

12 INTERNATIONAL VENTURE CAPITAL & PRIVATE EQUITY



FORUM

11-12 DECEMBER 2012
HOTEL GRANDE BRETAGNE
ATHENS, GREECE

*The most efficient
way to source projects,
co-investors & funding
in Greece*

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Executive Summary

This is a call to international investors to partake in the 12th International Venture Capital and Private Equity Forum, in Athens, Greece on 11th – 12th December 2012.

It is an excellent opportunity to cram the following into a single business trip:

- Get a firsthand understanding of the current developments in the market and identify opportunities through the Forum's panels and speeches.
- Examine a large number of business plans submitted to the Forum.
- Hold one-on-one pre-arranged meetings with entrepreneurs.
- Hold one-on-one pre-arranged meetings with potential co-investors.
- Additionally, you may want to advertise, or present/discuss a subject of interest in one of the Forum's panels.
- Sponsorship and exhibitor packages are available.

EVENT OVERVIEW



The **International Venture Capital and Private Equity Forum** is the leading event for venture capital and private equity in South Eastern Europe. It is co-organised by the Invest in Greece Agency, The New Economy Fund-of-Funds (TANEO), the Hellenic Venture Capital Association (HVCA) and PRAXI/HELP-FORWARD Network, coordinator of the Enterprise Europe Network – Hellas.

The Forum is a unique opportunity for the 500 participants (investment professionals, policy makers, entrepreneurs, academics and researchers) to network, exchange their views and experiences. Repeatedly the Forum is honored to have the Minister of Finance & Economics make the keynote speech.

Usually over 150 pre-arranged meetings take place, between venture capitalists, private equity investors and entrepreneurs. Impromptu meetings are very tricky to measure, but they also occur numerously.

In the last International Venture Capital and Private Equity Forum about 87% of the 113 submitted investment proposals originated from Greece and 13% from Cyprus, UK, Belgium, Bulgaria, Italy, FYROM and USA. The requested funds amounted to € 455m. The majority of the investment proposals related to the sectors of information technology, energy, and health/safety, while the respective business plans addressed both the global and local market (64% and 36% respectively).

This year, the 12th International Venture Capital and Private Equity Forum will take place at the Grand Bretagne Hotel, Athens, Greece on 11th – 12th December 2012.

WHY GREECE?

Greece, after two years of **financial and structural reforms** is now at the forefront of positive changes. The government takes all the measures required to turn the crisis into a new opportunity for development and growth.

Greece **remains the leading economy in South Eastern Europe**. By establishing a presence in Greece, any entrepreneur gains immediate access to a market generating over 1 trillion of US dollars in GDP each year, which comprises of over 140 million consumers. Greek businesses have already established a strong presence in South Eastern Europe. Furthermore, Greek entrepreneurs are building on their presence in the Middle East and North Africa. Therefore, Greece would be the ideal destination for setting up business development or support operations on 3 continents: Europe, Middle East and North Africa.

Greece is implementing, with the support of EU, ECB and IMF, an Economic and Financial Program that represents the government's firm response to the current challenges that the country faces. In 2010, Greece achieved the largest fiscal consolidation in the Eurozone by undertaking deep expenditure cuts and tax increases, and introducing a broad range of structural, fiscal and business sector reforms.

As part of the Medium-term Fiscal Strategy 2011-2015 an ambitious **privatization** program is being implemented that aims to reduce Greece's public debt, attract private know-how and capital into critical sectors of the Greek economy, and support the economic recovery. The assets under the program have an estimated value in excess of **50 billion Euros**.

Greece offers a wide range of **investment opportunities in many sectors** of the economy to foreign investors, apart from the privatization program, outlined above.

Unique opportunities exist in sectors as:

- ❑ **Renewable energy sources:** taking advantage of ideal conditions for wind and solar energy and our Greece's commitment to reach national and EU targets. It is anticipated that more than **€20 bn** investment will create **210,000 new jobs** in this sector by 2020.
- ❑ **Energy:** New international public tenders for 3 new Gas Supply Companies (EPA), which will distribute natural gas in Central Greece and Euboea, Central Macedonia, Eastern Macedonia and Thrace. Plus, a new international tender for hydrocarbon exploration in the Ionian Sea and Crete.
- ❑ **ICT and Life Sciences:** Opportunities for investment and cooperation in technology, pharmaceuticals and healthcare sectors.
- ❑ **Tourism and real estate:** Greece is a Global Destination, a unique past, rich in archaeological treasures, world class monuments and museums, 17th in tourist arrivals globally (2010). Tourism is a vibrant market in Greece representing 15.7% of National GDP and 18.4% of employment (2011). Greece is the 4th most popular tourist destination in the European Union for the year 2012, according to the Euro barometer poll. With more than 6,000 islands and islets and more than 15,000 km of coastline, Greece has numerous opportunities in hotels and integrated resorts, secondary houses, marinas, golf courses, spas, thematic tourism, and public property development.
- ❑ **Mining:** Greek mining sector provides huge potential for growth during the next years. Today Greek mining/metallurgical industry is an important sector of the economic activity of the country. It constitutes approximately **4% of the GDP**. Greek government's will to exploit public mining sites through international tenders and the licensing of private projects will give boost in this sector. Greece possesses specific common and rare minerals in comparably high quantities (1st in Europe and 12th in the world in production of bauxite - **second largest producer in the EU, and the fifth largest worldwide, of lignite (brown coal) - world's leading producer of perlite and bentonite etc**).
- ❑ **Food and Beverage:** The sector offers investors a plethora of attractive opportunities. It is characterized by a privileged environment with low operating costs and abundant raw materials of high quality. Meanwhile, a general shift towards a low calorie, cholesterol free and vitamin-rich diet throughout the western world favors the Greek Mediterranean diet and Greece's traditional agricultural products. Furthermore, Greek companies have already established a long-reaching production and sales network that offers access to the emerging growth markets of SE and Eastern Europe, whilst the F&B industry is populated by a highly experienced and well-educated labor force.

The Organizers



www.investingreece.gov.gr

Invest in Greece SA is the official Investment Promotion Agency of Greece under the supervision of the Ministry of Development, Competitiveness, Infrastructure, Transport and Networks, that promotes and facilitates private investment. Invest in Greece is also responsible for the implementation of "Acceleration and transparency of implementation of Strategic Investments" law.



TANEO is a Greek state-sponsored, privately funded and independently managed fund-of-venture capital funds, Greece's only institutional fund-of-funds. TANEO was initially founded by the State, was later privatized, upon raising €105m from the private market, through a bond issue, listed in ISE and guaranteed by the Hellenic Republic. TANEO invests exclusively in new Investment Vehicles managed by private sector entities operating under commercial criteria. TANEO participates in 11 Venture capital funds that have already invested in more than 50 Greek SMEs.



The Hellenic Venture Capital & Private Equity association was established on September 2003, as a professional non-profit organization, aiming at promoting and developing the activities of venture capital funds, examining issues of common interest concerning its members as well as protecting their business interests. The association's members are 18 companies who are all engaged in Greek Venture Capital industry.



PRAXI / HELP – FORWARD Network is an established technology transfer organization with long-standing experience in assisting Greek SMEs and research organisations to achieve cross-border technological cooperation. It started out in 1991 as a partnership between the Foundation for Research and Technology – Hellas (FORTH), the Hellenic Federation of Enterprises (SEV) and later on with the Federation of Industries of Northern Greece (FING). Its services are extended from information to mediation and advisory support covering the whole spectrum of activities related with research collaboration, technology transfer and commercial exploitation of research results. Currently acts as the coordinator of the Greek consortium of the Enterprise Europe Network, the largest network of integrated business support to enterprises under the Framework Programme for Competitiveness and Innovation (CIP).

For further information just contact us

For more details on how you can benefit through the 12th International Venture Capital and Private Equity Forum and the services provided, please contact the Forum's Organizing Committee at committee@vcforum.gr. We will be pleased to discuss with you any issues pertaining to the Forum.

THE BEST START POINT ...

... to sniff investment opportunities in Greece

Get a firsthand understanding of the current developments in the market and identify opportunities through the Forum's panels and speeches

Through the Forum's keynote speeches and panels, you will have a first hand chance to grasp the current burning issues in the Greek investment community, get up-to-date to current and planned developments and even identify potentially useful tools to assist in realizing an investment in Greece.

Examine a large number of business plans submitted to the Forum

Besides the big picture, the Forum also provides the chance to get really granular as far as investments opportunities are concerned. Should you wish to do so, you may receive the screened business plans that are being submitted to the Forum, and start considering and evaluating specific investment opportunities.

Hold one-on-one pre-arranged meetings with entrepreneurs, fund managers and banking executives

Use the on-site business networking lounges and exhibition to conduct pre-arranged meetings with interesting business plan submitters and/or carry out impromptu presentations. Conduct informal conversations with high profile investors and entrepreneurs and generate new partnerships and investment opportunities with over 500 attending executives.

Networking opportunities will enable you to meet prospects and clients, using face to face time to understand their idiosyncratic outlooks and requirements, and have explained how their specific demands can be addressed. Gain direct access to new business prospects, delivering a real return on your efforts.

As a special service to foreign fund managers, the Organizers can pre-arrange meetings with Greek venture capital and private equity fund managers.

Additionally, you may want to advertise, or present/discuss a subject of interest in one of the Forum's panels

In the case you wish to signal your presence in the Greek market, why not have your logo fly on the Forum's material? Why not address an issue as a keynote speaker or partake in a discussion panel? Have your material circulated to the Forum's participants and/or set up an exhibitor's stand, to receive extra attention.

TESTIMONIALS

“A very well organized conference in Greece, bringing together the top managers and investors, laying a platform for innovative thinking and execution of the latest strategies. The 2012 session will no doubt continue in that tradition”.

Giannis Papadopoulos, CEO Attica Ventures

“The International Venture Capital Forum is an exceptional opportunity to learn, network and exchange ideas with investors and entrepreneurs from Greece and neighboring countries. This conference is definitely the highlight of my calendar every year”.

Basilis Takas, Chairman HVCA

*“Interesting and great mix of attendees!
Good quality of business ideas, top speakers and sophisticated panel discussions”.*

Pantelis Aggelidis, CEO VIDAVO S.A.



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