



## Virtual Workshop

### «How to be an Exports-Expert»

#### Market access and distribution networks

Tuesday 1<sup>st</sup> and Wednesday 2<sup>nd</sup> February 2022 | 15:00

#### Program

15:00 - 15:05 **Welcome**  
Dr. George Xirogiannis, Deputy Director General, SEV

#### 1<sup>st</sup> part 1/2: Market targeting and how to reach in

15:05 – 15:25 **Characteristics of distribution networks:**  
Analyze all kinds of distribution networks and the way of selecting the appropriate one for the promotion of products / services.

15:25 – 15:35 **Q&A**

15:35 – 15:55 **Target market penetration strategies:**  
Analysis of the options that lead to the penetrating of the target market, such as, the choice of the sales representative, the importer, the broker, or the E-commerce path

**Speaker:** Dimitris Karavasilis, Founder & CEO, DK Consultants Group

15:55 – 16:10 **Q&A**

**Coordination:** Amalia Gounela, Senior Advisor ExportReady, SEV

#### 2<sup>nd</sup> part 1/2: Case study

16:10 – 16:25 **ATTIKI Bee Culturing Co. Alexandros Pittas S.A.: Entering a third country market, expectations and pitfalls**  
**Speaker:** Yiannis Chaldoupis, Export Manager

16:25 - 16:45 **Q&A**

**Coordination:** Vicky Makrigianni, Senior Advisor ExportReady, SEV

#### 3<sup>rd</sup> part 2/2: How to choose the promotion and distribution strategy

15:05 – 15:25 **Ways to manage distribution networks in the post COVID-19 era:**  
Analysis of the adaptation of the market distribution networks, from the classic models to the latest models of distribution and promotion

15:25 – 15:35 **Q&A**

15:35 – 15:55 **Successful case studies**

**Speaker:** Dimitris Karavasilis, Founder & CEO, DK Consultants Group

15:55 – 16:10 **Q&A**

**Coordination:** Vicky Makrigianni, Senior Advisor ExportReady, SEV



**4<sup>th</sup> part 2/2: Case study**

16:10 – 16:25 **KORRES S.A. : Southeast Asia, and the appropriate means of promoting products**  
**Speaker:** Panagiotis Drosos, Global Business Development Director

16:25 - 16:45 **Q&A**

**Coordination:** Amalia Gounela, Senior Advisor ExportReady, SEV

16:45 - 16:50 **Conclusions**