



FEDERATION OF INDUSTRIES OF NORTHERN GREECE

Address

*of the Director of International Affairs of the
Federation of Industries of Northern Greece (F.I.N.G.)*

**Katerina Tzitzinou
for the Workshop**

“Business Opportunities in Hong Kong”

Thessaloniki, 20 March 2018

Honoured Guests,

I'd like to welcome you to Thessaloniki.

Ladies and Gentlemen,

It is with great pleasure and satisfaction that the Federation of Industries of Northern Greece, with the support of the Enterprise Europe Network - Hellas, has been involved in organizing today's workshop in collaboration with the Thessaloniki Chamber of Commerce and Industry, the Hong Kong Economic and Trade Office - Brussels, and the InvestHK. The aim of this event is to expand and deepen our business relations with Hong Kong, and I strongly believe that all the above institutions will be the catalysts of this effort.

Ladies and Gentlemen,

At present, the Federation numbers more than 400 members, including the largest industries in the four regions of Northern Greece.

Our Federation's basic strategy is to increase industrial development, economic growth, as well as cultural and social development, not only for our members but also for the region in which our members operate.

Our company members have a very strong outward-looking orientation and are committed to internationalization. In addition, the region of Northern Greece, and especially Thessaloniki, has characteristics which facilitate local entrepreneurial initiatives.

Thessaloniki has:-

- The largest port in Northern Greece, and one of the main entry points to Southeastern and Central European markets,
- The largest industrial area in Greece.

- Two of the best universities in Greece.
- One of the largest trade fairs in the Balkans.
- The highest concentration of incubators and technology parks in the country, combined with the prospect of developing the Innovation Zone of Thessaloniki, which creates a favorable environment for businesses and for future partnerships.

All these are crucial assets for our enterprises and our partners, especially when taking into account today's fragmented business situation. For these reasons, Northern Greece is an attractive destination for joint business ventures.

I'd like to underline that the international activity of our enterprises has led us to adopt new business models, creating products of high added value which have been integrated successfully into the global supply chain. Thus, our enterprises:-

- produce and offer products and services of high quality,
- meet the highest standards of developed markets, such as that of Western Europe and the US,
- compete successfully in the global marketplace.

Greek industry may be moderate in technological intensity, but it incorporates something more important: reliability and trust. In this respect, our co-operation with our international partners is based on the most modern business terms, providing potential mutual benefits for both sides.

Ladies and Gentlemen,

An initiative such as this one is a challenge for economic co-operation, which is the most important contribution this event can make. We can get to know each other to consolidate our strengths, create new partnerships, and collaborate effectively in order to enter new markets.

Sincere thanks for your attention and for being here today, and I wish you every success with all your future business ventures.