



SEVE
GREEK EXPORTERS ASSOCIATION

Conference: Doing Business in Zambia

Speaker: Executive Vice President of BoD SEVE, Mr. Panayiotis Hassapis

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Dear ladies and gentlemen,

Thank you all for attending today's conference in which we will explore Zambia's prospects. A major part of SEVE's activities is to identify and explore new markets and then assist exporting companies in starting or expanding their business there. As such, today we are delighted to organize this event with the Hellenic-African Chamber of Commerce and Development, SEV and the Athens Chamber of Commerce and Industry, because we all know that Africa and especially the Sub-Saharan part, is set to be the next "big thing" in business. Forecasts are claiming a strong rebound from the COVID-19 pandemic reaching a 3.3% growth in 2021 and a 3.5% growth in 2022. It is widely known that world's largest economies such as China, the U.S., the U.K. and India already have a strong presence in the continent because of its importance in the geostrategic and business environment. As such, we must act accordingly and boost co-operation with our African counterparts.

In addition to the above, I would like to mention that SEVE has always been interested in the region and this is why we held two events for the Sub Saharan region in March 2015 and July 2019. Plus, in 2019 we organized a business forum in Zambia and Tanzania with great success and we look forward to organizing another one, given sufficient opportunity. Greek exports to Africa increased by 11.5% in the past ten years and by 32.5% in Zambia specifically. However, the total amount of the bilateral trade is insignificant compared to the cooperation prospects. Cooperation must be boosted in the context of mutual benefit. Africa's and Zambia's prospects are huge and this is why we are here, trying to find cooperation patterns, identify promising markets and explore new opportunities.

Thank you all for your attention!