



ASSOCIATION FOR THE DEVELOPMENT
OF WEST ATHENS

BioCultura Barcelona 2023



**WEST ATHENS
BUSINESS
SUPPORT SERVICES**



European Union
European Fund
of Regional Development



ΠΕΡΙΦΕΡΕΙΑΚΟ
ΕΠΙΧΕΙΡΗΣΙΑΚΟ
ΠΡΟΓΡΑΜΜΑ
ΑΤΤΙΚΗΣ



With the co-financing of Greece and the European Union

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Western Athens is developing

The Association for the Development of West Athens representing the Municipalities of West Athens, works steadily to strengthen and expand its production base as well as to strengthen the development potential of the region.

Beyond the imminent measures for the recovery of the Greek economy imposed by today's critical juncture, we must prepare for the next day. We must work on a new development model, which, among others, will support companies that can develop products and services with strong elements of innovation and extroversion.

Working towards this direction, the Association for the Development of West Athens has designed and is currently implementing a comprehensive Intervention which moves along four main axes: Employment, Youth entrepreneurship, Innovation and Extroversion, all of which represent prerequisites for the implementation of a modern policy in the field of entrepreneurship and the upgrading of production potential of West Athens.

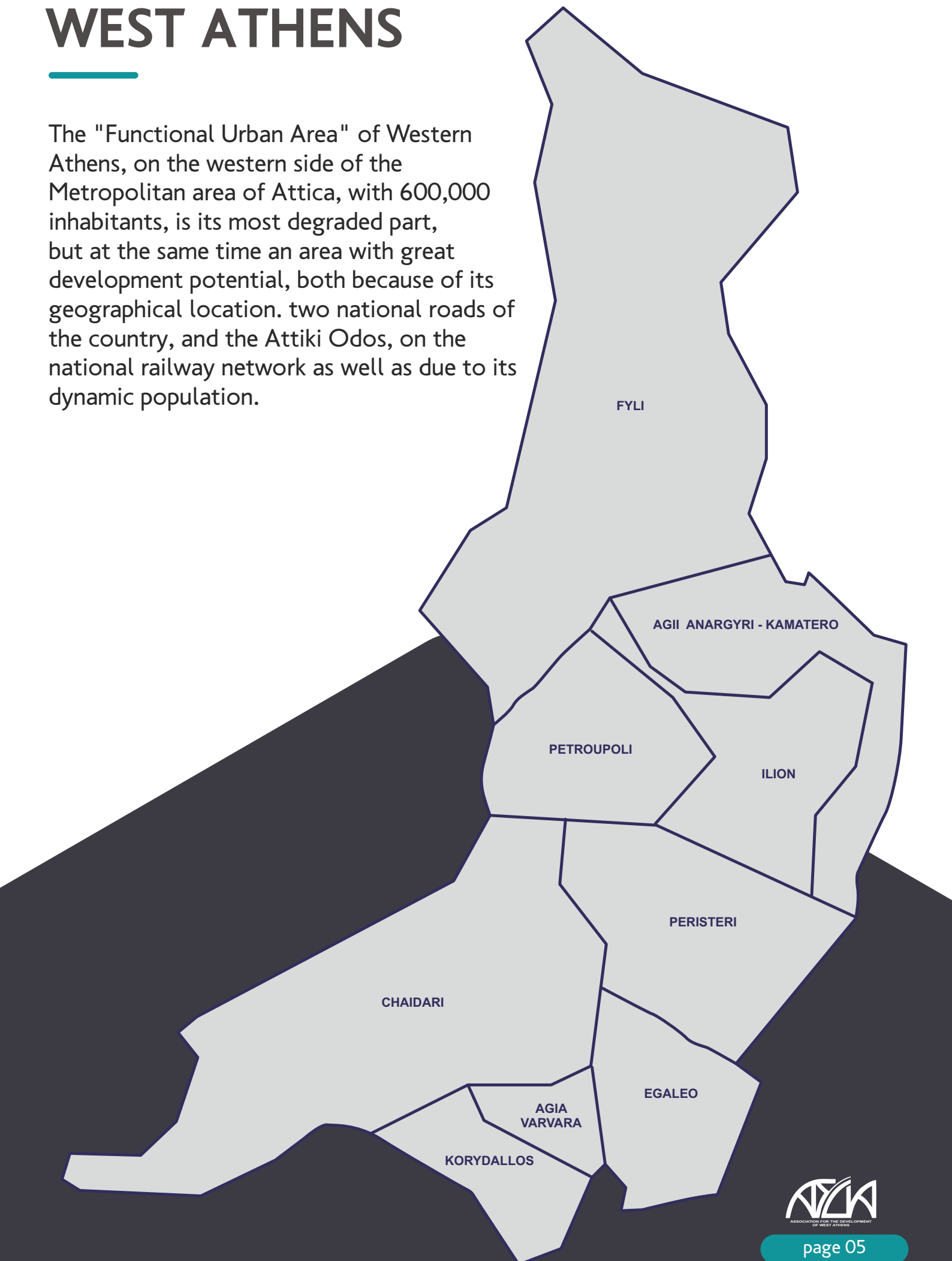
With the belief that we support in practice, the strengthening of the competitiveness of the businesses of West Athens, we invite you to take advantage of the services provided through the Digital Platform and to participate in this dynamic development effort.

The President
of Association for
the Development of the
West Athens

Andreas P. Pachatouridis
Mayor of Peristeri

WEST ATHENS

The "Functional Urban Area" of Western Athens, on the western side of the Metropolitan area of Attica, with 600,000 inhabitants, is its most degraded part, but at the same time an area with great development potential, both because of its geographical location. two national roads of the country, and the Attiki Odos, on the national railway network as well as due to its dynamic population.








ASSOCIATION FOR THE DEVELOPMENT OF WEST ATHENS (ASDA)

The Association for the Development of West Athens (ASDA) was founded in 1988 after a joint decision of the Municipalities of the region and today, after successive mergers of Municipalities and the accession of new ones, it consists of nine Municipalities, namely the Municipalities of Agia Varvara, Agioi Anargyroi - Kamatero, Aigaleo, Ilion, Korydallos, Peristeri, Petroupoli, Fili and Chaidari.

ASDA was created from the realization that problems do not recognize random administrative boundaries and the only way to deal with them is through inter-municipal cooperation.

GOALS OF THE ASDA

-  Promoting and exploring intermunicipal cooperation.
-  Cooperation with government agencies and coordination of the action of all agencies.
-  Spatial, urban and environmental regeneration and, specifically, the area defined by the administrative boundaries of the ASDA Member Municipalities.
-  Combating unemployment and the overall economic development of the regio.
-  Participation in trans-European Networks of Cities and finding resources for the development of the region.

ASDA ACHIEVEMENTS

-  Hundreds of environmental and urban regeneration projects in all Municipalities .
-  Protection from trespassers - Redevelopment and promotion of the Diverse Mountain.
-  Protection and development of the "Antonis Tritsis" park.
-  Training and employment programs for unemployed and other vulnerable groups.
-  Small and medium business support.
-  Structures and institutions to deal with unemployment.
-  Culture development actions.
-  Dozens of development studies on the region's problems.
-  Special development programs for the overall upgrading of the area.
-  Participation of Western Athens in European programs (ADAPT, NOW, Intereg, UPP, URBACT, URBELAC, EuropeDirect, Horizon).
-  Planning Development and Spatial Interventions (Special Development Program of Western Athens, Integrated Urban Intervention Plan, Sustainable Urban Mobility Plan, etc.).
-  Planning and implementation of important European programs, such as TEBA for the essential support of the poorest strata of society.
-  Planning and implementation of the Intermunicipal Partnership for the development of Western Athens, as an Intermediate Management Body



ASSOCIATION FOR THE DEVELOPMENT
OF WEST ATHENS



BUSINESS4EXTROVERSION

"Horizontal Services for the Support and Diffusion of Entrepreneurship in West Athens"

The project entitled "Horizontal Services for the Support and Diffusion of Entrepreneurship in West Athens" is implemented by the Development Association of West Athens (ASDA). The project is included in Priority Axis 03 "Strengthening the competitiveness and extroversion of SMEs - Improving the attractiveness of the Region of Attica for attracting investment and promoting Innovative Entrepreneurship" of the Operational Program Attica, and concerns horizontal services for the support and dissemination of entrepreneurship in West Athens.

The main development arm of the project is the Business4extroversion platform (eCOMP2EX) through which businesses have the possibility to use and personalize digital tools for their business activity.

The support of the extroversion of enterprises and the facilitation of access to new markets is based on the organization of business missions to important foreign exhibitions, through which services and interface functions are offered for the participation of entrepreneurs in B2B contacts, and support services for the acquisition of experience and access to international exhibitions and networks, market operation information, understanding of developments, etc.

PROJECT OBJECTIVE

The project aims to promote West Athens as an investment destination, and to encourage existing and active businesses to engage in modern "entrepreneurship". Free services are offered to support and strengthen Greek businesses in their strategic diversification and extroversion. The development of the Services for the Support of Extroversion and Promotion of West Athens as a Business and Investment Destination seeks, equally and comprehensively, to support the capacity of SMEs of all sectors and branches of the economy in the Greek territory to develop in regional, national and international markets and to participate in processes of promoting entrepreneurship.

PROJECT GOALS

-  Promotion of West Athens as a destination for investment and business development.
-  Support and motivation of existing and active businesses in West Athens.
-  Establishment of business partnerships and collaborations at local, national and European level.
-  Developing common strategies for the expansion of entrepreneurship.
-  Promoting innovation in business.
-  Dissemination of good practices and exchange of experiences.
-  Use of the open digital platform for Entrepreneurship in West Athens by all active and existing SMEs.
-  Promoting the skills and potential of SMEs for export activities and for finding trading partners.
-  Broadening the know-how of SMEs.
-  Supporting the development of sustainable competitive advantages with an emphasis on extroversion and opening up to new markets.
-  Attracting potential investors wishing to do business in West Athens.

PROJECT BENEFITS

-  Establishment of a common framework for entrepreneurship in West Athens
-  Use of digital solutions for the upgrading of the entrepreneurial capacity and extroversion of small Greek businesses.
-  Development of existing and active businesses in West Athens through the promotion of business partnerships.
-  Mobilization of professional local collective professional bodies in the region.
-  Simplification of the business environment for business executives and young professionals.
-  Developing the extroversion of SMEs and SMEs.
-  Specialized information on market conditions and opportunities for businesses.
-  Dissemination of good practices and exchange of experience.

TRADE MISSION

BioCultura Barcelona 2023

PALAU SANT JORDI /
BARCELONA / SPAIN

FROM 4 TO 7 MAY 2023

BioCultura
bio

SCOPE OF THE EXHIBITION

BioCultura reaches its 29th edition, at the Palau Sant Jordi in Barcelona.

BioCultura aims to continue to impress visitors with the latest innovations in the organic sector. Each time the proposals are more diversified and enable the adoption of healthy habits and more responsible consumption.

BioCultura is the largest eco-products and responsible consumption fair in the state and this year will attract around 300 exhibitors specialising in the fields of organic food, eco-cosmetics, sustainable fashion, healthy home, responsible tourism, renewable energy, sustainable mobility, crafts and NGOs.

PURPOSE OF TRADE MISSION

The present trade mission aspires to optimize the extroversion of businesses and the promotion/activation of West Athens as a business and investment destination. In this context, the development of partnerships and the consolidation of business relations at national and international level, are the main pillars of the implementation of the exhibitions and trade missions.

The organization of a trade mission to Biocultura, aims to meet the needs of SMEs for extroversion and for new business activities, but also to empower inwardlooking businesses for their transition to innovation and the circular economy.

ASDA B2B LOUNGE

Within the current business mission, there is an allocated space, "ASDA B2B LOUNGE", which will operate as a hub for businesses in West Athens.

At the specific area, interested stakeholders can meet the businesses of West Athens and hold B2B meetings for potential cooperation.

TRADE MISSION PROGRAMME

Wednesday 3 May 2023

Time	Activities
7:30 a.m.	Meeting at the airport
8:25 a.m.	Departure from Athens to Barcelona
10:35 a.m.	Arrival at Barcelona Airport and transfer by van to the hotel
11:15 a.m.	Direction to the HOTEL CATALONIA BARCELONA PLAZA
13:00 p.m.	Check in at the hotel
19.00 p.m. - 20.00p.m.	Mission Meeting at the hotel

TRADE MISSION PROGRAMME

Thursday 4 May 2023

Time	Activities
09.30 a.m.	Meeting at the Reception of the Hotel
10.15 a.m.	Transfer to the exhibition area & Registration
10.30 a.m.	Transition to the booth - ASDA B2B Lounge
11.00 a.m.	Start of operations
12.00 p.m.	Exhibition Opening with the presence of industry associations, organisations and institutions
13.00 p.m. – 16.00p.m.	B2B Meetings - Exhibition Tour
16.00 p.m. – 18.00p.m.	Conference: “Spanish Organic Sector”
20.00 p.m.	Business Dinner with the Development Association of West Athens

TRADE MISSION PROGRAMME

Friday 5 May 2023

Time	Activities
10.15 a.m.	Meeting at the Reception of the Hotel - Departure for the open-air organic wholesale market
10.30 a.m. - 13.00 p.m.	Visit to the organic products outdoor market MERCABARNA BIO MARKET (transfer by VAN from the hotel)
13.30 p.m. - 20.00 p.m.	Transfer to BIOCULTURA 2023 - B2B Meetings ASDA B2B Lounge
20.00 p.m. - 21.30 p.m.	Professional networking and amusement / Cocktail Party (held at BIOCULTURA)

TRADE MISSION PROGRAMME

Saturday 6 May 2023

Time

Activities

9.45 a.m.

Meeting at the Reception of the Hotel

10.00 a.m.

Transition to BIOCULTURA 2023 - B2B Meetings

15.00 p.m. -
17.00 p.m.

Wrap-up meeting ASDA B2B Lounge

17.00 p.m.

Closing of proceedings

Tour in Barcelona

Suggested options:

- LA BROQUERIA
- ORGANIC MARKET GRACIA,
Address: C/d Asturies 22---08012
- ECOCENTRE SUPERMARKET VEGAN,
Address: Av diagonal 329
- HERBOLARIO SOLNATURE,
Address: Placa de la libertat 13
- LA LLETERIA BIOCOLMADO,
Address: Career de Salva
- HORTET SELECCIONS -BOTIGA
VEGANA, Address: Career de Sanpere
I Miguel 39

TRADE MISSION PROGRAMME

Sunday 7 May 2023

Time	Activities
11.00 a.m.	Check out
14.30 p.m.	Meeting at the Reception of the Hotel
14.45 p.m.	Departure by van to Barcelona Airport
15.30 p.m.	Arrival at the airport
17.55 p.m.	Departure from Barcelona
21.50 p.m.	Arrival at El. Venizelos





Contact Us

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