed with the last series of meetings during ADIFE. Of great interest and potentially significant impact is the budding discussions with a high-ranking Arab family business, which has strong connections to airports and airlines, for which Mr. Pazis's premium products are ideally suited.

But the 'lightbulb' moment had come when we orchestrated a meeting between Mr. Pazis and another one of our clients, Angelika Mavridou (President & CEO of the luxury diamond & private jewellery company GALLERY DIAMOND), who was also participating in the UAE company mission. GALLERY DIAMOND specializes in diamond trading, as well as the customised creation of superior jewellery collections and luxury corporate branding. Ms. Mavridou has been an EEN-SBE client since 2017. With the recent pressure of increasing economic difficulties, she contacted us for more in-depth advice and specialised support. She was particularly keen to streamline her business strategy and focus on niche areas in countries with well-developed luxury markets such as UAE. The company mission we organised from UAE was a perfect fit and the unexpected meeting with Mr. Pazis was an added bonus.



"We as Network Advisors are always encouraged to think outside the box," commented Monika Nagy, EEN Business Advisor at the Federation of Industries of Greece. "Well, this



was a case where we took it one step further, and began to think outside the bottle. We thought that there could be the possibility for our clients to talk and perhaps find a way of combining premium food products with fine jewellery

in a unique and eye-catching way."

By the beginning of 2023, the 2 companies had already agreed to collaborate in creating luxury packaging incorporating customised pieces of GALLERY DIAMOND jewellery to brand and present the Midas' Gardens food products specifically for the costly tastes and particularly expensive requirements of the UAE market. Within a few months of their first brainstorming, they'd already finalised the concept and design of the special gift box packaging and decided on its contents (3 mini bottles of organic olive oil, with a jewel inserted in the cork top). The clients are simply waiting for the UAE customer to sign off on the product and place the first order.



This innovative joint venture between the 2 Greek clients to access such a demanding market could potentially secure an important increase in turnover and market share for both ELLINIKA TROFIMA and GALLERY DIAMOND, and lead to significant visibility in the Arab region.

Mr. Pazis told us: "It all started with a chance meeting that would never have happened without the Network's smart and enthusiastic assistance."

Ms. Mavridou was equally appreciative about the support provided by EEN-SBE, saying: "It's a rare thing to work with people that give real commitment and show genuine interest in how to build your business."

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