



*Heraclion, Crete, 24 May 2017*

## **PRESS RELEASE**

**Go In Crete**, the Business Meeting Program organized by Eurobank, in the context of Eurobank's **Go International**, started today, in Crete, with important participations, from 22 countries and with more than 100 Greek exporters.

Go in Crete is going to be concluded on Friday, May 26<sup>th</sup>, and is part of a set of – high scale – actions focusing on enhancing the extroversion of the Greek economy, a strategic priority for Eurobank, since 2009.

Selecting Crete for this year's mission is a move of high semiology in order to highlight the dynamic of Cretan economy and the potential for further development. At the same time, the upgrade of Eurobank's presence in Crete is a matter of high priority, targeting to support Cretan businesses and entrepreneurs.

In this context, the Chairman of Eurobank's Board of Directors Mr. **Nikolaos Karamouzis**, the Bank's Chief Executive Officer Mr. **Fokion Karavias**, the Deputy Chief Executive Officers, Mr. **Stavros Ioannou** and Mr. **Theodoros Kalantonis**, the General Manager Mr. **Konstantinos Vassiliou** and high rank Eurobank executives made a tour to the Bank's network in all Cretan prefectures.

"**Go In Crete**" is held under the auspices of the **Hellenic Ministry of Foreign Affairs** and is co-organized with:

- The **Exporters' Association of Crete** (**SEK**)
- The cooperation of the **Panhellenic Exporters Association** (**PEA**), the **Greek International Business Association** (**SEVE**), the **SEV** - **Hellenic Federation of Enterprises**, the **Greek Tourism Confederation** (**SETE**) and
- The support of the Spanish banking group **Santander**, the **European Bank for Reconstruction & Development** (**EBRD**) and **Export Credit Insurance Organization** (**ECIO**).

The event is the second Business Meeting Program, in the context of Go International, to be held in Greece after **Go In Athens** (Athens, March 2016) and provides the opportunity to more than 100 exporting companies to connect with more than 50 prominent international buyers, from the U.S.A, the United Kingdom, Canada, Russia, Germany, France, Spain, Italy, Sweden, Belgium, the Netherlands, Cyprus, United Arab Emirates, Qatar, Lebanon, Bahrain, Poland, Romania, Serbia, Ukraine, Estonia and Bulgaria. More than 2.430 B2B meetings among Greek and foreign businessmen started today and are going to be conducted throughout the three-day event.

In the Forum that took place during the event, the Deputy Minister of Foreign Affairs, **George Katrougkalos** spoke. Among other things he said that "time for growth has come, after seven years of disastrous austerity. The termination of political uncertainty is a critical, but not the only factor, that ensures the positive prospects for such a development. The new Development Law, voted by the Greek Parliament a while ago, establishes a safe, predictable and stable economic environment for investors. Key factor for implementing the targets of economic diplomacy is, by no doubt, the modernization and

optimization of Greek companies. Simultaneously, a constructive cooperation among those involved in the project of achieving a more extrovert economic policy - namely the State and companies – is necessary and is being pursued”.

“The completion of the second program review which, as it seems, is under way, will allow our economy to enter a positive cycle that gives rise to optimism and good prospects” Mr. **Fokion Karavias**, Eurobank’s, Chief Executive Officer stated. “Crete, that hosts “Go in Crete” this year, has an integrated economy with huge capabilities, which, we believe, is going to lead in growth. We expect that the Cretan economy is going to grow at the most fast rates and that many opportunities for investment and new business plans at all sectors, including exports, tourism and agriculture, are going to arise. “Go International” is our central initiative to support Greek exporters in their efforts towards the international markets. We have a strong international network, top partners like the Spanish Bank Santander and we set these at our customers’ disposal. Our aim is to strengthen the funding of the real economy and support our clients so that they implement their business plans and exploit the opportunities that come up due to the economy’s recovery”.

“Go International is an exemplar of cooperation between Eurobank and the Exporters’ Associations of the country with the support of the Hellenic Ministry of Foreign Affairs, targeting to strengthen the Greek exporters’ efforts in a global, economic environment” said Mr. **Alkiviadis Kalampokis**, president of the Exporters’ Association of Crete (SEK). “During the three – day program of B2B business meetings, under the “Go in Crete” organization that takes place in Crete and is coordinated by SEK, we provide the possibility to more than 100 exporters to meet 50 buyers from 22 countries” he added.

Mr. **Stavros Arnaoutakis**, regional governor of Crete, stated that “Go International 2017 is an important event, with international impact for our country’s entrepreneurs in the agricultural sector and the sectors of agricultural products, food and natural cosmetics. It is organized in Crete as a Eurobank’s initiative with the coordination of the Exporters’ Association of Crete. For the region of Crete, in specific, “Go in Crete” is going to strengthen even more the strong identity of Cretan products in the international markets”

Dr. **Platon Monokroussos**, Deputy General Manager and Group Chief Economist presented a study for the Greek economy under the theme “Extroversion and competitiveness: Important Ingredients of A New Production Model for the Greek Economy”

A roundtable discussion followed under the theme “Challenges & Solutions for Greek Exporters” with the participation of Mr. **Konstantinos Vasiliou**, General Manager, Head of Group Corporate & Investment Banking, Member of the Strategic Planning Committee and Member of the Executive Board and the Management Committee of Eurobank, Mr. **Jon Barañano Gaviña**, Global Head of Non-Financial Services of Santander, Mrs. **Sabina Dziurman**, Director Greece & Cyprus, European Bank for Reconstruction & Development (E.B.R.D.) and Mr. **Stelios Krokidas**, President and General Manager of the Export Credit Insurance Organization (ECIO).

The discussion was coordinated by Mr. **Michalis Tsarbopoulos**, Assistant General Manager, Head of Global Transaction Banking at Eurobank.

For the first time, the «Go International» Business Program Meeting is being supported by prominent international organizations that have focus on strengthening extroversion.

- **Santander**: Since May 2017, Eurobank and Exportgate achieved a strategic cooperation with Banco Santander, a leading retail and commercial bank, headquartered in Spain, providing Greek and Cypriot companies – members of Exportgate.gr – the opportunity to join “Eurobank Trade Club”, a new electronic international business network.

- **EBRD:** In 2016 Eurobank signed a deal that ensured participation to EBRD'S "Trade Facilitation Programme" through which selected banks and factoring businesses have access to guarantees and short term loans, in order to fund export and import companies.
- **O.A.E.I:** Through the Export Credit Insurance Organization's Program "ECIO EXTROVERSION" Eurobank has funded more than 4.500 export invoices providing liquidity to Greek export companies.

"Go In Crete" is transmitted through live streaming from:

- The official site of "Go International": <http://www.go-international.gr/>
- Exportgate channel at YouTube: <https://youtu.be/XBe7Sc5Q-jQ>
- Capital site : <http://www.capital.gr/story/3212447>

