

Presentation of the Exhibition

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Athens Money Show 2016

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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.

The exhibition of these products and services has two mutually supported aspects:

The opportunity for the exhibitors to present every one of their exceptional products to the visitors of the Exhibition, in surroundings well adjusted to the importance and prestige of their sector, through:

The organization of the Exhibition in an environment matching the expected level of contacts, specifically in Conference rooms and Ballrooms of the Athens Hilton Hotel,
Securing all measures necessary for uninhibited discussions between exhibitors and visitors, and for the arrival and circulation of visitors in the Exhibition facilities.

The open possibility for group presentations by the exhibitors of new financial products and services, with the alternative aims of:

Either promoting integrated "package solutions" or breaking into new markets.

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 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 the United Europe.

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 "Greece and the new money market", aims at:

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

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.

In its initial form, the money market in Greece (Banks, Stock Exchange) has been known, by its numbered products, solely to organizations of the manufacturing and services sector. The public had a perception of this market as being confined to Savings and Building Loans. The developments in the European Integration coupled with the increase in the demand for financing because of the cash flow problems in the investments and normal operation of the enterprises, have led to a more intense presence of the money market in Greece, through the creation or importation 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 public 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 (factoring, forfeiting, franchising, etc.).

Finally, the coming deregulation of the money market, in view of the Common European Financial Market is expected to boost competition, with an increase in the range of available products and services, and in the number of suppliers in the market, directly resulting in the availability of wider options in the search both for capital and for investment opportunities.

2.2 Purpose of the Exhibition

The above summary presentation results in the following specific comments:

- the Greece money market is of a satisfactory size and growing, but is still lagging in comparison with the respective international market
- the interest of the public and the market organizations, for either financing or Investments, is increasing and should peak after 2020.
- the awareness of products and services offered by the Greece money market, is complete only among specialists, while the public is only informed of selected items, with the rest of them remaining unexploited.
- the public awareness of products and services offered by the Greece 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 complete and global awareness of the Greece money market from the part of those interested at investing or obtaining financing.

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

- 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
- 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 Greece 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, at the same time supporting the organizer's ambition to realize it annually.

3. Presentation of the Exhibition's organizer

The organization of the Exhibition is carried out by the Organotecnica Group, a team of companies active in the Greece and European business consulting sector since 1950. The Organotecnica Group today includes 2 specialized business consulting firms in Abu Dhabi U.A.E. and offices in most significant European cities.

The idea of the Exhibition's organization stemmed from the long contacts of the Group with the Greece 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 Greece today. At the same time, the contacts of the Group with European collaborators, and the experience of respective exhibitions abroad, surfaced the idea of this Exhibition as the sole valid and effective vehicle for the introduction and knowledge of the Greece money market.

"The Organotecnica Group is in a position to guarantee for the organization and execution of the Exhibition, since, as shown in the attached pamphlet, it includes the specialized companies:

M.S. publica Ltd, public relations consultants Organotecnica Ltd, management consultants

'The responsibility for the organization and execution of the Exhibition has been assigned to the following:

- a. **Elias Farangitakis**, Money Show Founder.
- b. **Makis Papageorgiou**, Managing Director of EXCESS.
- c. **Anna Magrioti**, Manager of the "Athens Money Show "project
- d. **Anastasios Aravositas**, Financing and Investments director.

The wide expertise of the above guaranties the proper organization and execution of the Exhibition.

4. Organization of the Exhibition

4.1 Exhibition facilities

The Exhibition will take place in Conference rooms and exhibition areas of the Hilton 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 V.I.Ps and high ranking state officials the provision for the realization of special presentations by personalities of the sector.

4.2 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
 - cashier for the reception of visitors
 - selling point for the Exhibition Guide
 - control desk for visitors

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.

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.

5. Exhibitors

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. 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.

Their premium participation cost can include (specifically for Royal Exhibitors or sponsors):

- i. an exhibition space of high quality standards
 - ii. parking space
 - iii. free urban telephone calls with separate connections for each exhibitor
 - iv. free individual mini-bar for each exhibitor free coffees free dinners
 - v. continuous room cleaning services
 - vi. special prices in hotel rooms for guests
 - vii. free text page in the Exhibition Guide
 - viii. free transportation from Syntagma Square to the Exhibition and vice versa
 - ix. a special kit on public relations activities
 - x. special prices for secretarial services in the Exhibition
 - xi. special prices for public relations services
- d. The attractive advertising and international promotion of the Exhibition and its outcome.
- e. The good timing of the Exhibition, in view of the Unified European Financial Market...
- f. The official guests/speakers, who will raise the prestige and practicality of the Exhibition.
- g. The annual organization of the Exhibition that will provide the money market with a presentation forum.
- h. 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
- i. The possibility for contacts with competition

6. Visitors

6.1 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
- financial executives and
- students of business and finance.

Visitors of general interest, including

- the non-specialized public that is interested in being informed on the specifics of the money market.

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, while the relatively high entrance fees should allow for an additional assessment of the visitors' qualities.

6.2 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)
- (b) The opportunity for a comprehensive and direct investigation of the money market.
- (c) The opportunity for participation in the presentations and discussions, organized in the framework of the Exhibition with market specialists.
- (d) The opportunity to be informed of all new financial products and services.
- (e) Their participation to a lottery of significant prizes.
- (f) The special advertising campaign aimed at them.
- (g) 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.