Greecein the Spotlight

New Opportunities for International Investors

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ENTERPRISE GREECE
INVEST & TRADE

Paris, France May 2019



Economic Outlook – A Snapshot

GDP 1.9%

UNEMPLOYMENT 18%

2018

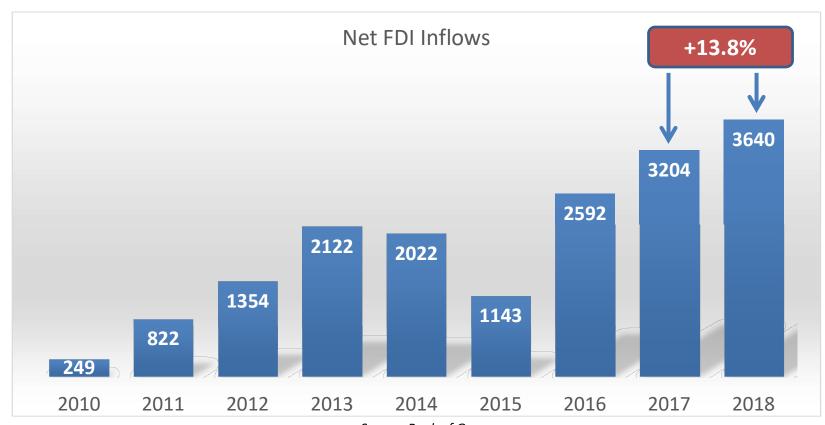
FDI €3.6 billion

EXPORTS €33.41 billion



FDI inflows 2010-2018

In million Euro



Source: Bank of Greece

Net Foreign Direct Investment inflows during 2017 reached €3.2 billion vs. €2.5 billion during 2016, an increase of 28%, following a 2nd consecutive year of increased flows, while data recently released by the Bank of Greece for 2018 measured annual FDI inflows at €3.6 billion, showing a 13.8% increase compared to 2017.



Government Policies

to improve Business Climate and return to growth

- Absorption of the Structural available funds for the period 2014-2020
- New investment Law to support new investments
- Cooperation with international financial institutions to increase liquidity and ease investment financing: European Investment Bank, European Investment Fund, European Bank for Reconstruction and Development (EBRD), International Finance Corporation, Black Sea Trade & Development Bank etc.
- New Development Bank to support SMEs through microcredit, guarantees, loans
- Acceleration of the Privatisation agenda
- Ease of licensing, with the cooperation of World Bank





A Unique Investment Proposition

Combining:

A. Timeless competitive advantages:

Location & Natural resources

B. Developed Country:

Stability & Framework

C. Emerging economy growth opportunity:

- Market opening up to investment
- Market consolidation
- Run operations at highly competitive costs
- Asset development
- Growth sectors



Supported by high-calibre Human Capital ...

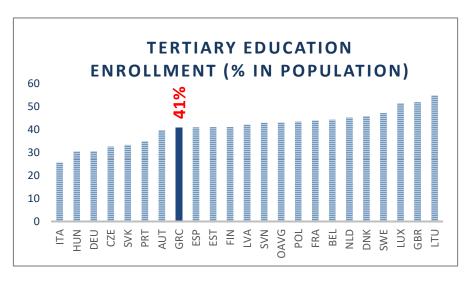
Percentage of Managers, Professionals, Technicians and Associate Professionals who speak a foreign language



Percentage of Clerical Support Workers, Service & Sales Workers who speak a foreign language



Education statistics 2015



Source: OECD 2017

25% of the population aged 25-to-65 years old have a bachelor's degree (OECD average is 16%), with 25% of them holding a science, technology, engineering, or mathematics degree (OECD average is 22%)



Selected Deals 2011-2018















ARABSAT









































FAIRFAX



















EAGLE HILLS

nsn







































PRIVATISATION OF PIRAEUS PORT

€1.5 billion total investment deal confirmed in August 2016 when COSCO acquired 51% of the port for €280.5 million. The port now ranks 3rd on container traffic in the Mediterranean and 7th in Europe. The deal involves new investments on infrastructure upgrade





PRIVATISATION OF THESSALONIKI PORT

In March 2018 the consortium of 'Deutsche Invest Equity Partners', 'Belterra Investments' and 'Terminal Link' acquired 67% of the port for €232 million. A commitment to invest another €180 million aims to transform the port to an export gateway for the wider Balkan area





PRIVATISATION OF 10 OTHER PORTS

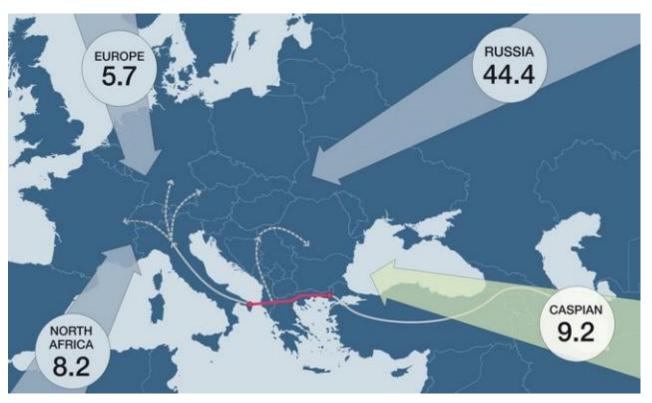
HRADF (Hellenic Republic Development Asset Fund) has 100% share ownership for 10 ports in the form of sociétés anonymes. HRADF has announced its intention to proceed with the tenders in the near future for the ports of Volos, Rafina, Igoumenitsa, Patras, Alexandroupolis, Heraklion, Elefsina, Lavrion, Corfu and Kavala







Shah Deniz Consortium selects TAP as European export pipeline





- ➤ 550 Km of pipeline in Greece
- > 80.7% completed

TAP will transport natural gas from the giant Shah Deniz II field in Azerbaijan, via **Greece** and Albania, and across the Adriatic Sea to Southern Italy, and further to Western Europe.



ASTIR PALLAS VOULIAGMENIS

Four Seasons announced in September 2017, its plans to transform legendary Astir Palace into First Four Seasons Hotel in Greece (€100 million will be invested)



"One & Only" on Kea Island One & Only

Kerzner International Holdings Limited and Dolphin Capital Group are on track to build "One & Only Kea Island" in Greece. The total investment cost is estimated to be 150 million euros. Kerzner's participation with 40% of shares is the first investment in Europe. The hotel will host an imposing SPA, and is expected to become a culinary destination for the island, including three restaurants, two bars and a Beach Club.



"We will consider investing in Greece as the prospects for the high-end tourism market are inexhaustible," said Philippe Zuber, president of One & Only Resorts

One & Only Kea Island will be the first One & Only in Greece and the European Union.

Former Athens airport regeneration project



The €8 billion euros project, spans on a total area of approximately 6.2 million sq.m. (620 hectares). It has a 3.5 km coastline and includes a currently operational 337-berth marina.



REGIONAL AIRPORTS

Privatisation of 14 regional
airports with FRAPORT winning
the bid for the 40-year concession
to operate, manage, develop and
maintain the facilities, with an
expected total investment in
excess of €3 billion.







Attractive Investment Opportunities



TOURISM – REAL ESTATE



AGRI - FOOD



ENERGY - CLEAN TECH



LOGISTICS



ICT



LIFE SCIENCES



CULTURAL & CREATIVE INDUSTRIES



PRIVATIZATIONS





TOURISM

One of the most popular

destinations in the world
is undergoing a regeneration,
offering an upgraded and
diversified tourist product



Greece and Athens among Best Worldwide destinations for 2016, 2017 & 2018

Booking.com

Greece amongst the 10 most welcoming places in the world for 2018 at the Booking Guest Review Awards

Tondé Nast Production de la Condé Nast Production de la Co

Condé Nast Traveler Votes

Greece the Best Country
in the World for 2016
Readers' Travel Award

Athens the fourth Best European

Destination for 2017, according to the results of the eighth online competition organized by the European Best Destinations (EBD) organization.



Greece topped the Best
Islands in the World ranking
at the 2018 Condé Nast
Traveler votes

ece.gov.gr

Tourism: a growth engine for Greece

Tourism is a big force in the economy

Every € 1 created by tourism activity, has been found to cause indirect additional economic results of € 1.5, while in total creates € 2.5 GDP

The tourism sector (2017)

30,2 mn Tourist arrivals
10% y-o-y increase

Tourist receipts
11% y-o-y increase

15 bn Euros

27,3% of GDP 37,2% of employment 2018

6th record year
Greek tourism sector growing over three times
faster than wider economy

- 33,1 mil visitors
- 16 bn tourist receipts
- Outpaced the EU's regional Travel & Tourism growth rate of 2.4%. Both the EU and Greece's wider economies grew at a rate of 2.0%.
- Benefitted from €18.5bn international visitor spend, representing 27.9% of total exports.

And....

- Athens a rapidly increasing city break destination, with 5,5 mn. visitors in 2018, 600% increase in the last 5 years
- a top hotel investment destination with rising demand 8,4% annually and only 0,1% new hotel capacity (Cushman & Wakefield 2018)

Famous attributes

	Greece	EU 28 Average
Coastline length (km)	16000	2357
Blue Flag beaches	519	80
Hours of sunshine (Daily average)	7.6	5.5
World Heritage Cultural sites (UNESCO)	18	14

Source: PWC report: The next day in Greek tourism 2018

Greece 2nd in the World with Most Blue Flag Beaches (2018)

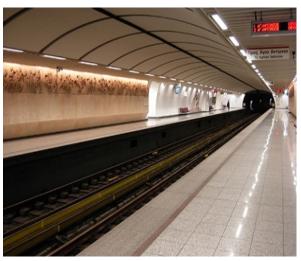
World Class infrastructure

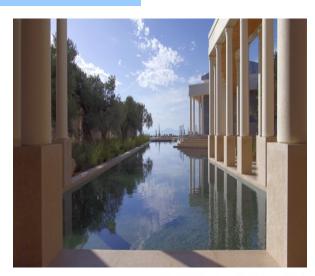
According to 2017 WEF's Travel and Tourism Competitiveness Report, Greece, amongst 136 countries, ranked:

- 18th in Tourist Service Infrastructure
- 26th globally in Airport infrastructure
- 27th in Cultural Resources & Business Travel

....while new projects are upgrading existing facilities.







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The need for product improvement is proving to be strong

Facts

Almost 77% of the country's total bed capacity resides at the main destinations

Only 43% of beds are in the 4* and 5* hotel classes

Branded Hotels in Greece account only for 8% of the total number

Unexploited areas and sub-sectors

Financial incentives in place

Steps toward extension of seasonality

International public tenders for large public tourist assets and infrastructure in progress and in the pipeline

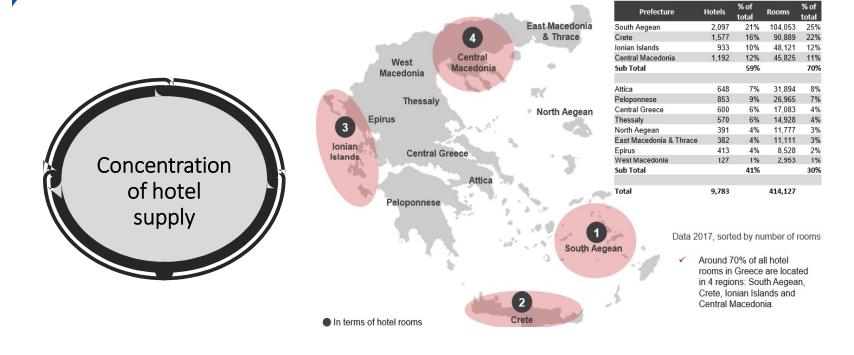


Why invest in the Greek tourism market



www.enterprisegreece.gov.gr

Concentration of hotel supply





TourismInvestment opportunities



Upgrade existing infrastructure – Establish new destinations



Cruise – Marinas



Large Integrated resorts – Vacation Homes



Thematic parks / sports tourism



Medical tourism – Thalassotherapy



Enhance city break experience



Favourable Legislation

- Systemization of the operating procedures for tourism enterprises and tourism infrastructure
- L. 4276/2014 promotes the simplification of the relevant procedures and clarifies the content of the special forms of tourism
- Law 4002/2011 introduces investments in **integrated tourist resorts**, which include tourist residences that could be sold or leased at a percentage of 30-60% of the total built area, depending on the building coefficient used



Athens: The host country of the 2019 Mediterranean Resort & Hotel Real Estate Forum



REGISTER PROGRAMME NETWORKING VENUE SPONSOR TESTIMONIALS & GALLERY NEWS

400 senior delegates from the hospitality investment ecosystem

100 Industry leading speakers

30 countries represented

in ATHENS for the MRH

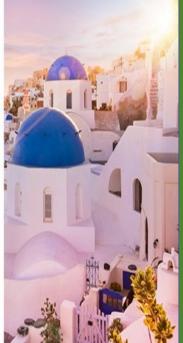
29 - 31 OCTOBER 2019 HILTON, ATHENS





MEETING PLACE FOR RESORT AND HOTEL INVESTMENT AND DEVELOPMENT







REAL ESTATE

Foreign demand for Greek real estate is growing rapidly as overseas investors are drawn by attractive asset prices, amid strong signs for recovery the Greek real estate market, after years of decline



Real estate sector: a snapshot

Traditional pillar of the Greek economy

■Real Estate coupled with construction used to represent more than 10% of Greek GDP

■Real Estate traditionally offers high yields

Stressed by the financial crisis

•Investment and employment in residential construction have fallen to the lowest level of the past 12 years

- •Credit availability for house purchase is constrained;
- Taxation stresses the owners

Relatively resilient

- Even during the current crisis some subsectors and locations show comparative resilience,
- High yields for specific sub sectors

New deals shaping the trend

- New deals from foreign investors (Canada, UAE, Russia, Germany, Israel, Turkey, Argentina, US etc)
- •Many foreign companies participate in public tenders for real estate assets
- Growing interest from foreign companies

Big projects in the pipeline

- Legislation provides new investment opportunities for real estate development
- ■State owned real estate assets, largely unexploited till now, are bringing new opportunities in the market



Real estate market drivers ...

- Historical data show that real estate pays better than all other investments in Greece
- > New **public and private** projects under way
- Building costs decrease
- ➤ New law for the construction of **tourism residences** in conjunction with 5* tourism infrastructure projects
- New law makes it easier for **foreigners to acquire real estate** in Greece's boundaries and islands
- New Law for Real Estate Investment Companies (REICs)
- Wide range privatization program to exploit public real estate assets



Real estate subsector opportunities

Hospitality

New investment opportunities through the law for integrated tourism resorts and holiday homes + new regime for residence permits. New developments taking place.

Industrial/Logistics

Privatisation of **Piraeus** port to **COSCO**, **Thessaloniki** port, **Thriasio Logistics** center and **TRAINOSE** offer new investment

opportunities in the sector

Retail

High street shops and **commercial centers stand strong** in the general decline in the prices and yields, while new projects are under planning

Offices

Significant opportunities exist in the office market, with many good projects in high-end locations being available

+ Favorabe legislation for REICs



The picture today: The Greek market on the upward verge

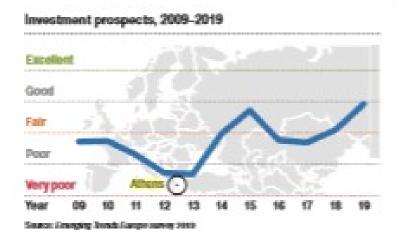


Overall prospects: Return of investor confidence

Overall Rank	Investment	Rank	Development	Rank
1 Lisbon	O 4.27	1	O 4.19	1
2 Berlin	O 4.12	3	O 4.11	2
3 Dublin	O 4.19	2	O 4.01	5
4 Madrid	O 4.08	6	O 4.03	4
5 Frankfurt	O 4.08	5	O 4.03	3
6 Amsterdam	O 4.04	7	O3.94	8
7 Hamburg	O 3.99	9	O 3.99	6
8 Helsinki	O 4.10	4	O 3.83	13
9 Vienna	O 4.01	8	O 3.90	11
10 Munich	O 3.91	14	O 3.96	7
11 Paris	O 3.95	11	O 3.91	10
12 Luxembourg	O 3.92	13	O 3.93	9
.s Copera gen	O 3.96	10	O 3.83	14
14 Athens	O 3.92	12	O 3.83	12
Code	O 3.81	16	O 3.71	17
16 Lyon	O 3.82	15	O 3.72	16
17 Prague	03.75	17	O 3.68	18
18 Zurich	3.65	20	O3.80	15
19 Stockholm	O 3.69	18	O 3.67	19
20 Milan	3.65	21	○3.60	20
21 Warsaw	O 3.66	19	O 3.48	21
22 Budapest	3.58	22	O 3.43	22
23 Brussels	O 3.47	23	O 3.33	25
24 Birmingham	O 3.39	25	O 3.40	23
25 Manchester	O 3.41	24	O 3.34	24
26 Edinburgh	O 3.37	26	O 3.32	26
27 Barcelona	O 3.32	27	O 3.21	28
28 Rome	O 3.27	28	O 3.25	27
29 London	02.98	29	O 2.90	29
30 Moscow	02.68	30	O 2.82	30
31 Istanbul	O 2.51	31	O 2.54	31

Overall prospects 2019

The rankings suggest a remarkable return of investor confidence in the Athens property market this year as the city climbs 15 places to **Number 14**.



○ Generally good = above 3.5 ○ Fair = 2.5-3.5 ○ Generally poor = under 2.5.
Note: Respondents scored offer operands on a scale of 1-year poor to 5-empirical and the scores.

Note: Respondents scored cities' prospects on a scale of 1...very poor to 5...excellent and the score for each city are averages; the overall rank is based on the average of the city's investment and development score.

Source: Emerging Trands Europe survey 2019

Source: PWC Emerging Trends in Real Estate® Creating an impact Europe 2019

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Real Estate Sector: Indicative Deals





McArthur Glen opened its first Mall in Greece





Fairfax Financial Holdings – Eurobank Properties





Argentinean fund Grupo Dolphin SA (Connected to Pampa Energia) acquired office building





Philip Morris establishes European logistics center in Greece





NCH Capital – Kassiopi plot concession for tourism development





American REIC acquired 14 real estate assets from Emporiki Bank



Real Estate Sector: Indicative Deals





Franchise agreement between Marriott International and NBG Pangaea

Acquisition of 80% Nafsika SA, lesee of Asteria Vouliagmenis





Hines acquires the hotel ATHENS LEDRA, total value 33.05mn €.





Varde Partners acquires the 31,7% of Athens Malls S.A.



BREVAN HOWARD

Brevan Howard Asset Management creates two new \$500 million funds to invest exclusively in Greek assets.

International public tenders for public real estate assets has attracted the interest from real estate companies from France, UK, Qatar, USA, Israel, etc.



Tourism: indicative deals

- ✓ Banyan Tree Hotels & Resorts plans to open its first resort in Europe within 2019: The Angsana Corfu in Greece
- ✓ The **first Aman Resort (Amanzoe)** and the first Nikki Beach Hotel opened their doors in Argolida, while further luxury villas and hotel development is in progress in Peloponnese (Messinia, Argolida, Ilia, Laconia)
- Lamda Development supported by Chinese and Emirati investors has gained the tender for the former Hellinikon airport development (part of Athens Riviera).
- US Oaktree Capital announced joint venture with Greek SANI SA to expand in Greek tourism market
- > Saudi Group Somewhere Hotels invests in Hotels in Greece
- Arab and Turkish companies' consortium gained a tender for Astir Vouliagmenis complex in Attica
- US Fund NCH Capital gained a tender for the development of a 50 hectare tourism land plot in Corfu – Kassiopi plot
- > Qatari investors acquired private island and resort for further development
- > Russian billionaire Rybolovlev acquired famous Onassis's island Skorpios
- Turkish Dogus Holding announced a joint venture with Lamda Development to expand marina network in Greece
- US Hotel Group Diamond Resorts International acquired the rights of five resorts located on the Greek islands
- > Russian Hotel Group Cronwell Hotels & Resorts acquired Hotels in northern Greece (Chalkidiki and Pieria)
- Vita Hotels has added two new accommodation investments on the island of Crete



Public real estate assets under development



estate assets
www.e-publicrealestate.gr



Tenders for public real estate assets https://www.hradf.com/



Tenders for public real estate assets http://www.ypaaped.mil.gr/en/



And also private ones

Electronic auction sites for real estate assets



https://www.properties4sale.gr/



http://eps.eurobankpropertyservices.gr/



https://www.realestateonline.gr



Project Portfolio Enterprise Greece

Enterprise Greece compiles and promotes an Investment projects portfolio

Public Projects

- Promotion of mature public projects, in sectors where the country has competitive advantages.
- Cooperation with the relevant
 Ministries and the local authorities
 for finding projects which can
 attract private investments.



Private Projects

- Development of a portfolio of mature private projects in many sectors of the economy
- 650 mature privately owned projects in our projects portfolio.
- Customized promotion to foreign
 Investors



Project Portfolio Tourism and Real Estate

Projects in Tourism and Real Estate represent the majority of projects included in our portfolio. More than **400 projects** consisting of both greenfield or brownfield projects.

- More specifically in **Tourism**, projects include:
 - Existing Hotels and resorts, or integrated tourism resorts under development or fully-partly licensed.
 - Coastal land plots and private islands on sale
 - Special forms of tourism development projects, including theme parks, golf courses, sports centers, marinas and spa facilities
 - These projects are located in major tourism destinations like Attica-Athens, Peloponnese, Crete, Ionian Islands, Rhodes, Kos, Chalkidiki etc.
- Projects in Real Estate sector include again land plots under development in urban or rural areas, offices, industrial buildings, commercial centers and real estate assets available for logistics centers. These assets are mainly located in major city centers, like Athens and Thessaloniki, in industrial areas, in business districts and in agricultural areas.







4* Resort

South Aegean region, Rhodes island

Project Description

A **4-star Resort**, located in the north part of Rhodes island, around 3 km away from the airport and 8 km away from the port. A seafront resort that currently disposes a number of **447 rooms/1118 beds**.

Project owner

Private owner

Mode of cooperation

Under discussion





4* Resort

Peloponnese region, Porto Heli

Project Description

A **4-star Resort** located in the southeastern part of Argolis. An all inclusive resort, which currently disposes a number of **206 rooms & 10 suites/381 beds** and operates 168 days/year.

Project owner

Private owner

Mode of cooperation

Under discussion







3* Hotel

Central Macedonia region, Thessaloniki

Project Description

A **3-star City Hotel** located in the city of Thessaloniki, around 15 km away from the airport. The hotel currently disposes a number of **97 rooms**.

Project owner

Private owner

Mode of cooperation

Under discussion







Integrated 5* resort Ionian islands region, Corfu Island

Project Description

The hotel has been included in the luxury category and consists of the main one a building including reception and dining areas as well as 174 rooms and 7 meeting rooms bungalows of which include the remaining 87 rooms in total **261 rooms** and 517 beds.

Project owner

Private owner

Mode of cooperation

Under discussion





TR1746



Investment Incentives Law

Aid schemes:

- 1. Tax exemptions
- 2. Cash grants
- 3. Leasing subsidy (leasing)
- 4. Wage costs subsidy
- 5. Financial instruments (loan guarantee, loan etc.)
- 6. Fixed tax regime for a certain period of time
- 7. Rapid licensing

The First Round for Calls of Interest has attracted <u>772</u> investment plans, with a <u>total investment budget of €2bn</u> and <u>€700mn of total investment support</u>. The first 70 projects have been approved with a total budget in excess of €500mn

State Aid percentages:

Regional State Map percentages foresee maximum aid rates reaching **55%** of the total investment cost for small and very small enterprises and **35%** for large enterprises.



Percentages depend on the <u>size of the</u> <u>company</u> and the <u>region of the country</u> in which the project will be implemented

Fast Track

+ Residence permit for non EU executives of the companies

Fast Track The fast lane to Greece Fast Track

Qualification Prerequisites

The total value of the investment exceeds 100 million Euro

Or

The value of the investment exceeds **40 million Euro** and, concurrently, the investment creates at least **120 new jobs**

Or

The investment creates at least **150 new jobs** or at least **600 jobs** are maintained in a viable and sustainable manner

Or

- The value of the investment exceeds 15 million Euro for industrial investments within organized industrial areas or
- the total investment cost exceeds 5 million Euro for investments regarding the development of Business Parks



19 projects approved, €3.8bn & 14 in the pipeline, €3.65bn

International Organizations support Greek Investments

European Investment Bank between

2010-2018 invested approx. EUR 13.7

billion in Greece, mainly in

infrastructure, SMEs and energy

projects.





THE JUNCKER PLAN FOR INVESTMENT IN EUROPE









One-Stop-Shop service for setting up all company forms



The One Stop Shop Service offers the possibility to reduce significantly the costs and the time to start a business and complete the establishment **in less than 15 minutes** if the entrepreneur has all required data and documents at hand.

After concluding the procedure the company owner does not need to seek the tax office or the social security fund because they will be informed automatically.



Electronic Company Establishment e-OSS (One-Stop-Shop)

https://eyms.businessportal.gr/auth

Establishing a new company is now even easier through the new swift process introduced via a recently launched e-platform, in 3 steps:

- **Step 1:** Insert company details
- Step 2: Acceptance of company details and Articles of Association by all company shareholders
- Step 3: Automatic registration at the Business Registry (GEMI), Tax Authority (AADE), Local

Chamber, Social Security Organization (EFKA), Receipt of Incorporation Certificate

There will be gradual introduction of all business types (e.g. SA, Ltd, etc.) starting with private capital companies





Enterprise Greece offers a set of integrated investment facilitation services

- Informing investors on sector-specific required licenses and approvals and assisting on their issuance
- Informing on available **financial tools and incentives** for the realization of investment projects
- Examining land use and spatial planning issues to ensure the smooth installation of an investment
- Helping potential and existing investors identify suitable personnel
- Informing on labor regulations, taxation and cost related topics
- Providing site location services for project development
- Bringing in contact investors with local companies and suppliers
- Preparing customized investment proposals
- Suggesting to Central Government improvements in the legal framework for investments





Investor's Ombudsman: Unblocking investments



The Investor's Ombudsman mediates during the licensing procedure and where specific bureaucratic obstacles, delays, disputes or other difficulties arise (related to State services and State actors vis a vis the investor) that lead to intractable differences, a deadlock, a standstill or similar difficulties regarding the investment project

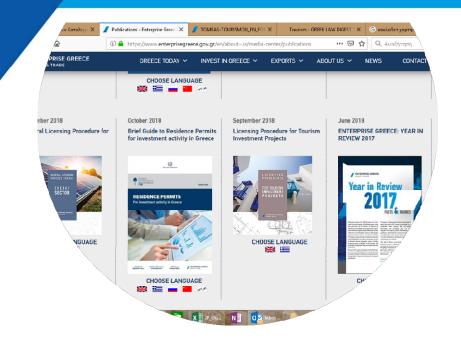
the Investor Ombudsman is available for investment projects exceeding the value of two million (2,000,000) Euro

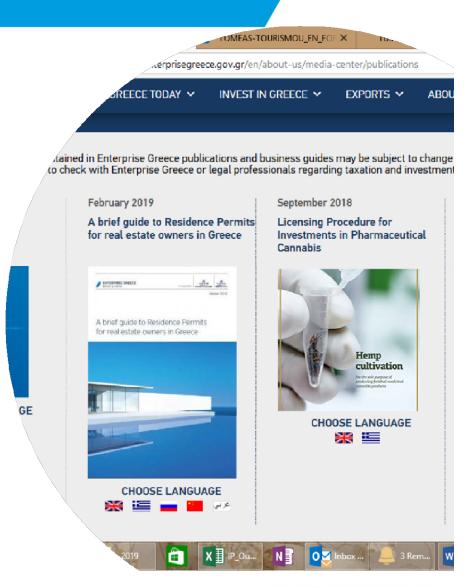
Investor's Ombudsman: How it works!

- ➤ Receives and examines investors' special requests regarding specific cases of delays or other difficulties preventing the implementation of investment projects
- > Collects supportive documents needed to examine each case
- ➤ Identifies the competent public authorities and the stage of each case
- ➤ Requests and receives comprehensive information on each specific project/case and estimates the factors causing delays
- ➤ Cooperates with the competent authorities to accelerate the resolution of specific cases and monitors the resolution process



Several useful guides





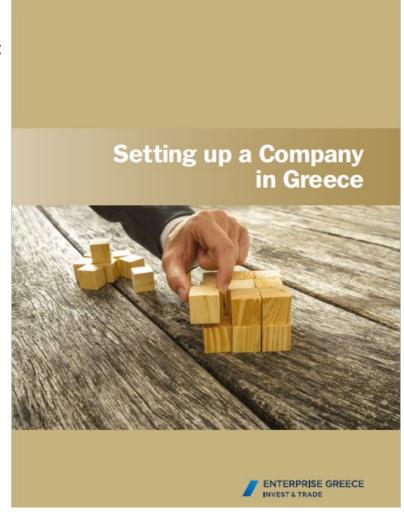


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A fully fledged guide on setting up a legal entity

A recently produced guide with practical information on:

- Main characteristics of all company forms
 (Individual Enterprise, General Partnership OE,
 Limited Partnership EE, Intragroup Service Centre,
 office/branch of foreign shipping companies,
 Limited Liability company (EPE), Limited by Shares
 Company (AE), Private Capital Company (IKE)
- Competent one-stop-shops according to company type and method of incorporation
- Procedures, time and cost for setting up





Contact us for specific support requests

- ❖ Do you need information on **licensing and/or financing** your investment?
- ❖ Do you need support on **identifying potential location options** for your project?
- ❖ Do you wish to **identify suitable personnel**?
- ❖ Are you looking for the right **local suppliers and companies** to work with?
- Do you wish to get advanced information on taxation and cost related topics?

For all these and even more, ask for our assistance:

https://enterprisegreece.gov.gr/en/invest-in-greece/investment-support-services



❖ Do you encounter difficulties and/or delays in realizing or operating your investment?

Ask the Investor's Ombudsman and learn how we can assist:
https://enterprisegreece.gov.gr/en/invest-in-greece/ombudsman/investor-ombudsman



Enterprise Greece

Thanks for your attention

E: info@enterprisegreece.gov.gr www.enterprisegreece.gov.gr

