



DIGITAL GREECE: BOOSTING INNOVATION

Digital Greece-periptero12 is an initiative of the Ministry of Digital Policy, Telecommunications and Media.

The initiative aims to **strengthen and support the Greek start up scene** through a series of promotional and networking activities, in Greece and abroad.

1ST STOP: 83RD THESSALONIKI INTERNATIONAL FAIR | 8-16.09.2018

Thessaloniki International Fair (TIF), the largest international exhibition of Greece, had this year, for the first time, a pavilion **devoted to the creative and ambitious talents of Greece**.

For **8 days, 120 of the most innovative Greek startups**, representing AgriTech, ICT, Creative Industries, HealthTech, Tourism, Audiovisual, Smart Cities, Maritime and Fintech, together with **20 innovation hubs and universities**, were showcasing the innovative spirit of "Digital Greece", across **3.000m²**, at Periptero 12, the pavilion facing the USA Pavilion, honored country of TIF 2018.

The experience was enhanced by a variety of parallel activities. Alongside the exhibition, more than **90 speakers** from all over Greece participated in more than **20 discussions and panels** on new technologies, entrepreneurship and innovation, while distinguished coaches and experts delivered more than **20 workshops** on **business and soft skills**.

Digital Greece featured, for the first time, the **"Start up Stage"**, a vibrant open space in the center of the pavilion dedicated to the startups! Every day, the stage featured *success & disaster* stories of the startups as well as **the startup competition**, the finals of which took place at the US Pavilion, in collaboration with the **American-Hellenic Chamber of Commerce**. More than 80 startups appeared on stage, to tell their story or present their company.

Prime Minister Mr. A. Tsipras, Minister of Digital Policy, Telecommunications and Media Mr. N. Pappas, as well as representatives from almost all political parties were present in Digital Greece, met and discussed with the startupper, were informed about their new ventures, their concerns and exchanged views.

All activities **were open to the public** and were **broadcasted** by ERT, the national TV & Radio broadcaster. Furthermore, most of the **startups participated in TV & Radio shows** adding on the valuable exposure that they can only benefit from.

To increase **networking and synergies** within the Greek startup ecosystem, a **"start-up train"** was put into motion to offer transport from Athens to Thessaloniki and back.

The initiative received extended **organic exposure** and **enthusiastic positive feedback** from all the relevant stakeholders:

Startups highly appreciated the initiative admitting the beneficial promotion it offered them; some of them even made collaborations that were announced immediately after and occurred during those 8 days, as attested by personal communications and the official review following the fair.

American-Hellenic Chamber of Commerce congratulated the organizing committee for the content and presentation of Digital Greece, and last but not least, **the general public**, the visitors of TIF were excited to find out that there are so many promising and high-tech ideas that turned into profitable ventures, during these hard times for Greece.

2nd STOP: DIGITAL GREECE GOES TO THE MINISTRY | 2.11.2018

TIF 2018 was only the beginning. Following the expo in September, all participating startups filled in a questionnaire **rating the quality of the initiative** and **describing the benefits and their needs** as new entrepreneurs, at a policy level, such as the patent system, the tax system, the legal regulations etc.

Minister N. Pappas **invited** all startups **to a closed meeting** in order to further examine the issues raised via the questionnaire. More than **70 startups** showed up/came to the Ministry (while the ones residing in other cities participated online) to have an in-depth fruitful discussion with Minister Pappas, Dep. Minister for Economic Affairs and Development, Mr. S. Giannakidis, Secretary General for Digital Policy, Mr. S. Rallis, Special Secretary for Management of Sectoral Operational Programs of the Ministry of Economic Affairs & Development, Mrs. E. Fotoniata, and Mr. G. Christoforidis, Journalist. The meeting consisted of a presentation of the upcoming supporting scheme for the startups and Q&A.

Admittedly, it was the first time that the Ministry was so close and direct to the Greek startup ecosystem.

3rd STOP: DIGITAL GREECE: TOURISM EDITION @ PHILOXENIA | 9-11.11.2018

Next step: go vertically! 16 startups with products/services on Hospitality & Tourism showcased at Philoxenia, one of the most significant and longest - running tourism exhibitions for the Greek and Southeastern Europe Tourism Industry and the absolute destination in Greece for all international operators of the tourism sector.

They shared their stories at their **Start up stage** and realized several **B2B meetings** with large companies, from **Greece and abroad**. In their own words: "Our participation had a very positive impact for us as we networked with businesses and agencies, from our target market, in which we can promote our solutions and products."

"We had the opportunity to do b2b meetings with hosted buyers from abroad, which went very well because we were able to see the needs of different markets from different countries, discuss our products and recommend startup solutions to more organized traditional tourism businesses."

() curated by Industry Disruptors Game Changers (IDGC),
a non-profit organization for the promotion of the Greek startup ecosystem*