

International Business Strategy Week

14-16 November 2022 | Auditorium (Sofou Building)



Guest Lectures

'Success Stories and the Way Forward'

Mr. Ioannis Verginis, Member of the Board of Directors, Arab-Hellenic Chamber of Commerce and Development, President of Trade Department, Thessaloniki Chamber of Commerce and Industry, Honorary Consul of the Grand Duchy of Luxembourg, Thessaloniki

'Building an International Brand; A Brand that has it All! The Case of Embryolab IVF'

Dr. Dimitrios Nikolaidis, CEO of Embryolab IVF Clinic

'International Business Practices: A Case Study of Exports in Europe and Middle East'

Mr. Othon Pylarinos, Operations Manager, AXEL S.A.

'International Strategies for Sensitive Products: Ioniki Sfoliata goes International'

Mr. Yannis Vaharoglou, COO, Ioniki S.A.

'Strategic Financial Planning'

Mr. Chris Liassides, Associate Professor BAED, CITY College, University of York Europe Campus

'Product Country Image (PCI) and the country of origin effect'

Prof. Leslie Szamosi, Director, Pan-European MBA, CITY College, University of York Europe Campus

'Setting and Establishing Strategic Alliances: the Barrier of Exit'

Dr. Lenia Papadopoulou-Kelidou, Lecturer, CITY College, University of York Europe Campus



This week runs within the framework of the International Business Strategy unit and is organised for BAED Level III students. Attendance is compulsory for BAED Level III students.

The event is open to all UG-PG-MBA students from all courses and departments.