



**HELLENIC
SWEDISH**
CHAMBER
OF COMMERCE

In Cooperation with:



**Embassy of Sweden
Athens**

9th Business Forum Greece-Sweden
“Mapping Key Transitions in Business”
Tuesday 5 November 2024
Benaki Museum, Pireos 138, Athens, Greece

The 9th Business Forum Greece – Sweden will touch on three areas of major transition which are relevant for both the Swedish and Greek business & political sectors and bilateral relations. The Forum will bring into the spotlight the developments coming out of Sweden and Greece, and how companies are innovating and adapting to be in the forefront of these developments. Insights will be shared from corporate, government and institutional representatives & specialists.

Agenda

14:00 - Registration & Welcome Coffee

15:00 - Opening Remarks

Rania Patsiopolou, President, Hellenic-Swedish Chamber of Commerce

15:10 – Opening Remarks

Anne Höglund, Acting Ambassador, Embassy of Sweden to Greece

15:20 - Keynote Address

Dimitris Kairidis, MP/ND for Athens North, Professor of International Politics

15:45 - Session 1 | Geopolitics in Transition

2024 has been a “super-election” year, with parliamentary and presidential elections in 64 countries and nearly half the world’s population casting ballots. Especially significant elections in Russia, the EU, United States, Taiwan and India among others shape the currents of global geopolitics. Competitiveness is a priority for the new EU Commission, with Europe increasingly pressured to respond to US measures such as the Inflation Reduction Act and punitive tariffs on imports from China. Are we in store for new “trade wars” and what are the implications for global trade?

Panelists:

- **Dr. Maria Gavouneli**, Director General, ELIAMEP; Professor, Faculty of Law, National & Kapodistrian University of Athens
- **Ino Afentouli**, Executive Director, Institute of International Relations (IDIS)
- **TBC: Dr. Athanassios G. Platias**, President, CFIR-GR; Professor of Strategy, University of Piraeus

Expert Panel Moderator:

- **Vassilis Nedos**, Political editor, Diplomatic & Defense Correspondent, Kathimerini

Q&A - Discussion

With the kind support of the Institute of International Relations (IDIS)



17:00 - Coffee Break

17:20 - Session 2 | The Future of Work

The Greek job market, like many across Europe, is confronting a growing skills gap that poses significant challenges to economic growth and competitiveness. Addressing this issue requires a coordinated response at both the EU and national levels, focused on reforming education and training systems, promoting lifelong learning, enhancing labor mobility, and supporting vulnerable groups in the workforce. As the complexities of today’s globalized economies intensify, so too do the demands for a new set of skills—skills that go beyond traditional qualifications. The interconnected nature of these challenges requires substantial investment in time, funding, and political will across borders.

In this session, we will explore the evolving nature of work in an era marked by disruption and transformation. From the integration of emotional intelligence into professional development to the shift away from linear thinking towards more adaptive, cyclical approaches, we will examine how businesses, governments, and individuals can better prepare for the future. How can we help reshape mindsets and foster new skillsets that are essential to thriving in this rapidly changing landscape?

Panelists:

- **Joost Korte**, Former Director-General for Employment, Social Affairs & Inclusion, European Commission

Strengthening Europe’s human capital: a precondition for growth and competitiveness in Greece and Sweden

- **Theoni-Andrea Stylianou**, Manager, Human Capital Advisory, People & Culture · RSM Greece
- **Dr. Ioannis Thanos**, Professor of Management, Athens University of Economics & Business

Expert Panel Moderator:

Maria Boura, Executive Advisor | Leadership | Strategy |5G & Beyond

Q&A - Discussion

18:35 - Coffee Break

18:55 - Session 3 | AI challenges & regulatory environment

Artificial intelligence is more than a new technology or business trend. It's a fundamental shift in the way people and machines interact, and it affects every aspect of business interaction. This panel will give insights on what will be the future shape of AI governance from responsible AI, Data privacy, ethics and cybersecurity in a connected society and what is happening next and how this will impact our lives in the forthcoming decade. It will explore what is the EU AI ACT and how Greece is preparing the foundation for this framework.

Panelists:

- **Dr. Nikos Th. Nikolinakos**, Managing Partner, Nikolinakos & Partners LLP; Co-head of the TMT, Digital Business and Competition Law practices

Understanding the EU Artificial Intelligence Act – Practical Considerations

- **Katerina Sourouni**, National Technology Officer, GRCYMT, Microsoft

Navigating the Future: Microsoft's Commitment to Responsible AI and Ethical Governance

- **Dr. Vangelis Sakkopoulos**, CTO, Chief Architect & Co-Founder, Scytáles AB, CTO for the EU Digital Identity Wallet Reference Implementation for EU on the contractor side

AI in the service of eIDAS 2.0: Challenges in the new era for digital online identification

Expert Panel Moderator:

Dimitris Mallas, Journalist, CNN Greece

Q&A – Discussion

20:10 - Closing Remarks

Rania Patsiopolou, President, Hellenic-Swedish Chamber of Commerce

20:20 - Standing Cocktail Reception

20:40 - Keynote Speaker

TBC: Niki Kerameus, Minister of Labour and Social Affairs