



**KING OF
MACEDONIA**



**ENGLISH PRESENTATION-PROPOSALS
EURASIAN, BALKANS MONEY SHOW**

**BALKANS MARCH 14-16
ATHENS MAY 30-31/2025**

**These are the major issues/
pillars that will concern the
proceedings of the Balkans/
Eurasian Money Show 2025.**

THE MAIN INVESTMENT TOPICS

“Balkans and Eurasia: Establishing Bonds between East-West”

Foreign investments

Exponential Technologies

Geopolitical events

Hellenism prospects,

“Capital Markets and Trading Strategies”

THE SPEAKERS

Greek & Balkan government officials and Entrepreneurs. Foreign investors.

THE FIRM & INSTITUTIONAL PARTNERS

The planning and organization of the Money Show is undertaken by Hellenic Italian Chamber, Hellenic Chinese Chamber & Organotecnica Group, the oldest Greek-owned business consulting firm. The Group has already established the Money Show organization in Greece, while it is about to organize annually similar events in other Eurasian and Balkan capitals.

THE PROJECT TEAM

The Money Show' consists of 40 specialized collaborators of the Group with specific tasks referring to their particular area of expertise with regard to this project

THE CONFERENCE PARTICIPANTS

**High-ranking executives of enterprises and organizations.
Representatives of the financial and business market/traders/media.**

THE B2B “EXHIBITORS”

**Greek/Balkan firms aiming to attract investors/traders.
Foreign firms. Greek enterprises with an investing/trading interest in Balkans.**

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Money Show Short Presentation

1.The Money Show objectives

- **To display and examine the investment activities of domestic and foreign firms.**
- **To display and examine the money market services and products of domestic and foreign firms.**
- **To allow investors in Balkans to inform all firms interested in expanding their investments into this market, of probable obstacles and ways for dealing with them, in the form of case studies referring to the experiences of already active investors.**
- **To educate Traders in expanding their portfolios and sustainable profitability.**
- **To provide a forum to Balkans Government officials for the presentation of their plans “Vision 2050” to potential investors and to potential participants in the investment and credit infrastructure of Eurasia.**
- **To provide a communication tool to Money Brokers, Cryptos, E Trading electronic platforms.**

- To inform the specialized business press of the investment challenges.
- To give exposure to specialized Money Market firms offering Insurance, tech products.
- To inform the specialized capital and trading press of the trading challenges in Stock Exchanges.
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Possibilities offered by the Money Show

a. Visitors and Convention Audience

Representatives of firms interested in investing: Presentations by the most significant representatives of investors and administration officials, on the preconditions for successful investment activities.

Individual Investors/Traders: Trading Tips and Investment/Trading Strategies

Greek firms interested in collaborating with foreign organizations: Contacts and discussions/ negotiations on the possibilities for an extended collaboration, participation or buy-outs.

b. Sponsors

The benefits to sponsors are presented in detail in a relevant analysis. The different sponsorships include those of: title, official, convention, communication, international guests, reception...

Operation summary of the Money Show

The Balkans Money Show will take place in the Thessaloniki Hyatt. The core of the activities will be the Conferences, which will be organized in the specifically arranged convention areas of the hotel. More than 1.000 speakers and 10.000 visitors will participate (from the Government, Public Sector, the Money and Investment Market).

The Eurasian Money Show will take place in the Athens Marriott. The core of the activities will be the Conferences, which will be organized in the specifically arranged convention areas of the hotel. More than 1.000 speakers and 10.000 visitors will participate (from the Government, Public Sector, the Money and Investment Market).

A specific part of the conventions facilities will be organized as the Exhibition area, with stands for sponsors, existing investors in Balkans and relevant Greek firms, Money and Insurance Market participants allowing for contacts and discussions between them and the mass media and would-be investors in Balkans/Eurasia.

Thus, the Money Show is different from other presentations, rendering it creative, practical and useful. Design philosophy of the Money Show

The Money Show' is neither an B2B Exhibition, nor a Convention. It is a practical combination of both, orientated, in the communication sense, to the practical analysis of investment, trading, insurance issues and the formulation of business, Investment, Trading contacts.

The audience of the Money Show, is totally pre-selected from the viewpoint of organization, quality, and size.

The Exhibition serves the purpose of an area for collaboration discussions and, secondarily, as a briefing area but, in every case, for a pre-selected public.

All categories of exhibitors are covered by a respective presentation in the conferences.

Participation in the Convention or Exhibition goes beyond the reasoning of a simple business promotion, to the formalized possibility for negotiations and agreements with the most significant potential customers of every participant. Finally, it is worth noting that the most significant investors and Money Market Leaders in Balkans will be among the conferences' speakers.

Communicative innovation of the Money Show.

The Money Show has been substantiated after taking into consideration the following parameters':

The interest of the investors and the participants of the money/insurance market in Balkans and Eurasia, either for financing or for investment/trading is increasing and will peak after 2030

Specific information on the products and services offered by the money market for the Balkans/Eurasia, is fully known only to experts, while, for most businesses and the investing public only a handful of these services is known, leaving a good number of them under- or even non-utilized.

The information to businesses and entrepreneurs on the products and services that can be offered by the money, insurance market in the case of Balkans is obtained in a partial or sporadic manner through the mass media and specialized seminars, or under an advertising reasoning, even before the

installation of actual investment bases that would allow for the immediate realization of the promoted services.

- The fast growing experience of the administration in Balkans, on the subjects of the money, credit, and investment markets, is the principal cause for the rapid changes in the official policies. These policies tend to obtain a
 - final specific form, and now is the time for their official presentation and for negotiations based on solid policy ground.
- On the basis of the design of the Money Show, its innovative form is obvious, as it provides the following possibilities:

Exhibition part

1. For the dynamic investment market, to attain a global presentation of its activities.
2. For the banking and insurance sectors, to present their new products, policies, and services to the most significant investors or investment organizations.
3. For interested exhibitors, to meet with professionals specialized in products and services not linked directly to the banking sector (brokers, factoring, venture capital, etc.).
4. For the money market, to advertise its presence and power, through its first own Show promoting its important role.
5. For exhibitors, to meet by prearranged appointment any member of the convention speakers or audience they wish.

Convention part

1. For the participants in the convention audience, to meet with specific conference speakers (investors and administration representatives) that are of interest to them, to discuss specific collaboration possibilities.
2. For the convention audience, to be globally and responsibly informed about a subject of immediate interest to them.
3. For the Money Show sponsors, to "exploit" their image as supporters of a series of events of immediate business interest to the convention speakers and audience. Furthermore, beyond the creation of a positive image, a specific procedure is foreseen that will allow them to meet with those participants that present an interest to them.

3. Structure

The Organotecnica Group organizes, the Financial Multi-Convention "Balkans investment and trading opportunities and the New Market", during which Greeks and foreign personalities present their views on the current situation and future tendencies in the greater Investment, Insurance and Money Market.

Each Multi-Convention follows the structure of its previous successful annual

organizations, and includes one Central and a number of Parallel Conventions:

(a)The Central Convention includes the most significant presentations from the Greek and international state, banking, and insurance sectors, giving the central tone and orientation of the annual Multi- Convention.

(b)The Parallel Conventions aim to inform and educate the market of financial products and services, through a number of presentations by experts, on the prevailing situation and apparent trends. These Conventions are carried out by the most significant organizations of each particular market sector.

The Annual Financial Multi-Convention operates in parallel to a Financial Exhibition, under the title “Money Show”. The Money Show aims at the promotion and presentation of all available financial products and services.

Organization of conferences.

The capacity of the Ballrooms are 1.000, 500, 300, 200, 150, 100, 70, 50, 30, 20 persons in theater style.

In parallel to the conferences, the organizers have programmed a series of events based on the needs of the customers. The Organotecnica Group has formed a special team that proceeds with the analysis of every client's communication needs, to formulate a final proposal for their satisfaction.

Liaison between conferences and B2B exhibition

The conferences and the exhibition are not two separate events that coincide in time. Beyond the informative scope of the exhibition, that is of interest to visitors, a specific procedure is in place to link the exhibition to the conferences.

In that respect, the exhibition area is the private space of every exhibitor, where he is presented with the possibility to negotiate agreements and hold personal discussions with the conferences' speakers and participants, who will visit the exhibition stands.

To exhibitors-sponsors that participate in the anticipation of serving specific contact needs with conference speakers or honored guests, apart from their information needs, the events provide them with an environment conducive for such multiple contacts with specific representatives of organizations from Balkans, saving time and money.

On the basis of the above, the axes of the conferences' design are the following two:

a. Global coverage of the issues of a convention centered on the

- b. investment/trading developments in Balkans/Eurasia.
- b. Coverage of specific needs for commercial contacts with the Greek and foreign participants of the conferences.

Speakers and audience of the conferences

The audience of the conferences comprises three groups:

- Honored guests.
- Specific-interest guests, including: foreign investors, commercial attaches, executives of the exhibitors.
- Representatives of the government, domestic business and investment community.

As far as the conferences' audience is concerned, the view of the organizers is centered around the opinion that a convention' success is judged mainly through its selection of the audience. The name of the participants will be in the disposal of every requested party during the events. To attract the convention speakers, the Organotecnica Group has formed a special task force, in cooperation with its strategic collaborators. The final schedule of the conferences will be issued one week before the event.

4. Aims of the Exhibition

The "Money Show" aims at exhibiting the financial products and services available in the Balkans/ Eurasian market. More specifically, the following categories are included:

All sorts and forms of loans

Other cases of financing, leasing, guaranties, insurance, etc. capital investment methods Consulting services available, directly related to the above financial products.

From the visitors' point of view, the display of the products and services covered by the Exhibition, aims directly at: The creation of an opportunity for every interested investor/trader to obtain a global idea of the current situation, developments, and trends in a market that is expected to be greatly affected by the changes that will continue to occur on the way to 2050.

Finally, in parallel to the main Exhibition activities, a number of side-activities, under the form of a Symposium, will carry an important weight. This Symposium, under the main title "Hellenism, investment, trading, insurance opportunities and the new money market ", aims at:

The specific provision of information to the financial and insurance products and services market, through presentations from Greeks and foreign specialists, on the current situation and visible trends in this fast-changing environment.

5. Purpose

5.1. The money market in Balkans

Balkans belongs to the group of developing countries/regions and, for this reason, presents a time lag in comparison with the developed countries, especially in the sector of services related to the financial markets. These markets, in their broader sense, have been making their appearance visible, obvious, and demanding. The pressure to achieve European integration and secure a real participation of Balkans to the Economic and Monetary Union schemes have accelerated the process for developing the money, insurance market and have created significant voids in the public awareness of its potential and limitations.

In its initial form, the money market in Balkans (Banks, Stock Exchange) has been known, by its numbered products, solely to organizations and participants of the upper manufacturing and services sectors. The general public had a perception of this market as being confined to Savings and Building Loans.

The entry of Balkans into the EC and the developments in the European integration, coupled with the increase in the demand for financing due to cash flow problems in the investments and the normal operation of enterprises, have led to a more intense presence of the money market in Balkans, through the creation or adoption of new products and services.

In particular, during the last few years, a number of old or new products have been widely covered by the mass media, with the direct result of increased public awareness on subjects such as the Stock Exchange, the issue of Government and Private Bonds, etc. At the same time, the introduction of new players in this market resulted, through the increased level of competition and the sales support expenses, in a wide promotion among prospective clients of an extensive range of "modern" financing methods and tools (factoring, forfaiting, franchising, etc.).

Finally, the gradual "deregulation" of the money market, in view of the European integration, has boosted competition, with a parallel increase of the range of available products and services and in the number of market suppliers, directly resulting in the availability of wider options in the search both for capital and for new and novel investment opportunities.

From the above summary presentation stem the following specific comments:

- the Balkans Money Market is of a satisfactory size and growing, the interest of the general public and the market organizations, for either financing or investments, is ever increasing, especially as a result of the gradual deregulation of the money market
- the awareness of products and services offered by the Greek money market is complete only among specialists, while the general public is informed and/or educated solely on selected items, with the rest of them remaining virtually unexploited.
- the public awareness of products and services offered by the Greek money market, is achieved by sporadic reports in the mass media and by specialized seminars organized by individual companies for each product or service separately. This form of communication results in a void in the framework of the intended complete and global awareness of the Greek money market from the part of those interested at investing or obtaining financing.

2.Purpose of the Exhibition

In the framework of the previous presentation, the purpose and position of the Money Show can be detailed as follows:

- (a)it serves as an annual central tribune for the identification of developments in the various sectors of the Money Market.
- (b)it provides those interested with an opportunity to meet with professionals specializing in goods and services not directly related to the banking sector (brokers, venture capital, etc.)
- (c)it allows companies in the Stock Exchange, and companies planning their entry in the Stock Exchange, to present their financial situation and future prospects, in order to attract new investors
- (d)it provides the money market with an opportunity to publicize its existence, dynamism, and potential, through its own unique specialized Exhibition.
- (e)it presents an opportunity for Balkans and its institutional organizations to attract foreign capitals, through an Exhibition of international glamour, organized on the standards set by respective annual Exhibitions abroad.
- (f)in parallel to the above, the Multi-Convention provides the opportunity to interested clients for a briefing on specific subjects, through presentations by the specialists in the market.

On the basis of the above, the purpose of the Exhibition becomes obvious, as it plans to:

- provide the Balkans money market with an opportunity to present globally all the products and services that can be offered to each individual client
- provide the opportunity to present new products and services to clients of an

-
- **immediate interest**
- **provide the opportunity of an extensive presentation of products and services in the appropriate surroundings, guarantying the confidentiality of discussions with each client**
- **provide the opportunity to interested clients for a briefing on specific subjects through the presentations that will take place by specialists, in the framework of the Exhibition and the Symposium**
- **present the participating exhibitors with an opportunity to meet the competition**
- **provide those interested with an opportunity to meet with professionals specializing in goods and services not directly related to the banking sector (brokers, venture capital, etc.)**
- **allow companies in the Stock Exchange to present their financial situation and future prospects in order to attract new investors**
- **provide the money market with an opportunity to publicize its existence, dynamism, and potential, through a, so far inexistent, specialized Exhibition**
- **present an opportunity for Balkans and its institutional organizations to attract foreign capitals, through an Exhibition of international glamour, organized on the standards of the respective annual Exhibitions in other countries (London, Hong Kong, etc.)**
- **The above indicative points provide a good measure of the purpose of the Exhibition and of its necessity, in view of the radical developments in the framework of the United European Financial Market.**

6.Presentation of the Exhibition's organizer.

The Money Show is organized by the Organotecnica Group. The Group has its headquarters in New York and is the consortium of some of the oldest Business Consulting Houses in Greece, active in Greece and abroad since 1960.

The idea of the organization of Money Show stemmed from the long contacts of the Group companies with Greek financial/investment markets, which allowed them to identify the need for a general presentation and information of those interested in the financial products and services offered in Balkans today.

At the same time, the contacts of the Group with European collaborators, and the experience of respective exhibitions abroad, identified the concept of a Multi-Convention/Exhibition combination as the most valid and effective vehicle for the introduction and knowledge of the money market to those interested in Balkans and abroad.

The Organotecnica Group carried out successfully the organization of past year's Money Shows and can guarantee for the autonomous organization and execution of the Multi-Conference and Exhibition combination, through the participation in the project team of its specialized companies.

The responsibility for the organization and execution of the Exhibition has been assigned to the following: Project Team Coordinator: Anna Magrioti, Managing Director, Organotecnica Group

Participation Team

- > Communication,**
- > Public Relations Managers**
- > International Relations Managers,**
- > Customer Support Managers**
- > Sales Managers**

7.Organization of the Exhibition

7.1.Organization of the Money Show until today

The Money Show comes from ten months of design and organizational work by a team of 4 collaborators. The project has requested, since January, the exclusive work of a team of collaborators.

The most significant organizational tasks accomplished, in addition to the project's design, have as follows:

Creation of a project team.

Research of possible venues for the Money Show

Advertising programme, television interviews and press releases in the Greek mass media, for the promotion of the Organotecnica Group and the Money Show.

Market research and over 1.000 business meetings with the most significant business organizations in Balkans/Eurasia.

Issue of special documentation on the Money Show, distributed, since March, to over 2.000 specifically interested business organizations.

Business trips, as official guests to ensure the support of the domestic business community for the Money Show Balkans.

7.2. Invitations

Conclusion of sponsorship contracts.

Distribution of final information material to conference participants and exhibitors. Fulfillment of the promotional programme in the Greek, Greek and international media,

Finalization of procedural details for the transportation of conference participants and visitors for the Money Show.

Finalization of conference details.

Invitation of official guests and media representatives. Compilation of Money Show Guide.

7.3. Exhibition facilities

The Exhibition will take place in Conference rooms and exhibition areas of the Hotel. This particular selection was dictated by the following factors:

- the protection of the prestige associated to the Exhibition and the money market**
- the necessity for high quality services to the exhibitors the need to maintain a high level of confidentiality in the personal contacts between exhibitors and visitors, that could only be guaranteed by a closed meeting set**
- the high level and financial power of both exhibitors and visitors the presence in the Exhibition of U.I.Ps and high ranking state officials the provision for the realization of special presentations by personalities of the sector.**

7.4. Internal arrangements

The Exhibition will be internally arranged to comprise the following:

a) Reception area and Cashier: This area, properly arranged, will be located in the Exhibition entrance and operate as:

- **information desk**
- **selling point for the Exhibition Guide**

The Exhibition area:

The main area of the Exhibition will cover the main lobbies of the Hotel with their expo-rooms and expo-stands serving as the exhibitors' booths. There will be clear indicator of the start and end of the Exhibition that will guarantee a single direction flow of visitors, thus providing for their access to all exhibitors. Each room will carry an indication of the exhibitor's identification, but all such signs and messages will necessarily be arranged so as to respect the area and the Exhibition's prestige.

Finally, we stress the existence of a comprehensive package of facilities to the exhibitors (see below and in the attached documents), that ensure the uninhibited promotion of their goods and services.

8. Exhibitors

The exhibitors fall into the following categories:

Sponsors. Firms with significant investments in Balkans, participating through representatives in the Money Show. Banking establishments. Firms to be privatized. Chambers and Unions of Businesses. State organizations. Joint enterprises.

Exhibition Visitors

The visitors fall into the following categories:

Foreign investors. Greek and international mass media. Directors of the exhibitors. Prospective investors in Balkans. Greek businessmen.

Representatives of the Greek government. Stands/Pavilion categories

Stands in the entrance of the hotel Ballrooms. (table and chairs available).

Conference Rooms. The conference rooms are located on the lobby 1 of the hotel, and their capacity varies as follows: – class room: 50–200 persons – theater style: 100–500 persons

Exhibitors' profiles

State authorities responsible for the money market, Commerce, Industry Research & Technology, Bank of Greece, State organizations, European Investment Bank, Balkans Stock Exchanges, Companies in the Stock Exchanges, Brokers, Banks, Insurance companies, Investment consultants, Real estate agents, Merchants of art, antiques, precious stones, metals, coins, etc. Mass media and specialized publications, Credit cards, Software houses for financial applications, Economic education organizations, Organizations for the collection of information of financial nature, Companies seeking investors, Franchisors, Leasing firms.

7.5 Identification of exhibitors

On the basis of what has already been presented regarding the aims of the Exhibition, it has been concluded that, to achieve them best, the exhibitors should necessarily have profiles compatible with the ones presented below:

7.6 Participation of exhibitors

On the basis of the information presented so far, the participation of exhibitors is predicted to be massive. Below, we identify the most important arguments for the participation of exhibitors, as they stem from the analysis of the Exhibition characteristics:

- a. The aims and purpose of the Exhibition.**
- b. The possibility to present products and services directly to an audience of specific interest.**
- c. The services provided by the Exhibition's organizers.**
- d. The attractive advertising and international promotion of the Exhibition and its outcome.**
- e. The good timing of the Exhibition.**
- f. The official guests/speakers, who will raise the prestige and practicality of the Exhibition.**
- g. The possibility to promote new products and services in the frame of group presentations, that will allow the exhibitors to invite prospective clients and present these services in a prestigious environment**
- h. The possibility for contacts with competition**

8. Visitors

1. Identification of visitors

there are two groups of visitors:

Visitors of immediate interest, that include:

- exhibitors' executives,
- businessmen (industrialists, artisans, merchants)
- professionals (lawyers, economists, accountants, business consultants, agents, etc.)
- investors
- students of business and
- the non-specialized public that is interested in being informed on the specifics of the money market.
- financial executives and

Especially for the visitors in the second group (and partly for those in the first), appropriate controls will be applied at the Exhibition's entrance (and through the advertising campaign) so as to exclude non-interested individuals.

8.2 Attractions to visitors

With regard to the attractions the Exhibition offers to visitors, most of the arguments that applied for exhibitors are valid for them too. In addition to these, a number of specific attractions to visitors apply:

- (a) "The possibility provided by the Exhibition for a comprehensive satisfaction of their financing needs (in either capacity -as investors or businessmen)The opportunity for a comprehensive and direct investigation of the money market.
- (b)The opportunity for participation in the presentations and discussions, organized in the framework of the Exhibition with market specialists.
- (c)The opportunity to be informed of all new financial products and services.
- (d)Their participation to a lottery of significant prizes.
- (e)The special advertising campaign aimed at them.
- (f) The attractions of the services offered by the Exhibition.

The above, combined with the operation of the selection mechanisms that will operate indirectly as additional attractions to serious visitors, will ensure the

massive presence of the public interested in the money market.

Participation Proposals

9. Sponsorships

1. "TITLE" SPONSORSHIP 60.000 plus VAT (Athens+Thessaloniki)

- I. Extension of the title and logo of the Money Show with a second part that is constituted by the name and logo of the sponsor. All mentions of the Money Show in advertisements, reports and releases will be escorted by this extension.
- II. Appearance of the sponsors logo on the personal invitations of the Conferences attendants and visitors with a second part that is constituted by the name and logo of the sponsor.
- III. Appearance of the sponsors logo on the banners of the Conferences with a second part that is constituted by the name and logo of the sponsor.
- IV. The "Royal Stand" at the entrance 100 sq.m
- V. Commitment that the other sponsors will not be companies directly competitive to the title sponsor.
- VI. Press Conference addressed to at least 25 Mass Media representatives
- VII. Provision of the cover page of the special edition supplement of the periodical "Innovation & Entrepreneurship", including a space coverage and presentation of the Title sponsor. On the low part of each page of this edition, there will be a stripe with the sponsor's logo with the indication "Money Show Title Sponsor".

2. "CENTRAL RECEPTION" SPONSORSHIP 20.000 plus VAT (Athens+Thessaloniki)

3. Reception Ball of 200 persons at the end of the second day of the events Free provision of 50 invitations for the Central Reception sponsor.

- o Mentioning of the Reception Sponsor in all the advertising program of the Money Show, with the indication in every advertisement "Reception Host Sponsor".
- o Full page 4 color advertisement in the periodical Innovation & Entrepreneurship
- o Distribution of sponsor's pamphlets in the Multi- Conference and the parallel events. o Distribution of Sponsor's pamphlets to the visitors of the Exhibition.
- o Appearance on the advertising boards of the Money Show, in the Multi-Conference, parallel events and the Exhibition area, of the sponsor's logo with the indication "Reception Host Sponsorship"
- o Speech from a person selected by the sponsor in the Convention, for

the presentation of the sponsor's business and social aims.

- o Placement of reception hostesses with the sponsors logo on their lapel, in the Convention Area as well as in The Reception Ball.
- o A 4page supplement presenting the Reception Host

3.EXPO SPONSORSHIP 20.000 plus VAT (Thessaloniki)

Appearance of the sponsor's logo in all the digital advertising program (barter agreements) of the Money Show. This program includes digital advertisement in the financial press and in the financial–securities periodicals.

Appearance on all the advertising boards of the Money Show, in the Exhibition Area, of the sponsor's logo. Speech from a person selected by the sponsor in the Convention, for the presentation of the sponsor's business and social aims.

Provision of a privileged area in the hotel, as an exhibition stand

4. Balkan GUIDES SPONSORSHIP 20.000 plus VAT

- Appearance of the sponsor's logo on the front page the back page of the Guide",
- Company's logo in each page of the periodical " Innovation & Entrepreneurship", which is to be distributed for free during the Money Show
- Eight pages' interview of a company's President
- Appearance of the sponsor's logo on the personal invitations of visitors and panelists of the Money Show
- Free provision of twenty invitations for the Central Convention
- Distribution of sponsor's pamphlets in the Multi- Conference, the parallel events and the exhibition visitors
- Appearance of the sponsor's logo in the visitors' personal invitations, which are to be distributed to all exhibitors.
- Provision of an area- exhibitor stand, for the appointments of the sponsor's representatives with prospective clients.

5.“OFFICIAL SPONSORSHIP 15.000 plus VAT

❖ Appearance of the sponsor's logo in each of the digital advertisements of the Money Show digital advertisements in the financial press, with the indication "Money Show Official Sponsor"

❖ The permission of placing an exhibitor stand, in the entrance of the Convention area

❖ Appearance on the advertising boards of Balkans Money Show, in the Multi-Conference, the parallel events and the Exhibition area, of the

- ❖ sponsor's logo indicated as the "Money Show Official Sponsor"
- ❖ Speech from a person selected by the sponsor within the opening of the Convention, for the presentation of the sponsor's business and social aims.
- ❖ Distribution of sponsor's pamphlets in the Multi- Conference, the parallel events and the exhibition visitors

6.CONVENTION SPONSORSHIP 10.000 plus VAT

Appearance of the sponsor's logo in the visitors' personal invitations, which are to be distributed to all exhibitors

Distribution of sponsor's pamphlets in the Multi- Conference, the parallel events and the exhibition visitors

Appearance on the advertising boards of the Money Show, in the Multi-Conference and parallel events area, of the sponsor's logo indicated as the "Convention Sponsor" Provision of two printed advertisements in the periodical "Innovation & Entrepreneurship"

7.DISTINGUISHED GUESTS SPONSORSHIP 5.000 plus VAT

✓ Mention of the Sponsor in all the advertising program of the Money Show with the indication in every printed advertisement mentioning "Distinguished Guests Sponsor".

✓ Appearance of the sponsor's logo in the visitors' personal invitations, which are to be distributed to all exhibitors

✓ Distribution of sponsor's pamphlets in the Multi- Conference, the parallel events and the exhibition visitors

✓ Appearance on the advertising boards of the Money Show, in the Multi-Conference, the parallel events and the Exhibition area, of the sponsor's logo indicated as the "Distinguished Guests"

CONFERENCES & EXPO PRICES

**Two hours presentation 300 FOR 50 PAX-500 FOR 100, 150 PLUS 1000 euros
LOGO EXPOSURE DURING THE CONFERENCE AS A SPONSOR 1.000 EUROS**

Benefits to B2B exhibitors

The benefits of the event to exhibitors are as follows:

- Possibility of presence in the exhibition area with a stand built by the exhibitor.
 - Possibility of distributing the exhibitor's publications to the participants and visitors of the exhibition from his stand.
 - Possibility of conducting presentation of the exhibitor.

Booth categories:

Booths are divided into categories depending on the size and the position they cover.

A. Simple with a panel structure or table with banners in LOBBY 1. 200 euros per sq.m.

B. Privileged with a structure. 300 euros per sq.m. in prominent positions and key points of the exhibition.

C. Extremely privileged with a structure. 500 euros per sq.m. in the Main Lobby

Organotecnica



**Start by doing what's necessary;
then do what's possible; and
suddenly you are doing the impossible.**

Francis of Assisi

**YOUR CUSTOMERS ARE THE
JUDGE, JURY, AND
EXECUTIONER OF YOUR VALUE
PROPOSITION. THEY WILL BE
MERCILESS IF YOU DON'T FIND
FIT!**

*Value Proposition Design: How to Create Products and
Services Customers Want (Strategyzer)*

by Alexander Osterwalder, Yves Pigneur, 

SINCE 1960...

When back in 1960, a small firm under the name "Spyros Zevgaridis and Associates, Management and Marketing Consultants" was founded in Athens, only few people were talking of management in Greece, and just a handful were familiar with the term "marketing". Today, the descendants of the original core, 22 offices in Greece and 3 in other countries, constitute the proof of success and a unique presence in the field of business consulting services.

In the early 1970s the firm was reorganised to become "**Organotecnica Ltd**". Within a few years, a number of specialised companies stemmed from it (the Organotecnica Group) to deal with a spectrum of entrepreneurial and development problems.

...WE PROVIDE EXTENDED SERVICES TO THE PRIVATE AND THE PUBLIC SECTORS

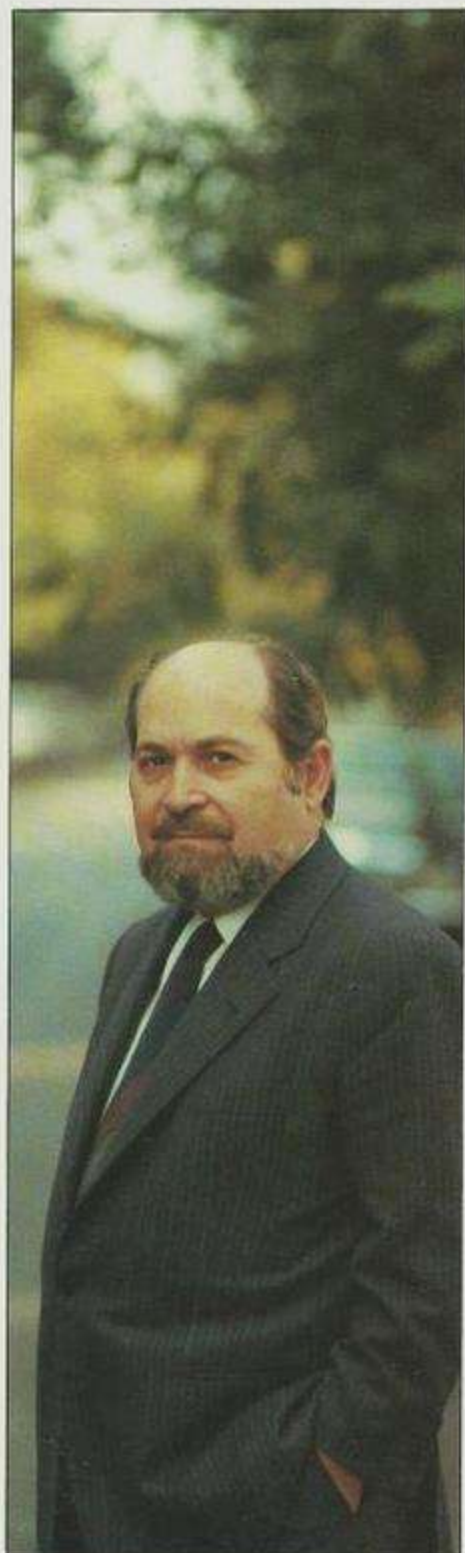
The Organotecnica Group provides its consultancy and studies services to both the private and the public sectors in Greece and abroad.

Our extended services provide clients with advice in organisation, productivity, innovation, informatics, auditing control, mergers and acquisitions, applied office automation and procedure rationalization, industrial design, marketing research, personnel training, public relations, and business publications.

At the Organotecnica Group we recognise that to serve clients well, we need a broad range of specialist skills. We have thus deliberately developed an organisation of specialists in many different fields.

Above all, we are management consultants committed to results. This commitment frequently calls for skillful blending of specialties to ensure that the most appropriate techniques are applied to each client's benefit.

For every specific project a "work team" is formed by our experienced associates. Most of them are university graduates, many of a postgraduate level, several of a PhD level.



OUR CODE OF ETHICS

The Organotecnica Group is a member of HACF (The Hellenic Association of Consulting Firms) and CEBI (The European Committee of Consulting Firms International Association), following therefore its established code of ethics. On the basis of that code, the Organotecnica Group places emphasis on:

- **the ability of multidisciplinary teams working in the interest of the client,**
- **the impartiality assuring the primacy of the studies and the autonomy for the selection of suppliers,**
- **the liability assumed towards the collectivity, the clients, the contractors and the profession.**

Our philosophy is to strengthen the client position with workable advice and programs. We assist the clients in attaining objectives in the two areas in which management consultants are most often called upon:

- **decision making,**
- **planning and implementing improvements.**

Our recommendations must not be theoretical but useful and practical within the limits of client capability to carry them out.

Our objective is to work not only for our clients, but with them in a joint effort to achieve improved decision-making and useful changes. In-depth understanding of the client's own environment is blended with the rigour and objectivity of the Organotecnica Group's professional specialists. The client must see the project as his project not that of the consultants.

Furthermore, the client must feel that is in full control of the study which usually results in feeling a greater sense of commitment to the results and enthusiasm for implementing the recommendations.

HOW WE COOPERATE WITH OUR CLIENTS

1. SITUATION IDENTIFICATION

- A client contacts our Group and describes in general terms a perceived problem or challenge and perhaps an initial opinion as to the nature of a project that might help.
- One or more senior Group professionals meet with the client and develop a thorough understanding of his/her needs and priorities. Our goal at this point is to define the objective and possible scope of the consulting work required.
- During those meetings we seek to arrive at a mutual agreement on the terms and the manner in which the program should be conducted.

2. PROPOSAL DEVELOPMENT

- Drawing on the advice of technical specialists where appropriate, our Group's experts discuss in complete confidence among themselves the nature of the situation and the type of project or program that would be most suited to assisting the client.
- Our specialist's team returns to the client and submits a formal proposal. It outlines in detail our understanding of the background which has led to the need for consulting assistance, the scope and objectives of the proposed project, the methodology and work program, proposed project organization and division of responsibilities, suggested staffing and qualifications, the nature of the project output or "deliverables" and estimated timetable and cost.
- At this point the prospective client may wish to review our firm's past performance on similar work. We are happy to provide names of specific organizations for which we have worked. We encourage our new clients to contact them in confidence and discuss our performance with them.
- To this point there is no financial or other obligation on the part of the client. No fee will be required except under special circumstances where the client has previously agreed to reimburse the consultants for their exploratory time and costs.

3. START-UP PROJECT

○ The client and the consultants discuss the proposed approach making adjustments where appropriate to ensure that the program is indeed the client's program and will lead to the desired results. Start-up consists of three activities to be directed by our professionals in cooperation with the client: detailed preplanning, committing resources and communicating the project.

○ Detailed preplanning, includes the definition of specific activities, scheduling them and developing individual work assignments for members of the project team (both Organotecnica Group and the client staff). Each work assignment has a specified purpose and planned results. The project reporting schedule is defined at this time as well.

○ Both our Group and the client define their resource commitments to the project. The participants and their planned time on the project is agreed upon and the availability of the best blend of experience, knowledge and technology is thereby ensured.

○ We assist the client in communicating the general nature of the project within his organization. This avoids unnecessary concerns and possibly disruptive rumours and misinformation. Further, it alerts client personnel to the possible needs for information as the project progresses.

4. EFFECTIVE COMPLETION

○ The project proceeds with frequent formal and informal discussion and liaison with key client personnel to ensure all benefits can be achieved at the earliest possible time. Further, the process insures that the client maintains control over the execution of the project.

○ The client always retains the option of redirecting or terminating the relationship with the Group. The client's only responsibility is for charges (fees and expenses) incurred to the termination date, unless otherwise agreed.

○ The assignment is typically concluded with a final presentation and, where appropriate, a complete report with thorough documentation of all findings, action plans, and sources of information.



ASK FOR A DETAILED EXPLANATION OF UNICORN 2041, BEYOND 2035, VISION 2030, SCALE UP 2025, ORGANOTECNICA GROUP 2023 PLAN

BACK TO THE FUTURE

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