



**HELLENIC
SWEDISH**
CHAMBER
OF COMMERCE

In Cooperation with:



**Embassy of Sweden
Athens**

8th Business Forum Greece-Sweden
“A New Business Environment is Emerging”
Thursday 19 October 2023
Benaki Museum, Pireos 138, Athens, Greece

The 8th Business Forum brings into the spotlight three disrupting trends that are on the top agenda of the Swedish and Greek business & political sectors. The Forum will explore what is the experience coming out of Sweden and Greece, how are the companies innovating and adapting to evolve and be in the forefront and share knowledge and developments from business and government representatives & specialists.

AGENDA

13:00 *Registration, coffee*

14:00 OPENING

Welcome remarks:

RANIA PATSIPOULOU, PRESIDENT OF HELLENIC-SWEDISH CHAMBER OF COMMERCE

14:10 H.E. JOHAN BORGSTAM, AMBASSADOR OF SWEDEN TO GREECE

14:20 KEYNOTE SPEAKER

THEODOROS SKYLAKAKIS, MINISTER OF ENVIRONMENT AND ENERGY

15:00 SESSION 1 | GEOPOLITICS AND BUSINESS - CHANGING GEOPOLITICAL SCENE AND NEW PATTERNS IN SUPPLY CHAIN

Climate change, pandemic, logistics and supply chain crisis, war and energy crisis, NATO expansion, require a holistic approach to challenges. How will corporations react to these challenges and opportunities? Is expansive interference in business decisions by governments increasing costs? How market adjusts?

SPEAKERS:

- **ANDERS AHNLIID**, DIRECTOR GENERAL FOR NATIONAL BOARD OF TRADE, SWEDEN

“TURBULENT OUTLOOK FOR INTERNATIONAL TRADE — THE CONTINUED NEED FOR AN EVIDENCE-BASED TRADE POLICY”

- **NIKOS TSAFOS**, CHIEF ENERGY ADVISER TO THE PRIME MINISTER OF GREECE

“TITLE OF SPEECH”

- **NIKOS VETTAS**, DIRECTOR GENERAL, FOUNDATION FOR ECONOMIC AND INDUSTRIAL RESEARCH – IOBE
PROFESSOR, ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

“THE EVOLVING LANDSCAPE FOR GLOBAL TRADE AND INVESTMENTS – IMPLICATIONS FOR THE GREEK ECONOMY”

EXPERT PANEL MODERATOR : VASSILIS ANTONIADES, SENIOR PARTNER & MANAGING DIRECTOR OF THE BOSTON CONSULTING GROUP (BCG)

Q&A – DISCUSSION

16:15 COFFEE BREAK

16:45 SESSION 2 | CHARGING THE FUTURE

Climate change and sustainability policies will drive new business models and products: Governments will act with more urgency to diversify their energy sources to improve both security and sustainability and corporations will create value chains that are net zero, nature positive, and equitable for all, access to “green materials” is crucial. (Electric vehicles, Hydrogen applications, construction, travel and tourism).

SPEAKERS:

- **LARS MÅRTENSSON**, ENVIRONMENTAL AND INNOVATION DIRECTOR - VOLVO TRUCKS
“ Electrification IN EUROPE, AN INDUSTRY TRANSFORMATION”
- **MICHAEL CHATZIGAKIS**, CEO HEXICON POWER
“NEXT BIG THING IN ENERGY: FLOATING OFFSHORE WIND”
- **COSTANTINOS A. BALARAS**, RESEARCH DIRECTOR, INSTITUTE FOR ENVIRONMENTAL RESEARCH & SUSTAINABLE DEVELOPMENT (IERSD), NATIONAL OBSERVATORY OF ATHENS (NOA)
“ASSESSING SUSTAINABLE SOLUTIONS FOR THE BUILT ENVIRONMENT”

EXPERT PANEL MODERATOR: COSTAS THEOFYLAKTOS, CHAIRMAN OF THE ENERGY EFFICIENCY COMMITTEE, GENERAL SECRETARY AT INSTITUTE OF ENERGY FOR SOUTH - EAST EUROPE (IENE)

Q&A - DISCUSSION

18:00 COFFEE BREAK

18:30 SESSION 3 | THE IMPACT OF AI IN THE WORKPLACE OF THE FUTURE

AI is set to impact work in three major ways: human to machine interaction; smart process automation; and advanced analytics.

SPEAKERS:

- **VASSILIOS TH. BEKAS**, SUPREME COURT ATTORNEY AT LAW
FOUNDING PARTNER, BEKAS & ASSOCIATES LAW OFFICES
“AI AND BUSINESS LAW PRACTICE: EMBRACING SYNERGY. NOT SUBSTITUTION”
- **STEFAN PARKVALL**, SENIOR EXPERT, GROUP FUNCTION TECHNOLOGY, ERICSSON
“2030 - CONNECTING A CYBER PHYSICAL WORLD”
- **JOHNNY STIEGER**, HEAD OF PERFORMANCE SOLUTIONS & CLOUD OPERATIONS, EMEA SKF
“ROTATION FOR LIFE, MACHINE LEARNING & INSIGHTS”

EXPERT PANEL MODERATOR: MARIA BOURA, EXECUTIVE ADVISOR ON 5G, STRATEGY AND LEADERSHIP MATTERS, CO-FOUNDER OF THE WOMEN LEADERSHIP HUB

Q&A – DISCUSSION

19.45 END OF THE CONFERENCE

CLOSING REMARKS

RANIA PATSIPOULOU, PRESIDENT OF HELLENIC-SWEDISH CHAMBER OF COMMERCE

20.00 STANDING COCKTAIL DINNER |

KEYNOTE SPEAKER

DIMITRIS PAPASTERGIOU, MINISTER OF DIGITAL GOVERNANCE