

**Development Association of  
Halkidiki S.A. (ANETXA)**



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63100, Poligiros – Halkidiki,  
Greece

**1st Business Forum Conference (GREECE)  
of the HEGO project**

**Thursday, 5<sup>th</sup> of May 2022**

**Venue: Congress Center “Diakonia”**

65 N. Plastira str., Pylaia, GR54250 Thessaloniki  
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<https://www.vrisko.gr/en/details/map/5dc27a2b217614cf03dd7i27053cc745>

**Agenda**

09.30 - 10.00	<b>Registration</b> <i>Stergios Polychronis</i>
10.00 - 10.15	<b>Welcome speeches</b>
10.15 - 10.30	<b>Introduction to HEGO Project</b> <i>Tassos Livadiotis</i> <i>Project Coordinator (ANETXA SA)</i>
10.30 - 10.45	<b>HEGO Market Research in the Black Sea and North Aegean area</b> <i>Katerina Paltaki</i> <i>Expert Scientist (AUTH)</i>
10.45 - 11.00	<b>HEGO Training courses for sustainability and Growth</b> <i>Europe Sofia Dalampira</i> <i>Expert Scientist (AUTH)</i>

11.00- 11.15	<b>The “Cluster” concept: An opportunity for Greece</b> <i>Smaragda Nikouli</i> <i>Expert Scientist (ANETXA SA)</i>
11.15 - 11.45	<b>Coffee break</b>
11.45 - 12.00	<b>Association “Forest Product” - one of the main clustering schemes in the herbs sector in Georgia</b> <i>Giorgi Gujaraidze</i> <i>Chairman of Association "Forest Product"</i>
12.00 - 12.15	<b>The power of events as a communication tool for businesses</b> <i>Aida Nika</i> <i>Managing Director, AIDA</i>
12.15 - 12.30	<b>Quality control and promotion prospects for Aromatic and Medicinal Plants of Holy Monastery of Vatopedi</b> <i>Efstratios Michailidis</i> <i>Head of Quality Control Department of Holy Monastery of Vatopedi QCD-HMV</i>
12.30 - 12.45	<b>Innovative ideas for the exploitation of Lavender cultivation</b> <i>Aggelos Zamanis</i> <i>General Manager, AGROVISION</i>
12.45 - 13.15	<b>Questions - Discussion</b> <i>Tassos Livadiotis</i>
13.15 - 13.20	<b>Closure</b> <i>Tassos Livadiotis</i>
13.20 - 14.10	<b>Light Lunch</b> <i>Stergios Polychronis</i>
14.10	<b>End of the event</b>