

BUSINESS STRATEGY FOR THE BIO-ENVIRONMENT

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President

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On behalf of the Federation of Greek Industries I welcome the distinguished Greek and American speakers and the organizers of today's symposium of the Biopolitics International Organisation, which has as its theme "Business Strategy for the Bio-Environment".

The participation of the Federation of Greek Industries in last year's symposium as well as this year's has enabled us to determine the progress which has been achieved in increasing the sensitivity of the business world to the need for the protection of the bio-environment.

Certainly this progress will continue into the future, and Greek industry, having become conscious of its important social role, will continue the process of adapting to the spirit of the European Union. Today this spirit makes the businesses which respect and protect the bio-environment more competitive. Moreover, businesses will play an important national role across the whole spectrum of Greek enterprise, from the Industrial Sector to Tourism and Services, by incorporating the environmental dimension into their strategies. They will be securing the real wealth of the country, which is its natural and cultural heritage in order to provide the natural resources necessary for the survival of future generations. Incorporating the environmental dimension into business strategies, to the extent that it reaches into everyday life, will ultimately contribute to an improvement in the quality of life itself.

Since this is understood today by more and more Greek businesses, (which clearly show remarkable adaptability), it will enable them in the future to distinguish themselves in the wider market of the European Union.

With these messages of hope, I once again congratulate the Biopolitics International Organisation and its distinguished guests who, through their actions, are opening up pathways toward these goals. The Federation of Greek Industries will lend every support to endeavors directed toward their achievement.

Iason Stratos is President of the Federation of Greek Industries and Elanet. He studied engineering in the National Metsovion Polytechnic, Greece. He has been Advisor and Director of Piraiki-Patraiki, Chief executive Officer of Biex S.A., President of the Greek Airline Industry and ICAP S.A., and Chief Executive Officer of Aspioti-Elka S.A. and Sudan Textile Industry. He is a member of the Hellenic Red Cross and the Hellenic Business Administration Company.