

PRESS RELEASE



On Thursday, May 28, 2009, the Hellenic American University organized the second of a series of events on the topic of **Management Challenges for the Small and Medium-Sized Enterprise**. The event, titled **“Problems and Prospects of SMEs in Greece”** was held at the Hellenic American Union Auditorium and was chaired by Dr. Katsioloudes, Dean of the Business & Technology Programs at HAU.

Dr. Katsioloudes opened the event, presenting a summary of the results of a survey on Greek SMEs that was conducted by HAU’s research team in November and December 2008. The survey yielded some very interesting data concerning SMEs, which in fact constitute the biggest part of Greek businesses in total. The survey’s results defined the profile of the Greek Small and Medium Entrepreneur, and laid the foundation for further contemplation and discussion.

Next on the speaker’s stand was Mr. Nicos Kourounakis, Adjunct Professor at the Hellenic American University, and Vice President of PMI-GREECE, who delivered a presentation titled “The Character of SMEs: Linking Symptoms to Problems and Root Causes”. The aim of the presentation was to lay out some of the problems that haunt Greek SMEs and to highlight their deeper causes, setting them apart from their symptoms, which are often misinterpreted as problems and treated as such.

The third speaker, Dr. Michalis Kabalouris, Manager at ATE Bank, focused his presentation on Financing Tools for the SMEs. Dr. Kabalouris briefly laid out the basic financing programs and banking products which are targeted at S-M Entrepreneurs, without failing to mention that every one of those tools differ from the rest as per their conditions and the potential they offer to entrepreneurs.

The last speaker, Mr. Nikos Giannakakos, Head of Business Development at Globo Technologies S.A., in his presentation titled «Mobilise your Business-Explore the Challenges», noted the broad diffusion of mobile telephony, which provides entrepreneurs with the potential of constant connection with their partners, clients and suppliers, thus enabling and speeding up the business processes.

The event was concluded with a round table discussion, under the coordination of the event’s chair Dr. Katsioloudes. The audience of the event comprised of a mix of professors, students, professionals, SME owners and PMI members, and in accordance to their feedback, the event is considered to have been of great interest and success.

The Hellenic American University extends an open invitation to the next event of the series on Management Challenges for the Small and Medium-Sized Enterprise, which is to be held in the Fall of 2009. For information regarding the event series, the presentations or the presenters, please contact Ms Joanna Stamataki, istamataki@hau.gr, Tel: +30 210 3680 936.

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