



CITY OF
ATHENS



Invest
in Athens

Athens is drawing attention as a destination for international investment. Located between the world's largest financial markets and the fastest growing economies, Athens combines a significant geostrategic position with cultural heritage monuments recognizable throughout the world. Athens is home to a highly-educated and skilled workforce and an outward-looking economy that embraces diversity and connections.

Bold investments in infrastructure are expanding access to sustainable transport and energy resources, and new green parks created through public-private partnerships are helping to revitalize the dense urban fabric. Investments in cloud services and smart technologies are creating opportunities to invest and transform the tourism, cultural services and logistics industries.

In 2021, Greek startups raised \$4.5 billion from investors, a 239% increase on the previous year that points to the success of hard work, global connections, and a renewed appetite for partnerships. Athens has one of the world's most dynamic and exciting city brands, and now the City of Athens is launching the "Invest in Athens" initiative to make Athens a friendly and accessible destination for investment.

Invest in Athens offers advice on local procedures and incentives, helping investors at every stage of the process to promote growth in the local economy.

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