



ASSOCIATION FOR THE DEVELOPMENT
OF WEST ATHENS

DMEXCO 2023 COLOGNE, GERMANY



**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

CONTENTS

WEST ATHENS PRESIDENT MAYOR'S MESSAGE	04
WEST ATHENS	05
ASSOCIATION FOR THE DEVELOPMENT OF WEST ATHENS (ASDA)	06
GOALS ASDA	06
ASDA ACHIEVEMENTS	07
BUSINESS4EXTROVERSION	09
PROJECT OBJECTIVE	10
PROJECT GOALS	10
PROJECT BENEFITS	11
TRADE MISSION DMEXCO	12
DMEXCO 2023	13-14
TRADE MISSION PROGRAMME	15



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.

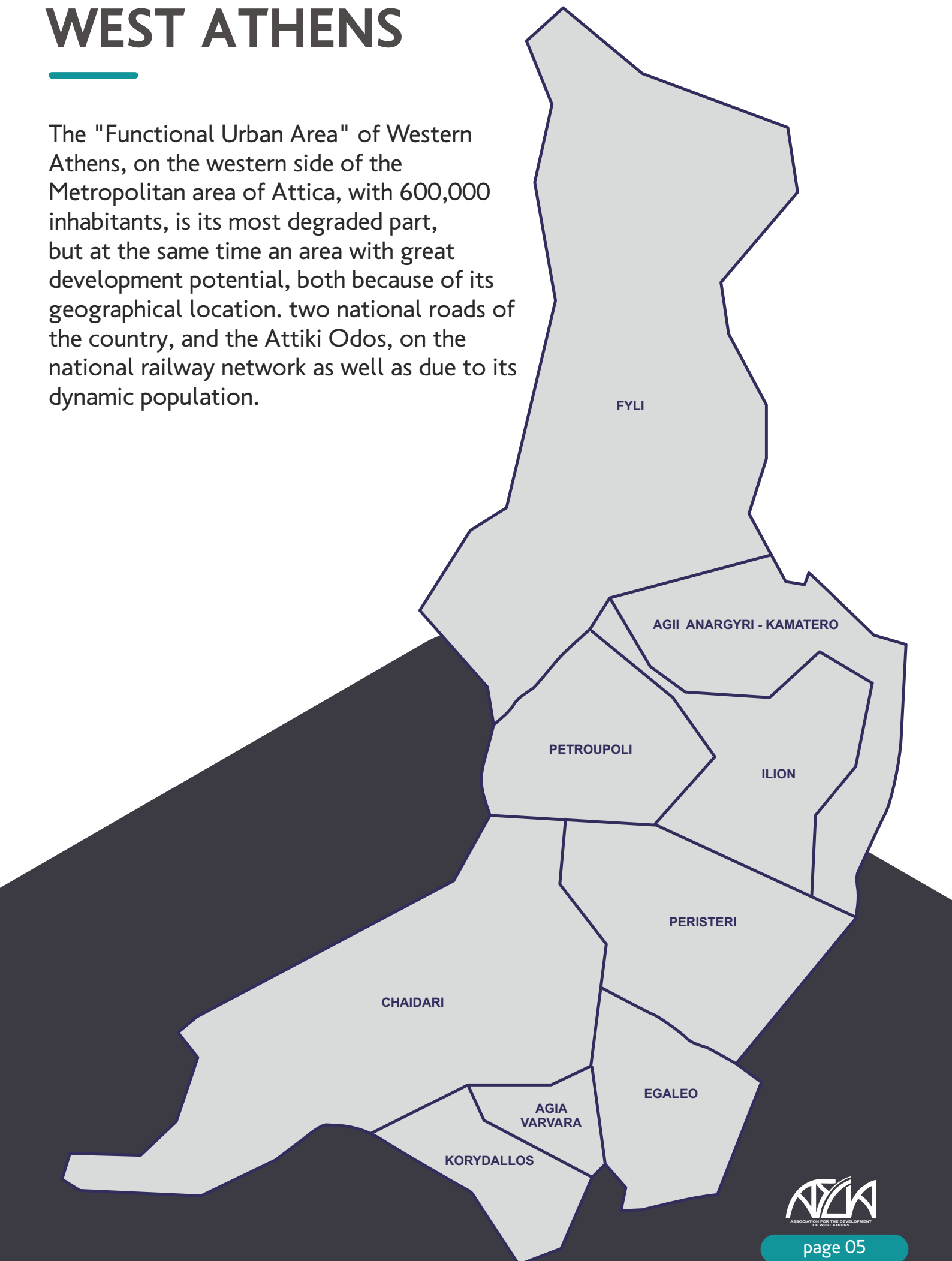
With the belief that we support in practice, the strengthening of the competitiveness of the businesses of West Athens, we invite you to take advantage of the services provided through the Digital Platform and to participate in this dynamic development effort.

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 Association 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.

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

COMPUTER

SECURITY

DMEXCO

2023

COLOGNE, GERMANY
SEPTEMBER 19-22, 2023

DM 

EXCO

BUSINESS

SEARCH WWW.

@ SYMBOL

WORK STATION

BACKUP



DMEXCO 2023

DMEXCO is Europe's leading digital marketing & tech event. We are the meeting place and a community for key players in digital business, marketing, and innovation. We bring together industry leaders, marketing and media professionals, and tech pioneers to set the digital agenda. Both globally informed and locally focused, DMEXCO offers an ecosystem with expositions, pioneering keynotes, lively debates, and informational masterclasses outlining the future of the digital economy and driving market value.

Participation in DMEXCO aims to meet the needs of small and medium enterprises for extroversion and for new entrepreneurs activities, but also in the empowerment of introverted businesses for their transition to innovation and digital transformation.

Benefits that businesses and professionals can reap by actively participating in this event are:

1. Networking Opportunities:



DMEXCO is an exceptional platform for networking with industry leaders, and potential business partners. The conference attracts a diverse crowd from all over the world, offering attendees a chance to meet marketers, entrepreneurs, and tech experts. These connections can lead to valuable collaborations, partnerships, and insights into emerging trends and technologies.

2. Knowledge and Skill Enhancement:



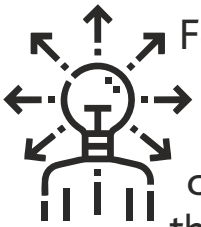
DMEXCO excels in this aspect by providing a rich program of workshops, seminars, and keynotes from industry experts. Participants can attend sessions covering various topics, such as artificial intelligence, data-driven marketing, content strategy, customer experience, and more. Acquiring this knowledge can lead to better decision-making, improved marketing strategies, and a competitive edge in the market.

3. Access to Innovative Technologies:



DMEXCO showcases cutting-edge technologies and solutions that are revolutionizing the digital marketing landscape. Exhibitors and tech companies present their latest products and services, offering attendees hands-on experiences and demonstrations. This exposure allows businesses to stay abreast of technological advancements and explore new tools to enhance their marketing efforts.

4. Brand Exposure and Recognition:



For businesses, participating in DMEXCO can significantly boost brand exposure and recognition. By being present at such a prestigious event, companies can reach a broader audience, create brand awareness, and demonstrate their expertise to potential clients and partners. Moreover, the event provides opportunities for media coverage and social media visibility, further amplifying a brand's presence.

5. New Business Opportunities:



DMEXCO serves as an excellent platform for lead generation and new business opportunities. Companies can engage with prospects and showcase their products or services directly to potential clients. The conference fosters an environment where attendees are open to exploring new solutions and forming partnerships, leading to significant business growth.

Trade Mission Programme

Wednesday 20 September 2023

Time	Activities
08.00 a.m.	Meeting at the Reception of the Hotel
08.45 a.m.	Transfer to the exhibition area & Registration
9.00 a.m.	Transition to the booth - ASDA PLUG & PLAY
9.30 a.m.	Start of operations
9.30-18.30	B2B Meetings - Exhibition Tour

Thursday 21 September 2023

Time	Activities
08.00 a.m.	Meeting at the Reception of the Hotel
08.45 a.m.	Transfer to the exhibition area & Registration
9.00 a.m.	Transition to the booth - ASDA PLUG & PLAY
9.30 a.m.	Start of operations
9.30-17.30	B2B Meetings - Exhibition Tour





AMERICAN COLLEGE OF SURGEONS







Contact Us

e: extroversion@asda.gr

w: www.business4extroversion.gr



European Union
European Fund
of Regional Development



ΠΕΡΙΦΕΡΕΙΑΚΟ
ΕΠΙΧΕΙΡΗΣΙΑΚΟ
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