

Athens, June 23, 2026

Hellenic Growth Fund and ICCA Sign MoU to Advance Greece's Meetings and Events Industry

Focus on infrastructure enhancement, attracting international events, and strengthening Greece's global outreach

Hellenic Growth Fund and the International Congress and Convention Association (ICCA), the leading global organization for the meetings and events industry, signed a Memorandum of Understanding (MoU) during the Growthfund Investor Summit 2026, held in Athens on 22 June.

The MoU was signed by Hellenic Growth Fund Chief Executive Officer, **Yiannis Papachristou**, and ICCA Chief Executive Officer, **Dr. Senthil Gopinath**, in the presence of representatives from government, the business community, and international organizations.

This strategic partnership is expected to enhance Greece's competitiveness in the global meetings and exhibitions market. Among other initiatives, the MoU provides access to international expertise and global industry networks, facilitates the exchange of best practices, supports comparative assessments and benchmarking of Greek conference and exhibition infrastructure, and promotes training and international visibility initiatives.

The initiative is directly linked to key strategic assets and development projects of Hellenic Growth Fund and its subsidiaries, including **HELEXPO–Thessaloniki International Exhibition (TIF-HELEXPO)**, the **Public Properties Company (ETAD)**, and the **Corinth Canal S.A. (AEDIK)**, all of which can play a significant role in further developing Greece's meetings and exhibitions sector.

At the same time, the collaboration is expected to contribute to the modernization of existing infrastructure, attract major international events, and strengthen Greece's position as a destination for conferences, exhibitions, and business meetings.

The Memorandum of Understanding has a duration of two years and forms part of Hellenic Growth Fund's broader strategy to enhance Greece's international outreach and long-term growth prospects.

Yiannis Papachristou, Chief Executive Officer of Hellenic Growth Fund, stated:

"Our collaboration with ICCA reflects Hellenic Growth Fund's strategic approach to creating long-term value through the development-oriented utilization of public assets. Strengthening Greece's position on the international meetings and exhibitions map is not only about tourism; it is also about the country's ability to attract investment, business activity, and international partnerships. Through this collaboration, we are creating the conditions for key infrastructure and destinations to unlock even greater potential, contributing to the internationalization and sustainable growth of the Greek economy."

Dr. Senthil Gopinath, CEO of ICCA, said:



"Business events are one of the most powerful, yet often under-recognised, levers for economic and societal advancement. This partnership is not only about strengthening Greece's position in the global meetings market - it is about advocating for the role our industry plays in connecting knowledge, driving innovation, and creating lasting impact. By working alongside Hellenic Growth Fund, we are supporting a more integrated approach where business events are aligned with national priorities, helping destinations unlock long-term value for their communities."

For further information please contact:

Hellenic Growth Fund, Anthi Trokoudi, Chief Communications & Sustainability Officer, +30 6932 100053, atrokoudi@growthfund.gr

SOCIALDOO, Konstantina Iliopoulou, Director of Corporate Relations, +30 6974 894411, kiliopoulou@socialdoo.gr