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## **The 1<sup>st</sup> Greek Products Festival in Beijing was completed successfully**

The festival took place on the 11<sup>th</sup> & 12<sup>th</sup> of May. It was organized by the Athens University of Economics and Business, the University of International Business and Economics of China and the Business Confucius Institute in Athens (BCI).

During the festival, the participating Greek companies were able to present their products and services to Chinese companies from Beijing and to discuss cooperation opportunities aiming to the export of Greek products to China.

On Saturday 11<sup>th</sup> of May, a big crowd, representatives of the Chinese Business world and officials from the Chinese Ministry of Commerce and the Chinese Ministry of Foreign Affairs attended the opening ceremony of the festival. Among others Ms Wang Ling, president of the Board of the University of International Business and Economics of China, the Rector of the Athens University of Economics and Business, Mr. Konstantinos Gatsios and the Commercial Attaché of the Greek Embassy in Beijing gave a speech at the ceremony.

Every Greek company had the opportunity to have at least 5 targeted meetings with Chinese companies of their field. The Chinese companies which met with the Greek exhibitors were from the fields of food and beverages, development of agricultural products, retail chains, hotels and development companies.

Along with the exhibition, the participating Greek companies, including the companies NEMOS Business Consultants, Bioselect, Ergo Group, Enarxis Dynamics, Pan Prod, visited a food plant and Chinese wineries and exchanged expertise with the Chinese producers.

Mr. Konstantinos Gatsios, the Rector of the Athens University of Economics and Business stated at the end of the festival: "The university's initiative to extend our cooperation with the University of International Business and Economics of China, beyond cultural and educational issues, to issues relating to the promotion of Greek products and Greek enterprises to China, is an innovative element of extroversion by our university and a responsible attitude towards the financial crisis of our country".

The festival was held in collaboration with the Hellenic-Chinese Centre of Entrepreneurship and the Greek Embassy in China. The festival had the auspices of the Hellenic Foreign Trade Board and the Hellenic-Chinese Chamber.

Below you can see some pictures taken at the exhibition hall.



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