



الغرفة العربية اليونانية للتجارة والتنمية
ΑΡΑΒΟ-ΕΛΛΗΝΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΕΜΠΟΡΙΟΥ & ΑΝΑΠΤΥΞΕΩΣ
ARAB-HELLENIC CHAMBER OF COMMERCE & DEVELOPMENT



4th Workshop "Doing Business in the Arab World"
ورشة العمل الرابعة "ثقافة العمل والاعمال في العالم العربي"
ATHENS, 19 MARCH 2020

General Outlook:

The continuity of a tradition is a result of perception, responses and interaction. The three previous Workshops met these criteria to be established as a platform that provides an opportunity for Arab and Greek businessmen to meet and explore potential for enhancing their cooperation in all business sectors.

In this Workshop, the highlight will be on three focal topics: (a) Transferring of Greek technology and know-how to the Arab world in sectors and areas that Greece has made remarkable advancement in, especially in establishing small and medium-sized industries, (b) exploring the potential of Free Zones in the Arab world, what they offer in terms of incentives and tax exemptions and their geographical advantage in order to encourage Greek companies to establish their industries there and (c) optimal sectors for Greek companies to promote their products and services and enhance their presence in the Arab markets. The above three focal points will be tackled by some of the Commercial Attaches of the Arab Embassies in Greece and the Greek Economic and Commercial Attaches accredited to the Arab world.

This Workshop will offer the opportunity to both sides to network, interact and meet in direct business meetings (B2B) in all the domains. It will also provide Greek participants the chance to meet and discuss with Arab Commercial Attaches accredited to Greece and Greek Economic and Commercial Attaches participating in this Workshop.

Date and Venue:

Thursday, 19th March 2020 – Divani Caravel Hotel, Athens, Greece

Sessions' Focal Points:

- Tradition and culture of doing business in the Arab world
- Transfer of Greek technology and know-how and its potential to establish small and medium-sized industries in cooperation and partnership with the private sector in the Arab world
- Incentives, rules and regulations to establish industries at the Free Zones of the Arab world
- Exploring sectors to encourage and enhance the presence of Greek companies in the Arab market vis-à-vis their products and services

Publication:

Special Edition of the Chamber's Members' Activities Newsletter (MAN)

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Draft Program:

Thursday, 19th March 2020

- 09:00 – 09:30 Registration
- 09:30 – 10:00 Opening Ceremony
- 10:00 – 11:15 **1st Session:** Arab Commercial Attaches and/or Arab Embassies representatives will present aspects of social and cultural traditions and work environment with overview of business opportunities in their countries and the Free Zones
- 11:15 – 12:30 **2nd Session:** Greek Economic and Commercial Counselors will explore the main focal points of this Workshop, based on their experience in the Arab countries of their accreditation as well as give their recommendation on establishing Greek businesses in the Arab world
- 12:30 – 12:45 Brief presentation on the Arab participants and their companies' business nature
- 12:45 – 13:15 Coffee and Networking break
- 13:15 – 15:00 Direct B2B meetings in all business domains
- 15:00 – 16:00 Networking Lunch
- 16:00 End of 4th Workshop

Friday, 20th March 2020

Open day allocated for the Arab participants to arrange directly to visit Greek companies and industries. Alternatively, in coordination with the assigned travel agency, they may visit Athens landmarks or nearby Greek islands.