

BUSINESS Partners

SEPTEMBER-OCTOBER 2018

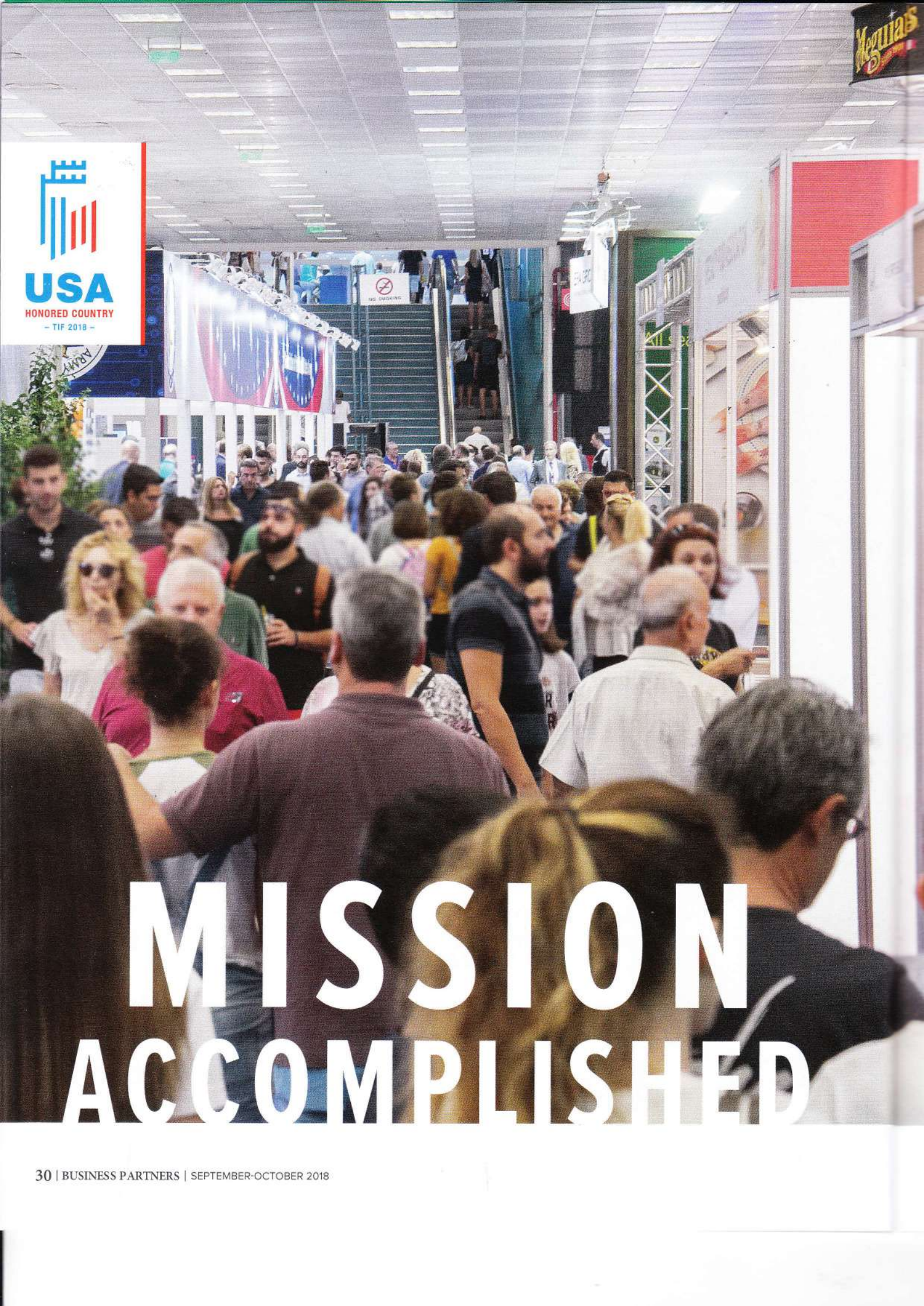
THE MAGAZINE OF THE AMERICAN-HELLENIC CHAMBER OF COMMERCE
www.amcham.gr

TIF 2018

MISSION ACCOMPLISHED

LUXURY
A GOLDSMITHING LEGACY WITH NIKOS KOULIS
SUSTAINABILITY
CHANGING THE PLASTICS MINDSET
WITH CHRISTINA KONTAXI
ART & CULTURE
CHAMBER MUSIC OPENS NEW HORIZONS

THOUGHT LEADERS
CSR – BUILDING
A BETTER TOMORROW



MISSION ACCOMPLISHED



TIF 2018

Entrepreneurship, extroversion and innovation were the order of the day at the 83rd Thessaloniki International Fair which took place September 8-16 in Thessaloniki, featuring the United States as the honored country.

Drawing a record-breaking crowd of 283,853 visitors—20,000 more than last year—TIF 2018 featured over 1,500 exhibitors, 20 official state participations, dozens of U.S. industry heavy-weights at the U.S. Pavilion, and more than 100 Greek start-ups at the Digital Greece pavilion. Businesses from across Greece participated under the umbrella of the Union of Hellenic Chambers: a total of 48 Chambers, with 360 businesses. Exhibitions covered many and diverse areas, ranging from food and gastronomy to beauty, from education to automotive, and from energy to digital and emerging technologies. Organized by the American-Hellenic Chamber of Commerce in cooperation with the U.S. Embassy in Athens and the U.S. Consulate General in Thessaloniki, the U.S. Pavilion was built around the theme “Harnessing the Power of Innovation and Creativity.” It hosted 65 exhibitors—companies and organizations—from the U.S. and 78 events. Taking place over nine days, TIF 2018 also featured daily concerts, art, and other cultural events. The audience was as diverse as the program and exhibitions, with visitors and participants including government and industry leaders, buyers and professionals, spectators and students, established business people and young entrepreneurs. TIF 2018 is going down as the largest Thessaloniki International Fair of the past 20 years and a resounding success on all levels—the Fair’s own “American dream.”

TIF in Numbers

	2017	2018
Visitors	263,724	283,853
Official direct state participations	17	20
Exhibition participations	1,398	>1,500
Exhibition space used (Total sq. m.)	27,191	32,075
Greek Chambers	43	48





TIF 2018

The U.S. Pavilion

HARNESSING THE POWER OF INNOVATION AND CREATIVITY

The American-Hellenic Chamber of Commerce joined forces with the U.S. Embassy in Athens and the U.S. Consulate General in Thessaloniki to organize the U.S. Pavilion at TIF 2018, where the United States was the honored country. The Pavilion, themed “Harnessing the Power of Innovation and Creativity,” showcased America’s leading role in driving ingenuity and creativity across sectors and industries.

Some of the largest and best known companies of the United States exhibited at the Pavilion, which was visited by numerous senior executives and representatives of the U.S. business and investment communities and by a high-level U.S. government delegation led by United States Secretary of Commerce Wilbur Ross.

The many bilateral and multilateral business and government meetings, the sessions and forums that covered a broad range of key topics, and the cultural events that were organized in the context of the U.S. participation as the honored country helped showcase TIF 2018 as the leading business and trade event of the wider region.



PROSPECTS AND POTENTIAL: THE OFFICIAL INAUGURATION

The official inauguration of the U.S. Pavilion was attended by Prime Minister Alexis Tsipras, U.S. Secretary of Commerce Wilbur Ross, U.S. Ambassador to Greece Geoffrey R. Pyatt, and numerous Greek government ministers. Addressing the audience, Prime Minister Tsipras referred to his meeting with United States President Donald Trump during his trip to Washington D.C. last year, during which the two leaders discussed the significance of featuring the United States as honored country at the first Thessaloniki International Fair to take place after the end of Greece's eight-year bailout period, an event hailed as "signaling the country's return to growth and normality." The Prime Minister stressed the shared values and goals that unite the two countries, as well as the historical bonds and the shared commitment to the pursuit of progress and prosperity, and stated

that the time has come to unleash the potential of the Greek economy. He also underlined Greece's important role in the geopolitics of the region and the key role that Thessaloniki can play in the Balkans and Southeast Europe while serving as a powerhouse for the country's economy. "The strategic cooperation between Greece and the United States creates the best basis, lays the foundations for new prospects—prospects for security, growth, peace and stability," the Prime Minister concluded.

United States Secretary of Commerce Wilbur Ross emphasized the importance of Greece's role as an energy hub for the wider region and expressed his satisfaction about the strong U.S. presence at TIF 2018 and about the broad range of U.S. industries ready to work Greek businesses. "TIF offers real possibilities for both sides," Secretary Ross said. "This will expand our economic ties and the economic cooperation between the two countries."

A RESOUNDING SUCCESS

The numbers speak for themselves: The U.S. Pavilion featured 65 American companies and organizations and hosted an impressive total of over 75 events. "Thessaloniki International Fair may have closed its doors for this year, but the significance and impact of the United States' participation will have a lasting effect on the region's economy and business activity and on the Fair itself," said AmCham President Simos Anastasopoulos. He noted that in organizing the U.S. Pavilion, the American-Hellenic Chamber of Commerce redefined participation in the Fair, with the inclusion of global heavyweights and internationally renowned businesses and delivering a program of side events that not only showcased the honored country but also boosted public and business interest in the Fair as a whole and helped restore TIF to the prestige and significance befitting an institution of its kind. "The presence of the high-level U.S. government delegation led by United States Secretary of Commerce Wilbur Ross and of senior representatives from the U.S. business world increased interest in the region, driving expectation for increased investment in the country, and bolstering Greece's position as a pillar of stability in Southeast Europe," Anastasopoulos pointed out, adding that, "The United States' participation as honored country at TIF 2018 signaled the return of U.S. interest and proved the country's potential and opportunities to pursue not just investment but also a geopolitical role in the wider region."

Nikolaos Bakatselos, Vice President of the American-Hellenic Chamber of Commerce and President of its Northern Greece Committee, also emphasized the significance of the 83rd Thessaloniki International Fair for the region, pointing to the participation of the United States as honored country. "The message from the U.S.A. was clear: The planet's strongest economy is announcing its presence and demonstrating its heightened interest for collaborations in our country and particularly in the region of northern Greece," Bakatselos stated. "Using its extensive contact network and exceptional know-how, the American-Hellenic Chamber of Commerce will make every effort to build on this successful endeavor in order to further strengthen bilateral relationships and achieve mutually beneficial agreements."

The sentiment was echoed by Alexandros Costopoulos, member of AmCham's Executive Committee and elected member of the Board of Directors, who added that the success of the U.S. Pavilion "proved that Greece—as reflected in the thousands of visitors who came to be informed, to listen, to discuss and be inspired—is determined to move forward making the most of the possibilities that arise in this region, of the new technologies in every business sector, but first and foremost of the power of cooperation."

Elias Spirtounias, Executive Director of the American-Hellenic Chamber of Commerce, also expressed his satisfaction with the resounding success of the Chamber's work. "Without a doubt, the U.S. Pavilion went above and beyond, exceeding the expectations of



the Chamber, our partners, the governments of our two countries and, of course, the companies and organizations that participated in the pavilion," he said, emphasizing the extraordinary program of side events—more than 75 in just ten days—that attracted an unprecedented number of visitors ranging from government officials and business executives to students and ordinary citizens. "It is my firm belief that we, the American-Hellenic Chamber of Commerce, have successfully raised the bar for Thessaloniki International Fair and have contributed to Thessaloniki truly emerging as a center of economic, business and technological interest during these days," Spirtounias said. "Thus, we leave an important legacy that can serve as the foundation for a discussion on how TIF can evolve and transform for the benefit of Thessaloniki and the country at large."



A SHOWSTOPPER PROGRAM

The U.S. Pavilion exceeded all expectations, delivering a vibrant exhibition with a strong selection of participants—65 key American businesses and organizations—and an exceptional program of over 75 events—conferences, seminars, presentations, roundtables, and cultural activities—that commenced on Friday, September 7 and ran through Sunday, September 16.

The key themes that dominated presentations, panels and workshops at the U.S. Pavilion were digital and emerging technologies, natural resources and energy, healthcare and pharmaceuticals, food and agrotechnology, defense and security, trade and logistics, and tourism. Speakers from across industries and sectors emphasized the important role that Greece is taking on as a transport logistics and energy hub in Southeast Europe, and they discussed

and explored the significance of digital skills and acceleration at this crucial time for the country, the impact and potential of digital technologies in transforming business and the economy, and the need to encourage entrepreneurship and innovation.

Alongside the main events, the U.S. Pavilion also featured a range of cultural events, showcasing American art, music and culture to TIF visitors and to the general public of the city of Thessaloniki. These included the American Art Everywhere exhibition, which saw artwork by prominent and diverse U.S. artists displayed throughout the city, from the airport to City Hall, as well as a range of art shows and concerts, culminating with the Official Tribute to the Blue Brothers show that marked the end of the 83rd Thessaloniki International Fair.



TIF2018 PROGRAM

FRIDAY, SEPTEMBER 7, 2018

American Art Everywhere: Bringing American Masterpieces to the City of Thessaloniki
Southeast Europe Energy Forum
Gala Reception for USA Honored Country

SATURDAY, SEPTEMBER 8, 2018

Official Inauguration of US Pavilion & Tour by GR and US Officials
Senior Leadership Roundtable Discussion
Re-Imagine Greece: Unveiling the Impact of Digital Skills to Empower our Country Unlock its True Potential
Country Digital Acceleration | Digital Transformation in Action @ Greece
Intralot – The Leading Player in a Changing World of Gaming | Enhancing Lottery Responsiveness to Player Needs through Intelligent Systems Design
Rethinking Enterprises, Ecosystems and Economies with Blockchains
Size Matters: Architectural Stories for Growth from the USA and Greece

SUNDAY, SEPTEMBER 9, 2018

Tech.Olympus Summit
A Concert for the U.S.A.: Music and Songs from American Movies and Musicals With the Symphony Orchestra of the Municipality of Thessaloniki
U.S.-Greece Journalistic Cooperation to Strengthen Bilateral Relations
IBM Cloud. The Cloud for Smarter Business
How to Increase Clinical Trial Investments in Greece
Information Session on the ROOTS Program: Facilitating SMEs Access to Capital Markets
Why Cities should Become more Digital – From Existing Challenges to Future Benefits | An Opportunity of Lifetime! Creating a Bridge to Employment Opportunities
Zero Waste Cities: An Initiative by Coca-Cola in Greece
Demo: Erickson S64 Aerial Firefighting Helicopter
The Next Big Things
Concert Honoring Lowell Liebermann
Texas Eclectics Exhibition Opening
Concert. Pfizer Hellas Band Invites Dionysis Savvopoulos
Private Reception Organized by AUSA

MONDAY, SEPTEMBER 10, 2018

3rd ExportUSA Forum | Food USA: Innovation & Disruption is ON
Mineral Resources as a Key Growth Driver for the Greek Economy
How to Increase Clinical Trial Investments in Greece
AHEPA in the 21st Century
Demo: Erickson S64 Aerial Firefighting Helicopter
What does it Take to Build a Healthy Enterprise Security Environment? Meet the IBM Security Immune System
Recharging the Youth: New Agriculture for a New Generation
Caesars Entertainment – The World's Premier Integrated Resort Company
Epsilon Net's Perspective for the Digital Transformation of Modern Businesses
Artificial Intelligence & Ethics

TUESDAY, SEPTEMBER 11, 2018

Entrepreneurial Competitive Advantage through Emerging Technologies and Digital Transformation
Presentation of SelectUSA Summit 2019
Roundtable Discussion on Defense
Introduction to Blockchain
Enabling the Expectation Economy
Print your City: Closing the Loop of Plastic Waste with 3D Printing

WEDNESDAY, SEPTEMBER 12, 2018

Cyber Security & Data Protection: Risks & Challenges in Disruptive Technologically Times
The Game has Changed
Building Identity through Work – Interactive Theatrical Project
Delivering World Class American Innovation from Thessaloniki
Visa Transforming Transit
Press Conference by Lockheed Martin Corporation
Any-Device, Anywhere Information Systems by Entersoft
Master the Art of Data Science
Artificial Intelligence – The Business Cases

THURSDAY, SEPTEMBER 13, 2018

Digital Influencers Hub
Digital Skills for the Development of Tourism in Thessaloniki | Digital Skills for Local SMEs
Thessaloniki as an International Freight Center
Let's Put Smart to Work: Artificial Intelligence in Action

CyberSecurity: Combatting Fraud and Monitoring Risk Using Hybrid Cloud Cisco-Intel Data Center Technologies

Shaping the Future of Food – Emerging Food Trends of Tomorrow
Blockchain – The Advanced Course
Mediation: The Example of the United States and the Greek Reality
From Earth to Mars and Everywhere in Between
AHEPA Hospital in Thessaloniki

FRIDAY, SEPTEMBER 14, 2018

Digital Influencers Hub
Facebook Boost your Business Thessaloniki
Why and How Oracle Cloud will Help you Innovate and Expand with your Business
Do your Best Work Ever @ IBM
GDPR & New Technologies, In Discussion with Professor Lilian Mitrou
Unlocking Innovation through Startup Engagement
Anatolia College: American Innovation and Greek Creativity
Robotic Process Automation Lab
Bring New Speed and Agility to your Business
Digital Greece Pavilion Startups Competition Awards Ceremony
Stanley Black & Decker – For those who Make the World

SATURDAY, SEPTEMBER 15, 2018

Innovation Bootcamp Finals – Pitching Day
Why Cities should Become more Digital – From Existing Challenges to Future Benefits | An Opportunity of Lifetime! Creating a Bridge to Employment Opportunities
Creating Opportunity and Impact in the Real Economy
Discussion U.S. Ambassador to the Hellenic Republic with CEO's
Thessaloniki in its Modern Maritime Role as a Key Player in the International Transportation Chain
From Research Innovation to Mainstream Markets
How to Increase Clinical Trial Investments in Greece
Documentary. The Transformation of Water
Fast Food for Thought: How to Get a Prototype Up and Running Quickly

SUNDAY, SEPTEMBER 16, 2018

The Official Tribute to the Blues Brothers Approved Concert

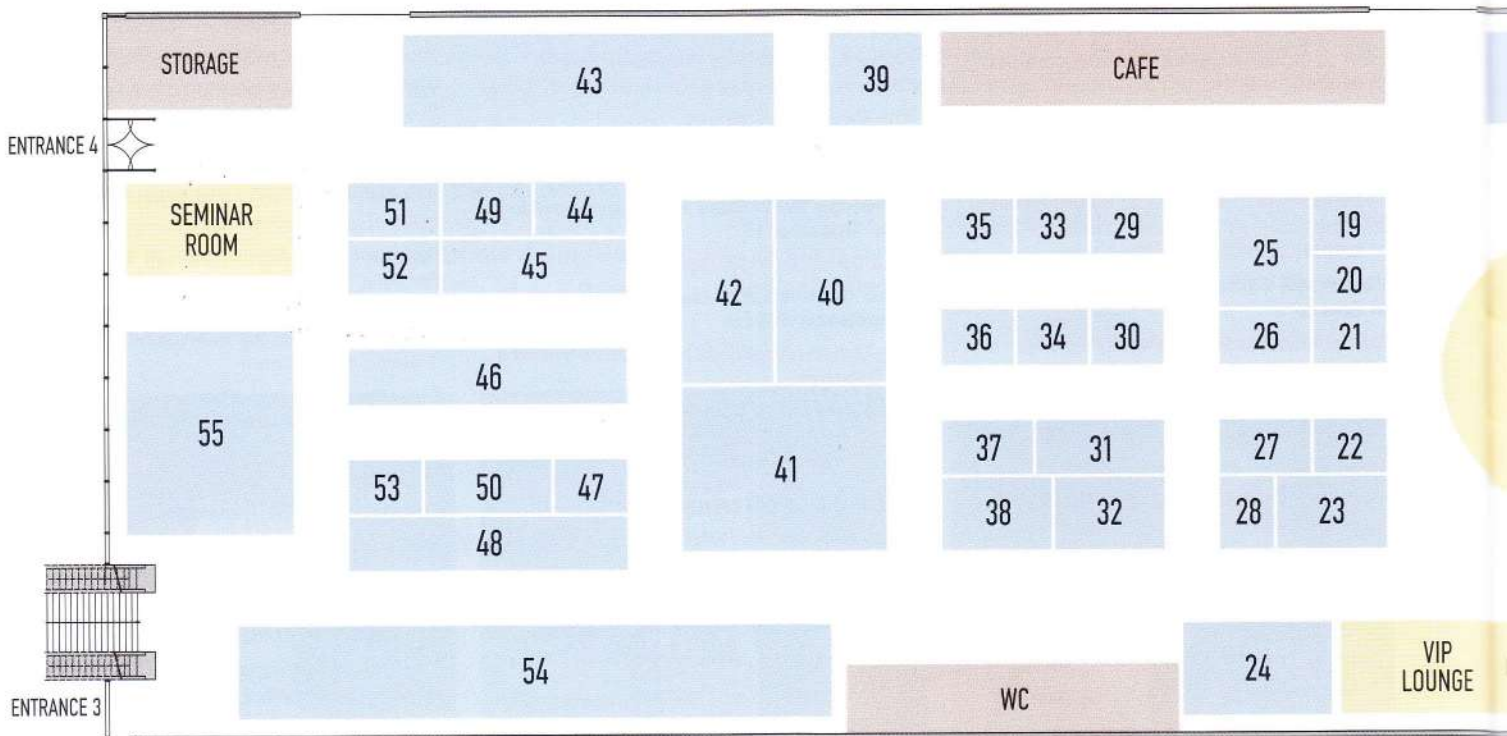


The U.S. Pavilion at TIF2018 boasts a prestigious array of exhibitors and sponsors, all key stakeholders and leaders of their respective industry sectors.

U.S. PAVILION EXHIBITORS (ALPHABETICALLY)

AbbVie Pharmaceutical S.A.	26
Advent Technologies	33
Agrotech S.A., Bozatzidis-Mitsiolidis S.A.	41
American Farm School and Perrotis College	37
Anatolia College	50
Aria Hotels	30
Association of American Educational and Cultural Organizations in Greece (AAECG)	45
AUSA - Hellenic Chapter (Bell Helicopters, Erickson Incorporated, QRC Technologies, Kroll, Alpha Systems, Summit Aviation, Aspida, Defense & Foreign Affairs)	54

BDO Certified Public Accountants S.A.	29
Brite Hellas S.A.	28
Caesars Entertainment Corporation	27
Cisco - Intel	4
Coca-Cola Hellas S.A.	15
Deloitte	23
Earth Friendly Products - Ecos Greece	17
European Finance & Aerospace - EFA Group	48
Empist	16
Facebook	6
Fulbright Foundation Greece	52
Google	10
Harmony Extracts	22
Hellenic American Psychiatric Association (HAPA)	34
Hellenic American College	51
Hewlett Packard Enterprise	8
IBM	1
Industry Motion - Kouimtzis Group	42
Innovation Hub by Foundation	43
Instapure - K.Katsaros & Co P.C.	39
Intralot Group	11
iSquare S.A.	13
Janssen - Cilag Pharmaceutical S.A.C.I.	25
Johnson & Johnson Hellas Commercial & Industrial S.A.	25



Lockheed Martin Corporation	55
Medtronic Hellas SA	20
Meguiar's - I. Athanasiadis S.A.	38
Merck	19
Microsoft	3
New York College	49
Onex Shipyards - Member of Onex Technologies	46
Oracle	7
Order of AHEPA	36
Pfizer Hellas S.A.	2
Pharmaserve - Lilly	21
Pinewood American International School of Thessaloniki	44
Pratt & Whitney	53
P&G	18
Roebic Hellas	35
Rutgers University	31
Specialty Food Association (SFA)	32
Stanley Black & Decker Hellas Ltd.	40
Texan Envipco	14
Veltio	5
Visa	24
Webster University	47
Xerox Hellas	12

U.S. PAVILION SPONSORS

STRATEGIC

COCA-COLA HELLAS S.A.
 LOCKHEED MARTIN CORPORATION
 MICROSOFT
 PFIZER HELLAS S.A.

PLATINUM

CISCO
 HEWLETT PACKARD ENTERPRISE
 IBM

GOLD

CAESARS ENTERTAINMENT CORPORATION
 FACEBOOK
 GOOGLE
 INTRALOT GROUP

SILVER

ARIA HOTELS
 EARTH FRIENDLY PRODUCTS - ECOS GREECE
 HILL INTERNATIONAL
 ORDER OF AHEPA
 P&G

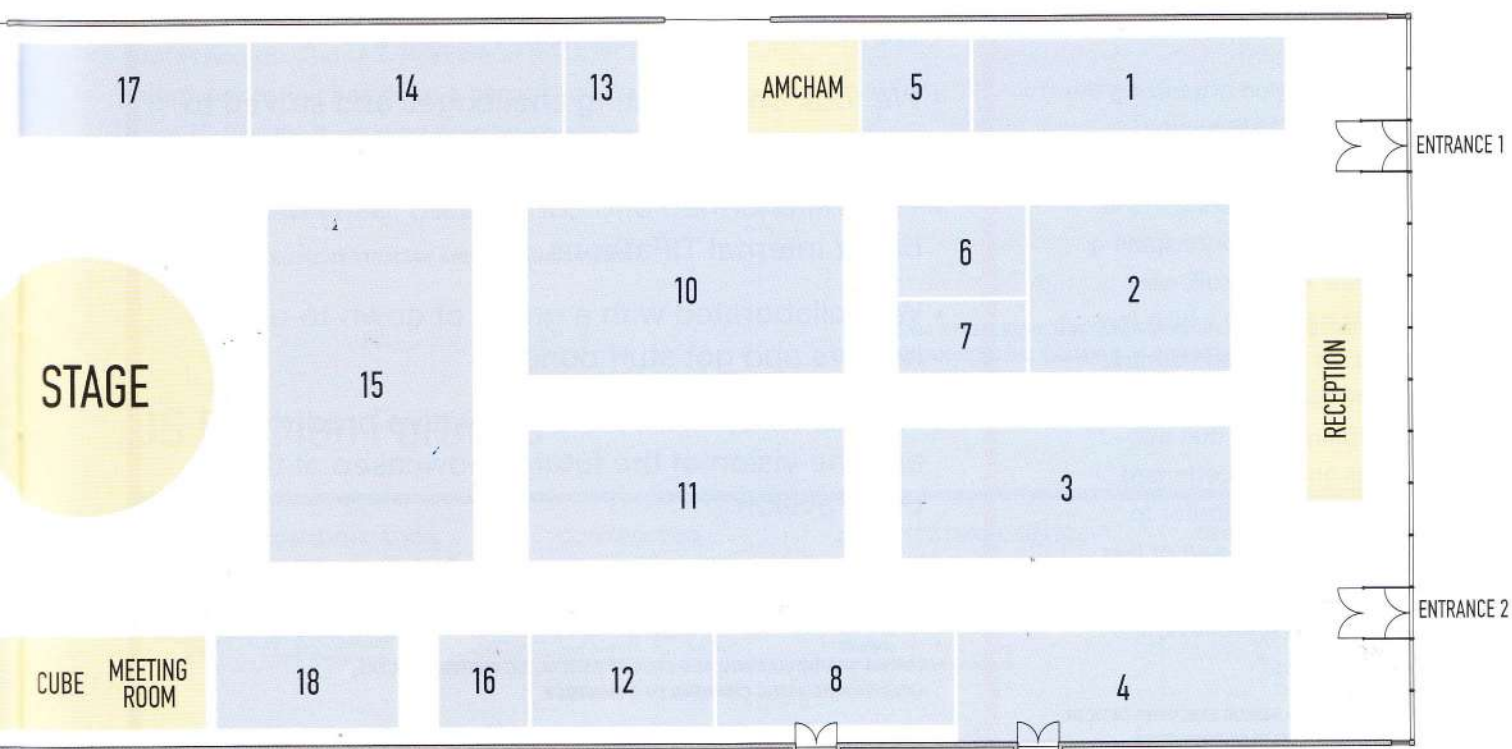
INAUGURAL GALA RECEPTION
 EXXONMOBIL

SENIOR LEADERSHIP ROUNDTABLE
 DOW HELLAS

THE CUBE
 MICROSOFT

THE THEATER STAGE
 EY

VIP LOUNGE & FAÇADE SCREEN
 VISA





Team TIF

With the curtain now closed on the extraordinary experience that was the U.S. Pavilion at TIF 2018, the American-Hellenic Chamber of Commerce extends its thanks to everyone—all together as a team and each separately as individuals—who participated in the effort and made this remarkable success possible.



"We began working on organizing the U.S. Pavilion at TIF 2018 almost a year ago, doing so with great enthusiasm and cooperating in the best possible way with participating U.S. companies. As a result, we created a space through which the United States, as honored country, showed its leadership in many key areas. Consensus has it that this year's TIF was an unprecedented success and a key contributor to elevating the fair. Being part of this effort to organize the U.S. Pavilion has been one of my most creative and fulfilling experiences."

— DAPHNE CONSTANTINIDOU, SENIOR EXECUTIVE OFFICER,
AMERICAN-HELLENIC CHAMBER OF COMMERCE

10 REASONS WHY WE LOVED BEING PART OF TEAM TIF

- We were part of an extremely capable, collaborative and easy to work with team
- We learned from the great ideas and innovations
- We were moved by the power of purpose
- We invested in AmCham's people and helped one another thrive
- We were part of a top-notch project
- We took on interesting challenges and strived to find the best possible solutions
- We brainstormed and contributed ideas as part of our internal TIFathons
- We collaborated with a group of down-to-earth leaders and got stuff done
- We were inspired by the innovative products and the vision of the future showcased at the U.S. Pavilion
- We developed our professional skills and grew—both professionally and as individuals

— SOPHIA CHAIDOGIANNOUN AND FROSSO PANETA, EXECUTIVE OFFICERS,
AMERICAN-HELLENIC CHAMBER OF COMMERCE

TIF 2018

"Having often worked with the American-Hellenic Chamber of Commerce, we were very pleased to be invited to design, implement, and support the website for the participation of the United States as honored country at this year's Thessaloniki International Fair. The project team—members from AmCham and from the U.S. Embassy alike—provided excellent support that ensured the result went above and beyond everybody's expectations. We enjoyed every moment and feel that we have done our part to contribute to the success of the United States' participation in what proved to be a critically important TIF."

— THANOS DIMITRIOU, MANAGING DIRECTOR, OX DESIGN WEB SERVICES

"Working with an organization with such prestige and history as the American-Hellenic Chamber of Commerce is both a challenge and an honor. When this also includes the participation of many of the world's largest companies, designing a solid communication strategy and developing an action plan that will allow for the capitalization of this extraordinary coming together of knowledge, innovation and inspiration becomes a unique journey, an undertaking that we happily and proudly took on and saw through alongside outstanding professionals. The U.S. Pavilion at the 83rd Thessaloniki International Fair has been a game changer; featuring over 70 events, it showed how much we can accomplish through cooperation and by daring to think big. Well done to everyone."

— THE TEAM AT FORESIGHT STRATEGY AND COMMUNICATIONS

Being involved in this demanding and high-profile project was an amazing and educating experience. From inception to completion, it required a great deal of teamwork, coordination with numerous stakeholders, forward thinking, analytical as well as problemsolving skills, and I am grateful for being part of the organizing team. In the end hard work paid off and the Chamber, with the decisive support of the U.S. Embassy and Consulate General, managed to bring together more than 60 milestone U.S. companies, organize over 70 business events and break all records in visitor numbers. This was definitely a first for TIF and has set a high standard for the ones to follow. The challenge now lies in capitalizing this successful undertaking for the benefit of all parties.

— NIKOS TSAVDAROGLU, NORTHERN GREECE EXECUTIVE COORDINATOR, AMERICAN-HELLENIC CHAMBER OF COMMERCE

"Thessaloniki International Fair 2018 offered me a chance to look at our future with a new perspective, more optimistic, more dynamic. It was a great opportunity for Northern Greece to showcase its prospects and for all visitors to get to know the remarkable companies that participated this year. The preparation and execution of TIF 2018, and of the U.S. Pavilion in particular, required a lot of time, skill and effort from the organizers, but we were rewarded with the result!"

— EVGENIA KYRIAKIDOU, NORTHERN GREECE EXECUTIVE SECRETARY, AMERICAN-HELLENIC CHAMBER OF COMMERCE

US Pavilion Partners

OFFICIAL COMMUNICATION
PARTNER



CONTRACTOR



ARCHITECTURAL OFFICE



OFFICIAL WEB DESIGNER
& DEVELOPER





Supporting the U.S. Pavilion

The contribution of our sponsors was instrumental in realizing the U.S. Pavilion. The support of these key companies and organizations made possible the extraordinary event program at TIF 2018, providing a boost of innovation and creativity to Thessaloniki, Greece, and the wider region.

We are very proud to have been honored with the opportunity to participate in the U.S. Pavilion at TIF2018, presenting our next-generation solutions for Lottery Digital Transformation and actively contributing to the strengthening of Greek-U.S. trade relations.

— ANTONIOS KERASTARIS - INTRALOT GROUP CEO

Our participation in TIF this year was a landmark for our company, as we announced our Zero Waste Cities program, which is starting with Thessaloniki—first across Europe—and which we aspire be a legacy for the city in the years to come. Thousands of people visited our interactive, high-tech kiosk during TIF 2018 and had the opportunity to share the experience and celebrate with us.

— LILIAN NEKTARIOU, FRANCHISE COUNTRY MANAGER GREECE, CYPRUS, MALTA, COCA-COLA HELLAS S.A.

Caesars Entertainment was extremely happy to participate in this year's Thessaloniki International Fair, and we thank the American-Hellenic Chamber of Commerce and the efforts of U.S. Ambassador Pyatt for such a successful U.S. Pavilion. We look forward to future collaboration with the business community in Greece as we explore opportunities to bring Caesars' unique form of world-class entertainment to Athens.

— MARK FRISSORA, CEO, CAESARS ENTERTAINMENT

This year's TIF gave us an excellent opportunity to bring the advances of American technology to a broader audience. As a leading high-tech company, HPE had the opportunity to showcase its most admirable contribution to the way people will live and work in the future, in a world where everything computes. From Earth to outer space.

Advances such as Deep Learning and Artificial Intelligence, Cloud and On Premises IT Consumption models, the Intelligent Edge and many others are already implemented through HPE technology in many segments—cars, stadiums, train tracks, as well in ordinary, everyday objects—with billions of devices, for an even faster, more connected world.

It was a brilliant experience, and I would like to thank the American Hellenic Chamber of Commerce for this opportunity.

— MICHALIS KASSIMIOTIS, MANAGING DIRECTOR GREECE AND CYPRUS, HEWLETT PACKARD ENTERPRISE

Being part of the U.S. Pavilion during the 83rd TIF was an amazing experience thanks to the American-Hellenic Chamber of Commerce and the U.S. Embassy in Greece. We had the opportunity to present our top three priorities in Greece, highlight the contribution of technological innovation to the development of the country, emphasize on education that will address the lack of digital skills, and digital technologies in health sector. We continue the hard work to provide citizens with better services and quality of life.

— ANTONIS TSIBOUKIS, GENERAL MANAGER, CISCO GREECE-CYPRUS-MALTA

TIF 2018

We were very honored to participate in the 83rd Thessaloniki International Fair, under the auspices of the American-Hellenic Chamber of Commerce, in a year that marks the 80th anniversary of IBM's presence in Greece.

Our company has as a core objective to support companies and organizations of all sizes in the digital transformation of their business models and to make the opportunities of digitization available to them. At the IBM stand and in the parallel activities IBM organized during TIF, visitors had the unique opportunity to explore the foundational elements required for this transformation, as well as the latest innovations in the emerging areas of Artificial Intelligence and Watson Health, quantum computing, security, cloud, blockchain and IoT. We are delighted to have contributed to the event's overall success and in the promotion of Greece's visibility and extroversion.

— SPYROS POULIDAS, CEO, IBM GREECE AND CYPRUS

We are very happy and honored to have been part of TIF 2018 as a strategic sponsor of the U.S. Pavilion. This was a great opportunity for Microsoft to communicate its vision and strategy—built around innovation and digital transformation—to all major stakeholders in Greece and beyond. We highlighted the positive impact new technologies can have on the economy and how they can empower people, organizations and society to achieve more. We also announced our collaboration with the Aristotle University of Thessaloniki for the creation of Digital Innovation Hub, an ambitious initiative in education and applied innovation that will open new opportunities to the Thessaloniki's youth.

I would like to thank AmCham for this great initiative and flawless execution. Microsoft has repeatedly expressed its commitment to Greece and its positioning towards a sustainable economic growth through technology.

— VANGELIS MORFIS, MARKETING AND OPERATIONS DIRECTOR, MICROSOFT GREECE, CYPRUS AND MALTA

Lockheed Martin proudly participated in the 2018 Thessaloniki International Fair where the U.S. was the honored country. During this year's fair, Lockheed Martin displayed its F-16 and F-35 cockpit demonstrators and held various meetings and events with key foreign and Greek government officials, defense industry representatives, and the media.

A great fair, and as always, very well organized by AmCham.

— DENNYS S. PLESSAS, VICE PRESIDENT BUSINESS DEVELOPMENT INITIATIVES, LOCKHEED MARTIN AERONAUTICS/ INTERNATIONAL

We were honored to be part of Thessaloniki International Fair 2018 and to have the opportunity to show how digital can become a great ally for everyone to grow and succeed. We had the pleasure to welcome more than 150,000 visitors to our booth and we are highly appreciative of their interest in Google.

— GRIGORIS ZARIFOPOULOS, GOOGLE COUNTRY MANAGER FOR GREECE, BULGARIA, CYPRUS AND MALTA

Pfizer Hellas' presence in USATIF2018 was a first-class opportunity to demonstrate how the concept of innovation and creativity fully coincides with our company's vision and strategy. We are working to improve patient health, through innovative treatments, and creatively cooperating with all stakeholders to improve access of patients to these treatments.

— ZACHARY RAGOUSIS, PRESIDENT AND MANAGING DIRECTOR, PFIZER HELLAS