

enterprise  
europe  
network

greek stories  
of international business success



*Business Support on Your Doorstep*

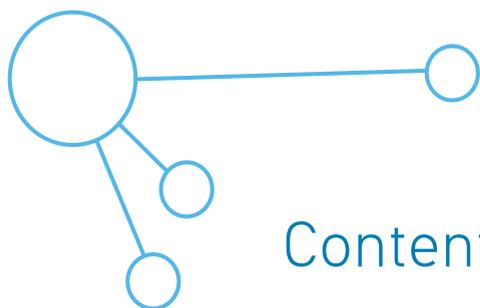




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## Contents

- 4 Enterprise Europe Network-Hellas: Who we are & What we have achieved
- 6 Exploring new frontiers in Greece
- 7 Building a secure digital future
- 8 Changing the climate for business
- 9 Silver linings in the business cloud
- 10 Missions for Growth 2013-2014
- 11 Best practices for Greek Business



## Enterprise Europe Network-Hellas

### International business expertise & local knowledge to take your innovation into new markets

Member of the world's largest support network for SMEs with international ambitions.

## Who we are

Enterprise Europe Network-Hellas is a successful strategic alliance of business support organizations and networks, helping Greek business grow faster through commercial partnerships, access to finance and tailored support. It is a nationally distributed infrastructure of institutions with extensive experience in cooperation at national level and distinguished performance in global networks.

The Network comprises established innovation players, industrial associations, research and technology organisations and chambers of commerce. Its services address the needs of Small and Medium Sized Enterprises (SMEs), covering, among others: Access to new markets, International Business and Technology Collaborations, Access to public and private funding, Information on European policies, Energy Resource Efficiency, Intellectual Property Rights, Technology Transfer and Innovation Management.

As member of the Enterprise Europe Network, it collaborates with more than 600 organisations in 60 countries to find the best opportunities for Greek enterprises to grow.

## What we have achieved

During the period 2008-2014, Enterprise Europe Network-Hellas has produced 563 international partnership agreements. 1.617 Greek profiles have been disseminated in 54 countries, attracting 3.027 expressions of interest from abroad. 470 company missions and brokerage events have been organized and supported by the Enterprise Europe Network-Hellas. 23.650 cases of consulting have been reported in issues related to funding, innovation and internationalization.

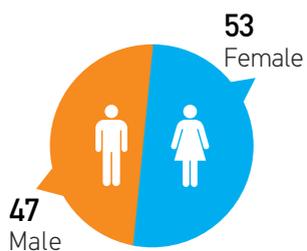


The Enterprise Europe Network is an initiative of the European Commission's Directorate - General for the Internal Market, Industry, Entrepreneurship and SMEs and is co-funded by COSME, the EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (SMEs).

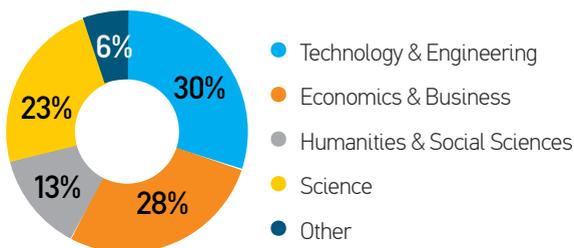


## Our Team

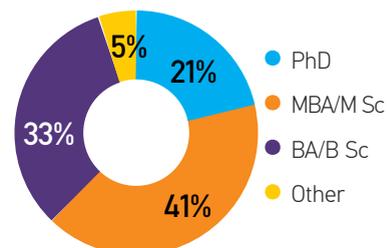
Enterprise Europe Network-Hellas consists of 12 partners: PRAXI Network/Foundation for Research and Technology Hellas, Athens Chamber of Small and Medium Industries, Association of Industries in Thessaly and Central Greece, ANKO-Regional Development Agency of Western Makedonia S.A., Chamber of Arcadia, Chamber of Ioannina, Chamber of Kavala, National Documentation Centre / National Hellenic Research Foundation, Federation of Industries of Northern Greece, Heraklion Chamber of Commerce and Industry, Materials Industrial Research & Technology Development Centre S.A. and Hellenic Federation of Enterprises. These partners, working together since 2008, have over 20 years of prior experience in successfully serving Greek SMEs.



Staff Gender Mix

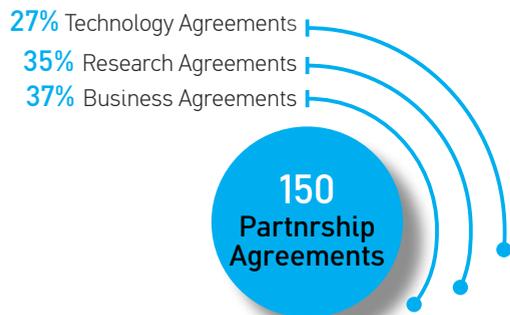


Staff Specialisation Mix



Staff Academic Qualifications

## 2013-2014: Success Figures





## Network Star Award 2014

### Exploring new frontiers in Greece

#### GERMANY - GREECE

#### Advice | Tourism and Cultural Heritage

When a German SME specialising in cycling tourism wanted to introduce its clients to the beauty of the Peloponnese, the European Enterprise Network stepped in to help. The Peloponnese region of Greece and the North Rhine-Westphalia (NRW) region of Germany were keen to explore mutually beneficial economic opportunities. So when European Enterprise Network partner ZENIT learned that there were no cycle tourism opportunities in the Peloponnese, they proactively sought out experts who might be interested in setting up tours.

Local SME Touristik Büro für Medienarbeit, Text und Marketing (TMTM), had widespread travel expertise and was keen to explore this untapped market: not only have German tourists long appreciated Greece as a holiday destination, but cycle tourism continues to increase in popularity.

ZENIT organised TMTM's participation in the Mission for Growth brokerage event in Athens in 2013. The event, spearheaded by European Commission Vice-President Antonio Tajani, was designed to help EU companies and in particular SMEs to develop their activities within the

EU and abroad. For TMTM, it resulted in three Partnership Agreements, not only to develop cycling tourism but also to take over the marketing of Campervan Rental Services Greece. This meant another strong foothold in the Greek tourism industry.

The ongoing cooperation between the Peloponnese and NRW has provided additional opportunities for TMTM to reinforce its presence and expand its network. Since sealing the deal, the cycling tourism idea has expanded to other regions in Greece and the first four Peloponnese tours have been developed in cooperation with ARKAS Travel and are already being marketed in Germany, Italy, Austria and the Netherlands.

TMTM anticipates the number of cycling tourists to be around 500 for 2014, and close to 1,000 in 2015. Building on this success, TMTM is already planning other thematic tours around Peloponnese culture and wine as well as cycling tourism in other Greek regions. Without the support of the Enterprise Europe Network, this would not have been possible» said Stefan Bucker, Owner of TMTM.

#### Network partners involved:

Mülheim An der ruhr: **Zenit Zentrum Für Innovation Und Technik Nordrhein-Westfalen**

Tripolis: Chamber of Arkadia

Heraklion: PRAXI Network-Foundation for Research and Technology-Hellas



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## Network Star Finalist 2014

### Building a secure digital future

#### GREECE

#### Access to EU funding | ICT Industry & Services

The Greek SME Crypteia Networks was set up by a highly skilled team of engineers and academics who wanted to turn research results into commercial business products and services. Their goal was to create the next big thing in digital security. While the company had plenty of technical expertise, it lacked the practical business support to reach its goal. This is where the European Enterprise Network partner in Athens - National Documentation Centre (EKT/NHRF) - was able to help.

Firstly, the EKT/NHRF team provided business mentoring and coaching workshops and helped them to draft a business plan. It then set to work on researching the requirements for submitting patents in different markets and advised on which would be most suitable. To complement the business strategy, EKT/NHRF then provided guidance on relevant EU research funding opportunities and followed this up with help-desk support while proposals were being submitted.

In addition, the EKT/NHRF team provided access to Venture Capital partners in Greece and abroad, as well as a direct channel of communication with major international security

partners. Thanks to this comprehensive service, the company was able to create its first sustainable business line, turning research results into a commercial product (MOREAL) with 90 clients in Greece. It has also expanded internationally with 35 active clients outside Greece, filed two patents and established partnerships with key stakeholders in the market, including Fortinet (US), Radware, WatchGuard and FireEye. Furthermore, Crypteia Networks has two successfully funded proposals through Greek Structural Funds and achieved pre-seed funding through an EIF Venture Capital partner in Greece.

The company is currently valued by Venture Capital partners at EUR 5 million and is well-placed to grow further in a market that is estimated to be worth EUR 15 billion by 2015. «We had no idea that we could find such quality business support services for free», said the Crypteia Networks team «Enterprise Europe Network has proven to be our most valuable ally in the war against digital threats - and we hope they will continue to be!»

#### Network partners involved:

National Documentation Centre, National Hellenic Research Foundation

## Changing the climate for business

### GERMANY - ITALY

#### Going international | Environment

The Rossato Group is a family-owned firm founded by Valentino Rossato, a green-energy pioneer who installed solar and biomass systems back in the 1970s. Today, the company makes energy-saving heating and cooling systems for private homes as well as sports centres, offices and small hotels. With a growing business in Italy, the company set its sights on international expansion.

Rossato was particularly attracted by the Greek market, where its technology would be perfectly suited to the similar climate, but was unsure about the country's economic condition and different technological trends. At this point it turned to local Enterprise Europe Network expert Marco Lentini based in the Union Camere Lazio in Rome. Marco was a trusted adviser for Rossato, having previously advised the company on matters as diverse as CE marking, taxation, shipping procedures and credit recovery.

Using Europe's largest database of research, technology and business opportunities for SMEs and supported by an army of Network colleagues across Europe, Marco was able to pinpoint the most promising international partnerships for Rossato. Meanwhile, Network colleague Monika Nagy at the Federation of Industries of Northern Greece in Thessaloniki

was also on the lookout for energy-saving business opportunities. She immediately saw the potential for a partnership between Rossato and a local Greek company called Lennik, which sells renewable-energy equipment to large commercial clients.

Besides putting Lennik in touch with promising business partners, Monika keeps it posted on business matchmaking events related to sustainable construction and renewable energy, provides on-the-spot help, and even represents the SME at events it cannot attend. After hooking up through the Network, Lennik agreed to sell Rossato's products in Greece, where there is growing demand for low-energy-consumption heating and cooling systems especially among hotels.

«If you want to build an enterprise in the right way, the Enterprise Europe Network is the best road to follow,» says Leonidas Nikolopoulos, manager of Lennik. «I took this road and I feel completely satisfied with the assistance I obtained.» Mariangela Martoriello, Rossato's export manager, is equally enthusiastic, saying, «Thanks to the Enterprise Europe Network we found the right way and the necessary information to enter a new market.»

#### Network partners involved:

Thessaloniki: **Federation of Industries of Northern Greece**

Roma: **Unione Regionale Delle Camere di Commercio Industria Artigiana e Agricoltura del Lazio**



## Overcoming Barriers GREECE - ITALY – FRANCE

### Advice on EU Law and standards |

The Greek company 'LAMBRO', SOTIRIOS NAFPLIOTIS ABEE is a leading ammunition brand, selling a wide variety of shotgun cartridges in different calibers and types. The company was interested to export its products to the UK and Third Countries. The products would be transferred to the UK, by road, through Italy and France. For the Third Countries, the products would be transferred by road, through other Member States, to the port of exit of the European Union.

Concerning the intra-community trade, the company needed a permission by the competent authorities in the UK. However, the transport companies gave conflicting information on the necessity of transit permissions requested by each individual Member State the products would be transferred through. This is where the Enterprise Europe Network partner in Volos, the Association of Industries in Thessaly and in Central Greece – AITCG was able to help. AITCG, conducted a thorough analysis on the transfer of explosives, as the products of the company are classified as Class or division 1.4S, according to UN (Dangerous Goods List). The Greek company was advised about the EU Legislation on Intra-Community transfer of explosives, and more precisely the relative Directive 1993/15/EEC (article 9), that describes the steps for the transfer and the transit procedures.

Due to the sensitive issue of dangerous goods, AITCG collaborated with the Enterprise Europe Network partners in Italy (Centro Estero Umbria - Area Progetti Europei) and France (Chambre De Commerce at d'Industrie De Region Languedoc Roussillon) for re-confirming the process by the respective national authorities. To clarify ambiguities, the EU

service 'Your Europe Advice' has been also contacted. The National Legislative Acts of Italy and France, implementing Directive 1993/15/EEC, were provided, according to which, the authorization should be issued by the competent authorities of the region the products will enter each national territory. Information on the process (application forms, contact details, etc.) has been consolidated and given to the Greek company.

For the export authorisation and transit measures to Third Countries, the network partner AITCG provided the company with Regulation 258/2012, implementing Article 10 of the United Nations' Protocol against the illicit manufacturing and trafficking in firearms. The client was advised about their "indirect export procedure" and the legislation, according to which products exported from the Community Custom Territory, through another Member State, have to fulfill the procedures at the Custom Office of Export, the one located in Greece. The Greek authorities then inform the Custom Office of Exit, in the other Member State. As the mean of transport is sealed in Greece, transit permission is not required by other Member States.

As per 'LAMBRO' company, "the cooperation with the Network partner AITCG was a very pleasant experience. The representative was quick, efficient, with tight follow up and came up with precise and solid feedback. Their work has been an asset for our company, since they have helped us clear out a very foggy situation which could cause important complications".

### Network partners involved:

Greece: **Association of Industries in Thessaly and in Central Greece**

Perols: **Chambre De Commerce at d'Industrie De Region Languedoc Roussillon**

Perugia: **Centro Estero Umbria - Area Progetti Europei, Enterprise Europe Network**



## Missions For Growth 2013-2014

### **M4G 2014:** 557 enterprises discuss business in Athens

The international Business-to-Business event focusing on tourism and blue growth “Mission for Growth 2014”, organised by Enterprise Europe Network-Hellas, took place on 11 March 2014, under the Hellenic Presidency of the Council of the European Union. The event gave enterprises the opportunity to reach the Greek market and its key players, examine business and investment opportunities in Greece, and establish cross-border contacts including Research & Innovation (R&I) collaborations in the context of Horizon 2020 open calls.

The event covered the sectors of Agri-Food, Food Processing, Aquaculture, Biotech & Blue Biotech, Energy, ICT, and Tourism. 557 enterprises (375 Greek and 182 foreign enterprises from 31 countries) realised 851 B2B meetings in order to discuss potential commercial, technological or research collaborations.

### **M4G 2013:** 1,300 bilateral meetings for business partnerships in Greece

410 companies from 25 countries participated in the international business meeting event organized by Enterprise Europe Network-Hellas, on 12 March 2013, in Athens. The event was an initiative of the Greek Government and the European Commission in the frame of the event entitled «Europe 2020 Strategy for Growth: Promoting Business Partnerships in Greece».

1,300 bilateral meetings took place to identify opportunities for commercial, technological or research collaborations, new clients, innovative technologies and products. The participating companies represented the following sectors: agrofood (22%), ICT (22%), energy (18%), materials and key enabling technologies (17%), pharmaceutical and health sciences (11%) and tourism (10%). The largest delegations came from Germany, Italy, Belgium, UK and Cyprus, followed by Austria, Turkey, Poland and Bulgaria.





# Best Practices for Greek Business



## “One-Stop-Shop e-Newsletter”

Best Practice Award 2009

The One-Stop-Shop e-Newsletter of the Healthcare Sector Group provides comprehensive information to medical stakeholders on commercial, technology and research opportunities together with information on EU legislation, initiatives and directives. It is an initiative lead by the National Documentation Centre (EKT/NHRF) and supported by the Healthcare Sector Group. The first issue was produced at the end of June 2009 and uploaded for dissemination on FirstClass (Healthcare Sector Group). The e-Newsletter is an attractive and efficient marketing tool for the EEN and partners’ activities that fully complies with the One-Stop-Shop mandate.



## “Investing in business since 1999”

Finalist for Best Practice Award 2011

Some 500 participants flock to the International Venture Capital and Private Equity Forum in Greece each year, entrepreneurs on the one hand, investors on the other. Since 1999, this model has been tested and perfected to bring valuable support to ambitious entrepreneurs, researchers, technology firms and start-ups. The triple-helix-like formation of businesses research bodies and finance institutes is the key to the forum’s success. This has been achieved through the co-organisers TANEQ, Enterprise Greece and PRAXI Network, highly active in Greek entrepreneurship private financing and investment. EEN has strengthened the international dimension of the event.



## “A good neighbour, a good morrow”

Best Practice Award 2013

Existing business interests prompted a mentoring scheme with Albania. EKT/NHRF together with Ege University S&T Centre could efficiently transfer their know-how to their Albanian colleagues, thus increasing the business opportunities of companies from the three countries. The achievement of eight Partnership Agreements in one event in the first months of the Albanian membership provides a sound demonstration of effective cooperation.



## “Focused effort helps nurture start-ups”

Best Practice Award 2013

The “Innovation start-up team” was launched by EKT/NHRF to provide tailored services for new entrepreneurs and start-ups. The team focused on the ICT, energy and health sectors, as well as on areas such as EU funding, IPR and innovation management. The team produced specialized information packs on funding and technology transfer, organized info days in collaboration with regional incubators, and established a good position in the start-up ecosystem value chain.

# enterprise europe network

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**πράξη** »  
δίκτυο διάχυσης τεχνολογίας



**Σ.Β.Θ.Κ.Ε.**  
Σύνδεσμος Βιομηχανιών  
Θεσσαλίας &  
Κεντρικής Ελλάδος



ΕΘΝΙΚΟ ΚΕΝΤΡΟ  
ΤΕΚΜΗΡΙΩΣΗΣ  
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