

Presentation of the Exhibition

January 8-10, 2016. Athens Hilton.

Athens Money Show 2016

1. Aims of the Exhibition

The "Athens Money Show" aims at exhibiting the financial products and services available in the Greek 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.

2. Purpose of the Exhibition

2.1 The money market in Greece

Greece belongs to the group of developing countries and, for this reason, presents a significant 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 only recently been making an obvious and demanding appearance in our country.

2.2 Purpose of the Exhibition

- provide the Greece 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

4.1 Exhibition facilities

The Exhibition will take place in Conference rooms and exhibition areas of the Hilton Hotel.

4.2 Internal arrangements

The Exhibition will be internally arranged to comprise the following:

a) **Reception.** The area will be manned by expert personnel

The Exhibition area:

The main area of the Exhibition will cover the lower two floors 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.

5.1 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:

Exhibitors' profiles

1. State authorities responsible for the money market (Ministries of National Economy Finance. Commerce, Industry Research & Technology, Bank of Greece, etc.)
2. State organizations
3. E.E. (Greek office)
4. European Investment Bank
5. Greek Stock Exchange
6. Companies in the Stock Exchange
7. Brokers
8. Banks
9. Insurance companies
10. Investment consultants
11. Real estate agents
12. Merchants of art, antiques, precious stones, metals, coins, etc.
13. Mass media and specialized publications
14. Credit cards

15. Software houses for financial applications
16. Economic education organizations
17. Organizations of respective foreign exhibitions
18. . Organizations for the collection of information of financial nature
19. Companies seeking investors
20. Franchisors
21. Leasing firms
22. Innovative companies

5.2 Participation of exhibitors

On the basis of the information presented so far, the participation of exhibitors is predicted to be massive.

6. Visitors

6.1 Identification of visitors

there are two groups of visitors:

Visitors of immediate interest,

Visitors of general interest, including