

# D/M.S.



## HELLENISM DEFENSE DIRECTORY



I have not yet begun to fight.  
John Paul Jones  
D/M.S. B2B  
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ATHENS MONEY SHOW 28-30/1, D/M.S. 27-29/5/2022

### DEFENSE MONEY SHOW B2B

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### MONEY SHOW

## D/M.S. B2B



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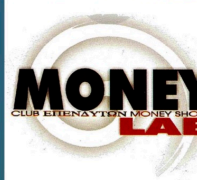
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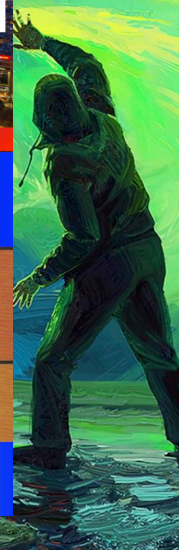
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# DEFENSE MONEY SHOW

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ΑΛΕΞΑΝΔΡΟΣ Ο ΜΕΓΑΣ





# Defense Money Show

Balkans, May 6-8/Athens, May 27-29/, Nicosia, November 25-27 2022

New York, March 23-25 2023 / Washington D.C. March 26-28 2023

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## “ Hellenism Defense Beyond 2040”!

- Who invests in Hellenism Defense Industry
- Which problems do investors face?
- Which steps should be followed?
- Which Defense Sectors are strategically important?
- Urgent Defense & Security priorities
- Defense & Security regional ecosystems
- Joint Ventures & Technology/Know How Transfer
- Capital Markets & Hellenism Defense Industries
- **What is the Hellenism officials' viewpoint?**
- **Investments, Partnerships Opportunities.**
- **Defense, Security: Products & Services.**

**These are the major issues/pillars that will concern the proceedings of the Athens I-II, Balkans, Nicosia, U.S.A. D/Money Show.**

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# 1. DEFENSE MONEY SHOW B2B. BASIC PRESENTATION.

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**Defense Multi Conference-B2B where defense & security companies will present land, naval, aerospace, national & cyber security defense systems.**

Defense Money Show (D/M.S.) hosts the international defense industry, the major Greek defense companies, land, air, sea and cyber security defense & security products and services.

**The companies present the latest technologies and cutting-edge defense systems in:**

Weapons and Weapon Systems, Personal Equipment & Tools, Information & Cyber Security,

Training, Navigation & Simulation, National Security Systems, Cyber Security Systems,

Vehicles, Vessels and Aircrafts, Sub-assemblies and Ammunition, Communication and Detection.

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## **D.M.S. MICRO CONFERENCES. THE MAIN TOPICS**

1. Establishing bonds between Governments and Hellenism Defense Industries”.
2. "Foreign investments & Joint Ventures in Hellenism Defense Industries".
3. "Hellenism Defense Industries prospects in Greece, Cyprus, European Union, World Defense Ecosystems”.
4. Capital Markets and Investment Scale Up Strategies for Hellenism Defense Industry.

## **THE SPEAKERS**

1. Greek, Cypriot government officials
2. Hellenism Defense Industries Entrepreneurs
3. Foreign Entrepreneurs from World Defense Industries

## **THE FIRM**

The planning and organization of the Defense Money Show 'is undertaken by Organotecnica Group, the oldest Greek-owned business consulting firm. The Group has already established the Money Show organization in Greece, while it is about to organize similar D/M.S. events in other world capitals.



## **THE PROJECT TEAM**

The Defense Money Show consists of 12 specialized collaborators of the Group with specific tasks referring to their particular area of expertise with regard to this project

## **THE CONFERENCE PARTICIPANTS**

1. High-ranking executives of defense and security enterprises and organizations.
2. Representatives of the Public Sector, capital, financial and business market/defense media .

## **THE EXHIBITORS**

1. Defense firms aiming to attract clients and investors.
2. Foreign firms. Greek, Cypriot enterprises with an investing/trading interest in Defense.

## **THE VISITORS**

1. The conferences' audience.
2. Representatives of the defense, financial and business market/defense media .

## **Possibilities offered by the Defense Money Show**

- *Visitors and Convention Audience*

### **Representatives of firms interested in doing business or investing in Defense**

**Industry:** Presentations by the most significant representatives of defense companies or investors and administration officials, on the preconditions for successful investment activities in Defense Industry.

**Hellenism firms interested in collaborating with foreign organizations:** Contacts and discussions, negotiations on the possibilities for an extended collaboration, participation or buy-outs.

- *Sponsors*

The benefits to sponsors are presented in detail in a relevant analysis. The different

sponsorships include those of: title, official, convention, communication, international guests, reception...

### **Operation summary of the Defense Money Show**

The Defense Money Show will take place in SELECTED CONFERENCES HOTELS (PLEASE ASK FOR DETAILED INFORMATION). The core of the activities will be the Conferences, which will be organized in the specifically arranged convention areas. More than 2.000 speakers will participate (from the Government, Public Sector, Defense & Security Sector, the Money and Investment Market).

A specific part of the convention facilities will be organized as the Exhibition area, with stands for sponsors, existing investors and relevant defense firms, mass media and armed forces participants allowing for contacts and discussions between them and the mass or defense media and would-be clients and investors.

Thus, the Defense Money Show is different from other presentations, rendering it creative, practical and useful.

### **Design philosophy of the Defense Money Show**

The Defense Money Show' is neither an Exhibition, nor a Convention. It is a practical combination of both, orientated, in the communication sense, to the practical analysis of Defense investment, Security issues and the formulation of business, Investment, partnerships contacts.

The audience of the Defense Money Show, is totally pre-selected from the viewpoint of organization, quality, and size.

The Exhibition serves the purpose of an area for collaboration discussions and, secondarily, as a briefing area but, in every case, for a pre-selected public.

## **2. GENERAL PRESENTATION**

### **The Defense Money Show objectives**

To display and examine the investment activities of defense firms in Greece & Cyprus.

To display and examine the defense market services and products of domestic and foreign firms.

To allow defense industry participants to inform all firms interested in expanding their trading or investments into this market, of probable obstacles and ways for dealing with them, in the form of case studies referring to the experiences of already active investors.



To educate investors in expanding their portfolios and sustainable profitability.

To provide a forum to Hellenism Government officials for the presentation of their plans “Vision 2040” to potential investors and stakeholders.

To provide a communication tool to defense industry stakeholders and participants.

To inform the specialized business press of the investment challenges in defense industry.

To give exposure to specialized defense firms offering defense & security products.

To inform the specialized capital and trading market of the trading challenges in defense & security market.

All categories of exhibitors are covered by a respective presentation in the micro-conferences.

Participation in the Convention or Exhibition goes beyond the reasoning of a simple business promotion, to the formalized possibility for negotiations and agreements with the most significant potential customers of every participant. Finally, it is worth noting that the most significant investors and Defense Market Leaders will be among the conferences' speakers.

### **Communicative innovation of the Defense Money Show**

The Defense Money Show has been substantiated after taking into consideration the following parameters’:

The interest of the stakeholders, investors and the participants of the defense/security market in Greece, Cyprus, U.S.A. either for financing or for investment is increasing and will peak after 2023.

Specific information on the products and services offered by the defense market, is fully known only to experts, while, for most businesses and the investing public only a handful of these services is known, leaving a good number of them under- or even non-utilized.

The information to businesses and entrepreneurs on the defense products and services that can be offered by the defense market is obtained in a partial or sporadic manner through the mass or defense media and specialized seminars, or under an advertising reasoning, even before the installation of actual investment bases that would allow for the immediate realization of the promoted services.

- The fast growing experience of the administration, on the subjects of the defense, security, and investment markets, is the principal cause for the rapid changes in the official policies. These policies tend to obtain a final specific form, and now is the time for their official presentation and for negotiations based on solid policy ground.

On the basis of the design of the Defense Money Show, its innovative form is obvious, as it provides the following possibilities:

### **Exhibition part**

1. For the dynamic defense market, to attain a global presentation of its activities.
2. For the defense & security sectors, to present their new products, policies, and services to the most significant market participants, clients, partners or investment organizations.
3. For interested exhibitors, to meet with professionals specialized in products and services not linked directly to the banking sector (brokers, factoring, venture capital, etc.).
4. For the defense market, to advertise its presence and power, through its own Multi-Conference B2B Expo/Show promoting its important role.
5. For exhibitors, to meet by prearranged appointment any member of the convention speakers or audience they wish.

### **Convention part**

1. For the participants in the convention audience, to meet with specific conference speakers (investors and defense administration representatives) that are of interest to them, to discuss specific collaboration possibilities.
2. For the speakers of the conferences, to inform directly audiences interested for a practically useful discussion based on specific investment experiences.
3. For the convention audience, to be globally and responsibly informed about a subject of immediate interest to them.
4. For the Defense Money Show sponsors, to "exploit" their image as supporters of a series of events of immediate business interest to the convention speakers and audience.
5. Furthermore, beyond the creation of a positive image, a specific procedure is foreseen that will allow them to meet with those participants that present an interest to them.



### **3. STRUCTURE OF THE DEFENSE MONEY SHOW**

The Organotecnica Group organizes, the Defense Multi-Convention, during which Greeks, Cypriots and foreign personalities present their views on the current situation and future tendencies in the greater Defense, Security and Investment Market. Each Multi-Convention follows the structure of its previous successful annual organizations, and includes one Central and a number of Parallel Conventions:

(a) The Central Convention includes the most significant presentations from the Greek, Cypriot and international state, defense, banking, sectors, giving the central tone and orientation of the annual Multi- Convention.

(b) The Parallel Conventions aim to inform and educate the market of defense products and services, through a number of presentations by experts, on the prevailing situation and apparent trends. These Conventions are carried out by the most significant organizations of each particular market sub-sector.

The Annual Defense Multi-Convention operates in parallel to a Defense Exhibition, under the title "Defense Money Show". The Defense Money Show aims at the promotion and presentation of all available defense products and services.

#### **Organization of conferences. Venue**

The conferences of the Defense Money Show' will take place in the Ballroom of the Hotel (ask for detailed information). The selection of these particular venues and style was deemed necessary to meet the needs of the Defense Money Show'.

In parallel to the conferences, the organizers have programmed a series of events based on the needs of the customers. The Organotecnica Group has formed a special team that proceeds with the analysis of every client's communication needs, to formulate a final proposal for their satisfaction.

#### **Liaison between conferences and exhibition**

The conferences and the exhibition are not two separate events that coincide in time. Beyond the informative scope of the exhibition, that is of interest to visitors, a specific procedure is in place to link the exhibition to the conferences.

In that respect, the exhibition area is the private space of every exhibitor, where he is presented with the possibility to negotiate agreements and hold personal discussions with the conferences' speakers and participants, who will visit the exhibition stands.

To exhibitors-sponsors that participate in the anticipation of serving specific contact needs with conference speakers or honored guests, apart from their information needs, the events provide them with an environment conducive for such multiple contacts with specific representatives of organizations, saving time and money.

**On the basis of the above, the axes of the conferences' design are the following two:**

- Global coverage of the issues of a convention centered on the defense, security, investment.
- Coverage of specific needs for commercial contacts with the Greek, Cypriot and foreign participants of the conferences.

### **Speakers and audience of the conferences**

The audience of the conferences comprises three groups:

- a. Honored guests.
- b. Specific-interest guests, including: foreign investors, commercial attaches, executives of the exhibitors.
- c. Representatives of the government, domestic defense business and investment community.

As far as the conferences' audience is concerned, the view of the organizers is centered around the opinion that a convention' success is judged mainly through its selection of the audience. To attract the convention speakers, the Organotecnica Group has formed a special task force, in cooperation with its strategic collaborators. The final schedule of the conferences will be issued one week before the event.

From the visitors' point of view, the display of the products and services covered by the Exhibition, aims directly at:

**The creation of an opportunity for every interested investor/prospective client to obtain a global idea of the current situation, developments, and trends in a market that is expected to be greatly affected by the changes that will continue to occur on the way to 2040.**

Finally, in parallel to the main Exhibition activities, a number of side-activities, under the form of a Symposium, will carry an important weight.

#### **This Symposium, aims at:**

The specific provision of information to the defense and security products and services market, through presentations from Greeks, Cypriots and foreign specialists, on the current situation and visible trends in this fast-changing environment.

## **4. HELLENISM DEFENSE MARKET**

Greece like Cyprus belongs to the group of developing countries and, for this reason, presents a time lag in comparison with the developed countries, especially in the sector of services related to



the defense markets. These markets, in their broader sense, have been making their appearance visible, obvious, and demanding. The pressure to achieve “**European Defense Integration**” and Security have accelerated the process for developing the defense & security market and have created significant voids in the public awareness of its potential and **limitations**.

## **5. DEFENSE MONEY SHOW EXPO. WHY?**

### **5.1 Aims of the Exhibition**

The "Defense Money Show" aims at exhibiting the defense products and services available in the Greek and Cyprus market.

**More specifically, the following categories are included:**

Land/ Sea/ Air National Security Systems, Cyber Security Systems, Vehicles, Vessels and Aircrafts, Sub-assemblies and Ammunition, Communication and Detection Systems, Weapons and Weapon Systems, Personal Equipment & Tools, Information & Cyber Security, Other cases of Financing, Leasing, Guaranties, Insurance, etc. Capital Investment Methods Consulting Services available, directly related to the above Defense, Security, Financial products.

**The exhibition of these products and services has two mutually supported aspects:**

The opportunity for the exhibitors to present every one of their exceptional products to the visitors of the Exhibition, in surroundings well-adjusted to the importance and prestige of their sector, through:

The organization of the Exhibition in an environment matching the expected level of contacts, specifically in Conference rooms and Ballrooms of the Hotel, securing all measures necessary for uninhibited discussions between exhibitors and visitors, and for the arrival and circulation of visitors in the Exhibition facilities.

**The open possibility for group presentations by the exhibitors of new defense and security products and services, with the alternative aims of:**

Either promoting integrated "package solutions' or breaking into new markets.

**Historical perspective...**

In its initial form, the defense market in Greece and Cyprus has been known, by its numbered products, solely to organizations and participants of the upper manufacturing and services sectors.

In particular, during the last few years, a number of old or new products have been widely covered by the mass media, with the direct result of increased public awareness on subjects. At the same time, the introduction of new players in this market resulted, through the increased level of

competition and the sales support expenses, in a wide promotion among prospective clients of an extensive range of "modern" financing methods and tools.

Finally, the gradual European defense integration (?), has boosted competition, with a parallel increase of the range of available products and services and in the number of market suppliers, directly resulting in the availability of wider options in the search both for capital and for new and novel defense opportunities.

**From the above summary presentation stem the following specific comments:**

- the Hellenism defense Market is of a satisfactory size and growing, the interest of the general public and the market organizations, for either financing or investments, is ever increasing.
- the awareness of products and services offered by the defense market is complete only among specialists, while the general public is informed and/or educated solely on selected items, with the rest of them remaining virtually unexploited.
- the public awareness of products and services offered by the Hellenism defense market, is achieved by sporadic reports in the mass media and by specialized seminars organized by individual companies for each product or service separately. This form of communication results in a void in the framework of the intended complete and global awareness of the Hellenism defense market from the part of those interested at investing or obtaining financing.

**5.2 Purpose of the Exhibition**

**In the framework of the previous presentation, the purpose and position of the Defense Money Show can be detailed as follows:**

- (a) it serves as an annual central tribune for the identification of developments in the various sectors of the Hellenism Defense Market.
- (b) it provides those interested with an opportunity to meet with professionals specializing in goods and services not directly related to the banking sector (brokers, venture capital, etc.)
- (c) it allows companies in the Stock Exchange, and companies planning their entry in the Stock Exchange, to present their financial situation and future prospects, in order to attract new investors
- (d) it provides the defense market with an opportunity to publicize its existence, dynamism, and potential, through its own unique specialized Show.
- (e) it presents an opportunity for Hellenism and its institutional organizations to attract foreign capitals, through a multi conference of international glamour, organized on the standards set by respective annual Exhibitions/Conventions abroad.
- (f) in parallel to the above, the Multi-Convention provides the opportunity to interested clients for a briefing on specific subjects, through presentations by the specialists in the market.

**On the basis of the above, the purpose of the Exhibition becomes obvious, as it plans to:**

- provide the Hellenism defense market with an opportunity to present globally all the products and services that can be offered to each individual client
- provide the opportunity to present new products and services to clients of an immediate interest
- provide the opportunity of an extensive presentation of defense products and services in the appropriate surroundings, guarantying the confidentiality of discussions with each client
- provide the opportunity to interested clients for a briefing on specific subjects through the presentations that will take place by specialists, in the framework of the Exhibition and the Symposium
- present the participating exhibitors with an opportunity to meet the competition
- provide those interested with an opportunity to meet with professionals specializing in goods and services not directly related to the banking sector (brokers, venture capital, etc.)
- allow companies interested in the Stock Exchange to present their financial situation and future prospects in order to attract new investors
- provide the defense market with an opportunity to publicize its existence, dynamism, and potential, through a specialized B2B Exhibition
- present an opportunity for Greece & Cyprus and its institutional organizations to attract foreign capitals, through an B2B Exhibition of international glamour, organized on the standards of the respective annual Exhibitions in other countries
- The above indicative points provide a good measure of the purpose of the Exhibition and of its necessity, in view of the radical developments in the framework of an United European Defense Market, at the same time supporting the organizer's ambition to realize it annually.

## **6. ORGANIZATION OF THE DEFENSE MONEY SHOW**

### **6.1 Organization of the Defense Money Show until today**

The Defense Money Show comes from five months of design and organizational work by a team of 12 collaborators. The project has requested, since January 2021, the exclusive work of a team of 12 collaborators.

**The most significant organizational tasks accomplished, in addition to the project's design, have as follows:**

Creation of a project team with, among others, ten Greeks and two Cypriots members.

Research of possible venues for the Defense Money Show.

Advertising program, television interviews and press releases in the Greek and Cypriot mass media, for the promotion of the Organotecnica Group and the Defense Money Show.

Market research and over 100 business meetings with the most significant business organizations in Greece and Cyprus.

Issue of special documentation on the Defense Money Show, distributed, since January, to over 200 specifically interested business organizations.

Business trips, as official guests to ensure the support of the domestic business community for the Defense Money Show.

**6.2 Organization of the Defense Money Show up to its official opening**

Final invitation of speakers.

Conclusion of sponsorship contracts.

Distribution of final information material to conference participants and exhibitors.

Fulfillment of the promotional program in the Cypriot, Greek and international media,

Finalization of procedural details for the transportation of conference participants and

Visitors for the Defense Money Show.

Finalization of conference details.

Invitation of official guests and media representatives.

Compilation of Defense Money Show Guide.

**6.3 Exhibition facilities**

The Exhibition will take place in Conference rooms and exhibition areas of the Hotel. This particular selection was dictated by the following factors:

- the protection of the prestige associated to the Exhibition and the defense market



- the necessity for high quality services to the exhibitors the need to maintain a high level of confidentiality in the personal contacts between exhibitors and visitors, that could only be guaranteed by a closed meeting set
- the high level and financial power of both exhibitors and visitors the presence in the Exhibition of V.I.Ps and high ranking state officials the provision for the realization of special presentations by personalities of the sector.

## 6.4 Internal arrangements

The Exhibition will be internally arranged to comprise the following:

a) **Reception area and Cashier:** This area, properly arranged, will be located in the Exhibition entrance and operate as:

- information desk
- selling point for the Exhibition Guide
- control desk for visitors
- The area will be manned by expert personnel
- The Exhibition area:

The main area of the Exhibition will cover the main lobby of the Hotel with their expo-rooms and expo-stands serving as the exhibitors' booths. There will be clear indicator of the start and end of the Exhibition that will guarantee a single direction flow of visitors, thus providing for their access to all exhibitors. Each stand/room will carry an indication of the exhibitor's identification, but all such signs and messages will *necessarily* be arranged so as to respect the area and the Exhibition's prestige.

Finally, we stress the existence of a comprehensive package of facilities to the exhibitors (see below and in the attached documents), that ensure the uninhibited promotion of their goods and services.

## 7. EXHIBITORS

### Stands/Pavilion categories

Stands in the entrance of the hotel Ballrooms. (table and chairs available).

Conference Rooms. The conference rooms are located on the main lobby of the hotel, they are 100 sq. meters and their capacity varies as follows: - class room style: 50 persons - theater style: 100 persons

### **7.1 Identification of exhibitors**

On the basis of what has already been presented regarding the aims of the Exhibition, it has been concluded that, to achieve them best, the exhibitors should necessarily have profiles compatible with the ones presented below:

#### **Exhibitors' profiles**

The exhibitors fall into the following categories:

- National security systems
- Cyber security systems
- Vehicles, vessels and aircrafts
- Sub-assemblies and ammunition
- Communication and detection systems
- Weapons and weapon systems
- Personal equipment & tools authorities responsible for the money market

### **7.2 Participation of exhibitors. Aims and purpose..**

The possibility to present products and services directly to an audience of specific interest.  
The services provided by the Exhibition's organizers.

Their premium participation cost can include (specifically for Royal Exhibitors or sponsors):

- i. an exhibition space of high quality standards
- ii. special prices in hotel rooms for guests
- iii. a special kit on public relations activities
- iv. special prices for secretarial services in the Exhibition
- v. special prices for public relations services

The attractive advertising and international promotion of the Exhibition and its outcome.

The good timing of the Exhibition.

The official guests/speakers, who will raise the prestige and practicality of the Exhibition.

The annual organization of the Exhibition that will provide the money market with a presentation forum.

The possibility to promote new products and services in the frame of group presentations, that will allow the exhibitors to invite prospective clients and present these services in a prestigious environment

The possibility for contacts with competition

## **8. VISITORS**

### **Exhibition Visitors include:**

- Ministers, Deputy Ministers, General Secretaries of Defence and Security/Civil Protection
- Directors and Senior Defence Equipment Officials
- Chiefs, Deputy Chiefs, Senior Officers of Land-Air-Naval Forces and General Staff
- Chiefs, Deputy Chiefs, Senior Officers of Security Corps, such as Police & Fire Brigade and Port Authorities
- Ambassadors, Military and Commercial Attachés

### **Admission to the activities: MoneyLab Card**

The flow information control, will take place through the Money Show Club, MoneyLab, membership card.

### **Identification of visitors**

there are two groups of visitors:

#### **Visitors of immediate interest, that include:**

Defense Industry companies

Prospective clients

#### **Visitors of general interest, including the non-specialized public that is interested in being informed on the specifics of the money market.**

Especially for the visitors in the second group (and partly for those in the first), appropriate controls will be applied at the Exhibition's entrance (and through the advertising campaign) so as to exclude non-interested individuals.

### **Attractions to visitors**

With regard to the attractions the Exhibition offers to visitors, most of the arguments that applied for exhibitors are valid for them too. In addition to these, a number of specific attractions to visitors apply:

(a) "The possibility provided by the Exhibition for a comprehensive satisfaction of their trading and financing needs (in either capacity -as investors or businessmen)

- (b) The opportunity for a comprehensive and direct investigation of the defense market.
- (c) The opportunity for participation in the presentations and discussions, organized in the framework of the Exhibition with defense market specialists.
- (d) The opportunity to be informed of all new defense products and services.
- (e) The special advertising campaign aimed at them.
- (f) The attractions of the services offered by the Exhibition.

The above, combined with the operation of the selection mechanisms that will operate indirectly as additional attractions to serious visitors, will ensure the massive presence of the public interested in the money market.

## **9. SPONSORSHIPS**

### **TITLE" SPONSORSHIP**

- I. Extension of the title and logo of the Defense Money Show with a second part that is constituted by the name and logo of the sponsor. All mentions of the Defense Money Show in advertisements, reports ad releases will be escorted by this extension.
- II. Appearance of the sponsors logo on the personal invitations of the Conferences attendants and visitors with a second part that is constituted by the name and logo of the sponsor.
- III. Appearance of the sponsors logo on the banners of the Conferences with a second part that is constituted by the name and logo of the sponsor.
- IV. The "Royal Stand" at the entrance
- V. Commitment that the other sponsors will not be companies directly competitive to the title sponsor.
- VI. Press Conference addressed to at least 25 Mass Media representatives
- VII. Provision of the cover page of the special edition supplement of the periodical "Innovation & Entrepreneurship", including a space coverage and presentation of the Title sponsor. On the low part of each page of this edition, there will be a stripe with the sponsor's logo with the indication "Defense Money Show Title Sponsor".

### **"CENTRAL RECEPTION" SPONSORSHIP**

- I. Reception Ball of 200 persons at the end of the second day of the events Free provision of 100 invitations for the Central Reception sponsor.



- II. Mentioning of the Reception Sponsor in all the advertising program of the Defense Money Show, with the indication in every advertisement "Reception Host Sponsor".
- III. Full page 4 color advertisement in the periodical Innovation & Entrepreneurship
- IV. Distribution of sponsor's pamphlets in the Multi- Conference and the parallel events.
- V. Distribution of Sponsor's pamphlets to the visitors of the Exhibition.
- VI. Appearance on the advertising boards of the Defense Money Show, in the Multi- Conference, parallel events and the Exhibition area, of the sponsor's logo with the indication "Reception Host Sponsorship"
- VII. Speech from a person selected by the sponsor in the Convention, for the presentation of the sponsor's business and social aims.
- VIII. Placement of reception hostesses with the sponsors logo on their lapel, in the Convention Area as well as in The Reception Ball.
- IX. A 4page supplement presenting the Reception Host

## **EXPO SPONSORSHIP**

- I. Appearance of the sponsor's logo in all the advertising program (barter agreements) of the Defense Money Show. This program includes printed advertisement in the daily financial press and in the defense periodicals.
- II. Appearance on all the advertising boards of the Defense Money Show, in the Exhibition Area, of the sponsor's logo.
- III. Speech from a person selected by the sponsor in the Convention, for the presentation of the sponsor's business and social aims.
- IV. Provision of a privileged area in the hotel, as an exhibition stand

## **GUIDE SPONSORSHIP**

- I. Appearance of the sponsor's logo on the front page the back page of the periodical "Innovation & Entrepreneurship",
- II. Company's logo in each page of the periodical "Innovation & Entrepreneurship", which is to be distributed for free during the Defense Money Show

- III. Eight pages' interview of a company's President
- IV. Appearance of the sponsor's logo on the personal invitations of visitors and panelists of the Defense Money Show
- V. Free provision of twenty invitations for the Central Convention
- VI. Distribution of sponsor's pamphlets in the Multi- Conference, the parallel events and the exhibition visitors
- VII. Appearance of the sponsor's logo in the visitors' personal invitations, which are to be distributed to all exhibitors.
- VIII. Provision of an area- exhibitor stand, for the appointments of the sponsor's representatives with prospective clients.

## **OFFICIAL SPONSORSHIP**

- I. Appearance of the sponsor's logo in each of the printed advertisements of the Cyprus Money Show in the Financial-Insurance-Securities periodicals, as well as in the printed advertisements in the daily financial press, with the indication "Money Show Defense Official Sponsor"
- II. The permission of placing an exhibitor stand, in the entrance of the Convention area
- III. Appearance on the advertising boards of Defense Money Show, in the Multi-Conference, the parallel events and the Exhibition area, of the sponsor's logo indicated as the "Defense Money Show Official Sponsor"
- IV. Speech from a person selected by the sponsor within the opening of the Convention, for the presentation of the sponsor's business and social aims.
- V. Distribution of sponsor's pamphlets in the Multi- Conference, the parallel events and the exhibition visitors

## **CONVENTION SPONSORSHIP**

- I. Appearance of the sponsor's logo in the visitors' personal invitations, which are to be distributed to all exhibitors
- II. Distribution of sponsor's pamphlets in the Multi- Conference, the parallel events and the exhibition visitors
- III. Appearance on the advertising boards of the Defense Money Show, in the Multi- Conference and parallel events area, of the sponsor's logo indicated as the "Convention Sponsor"

IV. Provision of two printed advertisements in the periodical "Innovation & Entrepreneurship"

## **DISTINGUISHED GUESTS SPONSORSHIP**

- I. Mention of the Sponsor in all the advertising program of the Defense Money Show with the indication in every printed advertisement mentioning "Distinguished Guests Sponsor".
- II. Appearance of the sponsor's logo in the visitors' personal invitations, which are to be distributed to all exhibitors
- I. Distribution of sponsor's pamphlets in the Multi- Conference, the parallel events and the exhibition visitors
- II. Appearance on the advertising boards of the Defense Money Show, in the Multi-Conference, the parallel events and the Exhibition area, of the sponsor's logo indicated as the "Distinguished Guests Sponsor".

## **10. EXPO PARTICIPATION & BENEFITS TO EXHIBITORS**

### **(ASK FOR PRICE LIST)**

The cost of each participation includes: The use of the facilities for 2 days.

The exhibitors are divided into two categories, according to the zone of their stands:

- **a. Privileged exhibitors:** They cover one of the available luxurious stands of the Exhibition.
- **b. regular exhibitors:** They cover at least one of the remaining stands.  
The size of each stand is between 4 to 6 sq.m. and their cost comes to 200 euro per sq.m.  
Several of these stands can communicate, and can thus be used in pairs, to increase the available space.

**The cost of the participation to the Exhibition is paid for as follows: 50% upon signing the contract 50% one week before the event. These amounts of money are paid upon reception of the corresponding invoice.**

## **11. CONTACT DETAILS**

**ORGANOTECNICA GROUP: ANDRONIKI-MONEY SHOW-ORGANOTECNICA**

Mobile +306974434797 Telephone +30 210 8974671

URL: [www.moneyshow.org](http://www.moneyshow.org)

E-MAIL [moneyshowfounder@outlook.com](mailto:moneyshowfounder@outlook.com), [org\\_usa@icloud.com](mailto:org_usa@icloud.com)

## 12. PRESENTATION OF THE ORGANIZER. PROJECT TEAM

- The Defense Money Show is organized by the **Organotecnica Group**. The Group has its headquarters in Cyprus and is the consortium of some of the oldest Business Consulting Houses in Greece, active in Greece and abroad since 1960. Today, the Group includes 12 specialized consulting firms, 3 non-profit research organizations and 20 offices in significant provincial Greek cities.
- The idea of the organization of Defense Money Show stemmed from the long contacts of the Group companies with the Greek defense, financial/investment markets, which allowed them to identify the need for a general presentation and information of those interested in the defense, security, financial products and services offered today. At the same time, the contacts of the Group with European collaborators, and the experience of respective exhibitions abroad, identified the concept of a Multi-Convention/Exhibition combination as the most valid and effective vehicle for the introduction and knowledge of the defense market to those interested.
- The Organotecnica Group carried out successfully the organization of past year's Money Shows and can guarantee for the autonomous organization and execution of the Multi-Conference and Exhibition combination, through the participation in the project team of its specialized companies.

**The responsibility for the organization and execution of the Exhibition has been assigned to the following:**

### **Project Leaders:**

**Ilias Farangitakis**, President, Organotecnica Group

### **Project Team Coordinator:**

**Anna Magrioti**, Managing Director, Organotecnica Cyprus

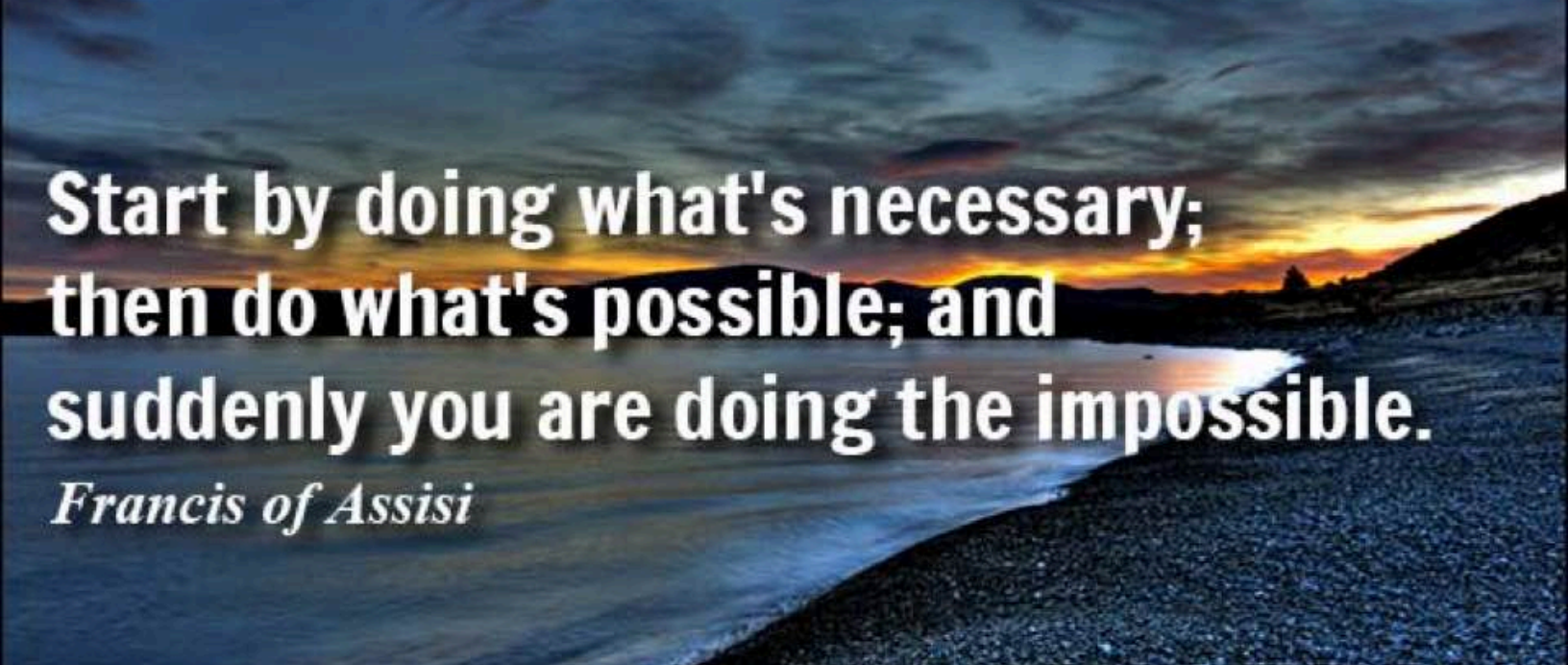
### **Participation Team**

Communication, Public Relations Managers, International Relations Managers,  
Customer Support Managers, Sales Managers





**Organotecnica**



**Start by doing what's necessary;  
then do what's possible; and  
suddenly you are doing the impossible.**

*Francis of Assisi*

**YOUR CUSTOMERS ARE THE  
JUDGE, JURY, AND  
EXECUTIONER OF YOUR VALUE  
PROPOSITION. THEY WILL BE  
MERCILESS IF YOU DON'T FIND  
FIT!**

*Value Proposition Design: How to Create Products and  
Services Customers Want (Strategyzer)*

**by Alexander Osterwalder, Yves Pigneur,** 

## SINCE 1960...

When back in 1960, a small firm under the name "Spyros Zevgaridis and Associates, Management and Marketing Consultants" was founded in Athens, only few people were talking of management in Greece, and just a handful were familiar with the term "marketing". Today, the descendants of the original core, 22 offices in Greece and 3 in other countries, constitute the proof of success and a unique presence in the field of business consulting services.

In the early 1970s the firm was reorganised to become "**Organotecnica Ltd**". Within a few years, a number of specialised companies stemmed from it (the Organotecnica Group) to deal with a spectrum of entrepreneurial and development problems.

## ...WE PROVIDE EXTENDED SERVICES TO THE PRIVATE AND THE PUBLIC SECTORS

The Organotecnica Group provides its consultancy and studies services to both the private and the public sectors in Greece and abroad.

Our extended services provide clients with advice in organisation, productivity, innovation, informatics, auditing control, mergers and acquisitions, applied office automation and procedure rationalization, industrial design, marketing research, personnel training, public relations, and business publications.

At the Organotecnica Group we recognise that to serve clients well, we need a broad range of specialist skills. We have thus deliberately developed an organisation of specialists in many different fields.

Above all, we are management consultants committed to results. This commitment frequently calls for skillful blending of specialties to ensure that the most appropriate techniques are applied to each client's benefit.

For every specific project a "work team" is formed by our experienced associates. Most of them are university graduates, many of a postgraduate level, several of a PhD level.





# OUR CODE OF ETHICS

The Organotecnica Group is a member of HACF (The Hellenic Association of Consulting Firms) and CEBI (The European Committee of Consulting Firms International Association), following therefore its established code of ethics. On the basis of that code, the Organotecnica Group places emphasis on:

- **the ability of multidisciplinary teams working in the interest of the client,**
- **the impartiality assuring the primacy of the studies and the autonomy for the selection of suppliers,**
- **the liability assumed towards the collectivity, the clients, the contractors and the profession.**

Our philosophy is to strengthen the client position with workable advice and programs. We assist the clients in attaining objectives in the two areas in which management consultants are most often called upon:

- **decision making,**
- **planning and implementing improvements.**

Our recommendations must not be theoretical but useful and practical within the limits of client capability to carry them out.

Our objective is to work not only for our clients, but with them in a joint effort to achieve improved decision-making and useful changes. In-depth understanding of the client's own environment is blended with the rigour and objectivity of the Organotecnica Group's professional specialists. The client must see the project as his project not that of the consultants.

Furthermore, the client must feel that is in full control of the study which usually results in feeling a greater sense of commitment to the results and enthusiasm for implementing the recommendations.



# HOW WE COOPERATE WITH OUR CLIENTS

## 1. SITUATION IDENTIFICATION

- A client contacts our Group and describes in general terms a perceived problem or challenge and perhaps an initial opinion as to the nature of a project that might help.
- One or more senior Group professionals meet with the client and develop a thorough understanding of his/her needs and priorities. Our goal at this point is to define the objective and possible scope of the consulting work required.
- During those meetings we seek to arrive at a mutual agreement on the terms and the manner in which the program should be conducted.

## 2. PROPOSAL DEVELOPMENT

- Drawing on the advice of technical specialists where appropriate, our Group's experts discuss in complete confidence among themselves the nature of the situation and the type of project or program that would be most suited to assisting the client.
- Our specialist's team returns to the client and submits a formal proposal. It outlines in detail our understanding of the background which has led to the need for consulting assistance, the scope and objectives of the proposed project, the methodology and work program, proposed project organization and division of responsibilities, suggested staffing and qualifications, the nature of the project output or "deliverables" and estimated timetable and cost.
- At this point the prospective client may wish to review our firm's past performance on similar work. We are happy to provide names of specific organizations for which we have worked. We encourage our new clients to contact them in confidence and discuss our performance with them.
- To this point there is no financial or other obligation on the part of the client. No fee will be required except under special circumstances where the client has previously agreed to reimburse the consultants for their exploratory time and costs.



### 3. START-UP PROJECT

○ The client and the consultants discuss the proposed approach making adjustments where appropriate to ensure that the program is indeed the client's program and will lead to the desired results. Start-up consists of three activities to be directed by our professionals in cooperation with the client: detailed preplanning, committing resources and communicating the project.

○ Detailed preplanning, includes the definition of specific activities, scheduling them and developing individual work assignments for members of the project team (both Organotecnica Group and the client staff). Each work assignment has a specified purpose and planned results. The project reporting schedule is defined at this time as well.

○ Both our Group and the client define their resource commitments to the project. The participants and their planned time on the project is agreed upon and the availability of the best blend of experience, knowledge and technology is thereby ensured.

○ We assist the client in communicating the general nature of the project within his organization. This avoids unnecessary concerns and possibly disruptive rumours and misinformation. Further, it alerts client personnel to the possible needs for information as the project progresses.

### 4. EFFECTIVE COMPLETION

○ The project proceeds with frequent formal and informal discussion and liaison with key client personnel to ensure all benefits can be achieved at the earliest possible time. Further, the process insures that the client maintains control over the execution of the project.

○ The client always retains the option of redirecting or terminating the relationship with the Group. The client's only responsibility is for charges (fees and expenses) incurred to the termination date, unless otherwise agreed.

○ The assignment is typically concluded with a final presentation and, where appropriate, a complete report with thorough documentation of all findings, action plans, and sources of information.

# RANGE OF CONSULTING SERVICES

The Organotecnica Group succeeds in covering a wide range of the services most usually required by small, medium and large enterprises, public organisations and local authorities.

These services are provided by the specialized companies of the Group. Keeping in mind the continuing evolution in the nature and shape of our consulting interventions, we provide an extensive analysis of our services. The following 10 companies and organizations are members of the Organotecnica Group.

## **Organotecnica** (Business Consultants)

Organisation, management, development strategy  
Organisation and simplification of office tasks  
Marketing research and strategy  
Production organisation, productivity, innovation  
Financial control systems and productivity improvement  
Feasibility studies.

## **Organopublic** (Publicity Consultants)

Market research and applications  
Sales promotional activities  
Public relations and publicity  
Personnel training  
Training and promotional material production  
Business publications  
Symposia and seminars' organisation

## **Organodata** (Informatics Consultants)

Organisation and simplification of work through informatics  
Office automation and management information systems  
Custom-made software development  
Information systems analysis

## **Organodata International Consultants Inc. (USA)**

Mergers and acquisitions  
Special software development and applications  
Franchising rights management





## **Organo**

(Technology and investment consultants)

New technology feasibility studies  
Investment studies  
Product innovation/development  
Technology transfer  
Natural resources evaluation

## **EOEM**

(Organisation and development studies)

Local and regional development studies  
Branch studies  
Local authorities organisation and development  
Public sector studies and organisation

## **GR-EX**

(Distribution Channels Consultants)

Import / Export consultants  
Distribution channels development  
Export marketing research

## **IEED**

(Institute for Research, Communications and Management)

Personnel evaluation, training and motivation  
Regional and economic sector studies  
Management training seminars  
Sales and marketing personnel seminars  
Finance / Costing seminars  
Innovation and creativity seminars

## **ISSA**

(Institute for Statistical Systems Analysis)

Expert systems analysis  
Remote - sensing systems  
Creation of databanks  
Development of systems for the dissemination of statistical information

## **INTER-ALMA**

(International Trade Consultants)

Financing and international cooperations  
International trade and countertrade consultants  
Product development consultancy for exports





ASK FOR A DETAILED EXPLANATION OF UNICORN 2041, BEYOND 2035, VISION 2030, SCALE UP 2025, ORGANOTECNICA GROUP 2023 PLAN

# BACK TO THE FUTURE

**Contact (from Greece, Cyprus, European Union)**

**For information on partnership proposals, you can contact us:**

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**e-mail: [organotecnica@icloud.com](mailto:organotecnica@icloud.com)**

**Contact ( from USA/CANADA, ASIA, AUSTRALIA, ASEAN, AFRICA -SWITZERLAND)**

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