



School of Business  
and Economics

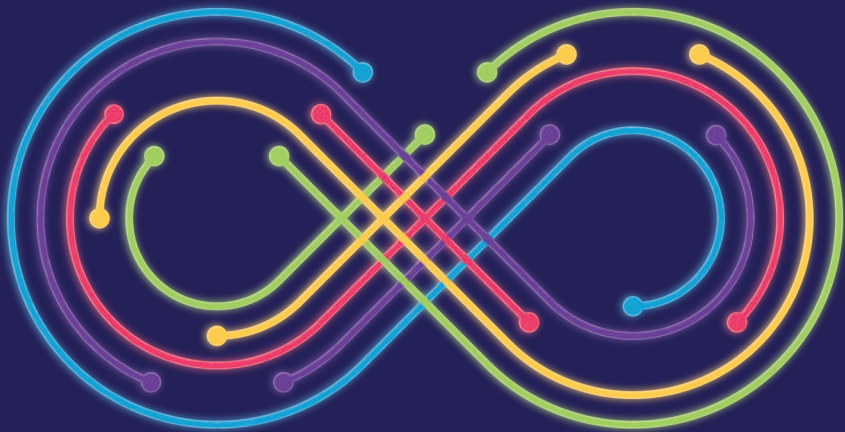


# Business Week 2019

March 19-22

## Sustainability 4.0

Success Roadmap for Economy,  
Business, Society, Environment, Individual



 /DereeBusinessWeek

 @dereebusinessweek

## About Deree Business Week

Deree Business Week is an annual forum organized by the Student Academic Societies of the School of Business & Economics of Deree – The American College of Greece. It aims at bringing together ACG business students, faculty and alumni with distinguished industry professionals while fostering the sharing of ideas and best practices between them.

In its 14<sup>th</sup> edition, the Business Week will focus on **the transformation of sustainability under the 4th industrial Revolution**.

The approach of the theme includes both an individual and a corporate integration of sustainability from **personal** and **career** sustainability, all the way to the **social, environmental** and **economic** impact, **technological** adaptability and the sustainable **growth** of the business itself.

Organized by the Academic Societies of the School of Business.  
Speakers will be introduced by the Presidents of the Academic Societies of the School of Business and Economics.

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|----------------------|---|--------------|
| <b>12:00 – 14:00</b> | <p><b>Annie Triantafillou, Ph.D</b> (Deree '86)<br/>Dean, School of Business and Economics</p> <p><b>Keynote Speech</b><br/><b>Kostis A. Tselenis</b><br/>Senior Investment Expert in Sustainability &amp; Impact Investing<br/>Investment Partner &amp; Head of Investments, Quadia Geneva<br/>Founder &amp; President Hellenic Impact Investing Network<br/><i>Hosted by the Accounting and Finance Society</i></p>   | <b>#BW01</b> |
| <b>14:00 – 14:45</b> | <b>Opening Reception</b>  |              |
| <b>14:50 – 15:00</b> | <p><b>LIVE from Zurich</b><br/><b>Dimitris Asproulis</b> (Deree '18)<br/>Winner, CEO for One Month Adecco Group Greece 2018;<br/>presented during Deree Business Week 2018<br/>Group Public Affairs Intern; Adecco Group HQ;<br/>Zurich, Switzerland</p>  |              |
| <b>15:05 – 16:20</b> | <p><b>Panel Discussion “Building Sustainable Start-Ups”</b><br/><b>Spyros Arsenis</b><br/>Manager NBG Business Seeds; NBG<br/><b>Roula Bachtalia</b><br/>Programme Manager egg enter-grow-go; Eurobank<br/><b>Alexis Komselis</b> (Deree '01)<br/>Director; Alba Hub for Entrepreneurship &amp; Development<br/><b>Alexandros Nousias</b><br/>Country Director Greece; Envolve Entrepreneurship<br/><b>Alexandros Roustas</b><br/>Managing Director; IQbility<br/><b>Chair: Socratis Ploussas</b> (Deree '95)<br/>Founder &amp; CEO; Fund4All<br/><i>Hosted by the Management Society</i></p> | <b>#BW02</b> |
| <b>16:30 – 17:50</b> | <p><b>“The Ecosystem behind Online Video: Bridging Influencers, Brands and Fans”</b><br/><b>Maria-Veronica Soliman</b> (Alba '17)<br/>Director, Sales &amp; Partnerships; Digital Minds<br/><i>Hosted by the Marketing Society</i></p>  | <b>#BW03</b> |
| <b>18:00 – 19:15</b> | <p><b>In Conversation “Seed Start-Up Funding in Greece: Challenges &amp; Opportunities”</b><br/><b>Konstantinos Mavros</b><br/>Co-Founder &amp; General Partner; Velocity Partners, VC<br/><b>Alexandros Roustas</b><br/>Managing Director; IQbility<br/><b>Moderator: Christos Stefanatos</b> (Deree '18)<br/>Project Lead; Parity Platform<br/><i>Hosted by the Accounting and Finance Society</i></p>  | <b>#BW04</b> |

## WEDNESDAY, MARCH 20, 2019

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- 12:00 – 12:50** **“How Could Digital Transformation Be a Sustainable Transition Period and Not a Disaster?”** **#BW05**  
**Christos Iliadis**  
 Manager of Technology & Innovation;  
 Hellenic Corporation of Assets and Participations S.A.  
*Hosted by the Management Information Systems Society*
- 13:00 – 13:50** **“Sustainability and the Internet of Things”** **#BW06**  
**George Tsakogiannis, Ph.D**  
 Sales Director, Public Sector; Amplus S.A  
*Hosted by the Management Information Systems Society*
- 14:00 – 14:50** **“Sustainability: A Simple Story of Common Sense”** **#BW07**  
**Deppie Tzimea**  
 Executive Director of Corporate Communications;  
 OTE Group  
*Hosted by the Marketing Society*
- 15:00 – 15:50** **“Digital Transformation & Sustainable Banking”** **#BW0A**  
**Dimitrios Litsikakis**  
 Country Manager Greece, Cyprus & Malta; Revolut  
*Hosted by the Entrepreneurship Club*
- 16:00 – 16:50** **“Putting People First – Resilience”** **#BW08**  
**Dionysios Peppas**  
 HSQE Marine and Vetting Manager at Pantheon Tankers  
 and Alpha Gas  
*Hosted by the Shipping Management Society*
- 17:00 – 17:50** **“Is Everything that Counts Being Counted?”** **#BW09**  
**Kiara Konti** (Deree '04)  
 Senior Manager, Climate Change & Sustainability Services; EY  
**Spyros Zachariadis** (Deree '00)  
 Business Development Manager; EY  
*Hosted by the Management Society*
- 18:00 – 19:15** **“Are we Actually Ready to Create Sustainable Products & Brands?”** **#BW10**  
**Vee Bougani** CEO; Sustainable Food Movement Greece  
*Hosted by the International Tourism  
& Hospitality Management Society*
- 19:25 – 20:40** **“Melissa Kikizas S.A.: Steps to a Sustainable Future”** **#BW11**  
**Marialena Limneou** (Deree '00)  
 Marketing Manager; Melissa – Kikizas S.A.  
*Hosted by the International Business Society*

## THURSDAY, MARCH 21, 2019

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- 11:00 – 12:05** **“The Logistics Sector: Best Sustainable Practices”** **#BW12**  
**Dimitris Kypizis**  
 COO; Sarmed Logistics  
*Co-hosted by the Economics Society and the  
Investment Club*
- 12:15 – 13:30** **“Implementing Sustainability in Sport Events:  
A “Hands-On” Approach”** **#BW13**  
**George Kazantzopoulos**  
 Managing Partner; Global Challenges  
*Hosted by the Sports Management Society*
- 13:40 – 15:00** **Simulated Trading Room  
Workshop by Axia Ventures Group** **#BW0B**  
**“A Day in a Trading Room: Main Risks,  
Decision-making Process and Challenges”**  
*Hosted by the Investment Club*
- 15:05 – 16:20** **“The World is Changing... We feel it in the Water,  
We feel it in the Earth, We smell it in the Air.  
Are You Ready?”** **#BW14**  
**Yiannis Vidras** (Deree '99)  
 Commercial Excellence Manager; Coca-Cola Tria Epsilon  
 Mentor Youth Empowered Program; Coca-Cola Tria Epsilon  
 & Coca-Cola  
*Hosted by the Marketing Society*
- 16:30 – 17:50** **In Conversation “Acquired Vs Required Skillsets”** **#BW15**  
**Eftichia Kasselaki**  
 Executive Management Advisor; EY  
**Alexandros Gerontas**  
 Student; Deree – The American College of Greece  
**Moderator: Panagiotis Patikos**  
 Student; Deree – The American College of Greece  
*Hosted by the Accounting & Finance Society*
- 18:00 – 19:15** **“Family Business: What’s next?  
Opportunities and Challenges for Growth”** **#BW16**  
**Yiannis Pantelidis – Pergantas** (Deree '16)  
**Theodosios Pantelidis – Pergantas**  
 New Business Development Specialists;  
 Powerheath Hellas S.A.  
*Hosted by the International Business Society*
- 19:25 – 20:40** **“Global Winners Starting From Greece:  
What does it take to Make It? ”** **#BW17**  
**Aristos Doxiadis**  
 Partner; Big Pi  
*Hosted by the Economics Society*

You are encouraged to ask questions during all sessions via sli.do, an interactive Q&A and polling platform. Simply visit [www.sli.do](http://www.sli.do) and insert the #s given above. Every question matters

<b>12:00 – 12:50</b>	<b>"Slow Islands: Yoga Retreats in Cyclades"</b> <b>Anna Martinou &amp; Eranthi Karamali</b> Co-Founders; Fykiada Retreats <i>Hosted by the International Tourism &amp; Hospitality Management Society</i>	<b>#BW18</b>
<b>13:00 – 13:50</b>	<b>"adidas X Parley: From Threat, to Thread"</b> <b>Marianna Rebapi</b> (Deree '94) Director, adidas Brand, South East Europe; adidas <i>Hosted by the Sports Management Society</i>	<b>#BW19</b>
<b>14:00 – 14:50</b>	<b>"Increase Brand Sustainability by Offering Unique Consumer Experiences"</b> <b>Roy Filou</b> (Deree '98) Marketing Lead Nutrition Greece, Cyprus, Albania; Nestlé <i>Hosted by the Management Society</i>	<b>#BW20</b>
<b>15:00 – 15:50</b>	<b>"Internships as the First Pillar of Sustainability"</b> <b>Zackary Karkabi</b> CEO, GlowIndex; Student; Deree – The American College of Greece <b>Alexandra Matsouki</b> (Deree '16) Marketing Assistant, KYRIAKIDES-GEORGOPOULOS Law Firm <b>Despina Gavrili – Alexandris</b> (Deree '94) Internship Administrator, School of Business and Economics; Deree – The American College of Greece <b>Moderator: Marina Perantonaki</b> (Deree '00) Senior Manager of Career Services; Deree – The American College of Greece	<b>#BW0C</b>
<b>16:00 – 16:50</b>	<b>"Maritime Sustainable Development"</b> <b>Helena Athoussaki</b> (Alba '06) Head of Sustainability & Maritime; PwC <i>Hosted by the Shipping Management Society</i>	<b>#BW21</b>
<b>17:00 – 18:00</b>	<b>Workshop "Individual and Sustainability through Positivity and Self-awareness"</b> <b>Iris Baloglou</b> (Deree '83) Executive Coach; Mentor; Marketing Consultant ACC, CMC <i>Hosted by the Management Society</i>	<b>#BW22</b>
<b>18:-00 – 18:15</b>	<b>Live Performance "Sustainability is the Future"</b> Eran Music; 3 <sup>rd</sup> Lyceum of Kifissia 3rd prize at the Athens Forum of student "Virtual Company 2019" Program by SEN/JA Greece	
<b>18:15 – 21:00</b>	<b>Organizers' Party</b> Live music by the Music Club By Invitation Only	

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