



ASSOCIATION FOR THE DEVELOPMENT
OF WEST ATHENS

ITALY EXPO RIVA SCHUH



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.

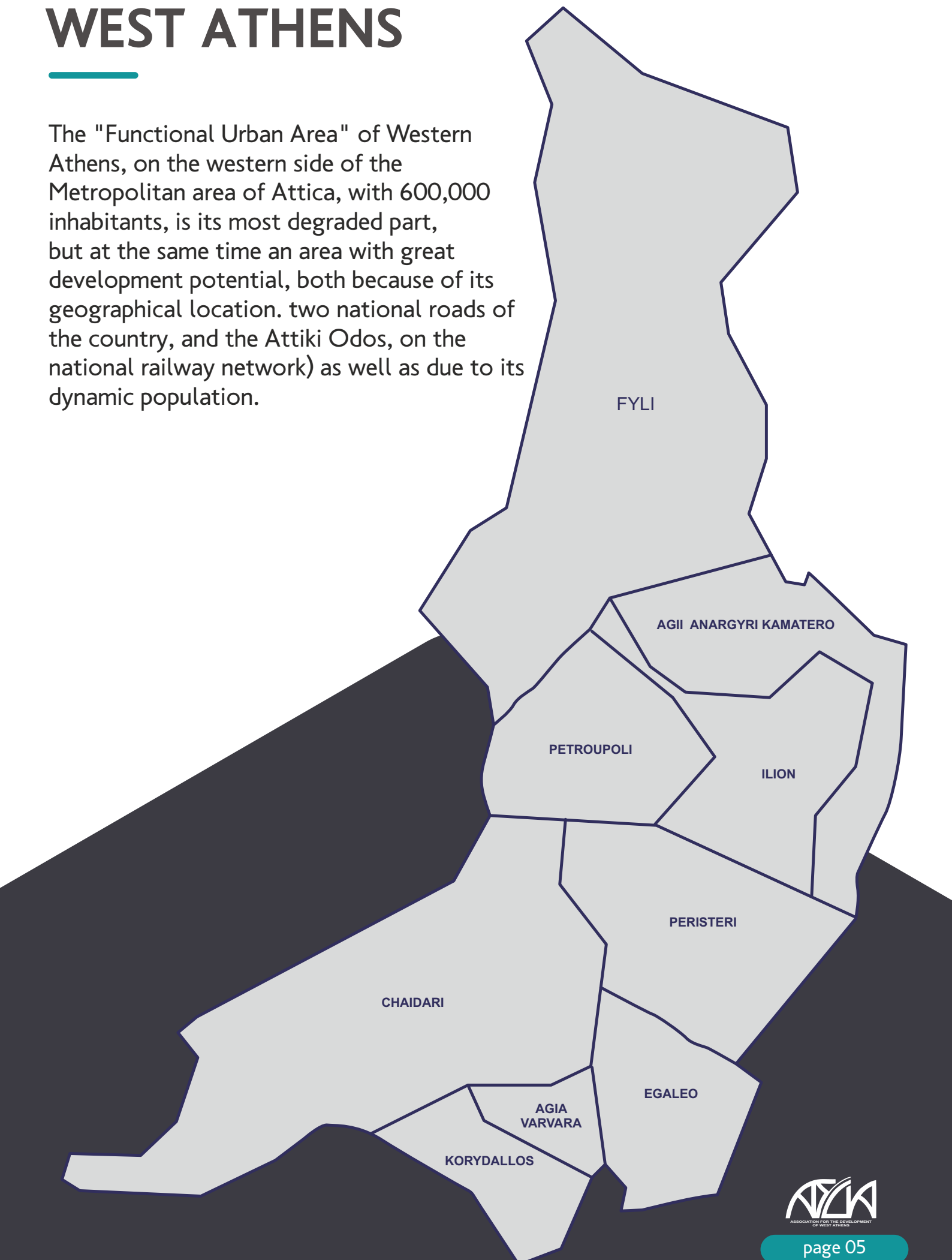
With the belief that we support in practice, the strengthening of the competitiveness of the businesses of West Athens, we invite you to take advantage of the services provided through the Digital Platform and to participate in this dynamic development effort.

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 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 EXPO RIVA SCHUH



RIVA DEL GARDA
JUNE 17-20, 2023



exporivaschuh
the fair that moves the world



EXPO RIVA SCHUH & GARDABAGS

Expo Riva Schuh & Gardabags is an international exhibition all about footwear, bags, belts, small leather goods and accessories.

The 99th edition is taking place in June 17-20,2023, with 41 countries represented among the exhibiting companies, and many visitors from over 100 different countries. The event is a meeting point for companies and buyers from all over the world, offering the opportunity to identify trends and changes in the international market.

Expo Riva Schuh & Gardabags is attracting over 12,000 international buyers. Most of them come from Europe, especially from Italy, Germany, Spain, France and the United Kingdom.

Expo Riva Schuh & Gardabags is an opportunity for exhibitors:

- to present a preview of fashion collections for the coming season
- to gather orders well ahead of time
- to acquire new international clients
- to find out about unpublished and innovative case studies within the sector.

SCOPE OF THE EXHIBITION

Expo Riva Schuh & Gardabags can rely on the support of the major players in the footwear, leather goods and accessories industry: institutions, consortia and private entities at national and international level act as a first choice of companies participating in the exhibition, and sometimes also play the role of intermediaries and representatives.

The Trade Mission is organized at Expo Riva Schuh & Gardabags with the aim of strengthening the extroversion of SMEs.

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 Trade Mission.

BUYER PROGRAMME

The Expo Riva Schuh & Gardabags Buyer Programme is a business opportunity for all professional in the footwear, leather goods and accessories sector.

Designed to facilitate meetings and relationships between supply and demand stakeholders during the event, this program provides a personalized and exclusive experience at the exhibition for selected buyers.

All professionals working in the private label and branded footwear, leather goods and accessories sectors can apply to join the Expo Riva Buyer Programme.

In particular, the programme is aimed at:

- Branded Companies
- Retailers
- Importers
- Strengthening business in the sector nationally and internationally
- Stimulating dialogue between supply and demand, encouraging B2B meetings
- Personalizing and facilitate the trade show experience for companies and buyers
- Contributing to the dissemination of knowledge: innovations, products, materials, production systems and technologies

WHO CAN TAKE PART?

All professionals working in the private label and branded footwear, leather goods and accessories sectors can apply to join the Expo Riva Buyer Programme.

In particular, the programme is aimed at:

- Importers
- Retailers
- Branded Companies

exporivaschuh
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INNOVATION VILLAGE

An event within an exhibition, open to start-ups, companies, institutes and professionals, designed to share the innovation culture and create networking and business opportunities between start-ups and established players.

This is an important opportunity for exhibitors and visitors alike, who will be the first to see innovations in the footwear and accessories sector through the projects exhibited by start-ups and new companies in a dedicated space.

The subject that the Innovation Village will explore in the June 2022 and January 2023 editions will be traceability.

Innovation projects at the show will cover topics related to management, product handling, sales data analysis for strategies, B2B and B2C relationship building and management, product communication and transparency, and the product manufacturing process.

Among other activities, the Innovation Village will also host a competition for start-ups.

Start-ups will have the opportunity to pitch and talk about their product or service in front of the Expo Riva Schuh & Gardabags public and a committee of industry experts.

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

Saturday 17 June 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 B2B Lounge
9.30 a.m.	Start of operations
9.30-19.00	B2B Meetings - Exhibition Tour

Sunday 18 June 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 B2B Lounge
9.30 a.m.	Start of operations
9.30-19.00	B2B Meetings - Exhibition Tour

Trade Mission Programme

Monday 19 June 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 B2B Lounge
9.30 a.m.	Start of operations
9.30-19.00	B2B Meetings - Exhibition Tour

Tuesday 20 June 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 B2B Lounge
9.30 a.m.	Start of operations
9.30-19.00	B2B Meetings - Exhibition Tour







Contact Us

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ΕΣΠΑ
2014-2020
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