

**Greece: your hub
for global ventures**



ENTERPRISE GREECE
INVEST & TRADE



Bulgaria – Greece
Business Forum & B2B Meetings

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Why Greece?

<https://www.youtube.com/watch?v=DIt7jUwzz0Q>



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Geostrategic location: Europe,
Asia, Africa



Highly educated and
multilingual workforce



A business-friendly
environment



Modern communications &
transportation infrastructure



Largest container port in the
Mediterranean



EU member, political stability,
fast-growing economy



Key Highlights of the Greek economy

Growth & Resilience:

- ✓ Despite global challenges like the pandemic and geopolitical conflicts, Greece has demonstrated resilience.
- ✓
- ✓ Greek GDP is forecasted to grow by 2.9% in 2024, driven by strong investment, trade, and tourism performance.

The annual Business Environment Ranking by the Economist Intelligence Unit foresees Greece as likely to achieve the biggest improvement in its business climate over the period 2024-2028.

1



Investment Climate:



- ✓ Greece is ranked among the top 20 most attractive global investment destinations and among Europe's top 10.
- ✓ Major multinational companies, including Microsoft, Amazon, and Pfizer, have invested in Greece, attracted by corporate tax cuts, streamlined processes, and incentives for innovation.
- ✓

According to the 6th EY Attractiveness Survey that has recently been announced, 69% of survey participants anticipate that Greece's attractiveness will improve over the next three years.

2



Export Growth:

- ✓ Exports have doubled as a percentage of GDP over the past years, spanning agri-food, industrial products, and services.
- ✓ This has strengthened Greece's position in global markets.

3

Tourism:

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- ✓ Tourism remains one of the key pillars of the Greek economy, with millions of visitors annually.
- ✓ Significant opportunities for investment in luxury resorts, marinas, and other high-end tourism infrastructure.





Energy Transition & Sustainability :

- ✓ Greece's energy sector, particularly in renewable resources like wind, solar, and geothermal power, is becoming a focal point for investment.
- ✓ Infrastructure projects, including LNG terminals and pipeline interconnections, enhance Greece's role in Europe's energy transition.

5

Technology & Digital Transformation:

- ✓ Significant investments from tech giants have accelerated the digital transformation in Greece, creating opportunities in software development, ICT, and R&D sectors.
- ✓ Greece is becoming a hub for global business services, particularly in back-office operations for multinationals.



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Investing in Greece: Priority Sectors



**Audiovisual
Productions**



**Global Business
Services**



Tourism



Energy



**Information and
Communication Technology**



**Life Sciences and
Pharmaceuticals industry**



**Quality Food &
Agriculture Products**



Logistics



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Generous Investment Incentives

- **Investment Incentives Law**
- **Strategic Investments**
- **Recovery and Resilience Fund (RRF)**



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Buying from Greece?

Exporting from Greece: Priority Sectors

Food and Beverages:

Key F&B Sub-Sectors



Aquaculture & Fishing



Dairy Products

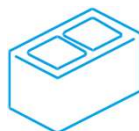


Olive Oil



Wine

Industrial and Building materials



Maritime equipment and supplies



ICT: digital services, communications infrastructure, aerospace technologies etc



Consumer Products: Fashion & Apparel & Jewelry





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**Top quality
human talent**

High-calibre human capital

46.4%

of the total labour force
has a higher education degree

Source: ELSTAT, Q1 2024

7%

has a master's and/or PhD

Source: ELSTAT, Q1 2024

Key areas of university education by Greeks:

Engineering

Medicine & Health Sciences

Economics

ICT

Law

Physics & Maths

25%

holds a science, technology, engineering,
or mathematics degree

(OECD average is 22%)

Your partner for growth



Enterprise Greece is the official agency of the Greek State, under the supervision of the **Ministry of Foreign Affairs...**

...to showcase Greece as an outstanding destination for **investment** and to promote the highly competitive products and services produced in Greece for **export**.



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