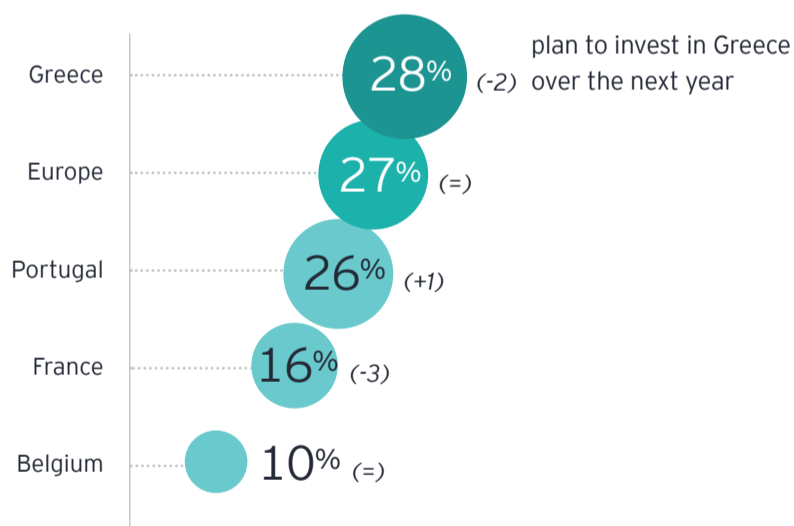


Investment as a driver of sustainable development. How ready is Greece?

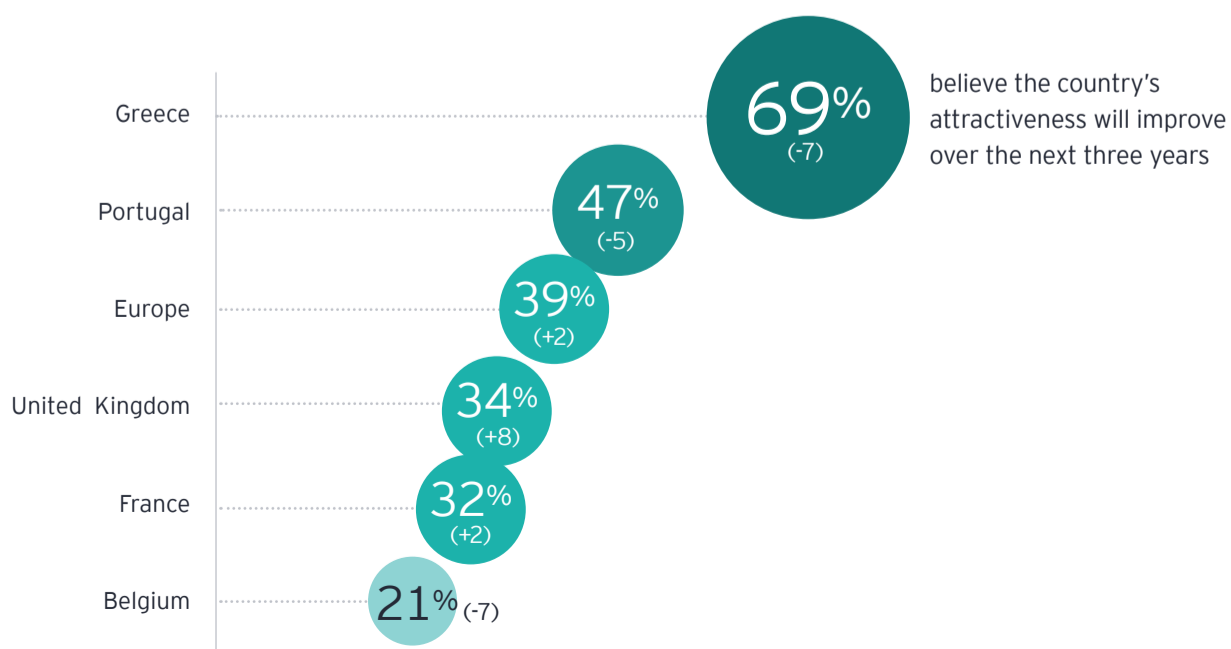
EY Attractiveness Survey
Greece
July 2020



Despite a slight decline in Greece's investment dynamic, level of willingness to invest in the near future remains the highest in Europe ...



... as is optimism about the country's potential



29th
in terms of FDI projects
attracted (2019)
up from 35th in 2018



The rise of manufacturing
diversifies the investment mix

Type of planned investment



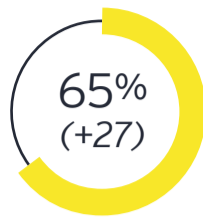
Several assets differentiate Greece from global competition

Quality of life



remains the main element of the country's attractiveness

Stable political and social environment



emerges as a key attractiveness element

Policies for climate change and sustainability



a marked improvement in perceptions around the country's performance

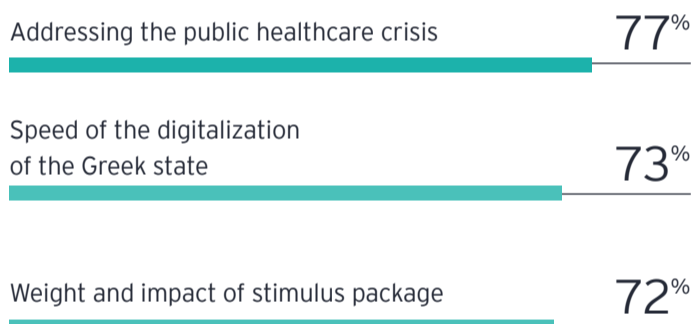
Top priorities to improve the country's attractiveness

Support high-tech industries and innovation	38%
Reduce taxation	36%
Improve the legal system	33%
Develop education and skills	31%

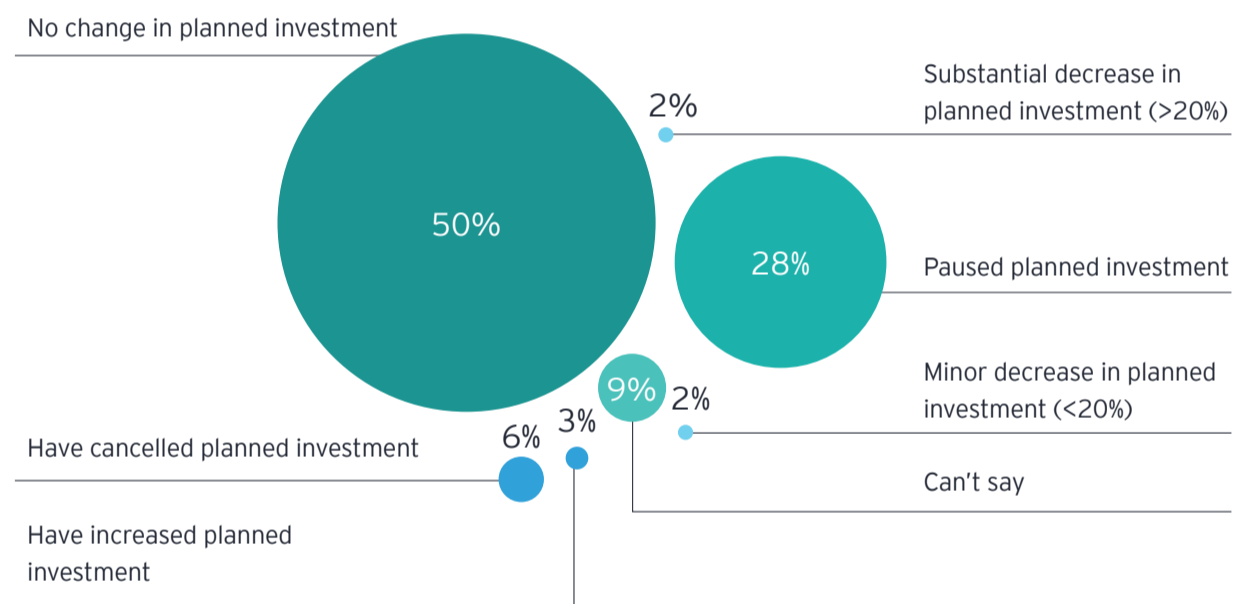


reply that they would be more willing to invest in the country or proceed to further investments, if Greece overcame the obstacles they identified

Investors consider the country's response to the COVID-19 crisis as very effective ...



... and investment plans have not been drastically altered



8 suggestions to improve investors' sentiment:

- 1 A focus on circular economy, clean energy and sustainability
- 2 Setting innovation and digital technology as top priorities
- 3 Enhancing human capital
- 4 Accelerating judicial proceedings
- 5 Strengthening the logistics sector
- 6 Adapting to the post-COVID-19 model of work and digitalization
- 7 Supporting and enhancing small- and medium-sized enterprises, and promoting synergies
- 8 Communicate the country's positive investment climate globally

