



# **1<sup>st</sup> Greek Multisectoral Business Mission to Kenya 15-18 September 2013**

**Lets get to know each other better**



# **We are all Africans**

## **Kenya is considered to be the cradle of mankind**



**“Early humans lived in the Olorgesailie region, in what is now the southern Kenya, between 1.2 million and 490,000 years ago. Excavations at Olorgesailie show the habitats and animals these early humans encountered, the handaxe tools they made, and the climate challenges they met.”**

*Smithsonian Institute*



# "We are all Greeks"

Percy Shelley, British poet - novelist

## Greece is the cradle of Western Civilization



Plato's Academy: *"The Greek Dream Team"*





# "Out of Africa":

## Phrase in Use Since Ancient Greece



Surprisingly, the phrase that became a well known quote stems from a sentence written by Aristotle more than 2,300 years ago, in his book on natural history: *"There is always something new coming out of Africa"*,

Aristotle, (384 to 322 B.C.), *Historia Animalium* (Περὶ ζώων ιστορίας) and *Generatione Animalium* (Περὶ ζώων γενέσεως).



# Greece today

- Greek economy has experienced an unprecedented crisis during the last five years.
- GDP dropped accumulatively 20% during 2008-2012.
- Public debt estimated at 177% of GDP in 2012.
- General Government deficit around 65,8% in 2012.



# Greece today

Reformed

Refocused

Responsible

READY



# Greece today

## Efforts are paying off

- For the first time in years, Greece recorded a significant primary budgetary surplus of 2,6 billion euros.
- Between 2009 and 2012, the **general government deficit shrank by 23.6 bn Euros** (or 9.1 % of GDP), and the **general government primary deficit shrank by 22.3 bn Euros** (or 9.1 % of GDP). Thus Greece achieved an **annual rate of fiscal consolidation of 4.4 percentage points of GDP on average**, the highest and fastest in the developed world over the last few decades.
- **Current Account Deficit shrank by 5.1% GDP between 2008 and 2011. Current Account Deficit fell to 3% GDP in 2012 and is expected to fall to 1.9% GDP in 2013.**
- The **unit labour cost is reduced significantly below the levels of the Euro-area**. Within three years, 2010-12, Greece managed to regain the competitiveness lost during 2000-09.
- Value of exports increased by 32% during 2010-2012 period



# Greece today

## Ambitious Privatization Program

Tourism

Renewable Energy

ICT – Life Sciences

Food and Beverage

Environmental  
Management

Mineral resources





# Greece | Business naturally



**Your Investment Partner in the region**

3 Mitropoleos St.  
105 57 Athens, Greece  
t. +30 210 3355700  
f. +30 210 3242079  
e. [info@investingreece.gov.gr](mailto:info@investingreece.gov.gr)



# Greece today

Did you know?

- Among the top 35 GDP countries globally
- Strategically positioned
- Major culture assets
- High caliber human capital
- 131.990 Klm2 - tourism, beaches, islands
- Ideal climate –Desirable quality of life
- Unexplored natural resources
- Extended and developing infrastructure
- Member of EU and all key organizations
- Holds EU Presidency for 1<sup>st</sup> half 2014



# Greece today



- **Greece, a trusted partner**
  - One of the four largest investors in South East Europe
  - Significant business presence in East Europe, North Africa and Middle East
  - Expanding presence in the Far East
  - Without a colonial past, any new partnership in Greece is approached on the basis of equality, mutual respect and benefit.



# The new Greek Dream Team

- **Greek know-how**
  - **Tourism infrastructure and management**
  - **ITC/Life Sciences/Innovation**
  - **Construction**
  - **Energy**
  - **Mining**
- **Tourism/Culture**
- **Food and Beverage**
- **Shipping and Port Management**



# **Greek know-how**

## **Tourism infrastructure and management**

**Marinas**



**Golf courses**



**Health tourism**



**Integrated Resorts**



**Wellness & spas**



**Athletic tourism**



**Conference Tourism**



**Eco tourism**





# **Greek know-how**

## **ITC/Innovation**

*When it came to making cogs and gears, the ancient Greeks got there more than a millennium before anyone else, scientists say.*

From the National Geographic Magazine

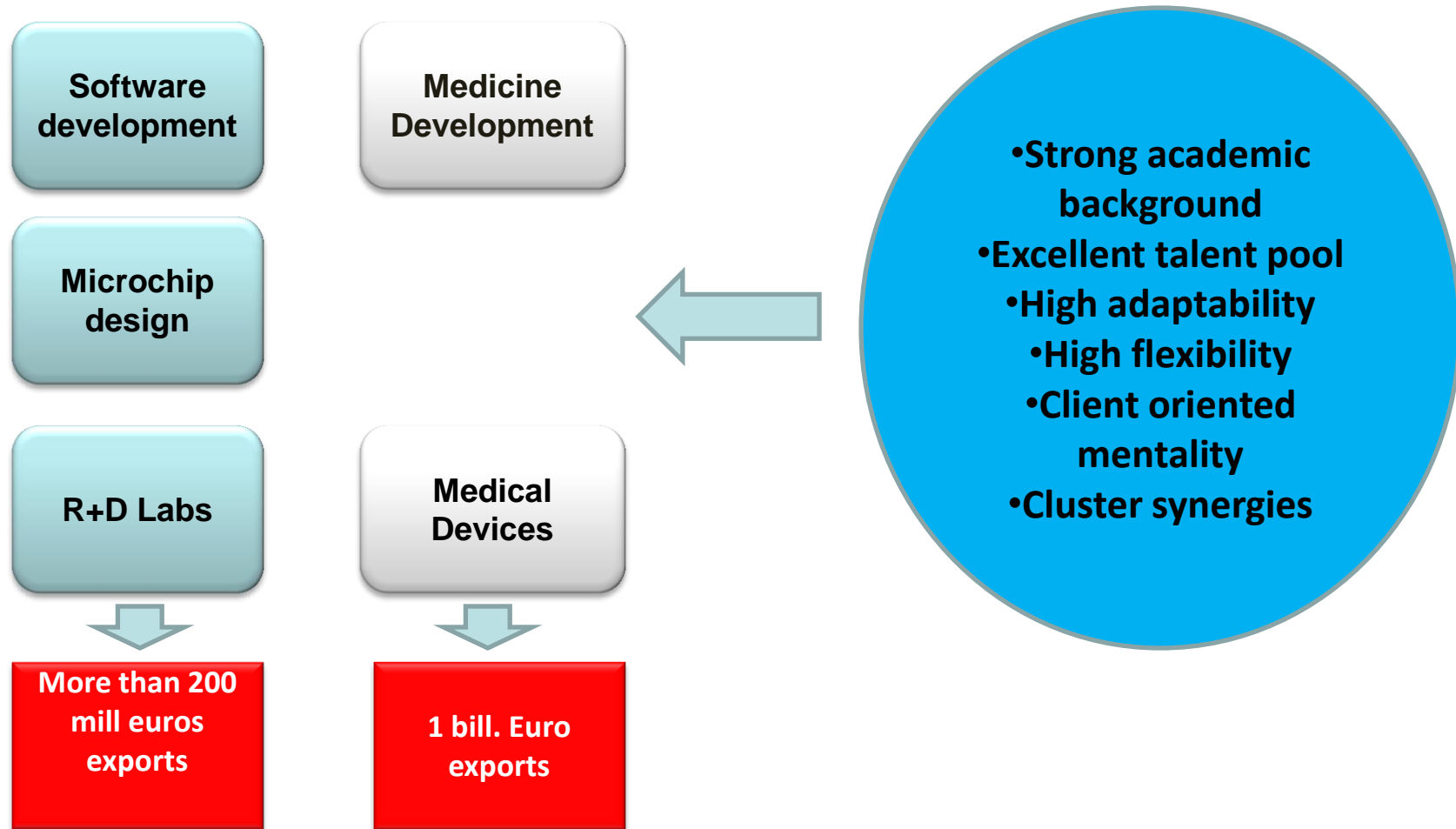


**New imaging techniques have helped scientists reconstruct the inner workings of the mysterious Antikythera mechanism – considered as the world's oldest computer. A diagram of the ancient Greek astronomical calculator's front gears is seen here.**



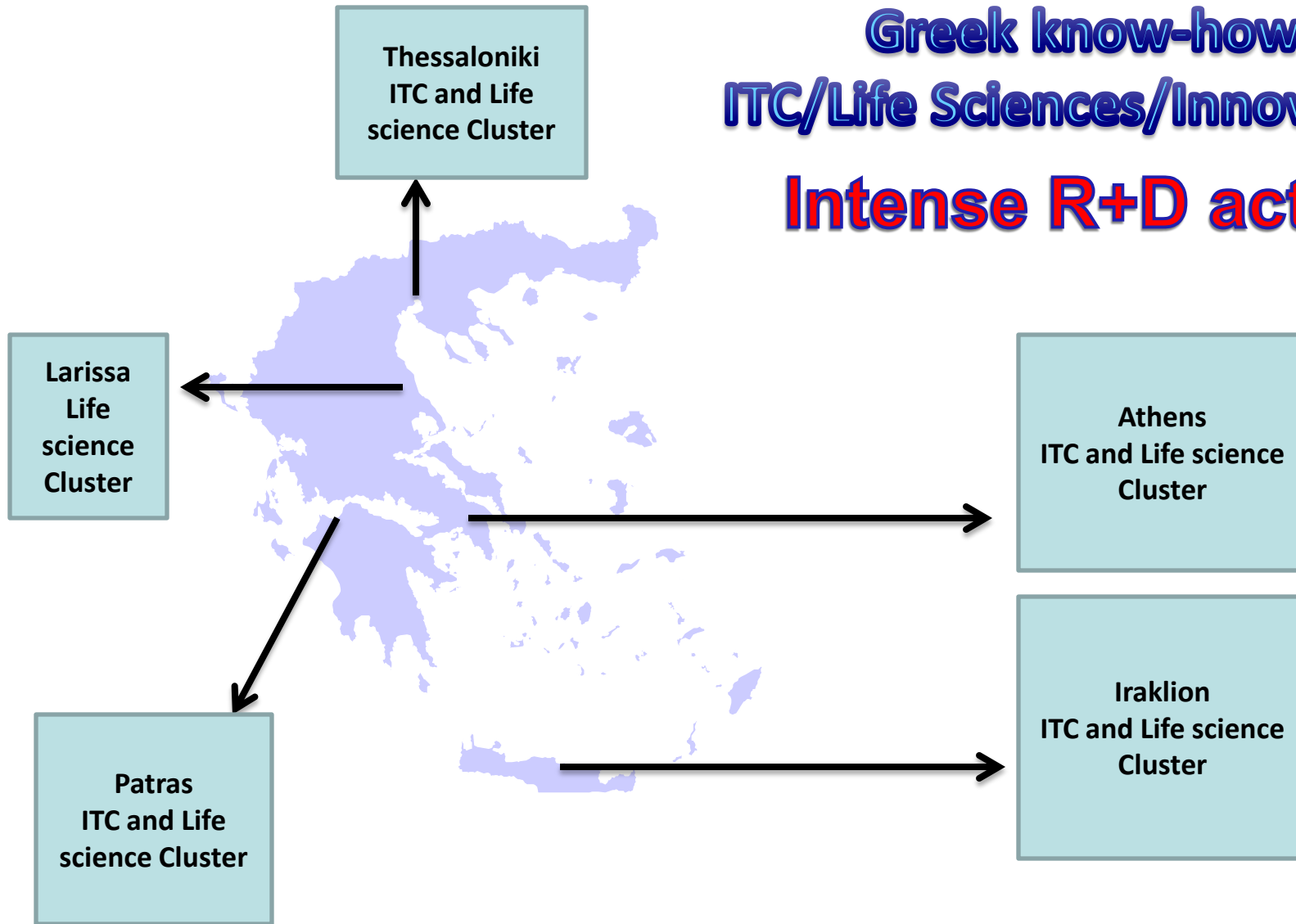
# Greek know-how

## ITC/Life Sciences/Innovation





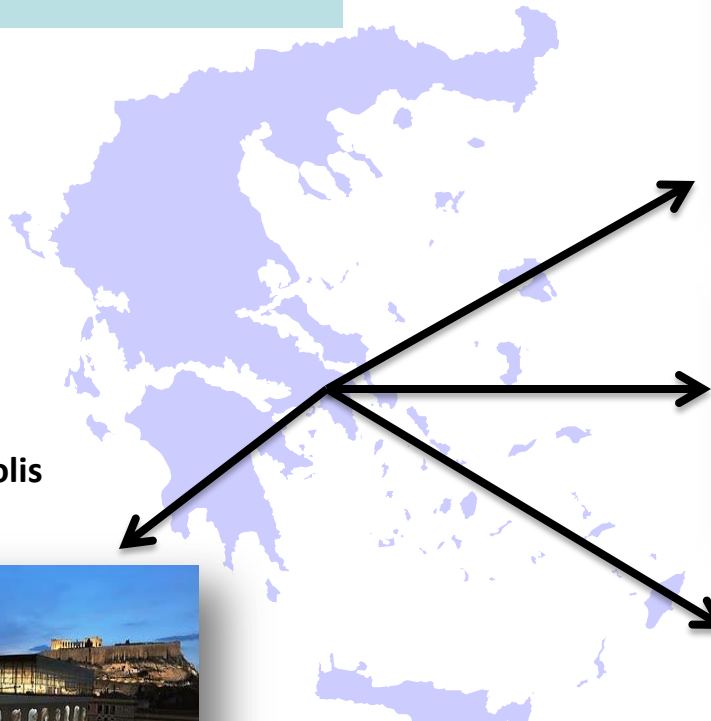
# Greek know-how ITC/Life Sciences/Innovation Intense R+D activity





# Greek know-how Construction

Construction sector in Greece  
Represents 4% of GDP  
6% of total employment  
2010 turnover: 15 bill. euro



**Athens Olympic Stadium**  
75.000 capacity



**Athens Metro System**  
74 klm  
1,3 mill. passengers daily



**Athens Airport**  
16 mill. Pass. capacity

**New Acropolis Museum**





# Greek know-how Construction



**Egnatia  
odos**  
670 klm



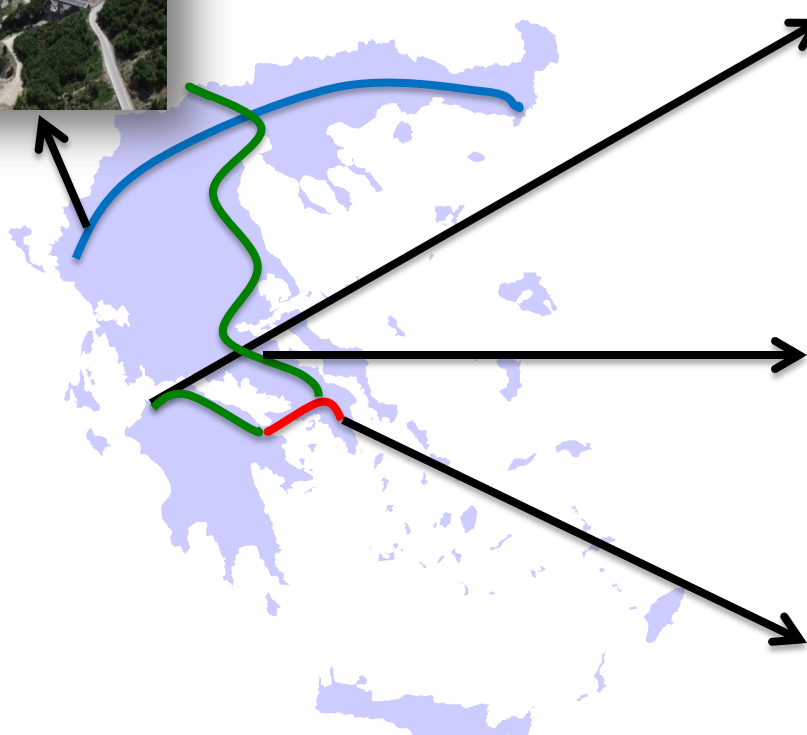
**Rio-Antirio bridge**  
2,8 klm



**PATHE highway**  
553 klm



**Athens Beltway**  
65 klm





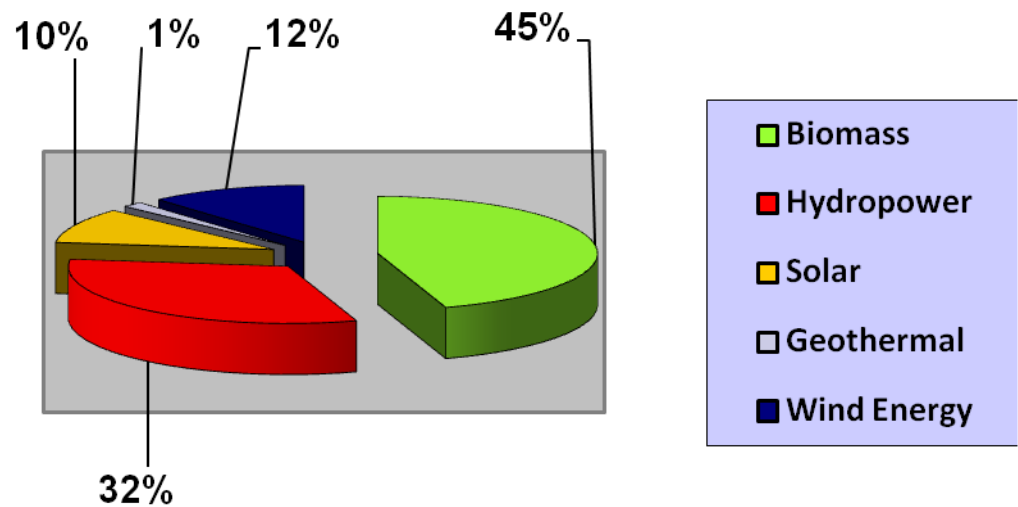
# Greek know-how

## Energy

### INTERESTING FACTS 2010

- 6,5%: Share of renewable energy in gross energy production
- 41%: Increase of renewable energy production 2000-2010
- 20%: Percentage of electricity produced by renewable sources

Renewable energy production breakdown, 2010





# Energy

## ■ Greece becomes a regional energy hub

Trans Adriatic Pipeline (TAP) for natural gas:

- Azeri natural gas to Western Europe and Balkans through Greece, Albania and Italy.
- Initial annual capacity 10 bcm, expandable to 20 bcm
- 2/3 of TAP will traverse Greek soil.
- Approx. 1,5 bill Euros of investments





# Energy

- **Greece becomes a regional energy hub**
  - Newly found natural gas deposits in the Eastern Mediterranean.
  - Greece is considered as one of the most interesting gateways for the transport of this gas to the markets of Central and Western Europe, either via pipeline or in the form of LNG.
  - Signing of MoU with Cyprus and Israel on energy cooperation.
  - Revithoussa LNG Terminal operating in Greece since 1999, expanded in 2007 and planned to further increase its capacity in the coming years.
  - Encouraging data on natural gas deposits in Eastern Greece, expected to open broader horizons for the local and European Energy scene.





# Mining

**An activity known to Greeks from Antiquity**



**Did you know that the construction of the Acropolis was funded by mining proceeds from the Lavrion silver quarries, using the exquisite white marble extracted from Mount Penteli?**

- **Greece is the world leading producer of perlite (32% of global output).**
- **Also produces 1% of global output of bauxite (largest producer in the EU).**
- **Other minerals mined in Greece: nickel, silver, gold, zinc.**



# Tourism and Culture

**Greece is considered an all time classic**

- **17 million tourists in 2013 (+10% from 2012)**
- **Estimated 11,5 bill. Euro revenue in 2013**
- **18% of GDP**



No point in Greece is more than 85  
miles from water!





It has about 9,000 miles of coastline!



GREECE



Greece has more than 2,000 islands,  
approx. 170 are populated



GREECE



Greece has more archaeological museums than any other country in the world!



GREECE



# Culture



**THESSALONIKI  
INTERNATIONAL  
FILM FESTIVAL**

**Cinema**



**Religious Tourism**



**Museums**



**Theatre Festivals**



# Food and Beverage

## One of the pillars of the Greek Economy



### INTERESTING FACTS

The Food and Beverage Industry accounts for:

- 21% of total Greek manufacturing industry
- 24% of total employment
- 25% of Gross Value Added
- 15% of total exports (4,1 bill euro)





# Food and Beverage

## Mediterranean Diet Health-Quality of life



**Awarded the UNESCO  
World Heritage Status**





# Shipping

## Greek – owned vessels: The Global Carrier.

- Greece has the 7<sup>th</sup> largest Merchant Marine Fleet in the world, when flag of vessel is considered, and the largest when ship ownership is the criterion.
- Greek ship-owners hold
  - 15% of global seaborne carrying capacity
  - 24% of world tanker fleet
  - 17% of world dry bulk fleet





•Despite the crisis, the tonnage of the Greek Merchant Fleet has grown by more than 2%, during the period 2011-2013, while the average age of the fleet has dropped, making it one of the youngest in the world.

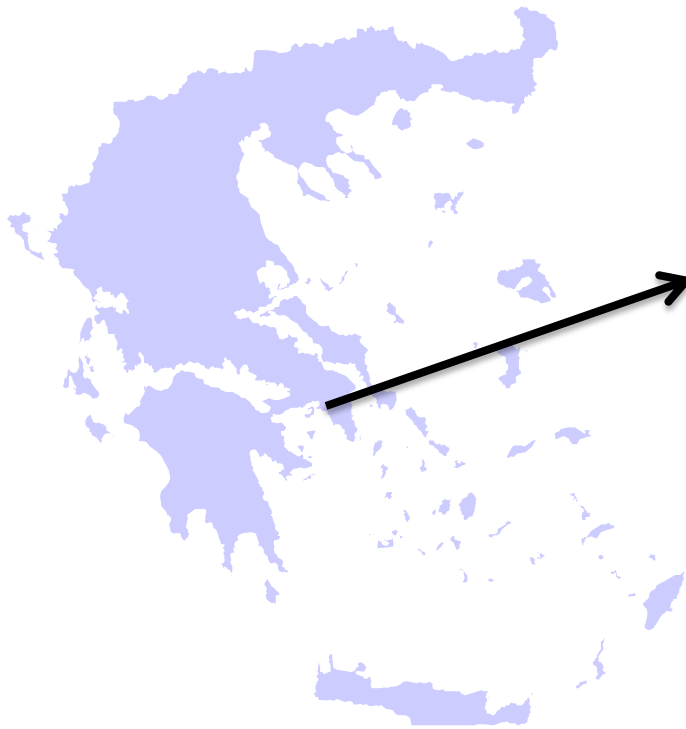
•This is a testimony to the flexibility and adaptability of the Greek seafarers to the sector's fluctuations.





# Port Management

**Greek Ports: the Gateway to Europe.**



The port of Piraeus is the fastest growing port in the EU.

98% increase of total volume of containers handled (2011).

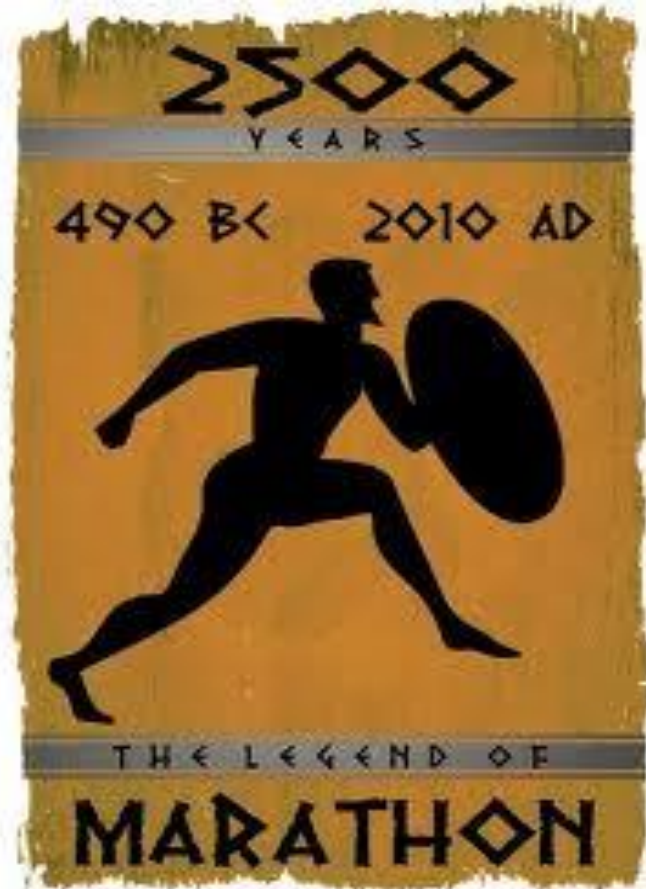
It is developing as one of the major distribution hubs of Europe.



# Building good relations is a Marathon run

Greece is the birthplace of the Marathon run.

It's a Greek legacy to the World and the highlight of the Olympic Games





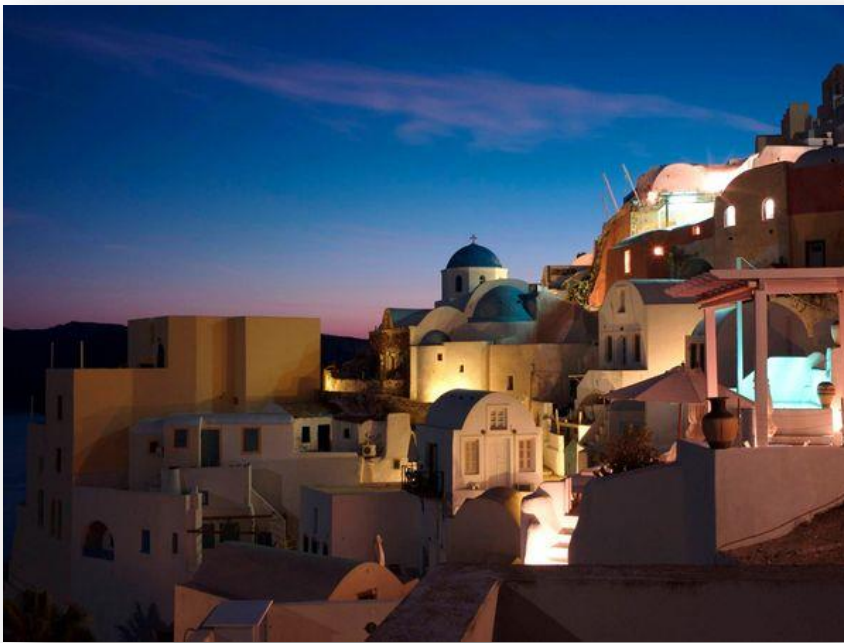
**Kenyans have built their  
own proud tradition  
within this Greek legacy.**

**Samuel Wanjir winning the  
Marathon Race at the 2008  
Olympics**





**Lets build on the example of the  
Marathon Race, combine our  
potential and take our relations to a  
higher level**





# Thank you for your attention



**Hellenic Ministry of Foreign Affairs  
General Directorate for Economic Affairs**