



Meetings & incentives



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GREECE

The perfect place for business and pleasure!

THINK OF EXCLUSIVE VENUES, LEADING TECHNOLOGY, STATE-OF-THE-ART FACILITIES. THINK OF THE MOST EXCITING LOCATIONS. THINK OF GREECE.

The country offers a great variety of choices to conference organisers. Thanks to their increased specialisation, significant know-how and long-time experience, Greek professional congress/convention organisers and suppliers related to the meetings industry provide high quality services that guarantee the success of every event.

A great selection of fully equipped conference venues - as well as convention and meeting facilities - is available all over the country with capacity to host meetings of up to 7.000 participants. All halls are furnished with high-tech audiovisual facilities such as: wide screen applications, multi-projection systems, LED screen of multiple sizes, etc.

Greece sports probably more conference destinations than any other country in the world. Imagine the most masterfully organised business events against the most famous and unique Mediterranean backdrop. Imagine the most successful conference next to a golden sandy beach on an Aegean island. Imagine the most interesting trade fair in a setting of enthralling history, rich cultural heritage, and celebrated archaeological sites. Imagine an inspiring convention at a place of titillating modern art, vivacious nightlife, scrumptious culinary adventures, and alluring shopping. Greece makes the ideal choice for any meeting demand.



Open your mind, close the best deal ever



MEETINGS

Greece is the ideal destination that combines business and pleasure. It is known worldwide for its unmatched natural beauty, mild climate conditions, variety of landscapes that make it perfect not just for vacation but conference activities as well.

Throughout the year, a large number of excellent conference centres operates in different parts of the country. Each offers a unique experience being in the city or the country, near the mountains or the sea.

Luxury hotels, exceptional modern conference facilities constitute power incentives to do business, close deals and find pleasure in Greece.

There are new science and technology centres and exhibition areas that can accommodate small or large scale conference events with high-tech facilities, sophisticated audiovisual and teleconference equipment, first-class auxiliary dining and service areas and, above all, an extensive network of high-skilled and specialised people, translators, technicians, organisers, servers and many more.

At the same time, a number of public and private entities are there to inform and accommodate you; they are the Conventions & Visitors Bureaus (CVB) operating in Athens and Thessaloniki. What is more, a brand new National CVB is being established, as well as a promising Conference Centre in Athens.

The European Federation of Associations of Professional Congress Organizers (EFAP - CO) which includes a large number of founding, associate and supporting members from around the world has been promoting certification of the PCO (Professional Congress / Convention Organiser) profession in all European countries, which will decisively boost the business of organised conference tourism in Greece.

The national Organisation of Tourism Education & Training (OTEK) as well as a large number of high-level educational institutes and fully-qualified professional raise the bar of quality services year by year.

Meet one country, experience multiple attractions



Bourtzi Venetian fortress, Nafplio



Rhodes

INCENTIVES

Greece is a long time favourite and unrivalled choice of the meeting industry, not to say the appropriate setting for every occasion, thanks to:

- excellent climate conditions and rare natural beauty
- world famous historic and cultural legacy, magnificent samples of which can be found all over the country
- Greek hospitality and high-quality services
- modern hotels and conference venues not only in large urban centres but also in the mainland and on the islands
- exquisite Greek gastronomy
- the new image of Greece, mainly reflected at the Athens 2004 Olympic Games and the modern infrastructure created for the huge event
- specialised and skillful people who will help you organise the most demanding conference events.



Relish the experience

EVENTS

Greece is unique and competes with the largest convention destinations worldwide. In 2004 the country was host to the biggest sports event in the world, the Olympic Games.

With the construction of major infrastructure projects and a transportation network that has safely connected the country from mountain to coast, Greece has since made a name as host to a number of important professional, corporate, scientific and

cultural events. Thirteen conference centres and more than a hundred hotels at several key destinations including Athens, Thessaloniki, Crete, Rhodes, Corfu, Igoumenitsa, Alexandroupolis, Santorini, Kos, offer excellent facilities and support services of the highest standards.

Well-trained skillful people full of warmth and hospitality will add value to any successful event, always with a smile on their face.



Come together in cosmopolitan Athens



The Acropolis Museum



Korai square, Athens

CONVENTIONS

With a history that goes beyond 4,000 years, Athens is the most significant tourist destination in the country with visitors that exceed 16 million on an annual basis. A notable portion of the tourism traffic relates to urban and conference tourism.

Greece's capital is no doubt the country's financial centre, with its industrial areas and the port of Piraeus standing out. The metropolis is traditionally the first stop before the travellers depart for the famous Greek islands.

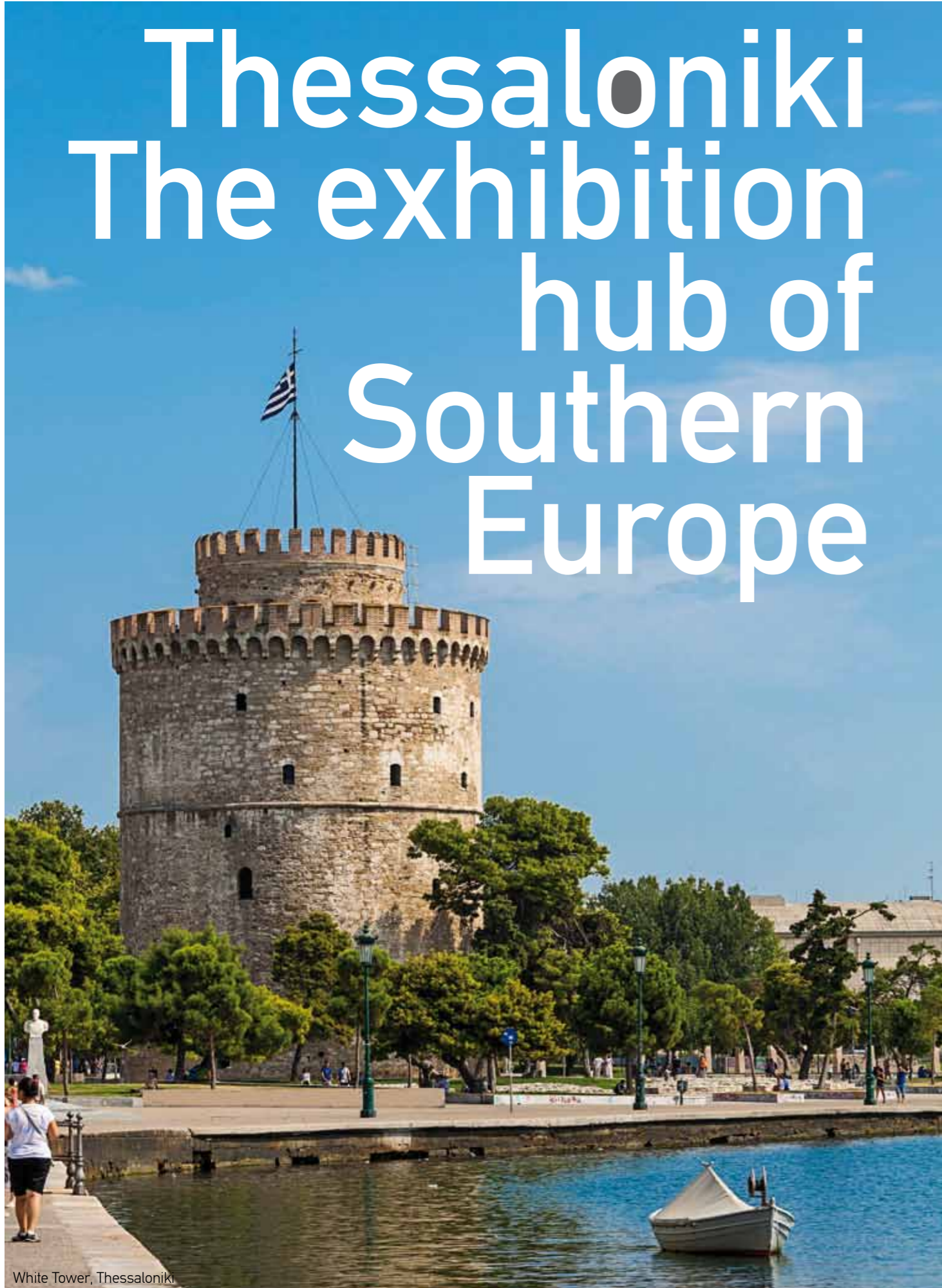
The most important must-see attractions of the city are:

- the Parthenon and the Acropolis
- the ancient Greek, Roman and Byzantine monuments
- many old and newer museums such as the magnificent Acropolis museum at the base of the hill
- the historic city centre (Plaka, Monastiraki, Thiseio, Psyrri, etc.)
- large department stores

Choosing Athens for conventions, conferences and meetings is a sound investment and a guaranteed success.



Thessaloniki The exhibition hub of Southern Europe



White Tower, Thessaloniki



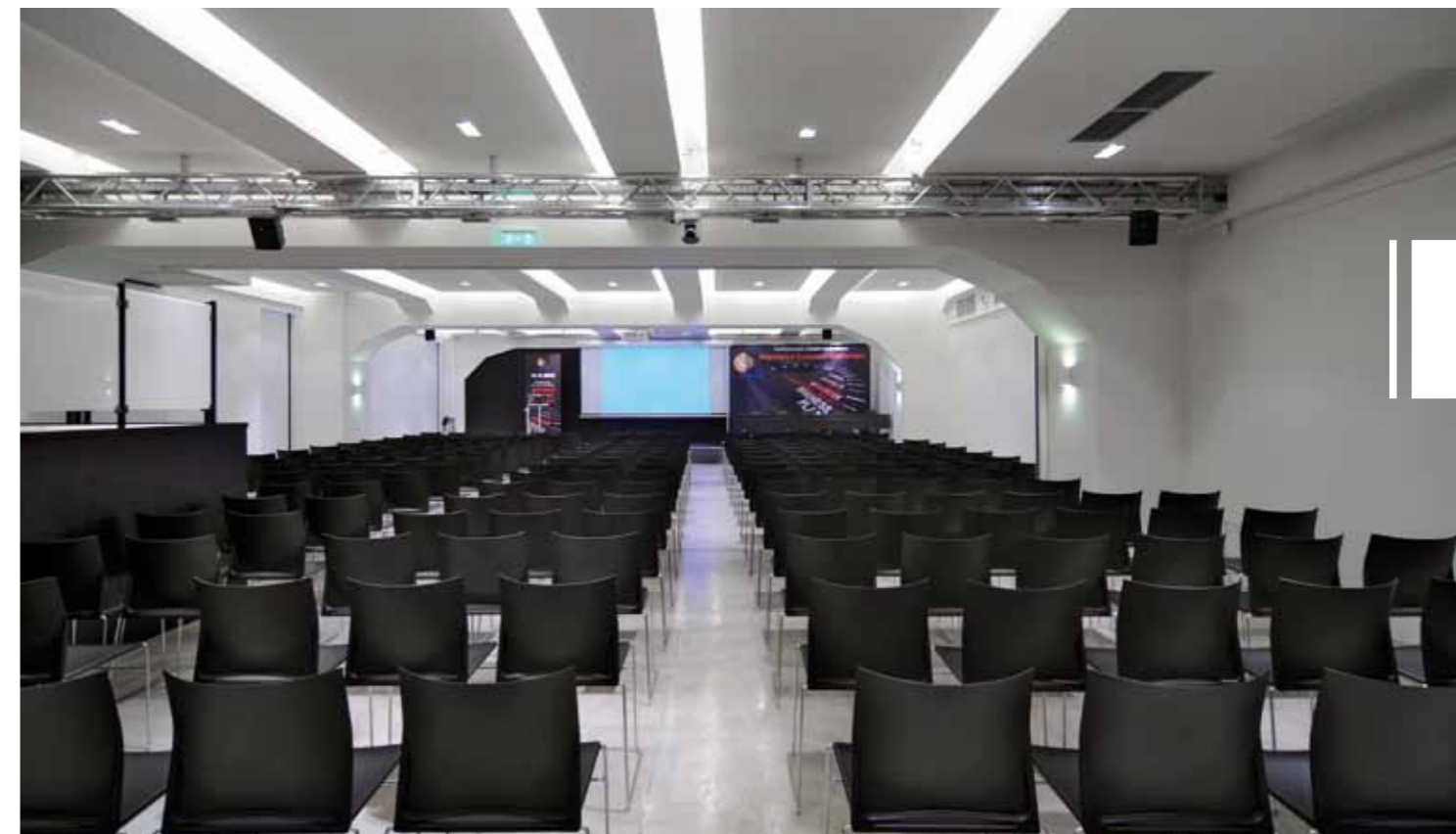
Communications Tower, Thessaloniki

TRADE SHOWS

Where East meets West and the past meets the present, Thessaloniki is a significant business hub. The second largest Greek city has a prominent position and a strong impact in Southeast Europe. Thessaloniki is the capital of Macedonia, the northernmost region of Greece, neighbouring four countries. As a regional economic centre with a historical port, Thessaloniki hosts Helexpo, the annual International Trade Faire.

Every September, the city's first-rate exhibition centre becomes the ideal world stage to do business. Its facilities of many types and sizes create model venues for diverse events - from regional shows aimed at consumers to major trade shows for entire industries and an international audience. Throughout the year, major fairs showcase the best and the newest products and services of premier industries, such as Renewable Energy Resources, Construction Technology, Tourism, Food, Beverages, Nanotechnology and many more.

When the Thessaloniki Convention & Visitors Bureau (TCVB) was first established, it placed the city on the global conference map. In 2001, Thessaloniki entertained just 39 conferences. In 2007, the number grew to 224 conferences by non-profit organisations, scientific or other entities with local or international scope. Adding conferences organized by companies and corporations, the average annual increase of conferences during the aforesaid period is 34%. This strategy proved pivotal for boosting conference tourism in Thessaloniki. Moreover, it transformed the entire region into a local point for business and the economy.



Monastiraki, Athens, Metro Station



Athens Suburban Railway



All roads lead to Greece

21st CENTURY INFRASTRUCTURE

Infrastructure in Greece has improved significantly in the past 15 years, not only in urban centres but in the major islands and mainland Greece too. Without sacrificing an inch of its local colour and natural beauty, the country has been completely transformed.

There's nothing like a first impression. The new state-of-the-art Athens Airport "Eleftherios Venizelos" at Spata Attica is an aesthetic and technological marvel, which leaves the visitor with a lasting impression.

The "Charilaos Trikoupis" bridge (Rio-Antirrio) that connects the western Peloponnese with western Greece is a must-see attraction as one of the biggest cable bridges in Europe! Moreover, Attiki Odos is a model modern motorway and a significant con-

struction project that decongested traffic to a large degree in the metropolitan area of Athens. Finally, the Athens metro is one of the new additions to the city's transportation network that not only provides comfort, speed and reliability, but is also renowned for its impressive archaeological exhibits and artwork.

Access to convention centres is now easier than ever thanks to the metro, suburban railway and tram systems. The upgraded ports of Piraeus, Rafina and Lavrio are all located in the Athens metropolitan area of Attica and connect the country's largest urban centre with the Greek islands.

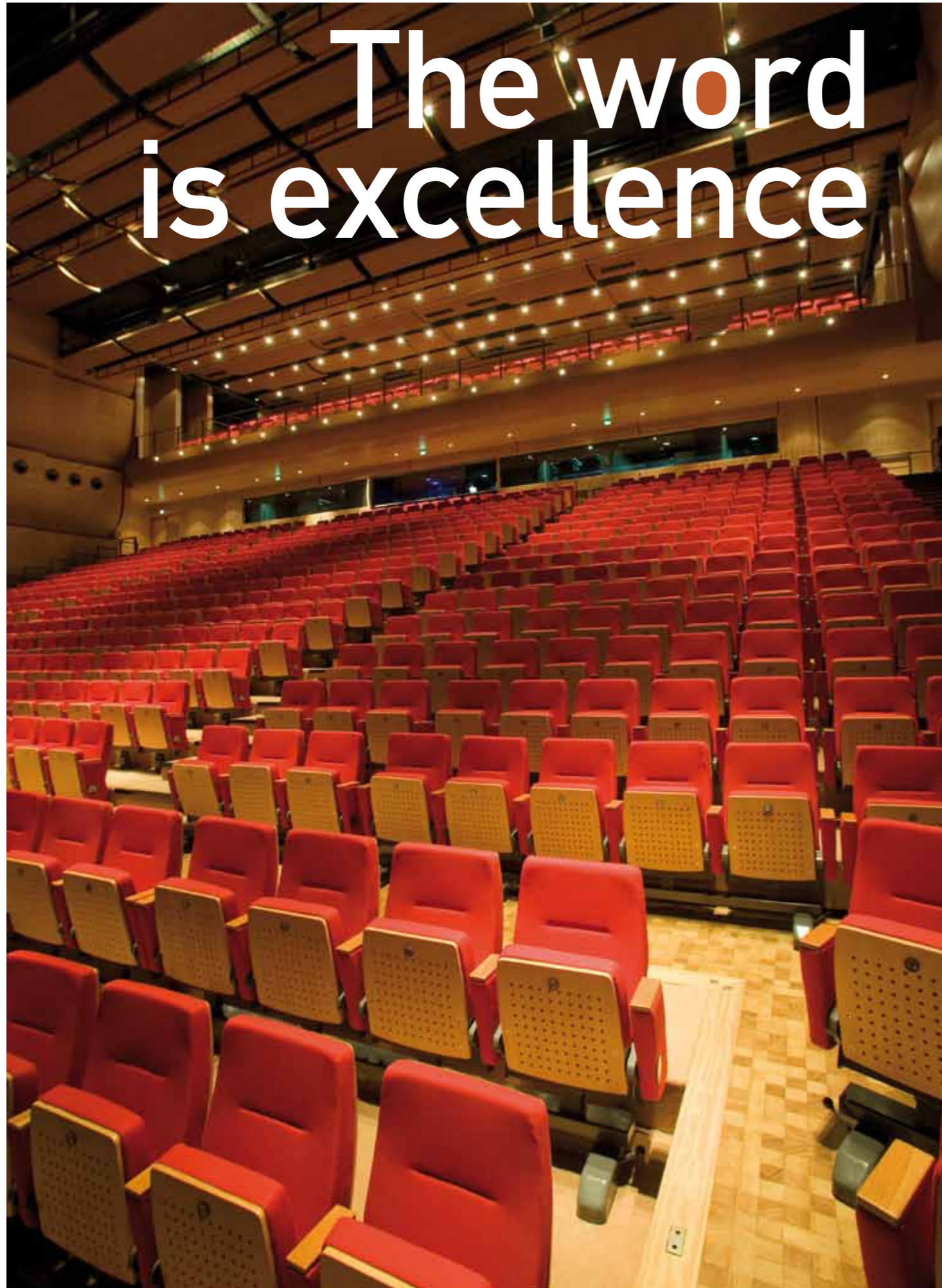
Greek leading-edge infrastructure drives the country into the 21st century and beyond, making it an ideal destination for conferences, trade shows and any kind of event.

There are frequent connections from Athens and Thessaloniki to all Greek cities and islands. Also, many ferry connections link the mainland to the islands but neighbouring Italy too, which is the most notable passage to Greece.

Moreover, the modern Egnatia Motorway extends for more than 670km and connects Northwest with Northeast Greece. Under construction are the last sections of the PATHE road axis that connect the major southwestern Greek city of Patras with Athens and Thessaloniki. Finally, there are plans to construct the Ionia Odos motorway that will intersect Western Greece from north to south.

Piraeus Port





The word is excellence



BUSINESS HUB

Greece is and always has been a major business hub of the region and Europe. For years, the Greek conference tourism market has been developing at an annual growth rate of 5-7%. The goal is to continue growing and transform the delicate world economic climate to a vibrant market safe haven. According to the International Congress & Convention Association (ICCA) Athens ranked at the top 20 positions for conference destinations from a total of 350 cities. The reason was - and still has not changed - that it combines leading business facilities with top leisure activities and beauty. According to market estimations, total revenue for the sector

reaches 500 million euros on an annual basis, while conference attendees that visit Greece exceed 150.000 annually. The industries that choose to hold top Greek destinations are medicine and pharmaceuticals, business and economy, technology and IT, public and local administration, environment and energy, arts and culture, media and so on. Conference tourism is a growing industry that demands excellence, state-of-the-art infrastructure, up-to-date facilities, exemplary service from skilled professionals, top-notch organization at an exquisite location. Conference tourism needs Greece.





Aegean Sea



Macedonia



Peloponnese



Crete

Balance between economy and ecosystem

ENVIRONMENTAL AND SOCIAL RESPONSIBILITY

Sustainable growth is the new norm not just for Greece but for the whole European continent and the world. Global economic structures are shifting before our eyes and business practices follow suit. Corporate visions and missions are being completely revised to include environmental and social responsibility. The trend in conferences is to unfold this new openness to so-

cial and ecology issues that companies embrace. Sustaining equilibrium between economic development and the welfare of society and the environment is a corporate obligation nowadays. But it is equally important for conferences and trade shows to reflect that. And Greece is committed to engaging in increasing environment-friendly and socially responsible practices.



Good business sense and beyond

CONFERENCES AND MORE

Greece is known worldwide for its history and cultural heritage. It is not only the cradle of democracy but also the birthplace of some of the very first European civilizations such as the Minoan and the Mycenaean. And of course the classical era of Athens and other Greek city-states are widely acknowledged as the origin of western architecture, sculpture, theatre, philosophy, medicine, sciences, poetry, history, and many more. Combining a business trip to a visit to archaeological sites, museums and monuments that can be found all over the country presents a unique opportunity. Experience a fascinating journey into history and arts amid a trade show.

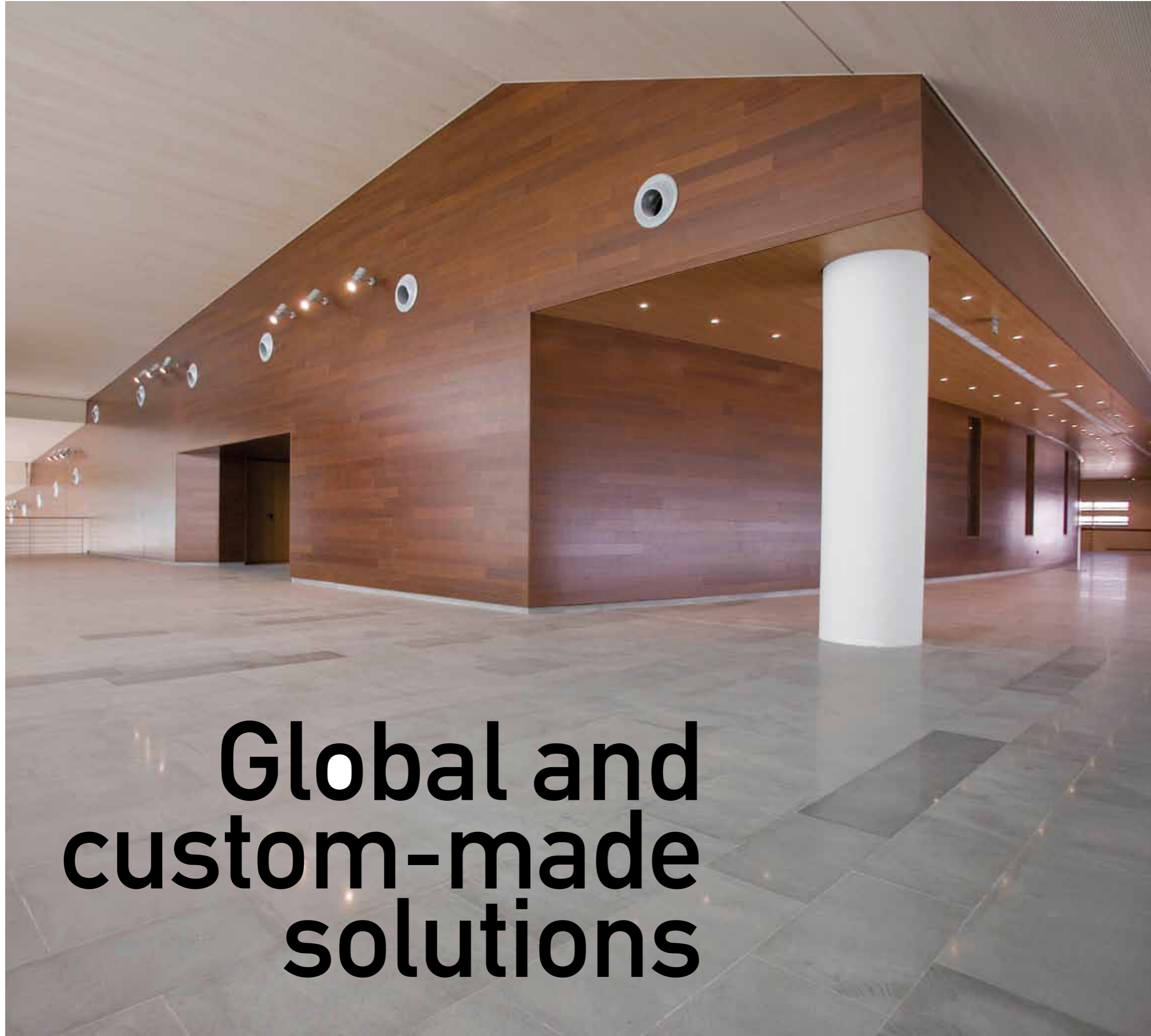
Where history meets with progress, Greece is a country with continuous growth and significant business opportunities. Following the exemplary organisation of the Athens 2004 Olympic Games – which left an excellent lasting impression to the global community – Greece is establishing itself as the ideal destination for conventions, meetings and international exhibitions.

Greece is home to leading infrastructure with a modern transportation system that greatly facilitates delegates. In the summer, Greek islands are easily accessible via the ports of Piraeus, Lavrio, Rafina, Thessaloniki and Heraklion (Crete).



Zappeion, Exhibition and Congress Centre, Athens





**Global and
custom-made
solutions**

Greece can host any type of event. From a congress to a seminar, from a product launch to an incentive trip, from a conference to a corporate meeting, from a party to a concert, Greece is the appropriate setting for any occasion.

HAPCO is the Hellenic Association of Professional Congress Organisers whose mission, since its foundation in 1996, has been to represent professional congress organisers and relevant companies. It offers a broad range of services and products, such as:

- helping conference organisers grow to meet and exceed global standards
- using modern technology and new media to boost the reputation of the Greek congress market
- making the excellence of HAPCO members known worldwide
- contributing with its vast know-how and wide network to the central tourism planning
- providing information to all professional organisers on the enormous possibilities of the Greek congress market.



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