



**WEST ATHENS
BUSINESS
SUPPORT SERVICES**



**ASSOCIATION FOR THE DEVELOPMENT
OF WEST ATHENS**

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Western Athens in 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 intermunicipal 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.



- 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.

ASDA ACHIEVEMENTS

- 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.

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.

Attracting potential investors wishing to do business in West Athens.

Supporting the development of sustainable competitive advantages with an emphasis on extroversion and opening up to new markets.

- 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.

PROJECT BENEFITS

- 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.

GITEX GLOBAL

GITEX GLOBAL is one of the most significant technology exhibitions worldwide. Every year, over 5000 companies from 170 countries, international IT organizations, IT companies, SMEs, and startups showcase their services and products at GITEX to boost sales, expand their network, and present cutting-edge innovations. Additionally, at least 250 entities have formed partnerships, providing opportunities for networking and B2B connections for attendees.

The Exhibition's focus is primarily on software development services, artificial intelligence (AI), Metaverse, Web 3.0, SMART CITIES SOLUTIONS, Cybersecurity, digital business transformation services (e-commerce), digital marketing services, as well as innovative Blockchain & web3 services, VR/AR/MR, NFT, IOT.

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- Information Technology, and IT**
- Mass Media
- Smart Cities Solutions**
- Start-ups
- Technological organizations**
- Agencies and Marketing Agencies
- Governmental bodies & state organizations**
- Investors

The technology week encompasses eleven events, specifically:

- Cyber Security**
- AI everything (IT / BIG DATA / CLOUD)
- Global Dev Slam**
- Xverse (metaverse)
- North Star Dubai**
- Intelligent Connectivity/5G
- Gitex Impact**
- Future Urbanism
- Electric Future Expo**
- Digital Cities
- Fintech surge**
- Marketing Mania





trade mission program

**Monday
October 16
2023**
10:30 Departure for the Exhibition (Hotel reception)
11:00 Start of activities
11:00-16:00 B2B Meetings
16:00-17:00 Work Summary (Meeting)

**Tuesday
October 17
2023**
09:30 Departure for the Exhibition (Hotel reception)
10:00 Start of activities
10:00-16:00 B2B Meetings
16:00-17:00 Work Summary (Meeting)

**Wednesday
October 18
2023**
09:30 Departure for the Exhibition (Hotel reception)
10:00 Start of activities
 10:00-16:00 B2B Meetings
 16:00-17:00 Work Summary (Meeting)

**Thursday
October 19
2023**
09:30 Departure for the Exhibition (Hotel reception)
10:00 Start of activities
10:00-16:00 B2B Meetings
16:00-17:00 Work Summary (Meeting)

**Friday
October 20
2023**
09:30 Departure for the Exhibition (Hotel reception)
10:00 Commencement of activities
10:00-16:00 B2B Meetings
16:00-17:00 Work Summary (Meeting)



**WEST ATHENS
BUSINESS
SUPPORT SERVICES**



European Union
European Fund
of Regional Development



ΠΕΡΙΦΕΡΕΙΑΚΟ
ΕΠΙΧΕΙΡΗΣΙΑΚΟ
ΠΡΟΓΡΑΜΜΑ
ΑΤΤΙΚΗΣ



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΥΠΟΥΡΓΕΙΟ ΠΕΡΙΧΕΙΡΙΣΗΣ
ΕΠΙΧΕΙΡΗΣΙΑΚΩΝ
ΠΡΟΓΡΑΜΜΑΤΩΝ
ΕΣΠΑ
2014-2020
ανάπτυξη - εργασία - αλληλεγγύη



ASSOCIATION FOR THE DEVELOPMENT
OF WEST ATHENS

With the co-financing of Greece and the European Union