

Equipment is distributed almost exclusively by sales agents and direct sales are rare. All customary marketing methods are used. International fairs and advertisements in leading journals are common, but most important of all for the Greek environment is research and promotion done by the sales agents. Individual companies should appoint a local agent to promote their products and establish a foothold in this area.

Financial Practices

For a large order, payment in instalments is a common practice. A Canadian supplier could also ask for a letter of credit which is also a common means of payment but it is quite costly due to the high inflation rate in Greece.

Standards

Metric system.

Import Regime

Greece accords preferential customs tariff treatment to imports from EEC member countries. Imports from third countries are levied with customs duties and value added tax.

Protection of Technology

Patents can be protected in Greece and one can ask for registration locally. Building a strong relationship with local buyers and negotiating a carefully outlined agreement can guard against copy infringements.

Language Requirements

Most importers and manufacturers can communicate very well in English.

Language for Promotional Materials

Promotional material should be in Greek. Correspondence and literature to agents is mostly done in English.

Canadian Government Initiatives and Trade Shows

Information not available.

CONTACT LIST:

Local Canadian Representatives

Canadian Embassy

4 Ioannou Ghennadiou Street

115 21 Athens, Greece

Cable: CANADIAN ATHENS

Tel: (011-30-1) 723-9511

Telex: (Destination code 601) 215584 (215584 DOM GR)

Fax: (30-1) 724-7123

Industry Associations

There is no association locally of manufacturers of packaging or labelling equipment.