

C. Country Profile: Greece

MARKET OVERVIEW:

Description

The market for this type of equipment is currently saturated, but there is future growth potential. There are over 50 firms active in the packaging market making materials for the food industry, frozen food, sugar products, books, printed matter and consumer products. In the labelling industry about 20 firms are active making products like self-adhesive paper, self adhesive plastic, self adhesive synthetic and thermoplastic.

Size of Market

Not known.

MAJOR BUYERS:

Major Local Buyers

Major buyers include the pharmaceutical industry (partly in partnership with foreign manufacturers, partly of Greek ownership under foreign licence), the food packaging industry (mainly of Greek ownership) and the bottling enterprises (a small part of which is in partnership with foreign firms, eg., Coca Cola, Pepsi Cola).

Major Types of Equipment

The type of machinery purchased by such enterprises covers all the major categories of packaging and labelling equipment.

Key Factors in Purchasing Decisions

Besides price, availability of servicing and reputation of local agent are the key factors in purchasing packaging and labelling equipment.

SOURCES OF SUPPLY:

Profiles of Local Manufacturers

None of this type of equipment is manufactured in Greece, except for a very insignificant portion and mainly for small scale industry.

Current Foreign Sources

Major suppliers are European, i.e. West German and Italian, as well as from Canada. Specifically, the largest labelling company locally, ANKER SA, uses Canadian labelling machinery as part of their production line.

Recent Imports/Exports

Level of imports is estimated at roughly 20-25 million dollars annually.

BUSINESS ENVIRONMENT:

Preferred Distribution Channels