

# FOOD FOR GROWTH

BY **FORTUNE**  
GREECE &  **DISRUPTOR**  
GAME CHANGERS



# The Greek case| Facts and Figures



The Greek Food & Beverage industry contributes significantly to the domestic economy and is one of its most competitive sectors.

- The Food & Beverage sector proved to be resilient during the crisis
  - 15 billion euros - 7% of total Greek business sales in 2017
- The sector is important for Greek manufacturing
- It was under pressure during the crisis but remained solid, mainly thanks to the increase in food production, which translated into an increase in exports. Its main feature is the high concentration of companies and, simultaneously, its high fragmentation.



# The Greek case | Facts and Figures



## EXPORTS

Exports (37% of total production - mainly non-branded) were a key pillar of support for the food & beverage sector over the last decade. A 45% rise in exports reduced the impact of the slightly declining (-11%) domestic consumption.

## SME'S & SUB-SECTORS

Small and medium-sized enterprises make up 1/3 of the industry's sales. Those that managed to survive the crisis increased their sales by about 10% over the last decade.

Three sub-sectors cover 50% of production

- Dairy Products
- Bakery and
- Oils

## HIGH LEVELS OF ACCEPTANCE

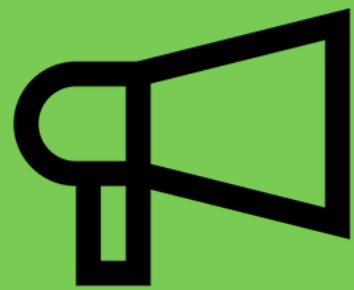
Greek foods seem to enjoy high levels of acceptance in international markets, but this does not translate into a proportionate increase in international market shares.

Source: PwC, Εθνική Τράπεζα

# Food for Growth project |

## The Purpose

Food for Growth is an initiative by Fortune Greece and Industry Disruptors Game Changers in collaboration with institutional bodies, nonprofits and partners, aiming to:



Highlight the dynamics of the food & agricultural products sector in the international markets



Help **SMEs** and **scale-ups** through value-adding services to place their products on the shelves of Greek and foreign markets



Launch a dialogue at a major event in **May 2020** on the challenges that are linked to the food & beverage sector domestically and internationally.

# 6 MAIN

## THEMATIC

### PILARS



#### 1. SUSTAINABILITY| ENVIRONMENT

Assessing the food environment and help with considerations in choosing the most appropriate processing methods.

#### 2. FOOD WASTE

It serves a variety of purposes, making them powerful tools. It's generated by the processing, handling, storage, sale, preparation, cooking and serving of foods

#### 3. FOOD SAFETY

Food safety is used as a scientific discipline describing handle, preparation, and storage of food in ways that prevent food-borne illness.

#### 4. GASTRONOMY TOURISM

Ways of further developing gastronomy tourism in Greece will be discussed between food and marketing experts.

# 6 MAIN THEMATIC PILARS



## 5. FOOD TECH - PRODUCT INNOVATION

Modern food science and technology has made enormous contributions to the safety and availability of food. However, recent developments in the field have posed concerns, both real and perceived, about the safety of these technologies; while, assessing foods derived from new technologies such as genetic modification and nanotechnology.

## 6. EATING BEHAVIOR

Eating behavior is a complex interplay of physiologic, psychological, social, and genetic factors that influence meal timing, quantity of food intake, and food preference. Dietary patterns will also be discussed and correlated with food products and production methods to meet consumer needs.

# Food for Growth Project



The competition is addressed to small and medium-sized enterprises and scale-ups



The teams shall submit their proposals and business plans by category to a dedicated microsite

The proposals shall be evaluated by a special panel of the Food Growth project

The winner shall be announced on the day of the final event

# Food for Growth Project



Event and closing ceremony of the competition focused on the strengthening and growth of small and medium-sized enterprises in the agri-food sector

One day with many opportunities for networking and knowledge transfer

Keynote speeches, panels and fireside chats focused on innovation and the challenges in the agri-food sector



# Food for Growth Project

The winner will gain training and support in::



SALES &  
LOGISTICS  
TRAINING



EXPORT  
PLAN +  
Monitoring trends,  
analysing consumers,  
focusing on market's  
evolution



MARKETIN &  
BRANDING



MEDIA &  
COMMUNICATION  
SERVICES



ACCESS TO  
FUNDING



FOOD &  
BUSINNESS  
INNOVATION