

**Virtual Workshop****«How to become an ExportsExpert»****«Barriers to Entry in Foreign Markets»****Thursday 16th March 2023 | 15:00****Program**

- 15:00 - 15:05 **Welcome**
Vicky Makrigianni, Director, International Relations & Regional Policy, SEV
- 1st part: Barriers to entry into EU, Middle East and SE Asia**
- 15:05 – 15:15 **Barriers to entry in EU**
Information about the EU market in Trade & Non-Trade barriers
- 15:15 – 15:20 **Q&A**
- 15:20 – 15:35 **Barriers to entry in Middle East & SE Asia**
Information on the existence or non-existence of bilateral trade agreements, special regimes and entry procedures in some countries. Other issues such as differences in culture and gaps in communication etc.
- 15:35 – 15:40 **Q&A**
- Speaker:** Dimitris Karavasilis, Founder & CEO, DK Consultants Group
- Coordination:** Amalia Gounela, Senior Advisor ExportReady, SEV
- 2nd part: EUROBANK**
- 15:40 – 15:50 **The role of the banks in entering foreign markets**
- 15:50 – 15:55 **Q&A**
- Speaker:** Athanassios Daflos, Head of Transaction Banking Solutions, Global Transaction Banking, Eurobank
- Coordination:** Amalia Gounela, Senior Advisor ExportReady, SEV
- 3rd part: Xrysos Odigos S.A.: Strategies to overcome barriers into EU, Middle East and SE Asia**
- 15:55 – 16:05 **Strategies to overcome barriers in Foreign Markets Entry**
Information on how the technological progress of digital marketing tools today, combined with proper planning, analysis, and application, helps us overcome the obstacles that arise in the attempt to enter in foreign markets.
- 16:05 – 16:10 **Q&A**
- Speaker:** Iro Vlachaki, Head of Business Development της XO A.E.
- Coordination:** Amalia Gounela, Senior Advisor ExportReady, SEV



4th part: Case studies of SEV's Members about EU, Middle East and SE Asia barriers of entry

16:10 – 16:20 **ELVALHALCOR S.A.: EU market entry barriers**

Speaker: Vassilis Vontitsos, Commercial Director, ELVALHALCOR S.A.

16:20 - 16:25 **Q&A**

16:25– 16:35 **ALCHIMICA S.A.: Middle East market entry barriers**

16:35 - 16:40 **Q&A**

Speaker: Theodore Mellos, International Business Development & Marketing Manager, ALCHIMICA S.A.

16:40 - 16:50 **E.J. PAPADOPOULOS S.A.: SE Asia market entry barriers**

16:50 - 16:55 **Q&A**

Speaker: Evelyn Moschou, International Markets – Regional Sales & Travel Retail, Manager, E.J. PAPADOPOULOS S.A

Coordination: Eleftheria Roma, Senior Advisor, SEV

16:55 - 17:00 **Conclusions**

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