

Developing Stronger Links to the Greek Diaspora

*The Role of Hellenism Abroad in
Today's Greek Crisis*

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Greek Diaspora population is more than 4.000.000 globally



Greek Diaspora was and is the extension of Hellenism

D

Develop

I

Inspire

A

Act

S

Support

P

Perfom

O

Operate

R

Reform

A

Achieve

German – Hellenic Business Association (DHW)

- DHW (Deutsch-Hellenische Wirtschaftsvereinigung)
= German-Greek Business Organisation
- Non-profit, non-political and non-governmental association
- Represents the ca. 30.000 Greek entrepreneurs in Germany
- 110.000 jobs & turnover of more than 13 billion €



World Hellenic Interparliamentary Association

- strengthen relations between Greece, the respective countries and their Parliaments,
- promote issues of mutual concern
- **support the Hellenes of the Diaspora**



What can we do?



Diaspora Greeks “offer” to buy the Greek Debt with the mythical donation of 600 billion US-dollars



No trust in Greece !



See...



&



We need



things ...

1. Production
2. Production
3. Production

Think Simple

where is Quick Win possible?

Agriculture

- Exports of Greek agricultural to EU-15 countries
2003: 81 % 2011 :67%

Tourism

- German tourism to Greece decreased **30%** this year in comparison to 2011

The First step

The potato movement

Innovative and new social
economic models are needed to
face the crisis

Diaspora can help



Concrete initiatives...

The Idea:

- Online platform for agricultural products
- Use single market also for the small producers
- Boost Greek exports directly and considerably
- High quality Greek health products in Germany („Cretan diet“)
- Promote tourism via greek restaurants

Example:

The e-platform www.topagrodeals.com

It connects the Greek agricultural producers with
clients worldwide

What we already did :

- DHW took the initiative to formulate and elaborate certificates for Greek Restaurants in Germany



Campaign for high quality products in Germany

Second Act:

- DHW organised training seminars for chefs and owners of Greek restaurants in Germany ...



...ensuring high quality

Greek restaurants become
the best ambassadors for
tourism in Greece !



Reset Greece...



Reset Greece

- Bring together all initiatives which believe in the “**reboot**” of the country
- Inform and Inspire the **Greek entrepreneurs** worldwide
- Connecting donors and innovators/producers
- **Deliver solutions!**

www.resetgreece.gr



***Thank you very much
for your attention!***