#

# ECONOMIC AND TRADE MISSION

# OF LA FRANCOPHONIE IN THE EASTERN MEDITERRANEAN

# THESSALONIKI AND ATHENS, GREECE

**DRAFT PROGRAMME**

**(4-6 October 2023)**

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| ***Monday 2 – Tuesday 3 October 2023*** |
|  | Arrival of international participants to Thessaloniki |  |
| ***Wednesday 4 October 2023*** |
|  | **Venue: The MET Hotel (*[48, 26 Oktovriou Str., Thessaloniki](https://www.google.com/maps?saddr=Current+Location&daddr=The+Met+Hotel,+26is+Oktovriou,+Thessaloniki" \t "_blank)*)** |  |
| 9.00 – 9.30 | **Introductory session for international participants** |  |
| 9.30 – 10.15 | Opening statements:* High Official from Greek Exporters Association (SEVE) (tbc)
* High Official from Thessaloniki Chamber of Commerce & Industry (TCCI) (tbc)
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| 10.00 - 10.30 | *Coffee break* |  |
| 10.30 – 12.00 | **Dedicated session on “Investing in Greece”** * Interventions of managers of structures responsible for investments' promotion in Greece (Enterprise Greece-EG) (tbc)
* Testimonials from French-speaking businesses and economic stakeholders operating in Greece (tbc)
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| 12.00 - 13.30 | Lunch break |  |
| 13.30 - 17.30 | **1st round of business networking meetings (B2B)*** Agribusiness, pharmaceutical and cosmetics sectors
* Digital goods and services sectors and sustainable tourism
* Renewable energy sector
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| ***Thursday 5 October 2023*** |
| 8.30 - 12.30  | **Visits of local companies** (tbc)* Agribusiness, pharmaceutical and cosmetics sectors
* Digital goods and services sector and sustainable tourism sector
* Renewable energy sector
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|  | Air transfer of participants to Athens |  |
| ***Friday 6 October 2023*** |
| **ECONOMIC** **FORUM**: **INVESTING AND CONDUCTING BUSINESS IN GREECE WITH COMPANIES FROM THE FRENCH-SPEAKING AREA** |
|  | **Venue: Divani Caravel Hotel (*Leof. Vasileos Alexandrou 2, Athens*)** |  |
| 9.00 - 9.30 | Registration |  |
| 9.30 - 10.00 | **Official opening session of the Economic Forum**Key note address:* **High Official of the Greek Government** (tbc)
* **Her Excellency Ms. Louise MUSHIKIWABO,** Secretary General of La Francophonie
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| 10.00 – 10.15 | Opening statements:* High Official from Hellenic Federation of Enterprises (SEV) (tbc)
* Ms Sophia Kounenaki-Efraimoglou, President of the Athens Chamber of Commerce & Industry (ACCI) (tbc)
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| 10.15 – 11.00  | **Francophonie Conversation:**"The role of multilateral cooperation in an uncertain world: francophone and European perspectives" High level Panel: * **Her Excellency Ms. Louise MUSHIKIWABO,** Secretary General of La Francophonie
* **Ms Maria (Maira) Myrogianni,** Secretary General for International Economic Affairs, MFA of Greece (tbc)
* **Mr. Koen Doens**, Director-General, International Partnerships, European Commission (tbc)
* **Mr. Angel Gurria**, Former Secretary General of the OECD (tbc)

**Moderator**: tbc |  |
| 11.00 - 11.20  | Coffee break |  |
|  | **THEMATIC WORKSHOPS***The thematic workshops allow a dialogue between Greek economic stakeholders and visiting companies on the reality of the Greek market in the three main sectors targeted for the mission: agribusiness, digital goods and services and renewable energies. Local stakeholders may present the opportunities for business partnerships in each sector, investment incentives, and the potential for promoting the French-speaking area. The visiting companies may express their needs in terms of partnership or set up at national or regional level.* |  |
| 11.20 - 12.00  | **Workshop 1: Business opportunities with Greece in the agribusiness, pharmaceutical and cosmetics sectors and outreach in the Francophonie**Moderator: tbiSpeakers:* **Intervenient** (local business): tbi
* **ELLADIKA MAS**: tbc
* **Ms. Imane JANATI IDRISSI**, Supply Chain Manager, MIDAV, Morocco (tbc)
* **Mr. Serigne MBOUP,** Chairman, National Union of Chambers of Commerce, Industry and Agriculture of Senegal (UNCCIAS), Senegal (tbc)
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| 12.00 – 12.40  | **Workshop 2: Business Opportunities with Greece in the Digital Goods and Services Sector and French-speaking area promotion**Moderator: tbiSpeakers:* **Intervenient** (local business): tbi
* **SEPE -The Federation of Hellenic ICT Enterprises:** tbc
* **Mr. Cedric KANG**, Executive Director, Advanced system technologies, Solution BI Co.,Ltd, Cambodia (tbc)
* **Ms. Rukayatou SAKA,** Managing Director, Amira Global Technologies, Côte d'Ivoire (tbc)
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| 12.40 - 13.10 | **Workshop 3:**  **Business Opportunities with Greece in the Renewable Energy Sector and French-speaking area promotion**Moderator: tbiSpeakers:* **Intervenient** (local business): tbi
* **Centre for Renewable Energy Sources and Saving (CRES):** tbc
* **Mr. Batoul AL FOUAANI,** Business Development Manager, Fairwind, Belgium (tbc)
* **Ms. Annick Patricia MONGO,** Chairman, Investment Promotion Agency, Congo Brazzaville (tbc)
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| 13.10 – 14.00 | Lunch break |  |
| 14.00 – 16.00 | **2nd round of business networking meetings (B2B)*** Agribusiness, pharmaceutical and cosmetics sectors
* Digital goods and services sector and sustainable tourism sector
* Renewable energy sector
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| ***Saturday 7 – Sunday 8 October 2023*** |
| Air transfer to Beirut |

tbc; to be confirmed

tbi: to be indicated