

Doing Business

WITH

Fur

Challenges & Opportunities



Enterprise Greece, the national body responsible for business outward orientation, promoting exports and attracting investments, and the Hellenic Fur Federation, invite you to the informative event “Doing Business with Fur - Challenges & Opportunities”, which will take place online on Tuesday, May 25th, 2021 and at 15:00.

As part of adopting strategic practises aiming at the sustainable transformation of a sector with a significant contribution to the national economy, the Greek companies involved in the art of fur production will have the opportunity to be updated on issues referring to their sustainability and competitiveness, while at the same time they will be presented with the trends and prospects in specific markets of strategic interest.

The event will be presented in Greek.

WEBINAR

| DATE | TIME |
|-------------------------|-----------------------|
| 25.05 TUESDAY | 15:00 16:30 |

REGISTER:

<http://bit.ly/furs-webinar-21>



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WEBINAR

DATE

25.05
TUESDAY

TIME

15:00
16:30

agenda

15:00 – 15:05

Greetings

Betty Alexandropoulou

Executive Director and BoD Member, *Enterprise Greece*

Apostolos Tsoukas

Chairman, *Hellenic Fur Federation*

15:05 – 15:30

1st Thematic Section:

Sustainability - Social & Environmental Aspect

Introduction

Johannes Manakas

Chairman, *International Fur Federation (IFF)*

Mark Oaten *

CEO, *International Fur Federation (IFF)*

Circular Economy: Redesigning the future of fashion

Maria Spyraiki

MEP, Member of the Committee on Industry, Research and Energy (ITRE) and the Committee on the Environment, Public Health and Food Safety (ENVI)

Delivering the Furmark® in 2021.

The international certification for sustainable natural fur *

Paul Stockal

Director of Standards & Sustainability,
International Fur Federation (IFF)

15:30 – 16:20

2nd Thematic Section:

Sustainability - The market aspect: Trends and prospects in the markets of interest

Russia

Christos Farmakis

General Consultant of Economic and Commercial Affairs (ECA) A',
Head of Moscow ECA Office

Ukraine

Ioannis Dermentzoglou

Consultant of ECA A', Head of Kiev ECA Office

South Korea

Konstantinos Dikaros

Consultant of ECA A', Head of Seoul ECA Office

Canada

Alexia Manoussou

Secretary of ECA A', Head of Toronto ECA Office

16:20 - 16:30

Questions/Answers

* these speeches will be presented in English

