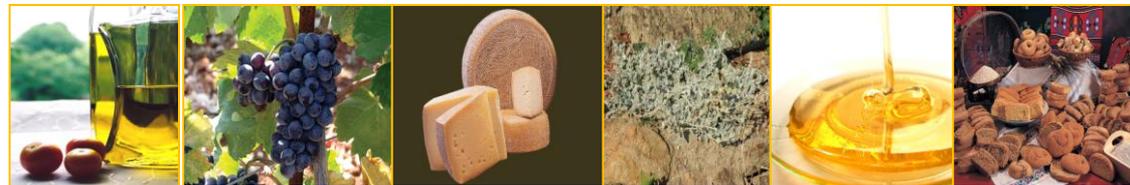




Region of Crete



Agricultural & Nutritional Profile



1. Profile of the Region of Crete

2. Crete's competitive advantages

3. Food & Beverage

4. "AgroNutritional Cooperation" - ANC

Cornucopia*: the horn of Amalthea goat that fed Zeus in Crete according to Greek Mythology.
Synonyms: plethora, lavishness, sufficiency



1. Profile



Region of Crete : Quick overview



- Crete is the **largest** and most heavily populated island of **Greece**. It is the **fifth largest island in the Mediterranean Sea**.
- The Region of Crete, which is one of the thirteen Administrative Regions of Greece, covers 6.3% of the total area of the country with a total extent of 8,335 km².
- The Region of Crete, is constituted by the Prefectures of **Heraklion, Lassithi, Rethymno and Chania** . The city of Heraklion is the Capital of the Region and the homonym Prefecture.
- The Cretan Sea borders the island on the north and the Libyan Sea on its south.
- The island has three major **airports**, *Nikos Kazantzakis* in Heraklion, the *Daskalogiannis* airport in Chania and a smaller one in Sitia. The first two serve international routes, as the main gateways for travelers to the island. Crete is also connected to mainland Greece by its **6 ports**.

Region of Crete: Quick facts



- Crete is the most populous island in Greece with a population of more than 600,000 people. Approximately 42% of the population lives in Crete's main cities and towns while the rest live in rural areas.
- The Region produces 4,9% (€13 bn) of total GDP of the country.
- Among the main economic activities include **agriculture** and **tourism services**.
- Wine and Extra Virgin Olive Oil production is significant. Dairy products are also important to the local economy that include a large rich variety of cheeses such as graviera, mizithra, anthotiros, and kefalotyri.
- Crete is the most popular holiday destinations in Greece. Tourist attractions include the archaeological sites of the Minoan civilisation, the Venetian old city and port of Chania, the Venetian castle at Rethymno, the gorge of Samaria.

Cultural

Cross road of Ancient Greek, Roman, Arab, Byzantine & Venetian civilizations.

Includes a rich medieval poetry, paintings (El Greco attended the Aya Ekaterini Institute before departing) and wine making heritage.

Rich museums in heritage possessing rare collections and master pieces such as the treasure of King Minos.

Educational

Number of Universities - Institutes: 6

International Exhibition Centre: 1

Companies listed on the Athens Stock Exchange: 8

Industry Areas: 6

Natural

Significant Archaeological sites: 15, and thousands secondary sites.

Natura 2000 regions: 55
Museums:

Blue flag awarded beaches: 98



2. Crete's advantages for Investments



The Region of Crete boasts strong performance indicators

Welfare indicators

Indicator	Crete	Greece
Population (000s)	601	10,964
GPD per capita *	€21 (000s)	€21.3 (000s)
Income per capita *	€15.4 (000s)	€16.7 (000s)
Savings per capita	€13.8 (000s)	€18.8 (000s)
Population growth per 1,000 inhabitants*	4	0.9
Primary school students per 1,000 inhabitants	69	56

Source: *economics.gr*, OAEΔ ;

* Indicated data refer to 2008, otherwise to 2009

**2010

Key performance indicators

	2001	2002	2003	2004	2005	2006	2007	2008	2009	Total Greece
GDP (€ m)	7.398	8.100	8.578	9.031	9.394	10.375	11.155	11.641	n/a	237,494
% Agriculture	10.5%	11.2%	9.5%	10.7%	9.4%	7.9%	7.8%	7.5%	n/a	3.8%
% Industry	14.9%	14%	13.9%	15.2%	15.2%	15.7%	14.8%	15.3%	n/a	16.3%
% Services	74.5%	74.8%	76.6%	74%	75.3%	76.4%	77.5%	77.2%	n/a	79.9%
New houses built	5209	6424	7196	7832	10371	7753	7735	6224	4519	61,490
Savings (€m)	n/a	6,184	7,119	7,433	8,636	9887	11,246	13,203	13,825	211,469
Cars (000s)	163.8	175.8	186.2	199.3	212.3	224.8	238.7	250.3	255.9	5,132.0
Power consumption (TWh)	1,940	2,084	2,225	2,328	2,412	2,578	2,703	2,799	n/a	55,902
5* hotels	21	21	21	26	37	41	48	56	67	280
4* hotels	181	181	198	206	200	209	216	220	232	1,164

Source: *economics.gr*



Crete strong economy is reflected in its export activity

Crete's key export destinations

- China.
- United States of America.
- Germany.
- Benelux.
- France.
- Saudi Arabia.
- Australia.
- Italy.
- Spain.
- United Kingdom.
- Russia.

Key observations

- 160 enterprises with export activities
- Main exports are Food and Beverage account for 56% of all exports, while all other exports account for the remaining 44% (plastics, arts and crafts, organic/natural cosmetics etc)
- Main exports include: extra virgin olive oil, speciality wine, bakery goods, citrus fruit, raisins, herbs, honey etc.

Source: Exporters' Association of Crete



3. Food and Beverage



Investment opportunities F&B, Extra Virgin Olive Oil sector.

Facts on the F&B sector

- Following scientific research and statistical analyses, the Cretan nutrition and diet has been proven to promote health and longevity. It consists almost exclusively of products that the people of Crete produce naturally. Products that only the island of Crete and its ideal climatic conditions can offer.
- Extra Virgin Olive Oil nourishes Crete for thousands of years. The areas of Viannos, Kolymbari, Sitia & Peza is recognized as a zone of Protected Designation of Origin and the quality of the olive oil is among the top of the global production.
- Average oil production in Crete is approximately 120,000 tons out of which 90% is Extra Virgin & 10% is covered by nine PDO zones such as: Kolymbari, Viannos, Peza, Sitia etc...

9 "Protected Designation of Origin – PDO" Olive Oil
1 "Protected Geographical Indication – PGI" Olive Oil
1 "Protected Designation of Origin – PDO" Olives

...which form an excellent business case

- Olive Oil is produced by the most important olive variety Koroneiki.
- The total of production in Crete do cover 32% of Greece's total production.



Investment opportunities F&B

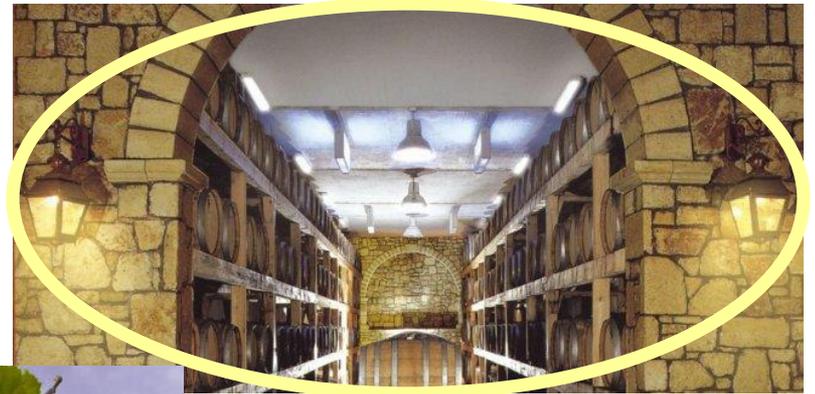
Wine Sector



Facts on the F&B sector

- A significant ratio of Twenty percent (20%) from the Greek wine production comes from Crete. The vineyards in Crete have a surface of approx 50,000 hectares and the wine production amounts to 950,000 hectolitres. There are three V.Q.P.R.D zones in Archanes, Peza and Daphnes. Moreover, Crete does include additional wine producing areas: Sitia in Lasithi Prefecture. Smaller quantities of wine are also produced in the Prefectures of Chania and Rethymno.
- Crete has the most ancient vineyard of Europe. Grape cultivation has taken place in Crete since the Minoan era, 4,000 years ago.

4 Local Wines
4 areas of Quality
Wines



Investment opportunities F&B

Goat's Meat, Goat's Cheeses and Herbs Sector

Facts on the F&B sector

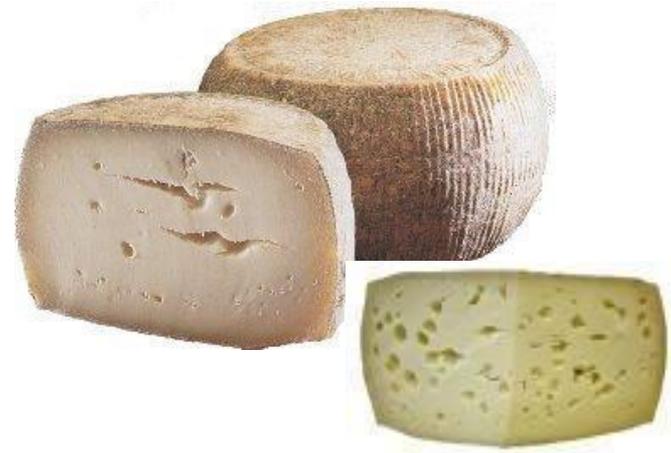
- Dairy products are important to the local economy and there are a number of specialty cheeses such as mizithra, anthotiros, and kefalotyri.
- Organic and off-season (early production) vegetables, combined with the high technology agriculture, are an attractive investment opportunity.

3 "Protected Designation of Origin – PDO" Dairy products

1 "Protected Geographical Indication – PGI"

Bakery products

1 "Protected Designation of Origin – PDO" Fruits





4. AgroNutritional Cooperation



ANC Purpose

- Establishment of a new company of Region of Crete and Private Sector (49/51) under the name “*AgroNutritional Cooperation*” or *ANC*
- The company would guarantee each operation’s products’ quality, reliability and prestige of all island’s products as well as the island’s recipes and functions.



Functions (I)

- Producers who are Company's stakeholders are fully controlled by the region of Crete and thus are endorsed by the "AgroNutritional Cooperation" (ANC)



- Moreover the brand of the Region of Crete certifies the quality of all nutritional products checked & controlled by the staff of the mentioned Company which is equivalent to the **IFS certification**.



- The products provided by the **ANC** do combine a large variety of the island's agricultural performance ie extra virgin olive oil, grapes, wine, raisins, honey, mountain herbs, dried bread (paximadi), vegetables, cheeses etc...





Additional Certified Services

- Product Marketing
- Productions' Specifications and Support.
- Full Maintenance
- Logistics & Services



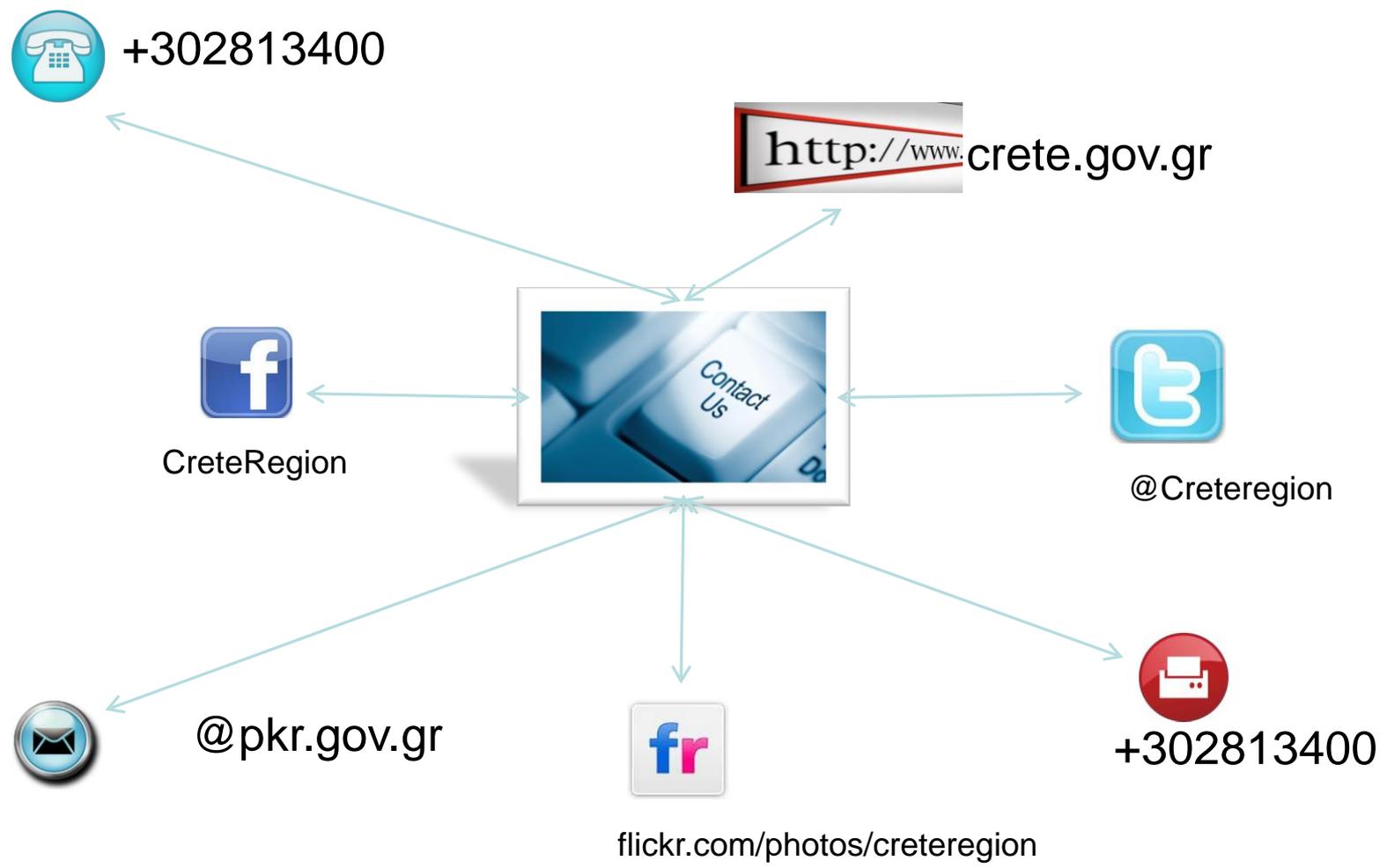
Finally...

- The Region of Crete and the **ANC** awaits your contact to move on to the future on a win - win situation
- We are waiting for you!





Cont@ct Us!





Thank you for your attention!