



WEST ATHENS GOES GLOBAL





Association for the Development of West Athens



**WEST ATHENS
BUSINESS
SUPPORT SERVICES**

BUSINESS EXTROVERSION INITIATIVE OF THE WESTERN ATHENS AREA IN GREECE



**REGIONAL
OPERATIONAL
PROGRAM
ATTICA**



Co – financed by Greece and the European Union Partnership Agreement 2014-2020

CONTENTS

- **WEST ATHENS**
- **ASSOCIATION FOR THE DEVELOPMENT OF WEST ATHENS(ASDA)**
- **GOALS OF ASDA**
- **ASDA ACHIEVEMENTS**
- **BUSINESS4EXTROVERSION**
- **PROJECT OBJECTIVE**
- **PROJECT GOALS**
- **PROJECT BENEFITS**
- **BUSINESS MISSION**

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

The main objectives of the ASDA are:

- 1 Promoting and exploring intermunicipal cooperation
- 2 Cooperation with government agencies and coordination of the action of all agencies
- 3 Spatial, urban and environmental regeneration and, specifically, the area defined by the administrative boundaries of the ASDA Member Municipalities.
- 4 Combating unemployment and the overall economic development of the region
- 5 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

ASDA ACHIEVEMENTS

- 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 and OXE/BAA for urban revitalization, employment support, social cohesion and the promotion of entrepreneurship in the region

BUSINESS4 EXTROVERSION

"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 Assosiation For The Development 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.



**WEST ATHENS
BUSINESS
SUPPORT SERVICES**

BUSINESS4 EXTROVERSION

"Horizontal Services for the Support and Diffusion 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

PROJECT GOALS

-  **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

1

Establishment of a common framework for entrepreneurship in West Athens

2

Use of digital solutions for the upgrading of the entrepreneurial capacity and extroversion of small Greek businesses

3

Development of existing and active businesses in West Athens through the promotion of business partnerships

4

Mobilization of professional local collective professional bodies in the region



PROJECT BENEFITS

- 5 **Simplification of the business environment for business executives and young professionals**
- 6 **Developing the extroversion of SMEs and SMEs**
- 7 **Specialized information on market conditions and opportunities for businesses**
- 8 **Dissemination of good practices and exchange of experience**



TRADE MISSION

FORWARD GREEN 2023

HELEXPO

8-10 JUNE 2023



FORWARD GREEN

The Forward Green Expo (FG Expo) is the 1st International Exhibition of the Circular Economy and is dedicated to Energy - Building - Recycling. It aims to contribute to the implementation of a new business concept for the country, based on the circular economy, green development and the transformation of business models for sustainable development and conservation of natural resources.

This new approach to the economy and sustainable development refers to a circular design, starting from the utilisation of raw materials, moving towards production, distribution and consumption, and finally to the recycling of the products consumed, leaving the least waste in the environment.



FORWARD GREEN

FORWARD GREEN is an opportunity for the companies of West Athens, aiming to connect them with visitors interested in their products or services, and with various institutions, such as Public Organizations, Local Authorities, Municipalities, Regional Associations of Municipalities and Development Associations.

Furthermore, at FORWARD GREEN, companies will have the opportunity to participate in the workshops and seminars that will take place during the exhibition, which aim to inform and present innovative practices and trends.



FORWARD GREEN

The content of the exhibition is addressed to already active businesses as well as early or future business activities in the West Athens area.

The presence of Greek companies at the exhibition is exceptionally important, as the green transition is considered necessary for all businesses to be in full alignment with the objectives of national and European strategies.



SCOPE OF THE TRADE MISSION

The organization of the business mission to FORWARD GREEN, aims to encourage the extroversion of businesses, and the promotion/activation of Western Athens as a business and investment destination. In this context, the development of partnerships and the establishment of business relations at national and international level, are the main pillars of the implementation of the exhibitions and business missions.

This business mission aims to meet the needs of the SMEs for extroversion and new business activities, and to contribute to their transition to innovation and the circular economy.



WHO CAN PARTICIPATE?

COMPANIES:

- Environmental Technology
- Bioclimatic Design
- Renewable Energy Sources
- Recycling and Circular Economy Systems
- Recycling and Waste Management
- Machinery, Tools, Equipment, and Materials
- Modern Construction Materials
- Sustainable Packaging Materials
- Water Treatment
- Supply Chain Management Services and Technologies
- Product Design
- Electric Vehicles
- European Programs
- Software
- Technical, Construction and Consulting Services



ASDA B2B LOUNGE

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

At the "ASDA B2B LOUNGE", interested stakeholders can meet the businesses of West Athens and hold B2B meetings for potential cooperation.



EXHIBIT CATEGORIES

The exhibited products and services fall into three general sectors:

- **RECYCLING**
- **ENERGY**
- **CONSTRUCTION**

Below is a detailed description of the activities that will take place at the exhibition and are open to the businesses of West Athens.



FORUM CIRCULAR ECONOMY

Alongside the exhibition, an important Forum is included, oriented towards the content of the circular economy.

At this Forum, businesses will have the opportunity to gain important knowledge about the growing industry and innovations in this field, both at European and global level.

The main topics of the Forum are listed below.



CIRCULAR ECONOMY

The Main Topics of the Forum:

- From the Linear to the Circular Economy
- Circular Economy and Investments in Greece
- The business sector: Environmental and Social Governance – ESG
- Circular Economy and Green Finance
- Good Practices
- Solid Waste as a resource: the road to zero waste
- Energy Transition, Renewable Energy Sources, Hydrogen, Biogas, Biofuels, Bioliquids
- Blue Economy
- Green Islands
- Circular Agriculture
- Circular Transport: Electric Cars, Electric Chargers, Electric Vehicle Charging Plan
- Liquid Waste
- Recycling and Reuse of Plastic
- Circular – Smart Cities
- Circular Economy in the field of Hospitality



PRESENTATION STAGE

The exhibition center includes a special presentation area (stage), which can be used by enterprises.

More specifically, the stage will host a sequence of presentations on:

"EXTROVERSION - BUSINESS ENVIRONMENT - CIRCULAR ECONOMY

GOOD PRACTICES IN WEST ATHENS"

In the context of the project entitled «Horizontal Services for the Support and Diffusion of Entrepreneurship in Western Athens», implemented by the Association for the Development of West Athens (ASDA).



PRESENTATION STAGE

The presentations will be held by :

- the Deputy Mayor of Environment, Quality of Life and Civil Protection of the Municipality of Peristeri
- the Director General of the ASDA
- members of the Project Team of the Project "Horizontal Services to Support the Extroversion of Enterprises" and
- the Director of Planning and Development of the Municipality of Egaleo.

The panel will take place on 8 June 13:30-15:00, at the exhibition area of stand 15.



Presentation stage/ ASDA Workshop

Programme of the Workshop

Time	Speaker-Presentation title
13:30-13:50	<p>Spatial and Development Strategy of Western Athens - Experience from the use of the tool of Integrated Spatial Investment</p> <p><i>Moschos Diamantopoulos, General Manager. Association for the Development of West Athens</i></p>
13:50-14:10	<p>Recycling, Waste Management, Urban and Social Development. A chain of everyday Culture and Quality of Life in Peristeri</p> <p><i>Maria Tsiota Markou, Deputy Mayor of Environment, Quality of Life and Civil Protection of the Municipality of Peristeri</i></p>

Presentation stage/ ASDA Workshop

Programme of the Workshop

Time	Speaker-Presentation title
14:10- 14:25	<p>Electronic Services and Tools to Support the Extroversion of Enterprises in the framework of the Digital Platform www.business4extroversion.gr. Presentation of Special Reports on the International Market for the Development of Recycling, Scrap, Materials Recovery Facilities (MRFs) and Management of hazardous waste treatment and disposal facilities, including incinerators and landfills, etc. (NACE codes 4677, 3811 and 4941). Comparison with Greek Enterprises, Regional Distribution and Export Activities</p> <p><i>Anna Kalargyrou, Member of the Project "Horizontal Services to Support the Extroversion of Enterprises"</i></p>



Presentation stage/ ASDA Workshop

Programme of the Workshop

14:25-14:40	<p>Products and Services under the Digital Platform www.business4extroversion.gr. Supporting the participation of Greek companies in International Exhibitions, Business Missions and B2B meetings</p> <p><i>Elektra Andaraki, Member of the Project "Horizontal Services to Support the Extroversion of Enterprises"</i></p>
14:40-15:00	<p>Microincubator and Business Support Centre in the Municipality of Egaleo - A Good Practice in the framework of the BAA/OCHE West Athens 2014-2020</p> <p><i>Dimitris Tzebelikos, Director of Planning and Development of the Municipality of Egaleo</i></p>

Trade Mission Programme

Thursday 8 June 2023

Time	Activities
09.00	Meeting at the Reception of the Hotel
09.45	Transfer to the exhibition area & Registration
11.00-12.00	Exhibition Opening FORWARD GREEN 2023
13.30-15.00	ASDA Workshop "Extroversion - Business Environment - Circular Economy / Good Practices in Western Athens"
15.00-19.00	B2B meetings



Trade Mission Programme

Friday 9 June 2023

Time	Activities
09.00	Meeting at the Reception of the Hotel
09.45	Transfer to the exhibition area
10.00-19.00	B2B meetings



Trade Mission Programme

Saturday 10 June 2023

Time	Activities
09.00	Meeting at the Reception of the Hotel
09.45	Transfer to the exhibition area
10.00-18.00	B2B meetings





Association for the Development of West Athens



**WEST ATHENS
BUSINESS
SUPPORT SERVICES**

Contact Us



extroversion@asda.gr



www.business4extroversion.gr



REGIONAL
OPERATIONAL
PROGRAM
ATTICA



Co – financed by Greece and the European Union Partnership Agreement 2014-2020