



**ENTERPRISE GREECE**  
INVEST & TRADE

# NEWSLETTER

# JULY 20

**HELLENIKON  
AIRPORT PROJECT**

**GROWING GREEK  
EXPORTS**

**GREECE TECH  
INITIATIVES**



# Greece begins redevelopment of old Hellenikon airport that will transform Athens Riviera

Greece began work on the redevelopment of the old Athens airport at Hellenikon, marking the start of an enormous construction project that will transform the coastline south of the Greek capital into one of the world's premier destinations.

The 600-hectare site – an area three times the size of Monaco – will be turned into a mixed-use complex of hotels, residences, offices, shopping centers and recreational facilities that will include a giant urban park encompassing roughly two-thirds of the area.

The €8 billion project is seen as the largest urban redevelopment project in Europe. Construction is expected to take at least 10 years, create 10,000 jobs during the building phase, 75,000 permanent jobs thereafter, and contribute 2.4% to Greece's GDP.

The Hellenikon project will be a landmark development along the Athens Riviera – the roughly 50-kilometer coastline stretching from Athens to Cape Sounion – where several new projects are already transforming the waterfront.

Among them is the Renzo Piano designed Stavros Niarchos Foundation Cultural Center, opened in 2016 in the Kallithea district and encompassing a 21-hectare park, the national opera and national library. Nearby, work began last year on the five-year long Faliron Bay Restoration Project, a roughly €200 million initiative to redevelop the waterfront next to the Niarchos Center.



Earlier this year, Greece completed the privatization of the Alimos Marina, the largest in Southeast Europe, and located halfway between Faliron Bay and the old airport at Hellenikon. Under the terms of the 40-year concession, at least €50 million will be invested in the marina over the next five years to transform it into a major tourism and recreational center.

The Athens Riviera has also witnessed the privatization and renovation in the beachfront suburb of Vouliagmeni of the landmark Astir Palace hotel, which was re-opened in early 2019 as the first Four Seasons hotel in Greece. In nearby Glyfada, construction on the five-star Asteras Glyfada hotel complex is due to begin this year.





# news in brief

## Economic Support

Greece will receive €72 billion in financial support under the European Union's €750 billion recovery fund to help member-states cope with the economic fallout from the coronavirus pandemic. The amount was double initial expectations and followed several days of difficult negotiations among EU leaders in Brussels. Separately, the Greek government has announced a further €3.5 billion support package through September for workers and businesses affected by the pandemic.

## Regional Ports

Greece has launched the privatizations of three regional ports in northern Greece: in Alexandroupolis, Kavala and Igoumenitsa. The tender for the port of Alexandroupolis came after Greece's marine and finance ministries issued new land use rules to resolve long-standing zoning disputes within the port area. The privatization of the port is expected to draw particularly strong U.S. investor interest.

## Natural Gas

Greece's privatization agency has called for proposals on a 50-year concession for the use, development and operation of an underground natural gas storage facility near the town of Kavala in northern Greece. The storage facility is part of Greece's strategy to become a regional energy hub for Southeast Europe.

## Privatization Benefits

Greece's privatization program has contributed about €1 billion annually to the country's GDP over the period 2011-2019, according to a study by the Foundation for Economic and Industrial Research (IOBE). Over the same period, the average impact on employment was close to 20,000 full-time jobs.

## Hotel Deal

Henderson Park, a European real estate investment platform, and Hines, an international real estate firm, have acquired a portfolio of five hotels on the Greek island of Crete. The purchase, comprising two separate transactions, marks the joint venture's second partnership in the Greek hotel market, following the acquisition in 2017 of the former Ledra hotel, which was transformed by Hines and Henderson Park into the five-star Grand Hyatt hotel.

## Strategic Investments

Greece's inter-ministerial committee on strategic investments has approved eight projects with a combined budget of €1.1 billion for special, fast-track investment status. The eight projects, which are expected to create 3,300 jobs, include hotel and resort investments in western Greece, the Cyclades and Crete.

## Greek Tourism

Greece's Tourism Ministry has launched a new campaign and website – Destination Greece. Health First – signalling the country's commitment as a safe holiday destination. The campaign's accompanying website, Greecehealthfirst.com, includes information on the health protocols Greece has implemented to combat the coronavirus outbreak.

## Investor Survey

More than six in 10 companies say Greece is an investor-friendly place and the country is working hard to attract foreign investment, according to a new survey by business consultancy EY. The survey, released at the InvestGR Forum, also showed that an overwhelming majority of respondents, 69%, expect Greece to improve further as an investment destination over the next three years, far outpacing expectations for the rest of Europe.

# Greek food exports grow amid coronavirus pandemic

Greek food exports have risen sharply in the first five months of the year, bucking a downturn in global trade and capitalizing on an image of health and wellness associated with Greece and the Mediterranean Diet.

According to the latest official data, Greek food exports in the five months through May rose 10.2% from the same period last year to €2.12 billion, even as overall Greek exports were down slightly due to the coronavirus pandemic. Not including volatile petroleum and petroleum products, Greek exports fell 1.7% in the five months to €9.47 billion.

*“The Covid-19 pandemic has hit economic activity worldwide, with Greek exports proving no exception as they came under pressure”*,

said the National Bank of Greece in a recent report.

*“Against this backdrop, Greek food exports were a positive exception, as they built on the country’s positive health picture.”*

According to the bank, the pandemic could help boost Greek foods exports. With the right strategies, Greek food exports could grow 25%.

*“Given the asymmetric impact of the pandemic among the Mediterranean countries, the situation can be considered favorable for pursuing the maximum possible share for Greece in the global food markets”*

says the report.

*“A first estimate of the potential benefit of this export-oriented strategy is close to €1.2 billion per year.”*

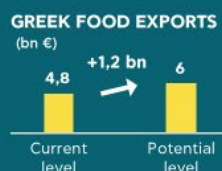
## THE OPPORTUNITY OF GREEK FOOD EXPORTS TO THRIVE

Greek food exports could leverage on the opportunities created by the Covid-shock...



✓ Greece is the **only** EU country with higher export food orders during the "covid period"

... and provide €1.2 bn to the Greek economy...



✓ **€6 bn** is the potential share of Greek food in the Med market

... by adopting efficient strategies

- ✓ Target **developed** markets
- ✓ Focus on **branded** products (not bulk)
- ✓ Achieve adequate volumes to compete in the **premium market**





# Greece launches start-up portal amid growing interest by global tech giants

Greece is launching a new online platform and registry of innovative start-ups – Elevate Greece – amid growing foreign interest in the country's fast-developing tech sector.

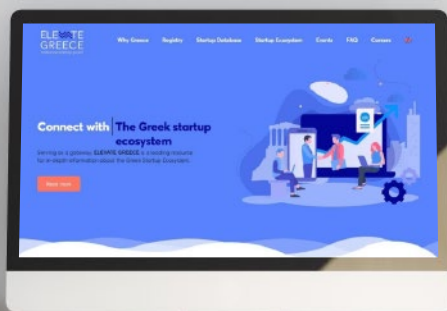
The platform will serve as a portal to Greece's start-up ecosystem, helping channel public assistance and investors to eligible companies. Greece is also raising the tax credit for R&D funding to 100% from 30%.

In the last two years, global tech and life science giants have been investing both in Greek start-ups and new R&D facilities to tap the country's software and engineering talent.

This year, U.S. tech giants Applied Materials and Microsoft acquired Greek tech companies Think Silicon and Softomotive. In early June, U.S. conglomerate Cisco Systems announced an international innovation and digital skills development center in Thessaloniki following a similar move by pharmaceutical company Pfizer. In the past two years, multinationals like electric vehicle maker Tesla and consultancy EY have also invested in new Greek R&D facilities.

According to an EY survey, 15% of foreign direct investment into Greece over the last three years was directed at the technology sector.

- Greek National Holiday: Dormition of the Holy Virgin (Aug. 15)



## CONTACT US

To learn more about the many investment and trade opportunities Greece offers, visit us today at [www.enterprisegreece.gov.gr](http://www.enterprisegreece.gov.gr)

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