

U.S. Investments in the Greek Tourism and Real Estate Development Industries

Tuesday, September 17, 2024

 King George Hotel



Organizer

AMERICAN-HELLENIC
CHAMBER OF COMMERCE



AGENDA

- 10:30-11:00 **Welcome Coffee**
- 11:00-11:05 **Welcome Address**
Nikolaos Bakatselos
President
American-Hellenic Chamber of Commerce
- 11:05-11:10 **Introduction**
Tim Ananiadis
Chair, Tourism Committee
American-Hellenic Chamber of Commerce
Left Sikalidis
Chair, Real Estate & Development Committee
American-Hellenic Chamber of Commerce
- 11:10-11:25 **Keynote Speakers**
Stellina Siarapi
Secretary General for Private Investments
Ministry of Development
Vasiliki Koutsoukou
Secretary General for Tourism Policy and Development
Ministry of Tourism
- 11:25-11:30 **Presentation**
Greek Hospitality: Investing in a Booming Market
Marinos Giannopoulos
CEO
Enterprise Greece
- 11:30-11:50 **Round 1 Discussion**
Sustainability: Global and Greek Overtourism Challenge
 - Perceptions & Reality
 - Media/industry/public awareness
 - Solutions vs adversity from Public and Private sectors
 - Local government Regulations & policies

- 11:50-12:10 **Round 2 Discussion**
Real Estate's Role in Supporting and Enhancing Hospitality
- Real Estate and Global Uncertainties: Resilience and Adaptation Strategies
 - Existing and Emerging Real Estate Models for Hospitality
 - Location or Coordination? Accessibility and Infrastructure
- 12:10-12:30 **Round 3 Discussion**
Greek Travel and Tourism Industries' policies
- How does the sector contribute to the regional economy and our main competitors?
 - Getting to a year-round tourism without a heavy discounting
 - Conventional hotel industry vs short term rentals
 - Second and holiday home market
- 12:30-12:50 **Round 4 Discussion**
Streamlining Real Estate Development for Shared Growth
- Government Incentives and Regulatory Support
 - Digitalization and Bureaucratic Streamlining
 - Best Practices and Case Studies for Cross Border Partnerships
- 12:50-13:10 **Round 5 Discussion**
Challenges and solutions for the Greek Travel and Tourism infrastructure
- Airports
 - Ports
 - Cruise ports
 - Accessibility
 - Cleanliness
 - Safety
- 13:10-13:30 **Round 6 Discussion**
Challenges and Opportunities for Real Estate and Tourism in Supporting and Enhancing Sustainability
- Collaboration Between Real Estate and Tourism: how to work together on sustainable projects
 - Innovative Sustainability Solutions: Explore technological innovations that can make both sectors more sustainable
 - Policy and Incentives: Discuss government incentives
 - Measuring Success: Consider how both industries can measure and track sustainability goals.
- 13:30-14:00 **Q&A – Conclusions**
- 14:00 **Cocktail Reception**