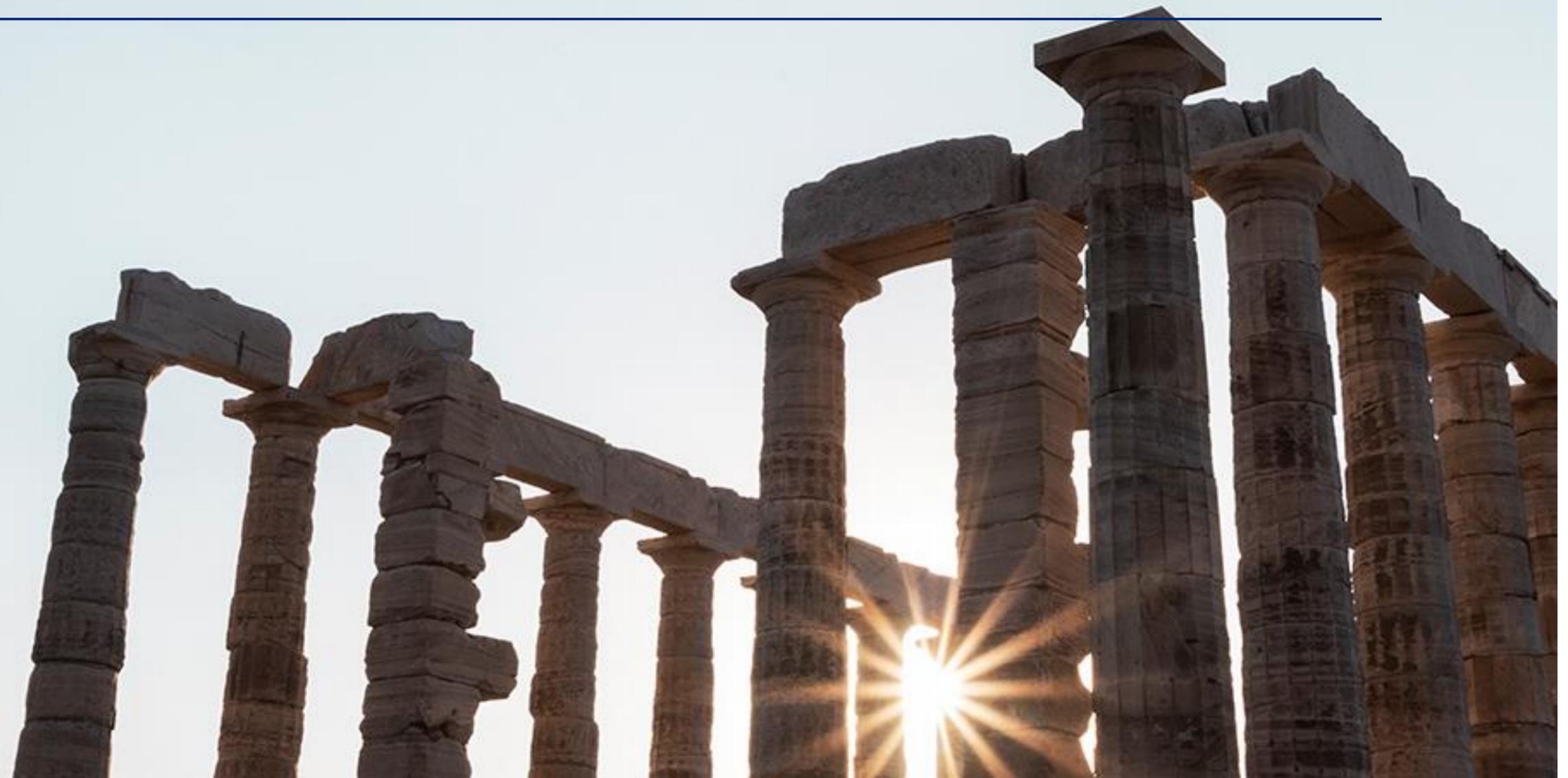


# GREECE – THE BRAND

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GREECE

KORRES



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GREECE

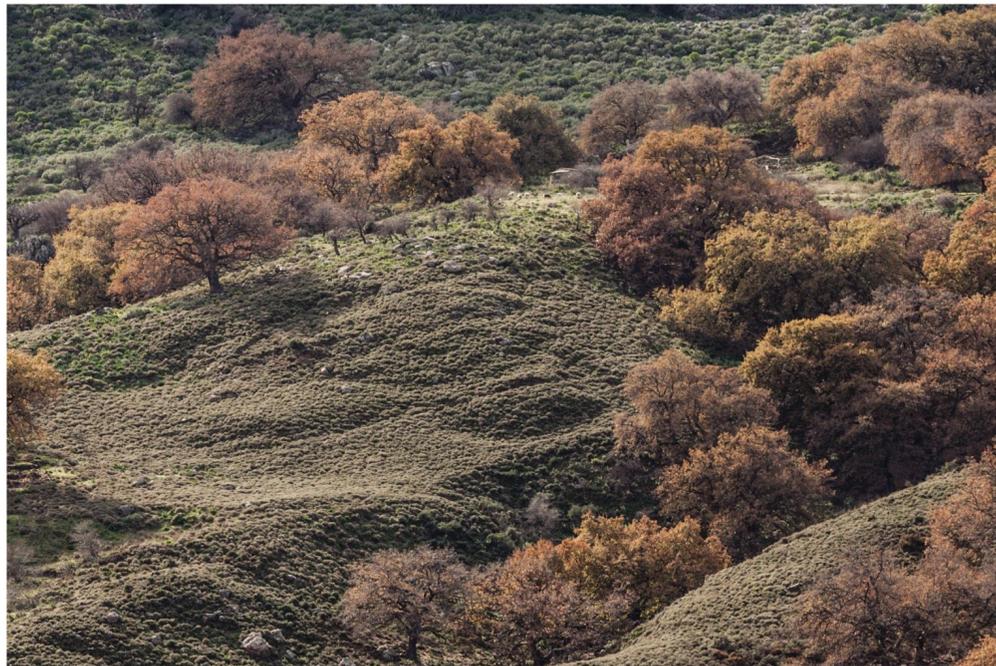
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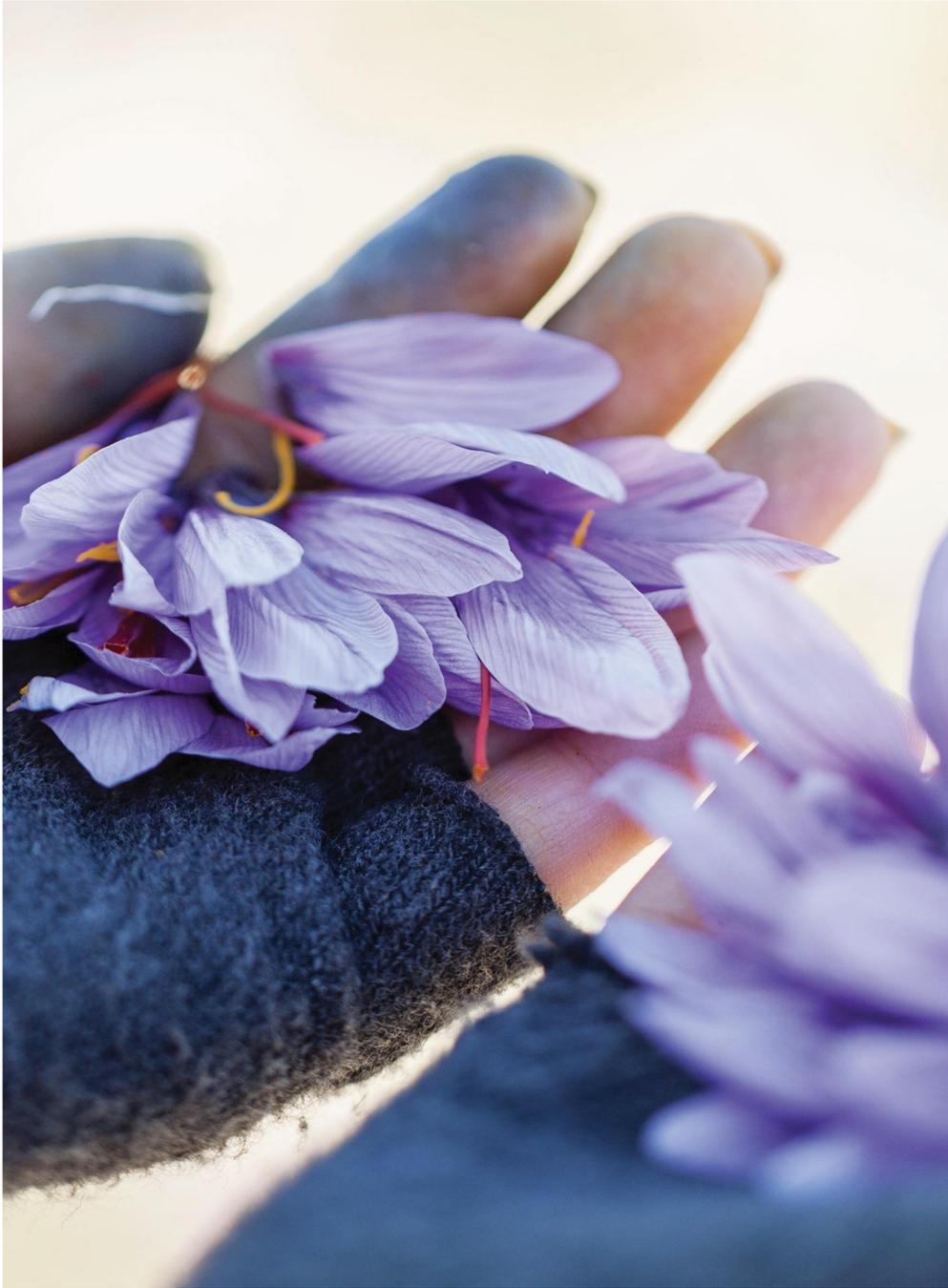
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GREECE

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# THE BRAND PILLARS

The roots of Western civilization

**Breathtaking beauty**

**Greek Light**

**Pure Nature, Pure Ingredients**

Healthy living

Mediterranean diet

**Hospitality**

**Philisophy**

Olympic spirit

Hippocrates

**The notion of classic beauty**

**Aesthetics**

**Ethos**

# GREEN DEAL FOR GREECE



## PURE INGREDIENTS

Nature in Greece is generous, abundant and potent. Our land is a global hotspot of biodiversity. Greece is home to 6,000 plant species; 1,500 are endemic, unique to this land. Some of them have survived even before the ice age. The longest living tree in Europe lives on the mountains of Pindos. Our sea meadows include the single longest-living plant on the biosphere, more than 10,000 years old.

### Pure ingredients from an ancient landscape



## PRIMARY RESEARCH

In the world of naturals primary research is endless. Large consortiums of the most high-profile academic, research and industrial partners work together on the mission to discover and decode the most powerful natural ingredients. The final goal is for those treasures to reach humans through great products.

- Medicine
- Personal care products
- Agro-chemicals

**Research in the service of Humanity**



## HARVESTING

- No wild harvesting
- Promote organic farming
- Preserve the biodiversity of endangered species
- Work with people that have lived on their lands for generations cultivating and growing those unique ingredients
- Build networks and partnerships

**Local farmers are part of Greek Nature**

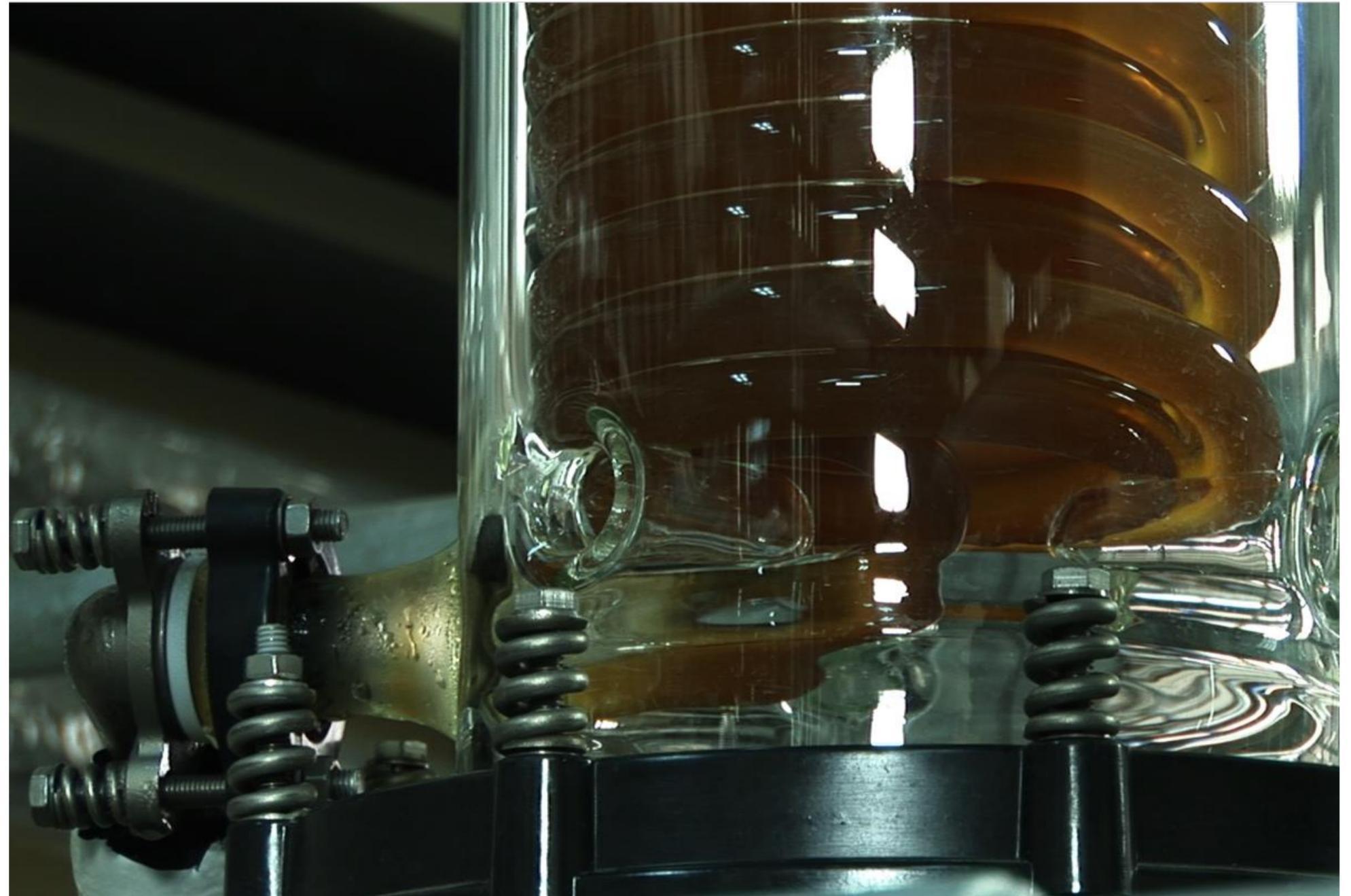


## EXTRACTION-PROCESSING

- Great know-how lies with universities, such as Athens School of Pharmacy & chemistry of Natural Ingredients
- All natural solvents
- Cold processing
- Customized extraction to each plant
- Precious super-active natural extracts
- Composting of solid residue to be returned to the farmers & used as organic fertilizer
- Biologically treated liquid residue to be returned to the water stream

### A clean, zero-waste operation

- Lack of industrial scale Extraction units
- Lack of knowledge for proper documentation (market-standards) in the case of NEW raw materials
- Lack of business understanding or business partners to boost university start-ups



## INDUSTRIALISATION

- R&D partner
- Production facilities
- Regulatory partner – Product Dossier
  
- ISO 9001 (Quality Management)
- ISO 14001 (Environmental Management)
- ISO 22716/2007 (GMPs)



## COMMERCIALISATION

- Commercialization partner
- Distribution /Sales / Marketing
- Consumer Engagement

**The circle can only be final when it reaches the consumer**





WE CAN BUILD

A FULL CIRCLE



# GREEN DEAL FOR GREECE

- Greece has enormous added value as a brand
  - Greek nature offers endless opportunities for innovative, highly-effective and emotionally-engaging ingredients and stories
  - Very good know-how lies with academic institutes
  - Good primary research opportunities within the EU
- 
- Lack of industrial scale extraction/ processing units
  - Lack of knowledge for proper documentation (market-standards) in the case of NEW raw materials
  - Lack of business understanding or business partners to boost university start-ups

# AESTHETICS

## QUOTE

As the German philosopher Alexander Baumgarten has defined, Aesthetics is the theory of Beauty and the theory of Sensitive Knowledge. Through Aesthetics we express not only our creativity but also our wish to influence in a positive way the quality of everyone's environment. Not only with the design of the products we create, but also with their values, their quality, the way we speak about them, with the way we communicate among us, the way we communicate with the environment, with Nature, with everyone around us”

ΣΑΣ ΕΥΧΑΡΙΣΤΩ / THANK YOU

KORRES

