

**Project Title:**

***Promotion of Modern Financial Instruments in the Cross-border area***

**Project Acronym:**

**FINANCIAL INSTRUMENTS**

**WP3: «Identification of Current Status in the Cross-Border Area/Networking Activities»**

**Deliverable: 3.2.4 Organization of 4 Specialized Educational Seminars & Workshops (max. 20 participants/Workshop) in Komotini, Greece**

**Delivered by Democritus University of Thrace - (DUTH)**

**Main conductor: Attitude M.E.Π.E.**

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## 1 Actions before Seminars

### 1.1 Purpose and Initial actions of potential investors

On Friday, September 8, 2023, four (4) Specialized Educational Seminars & Workshops were held in Komotini, Greece with the participation of the project partners from Greece. Seminars aimed to inform about financial instruments that exist in market and how they are used. Seminars based on deliverable D.3.2.1 “Identification, Recording and Evaluation of all modern Financial Instruments/Funds currently available in the cross-border area.”.

The organization of the project was undertaken by the partner PP2 – Democritus University of Thrace.

The FINANCIAL INSTRUMENTS project is implemented within the framework of the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme, and Seminars took place with the active participation of the project members, business of the region, professors and university students.

The main primary action of the Seminars was to inform and ensure from all partners their availability on the specific date.

After the day and time of the Seminars was secured by everyone, the project team of Democritus University of Thrace, as responsible for the specific deliverable, were led to the following actions:

- designing the invitation and agenda of Seminars
- sending the online invitation to all project partners
- banner, folder, block and pen design, according to project guidelines
- book venue, buffet during and after Seminars
- daily communication with the partners for the efficient organization of Seminars.

## 1.2 Sending the online invitation to all project partners

Development of an e-mail to inform about the Seminars to the list of project partners.

The following picture show the invitation email that send to all partners.



## 1.3 List of recipients of Seminars invitation information letter

The following list was sent an information letter and the detailed invitation with the agenda for the seminars.

1	anro@anro.gr,
2	Vasiliki Athanasiadou <athanasiadou.vasiliki@gmail.com>,
3	dosemetzi@gmail.com,
4	Efstathios Kefalidis <stkom@gmail.com>,
5	Agis Raidis <P.Raidis@euroconsultants.com.gr>,
6	Thanos Papotis <t.papotis@euroconsultants.com.gr>,
7	rc@duth.gr,
8	Evangelos Drimpetas <v.drimpetas@gmail.com>,
9	Thomas Poufinas <tpoufinas@gmail.com>,
10	George Galanos <georgegalanos3@gmail.com>,
11	Γιάννης Χατζόπουλος <i_chatzopoulos@yahoo.gr>,
12	r.draganova@euroconsultants.com.gr,
13	Danai Koloniari <d.koloniari@euroconsultants.com.gr>,
14	Θωμάς Πουφινάς <tpoufina@econ.duth.gr>,

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15	intokas@econ.duth.gr,
16	espyromi@econ.duth.gr,
17	ggeronik@econ.duth.gr

#### 1.4 Creation of electronic invitation and agenda for project partners

Following it is presented the invitation and agenda that partner design with printer contribution.

Τίτλος έργου

“Πρώθηση του Θεσμού των Χρηματοδοτικών Εργαλείων στη  
Διασυνοριακή Περιοχή”

Ακρωνύμιο έργου

FINANCIAL INSTRUMENTS (ΧΡΗΜΑΤΟΔΟΤΙΚΑ ΕΡΓΑΛΕΙΑ)

**“Εκπαιδευτικό Σεμινάριο/Workshop”**

**ΠΡΟΣΚΛΗΣΗ - ΑΤΖΕΝΤΑ**

**Κομοτηνή, Παρασκευή 08 Σεπτεμβρίου 2023**

**ΠΡΟΣΚΛΗΣΗ**

**σε Εκπαιδευτικό Σεμινάριο/Workshop, στο πλαίσιο του έργου  
FINANCIAL INSTRUMENTS**

Το Δημοκρίτειο Πανεπιστήμιο Θράκης, στο πλαίσιο υλοποίησης του ευρωπαϊκού συγχρηματοδοτούμενου έργου με τίτλο **FINANCIAL INSTRUMENTS**, σας καλεί την **Παρασκευή, 08 Σεπτεμβρίου 2023 και ώρα 17:00-21:00**, στις αίθουσες μεταπτυχιακού του Πανεπιστημίου, για την ενεργό συμμετοχή σας σε **Εκπαιδευτικό Σεμινάριο/Workshop**, με σκοπό την ενημέρωση και διάδοση-προώθηση του θεσμού των χρηματοδοτικών εργαλείων και τη διερεύνηση της δυνατότητας χρηματοδότησης από τα σύγχρονα χρηματοδοτικά εργαλεία που ισχύουν σήμερα στην Περιφέρεια Ανατολικής Μακεδονίας & Θράκης.

**Για το Δημοκρίτειο Πανεπιστήμιο Θράκης,  
Καθ. Δρυμπέτας Ευάγγελος**

Το έργο **FINANCIAL INSTRUMENTS** συγχρηματοδοτείται από το Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης (ΕΤΠΑ) και από Εθνικούς Πόρους των χωρών που συμμετέχουν στο Πρόγραμμα Συνεργασίας **INTERREG «Ελλάδα- Βουλγαρία 2014-2020»**





## ΑΤΖΕΝΤΑ

17:00 – 17:15	Προσέλευση – Εγγραφές
<b>Ενότητα 1</b>	<b>Χαιρετισμοί – Παρουσίαση του FINANCIAL INSTRUMENTS</b>
17:15- 17:30	<ul style="list-style-type: none"> <li>• Καλωσόρισμα - Σύντομοι Χαιρετισμοί</li> </ul>
17:30 - 17:45	<ul style="list-style-type: none"> <li>• Γενική Παρουσίαση έργου FINANCIAL INSTRUMENTS</li> </ul>
<b>Ενότητα 2</b>	<b>1<sup>ο</sup> Εκπαιδευτικό Σεμινάριο/Workshop</b>
17:45 - 18:15	Παρουσίαση Χρηματοοικονομικών Εργαλείων «Ιδιωτικά Κεφάλαια/Κεφάλαια Επιχειρηματικού Κινδύνου, Ιδιωτικό Χρέος»
<b>Ενότητα 3</b>	<b>2<sup>ο</sup> Εκπαιδευτικό Σεμινάριο/Workshop</b>
18:15-18:45	Παρουσίαση Χρηματοοικονομικών Εργαλείων εστιάζοντας στα «Δάνεια (Τραπεζικά)»
<b>Ενότητα 4</b>	<b>3<sup>ο</sup> Εκπαιδευτικό Σεμινάριο/Workshop</b>
18:45-19:15	Παρουσίαση Χρηματοοικονομικών Εργαλείων με έμφαση στα «Ομόλογα»
<b>Ενότητα 5</b>	<b>4<sup>ο</sup> Εκπαιδευτικό Σεμινάριο/Workshop</b>
19:15-19:45	Παρουσίαση Χρηματοοικονομικών Εργαλείων με έμφαση στις «Μετοχές»
<b>Ενότητα 6</b>	<b>Συνέχεια του Σεμιναρίου - Ανοικτή Συζήτηση μεταξύ των συμμετεχόντων – Ερωτήσεις – Ολοκλήρωση Σεμιναρίου</b>
19:45 - 20:00	<ul style="list-style-type: none"> <li>• Ανοικτή Συζήτηση μεταξύ των συμμετεχόντων</li> <li>• Ερωτήσεις / Απορίες</li> <li>• Ολοκλήρωση του Εκπαιδευτικού Σεμιναρίου</li> </ul>
20:00 – 21:00	Ελαφρύ γεύμα / buffet

*Το έργο FINANCIAL INSTRUMENTS συγχρηματοδοτείται από το Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης (ΕΤΠΑ) και από Εθνικούς Πόρους των χωρών που συμμετέχουν στο Πρόγραμμα Συνεργασίας INTERREG «Ελλάδα- Βουλγαρία 2014-2020»*



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## 1.5 Creation of folders, blocks and pens for the participating partners: Graphic design and notebook printing for participants

The communication strategy involves a whole set of activities and promotional activities, such as the production of printed material, publications etc. Furthermore, direct communication measures include the participation of project Beneficiaries at events and conferences where the project results are presented, in this case the Seminars.

Promotional Material (folders, blocks, pens and banners) to FINANCIAL INSTRUMENTS project and guidelines for their use, based on the programme’s Guidebook were achieved.

In the following sections presented in detail the promotional material for correct use of the communication tools based on the INTERREG V-A “Greece-Bulgaria 2014-2020” Cooperation Programme Guidebook.

### Folders

Regarding FINANCIAL INSTRUMENTS project guidelines, there is no specific guidance regarding the format of stationary sets. However, they contain the following:

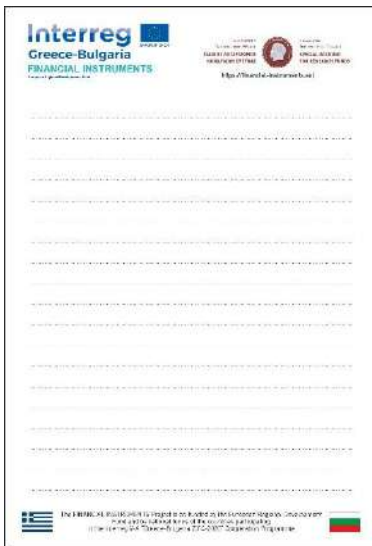
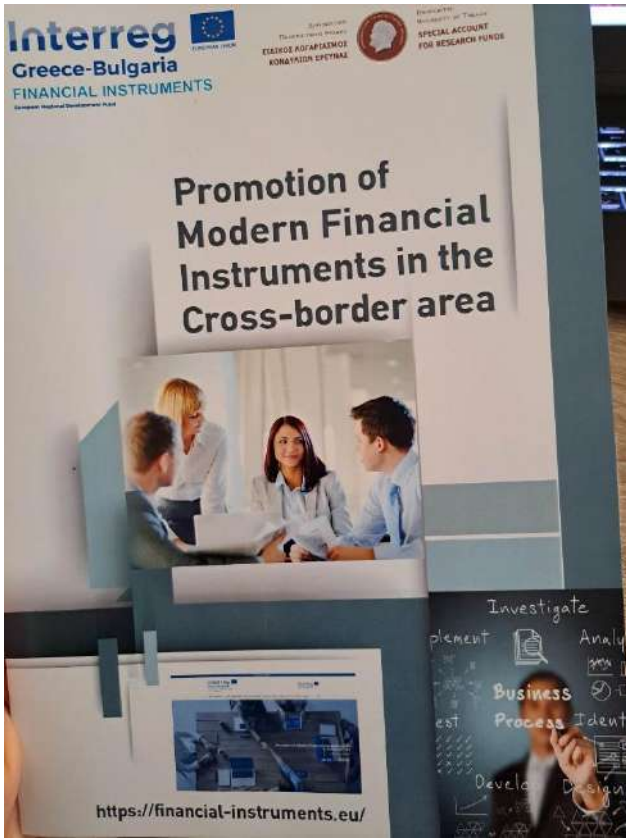


- The Interreg project logo and slogan (in case of existence).
- The textual reference to the sources of financing.

The number of folders and blocks that product are 50. The folder and block of Seminars presented at the following image.

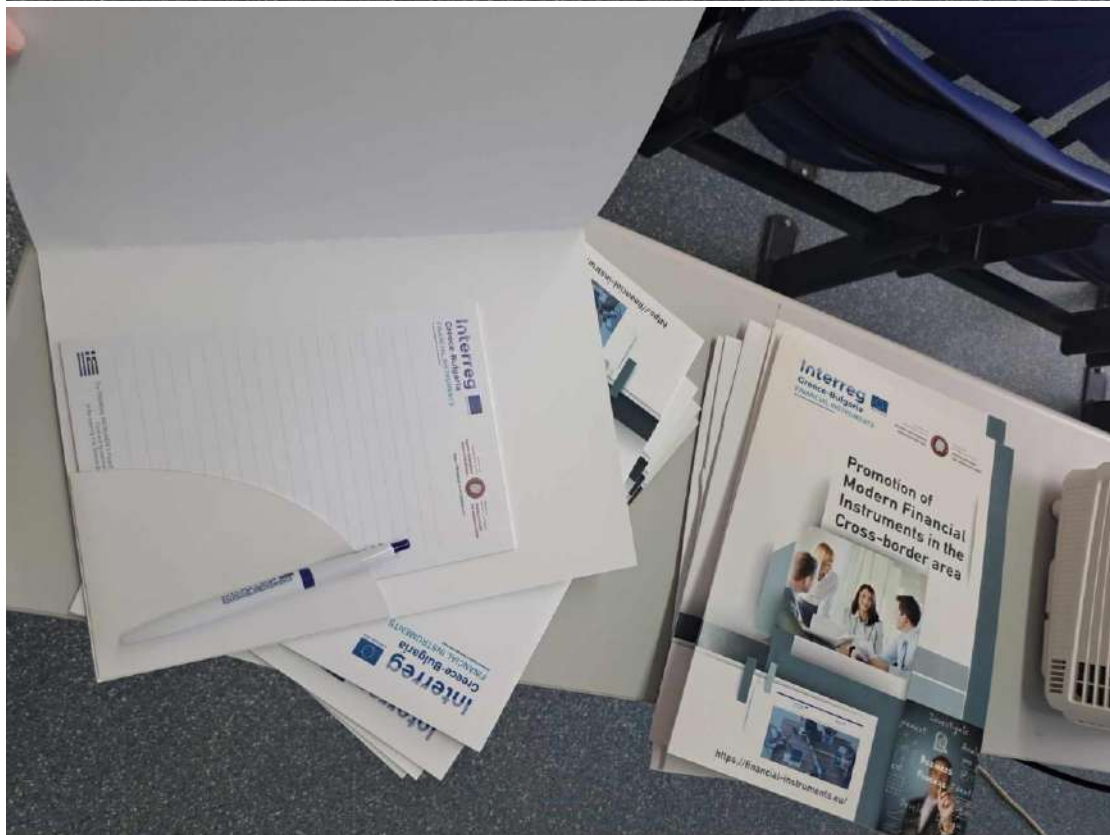
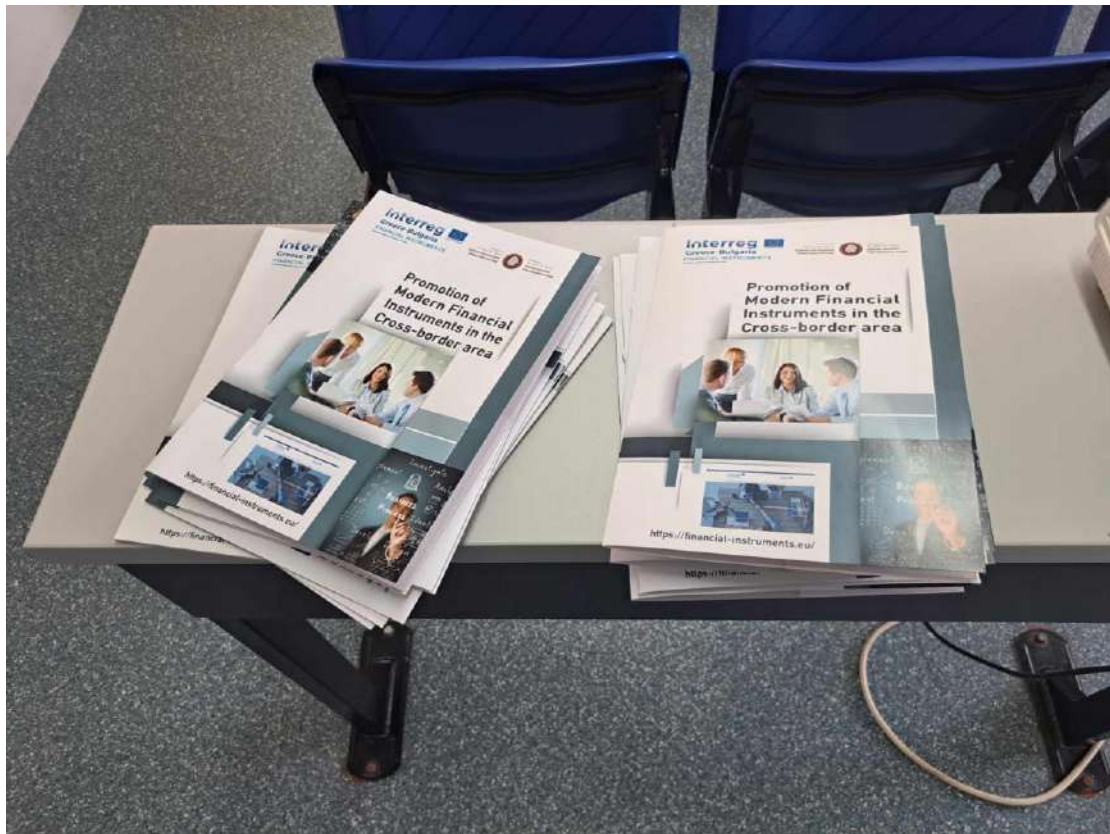
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## Pen

On promotional item (pen) where it is not possible to include all information, at least the EU flag appear. The number of pens that product is 50. The pen of seminars presented at the following image.



## Graphic design and banner printing

According to Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme guidelines, banner of Seminars contain the following on

- The Interreg project logo and slogan (in case of existence).
- The textual reference to the sources of financing “The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme” with the flags of EU and the two participating countries.
- The link to the project website.

The number of banner that product is two (2) which were placed, one inside Seminars room and one outside. The banner of Seminars presented at the following image.

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**Interreg**   
**Greece-Bulgaria**  
**FINANCIAL INSTRUMENTS**  
 European Regional Development Fund

ΔΗΜΟΚΡΙΤΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΘΡΑΚΗΣ  
 ΕΙΔΙΚΟΣ ΛΟΓΑΡΙΑΣΜΟΣ ΚΟΝΔΥΛΙΩΝ ΕΡΕΥΝΑΣ

DEMOCRITUS UNIVERSITY OF THRACE  
 SPECIAL ACCOUNT FOR RESEARCH FUNDS

# Promotion of Modern Financial Instruments in the Cross-border area




<https://financial-instruments.eu/>

**Interreg**   
**Greece-Bulgaria**  
**FINANCIAL INSTRUMENTS**  
 European Regional Development Fund



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## 2 The conduct and presentation of the seminars

### 2.1 Time and manner of seminars

Seminars took place on 08/09/2023 and was organized by the Democritus University of Thrace, where it took place in a hall of the University of the Department of Economics, in Komotini - Greece. The start time was 17:00. Its duration was until 21:00 and the number of participants was 16 people. Seminars also provided a small buffet with coffee, juices, cake and cookies and finger food to cover the needs of the partners during the seminars.



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The Democritus University of Thrace was responsible for the smooth running and flow of the program, organize and process of the seminars.

### **Opening of the FINANCIAL INSTRUMENTS project Seminars and Welcome Speeches**

The seminars did not deviate from the original agenda. Initially, the beginning of the seminars Dr. Poufinas Thomas welcomed all partners and presented the content and aim of Financial Instruments project.

## 3 Four (4) Specialized Educational Seminars

### 3.1 Presentation of 1<sup>st</sup> Specialized Educational Seminar

Then, Mr. Poufinas started the 1<sup>st</sup> Seminar with the session about Loans, and the content of the presentation is shown below.

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Έστω ότι είχαμε μία επιχείρηση

---



2

Τι θα θέλατε να παράγει;

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3

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Πως θα την ονομάσουμε;



4

Οι ιδιοκτήτες θα είμαστε εμείς!



5



Τα χρήματά μας όμως δεν αρκούν



6

Η πρώτη επιλογή είναι το δάνειο



7

Τι χρειάζεται η τράπεζα;



8

Σε ποια τράπεζα θα πηγαίναμε;



9

## Η επιχείρησή μας μεγαλώνει...



10

## Νέο δάνειο



11

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Και μεγαλώνει...



12

Το δάνειο είναι όμως ακριβό...



13

### 3.2 Presentation of 2<sup>nd</sup> Specialized Educational Seminar

Then, 2nd Seminar was about Bonds.

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## Τι είναι το ομόλογο

- Ένας δανειζόμενος, πολλοί δανειστές - επενδυτές



14

## Πως θα μας εμπιστευθούν;

- Αξιολόγηση της πιστοληπτικής μας ικανότητας

	Moody's	S&P	Fitch	Meaning
Investment Grade	Aaa	AAA	AAA	Pristine
	Aa1	AA+	AA+	High Grade
	Aa2	AA	AA	
	Aa3	AA-	AA-	
	A1	A+	A+	Upper Medium Grade
	A2	A	A	
	A3	A-	A-	
	Baa1	BBB+	BBB+	Lower Medium Grade
	Baa2	BBB	BBB	
Baa3	BBB-	BBB-		
Junk	Ba1	BB+	BB+	Non investment Grade Speculative
	Ba2	BB	BB	
	Ba3	BB-	BB-	
	B1	B+	B+	Highly Speculative
	B2	B	B	
	B3	B-	B-	
	Caa1	CCC+	CCC+	Substantial Risks
	Caa2	CCC	CCC	Extremely Speculative
	Caa3	CCC-	CCC-	In Default w/ Little Prospect for Recovery
	Ca	CC	CC+	
		C	CC	
	D	D	DDD	In Default

15

## Ιδιοκτήτες παραμένουμε εμείς...



16

## Και μεγαλώνει περισσότερο...



17

## Δε θέλουμε άλλο δανεισμό...



18

## Δεχόμαστε και άλλους μετόχους



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### 3.3 Presentation of 3<sup>rd</sup> Specialized Educational Seminar

The 3<sup>rd</sup> Seminar was about Stocks.

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## Τι είναι η μετοχή;

- Ένα τμήμα της εταιρίας

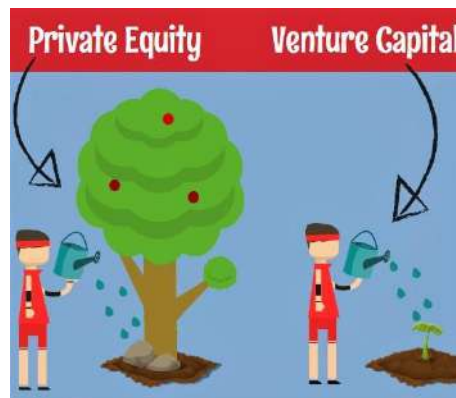


20

### 3.4 Presentation of 4<sup>th</sup> Specialized Educational Seminar

The last, fourth seminar, was about "Private Capital/Venture Capital, Private Debt".

## Private Equity – Venture Capital



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## Private Debt

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22

## Crowdfunding

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- Μικρά ποσά από πολλούς ανθρώπους: internet
- \$34 δις στις ΗΠΑ το 2015



23

## Exchange Traded Funds (ETFs)

- Χαρτοφυλάκια που συμπεριφέρονται ως μετοχές
- \$250 δις παγκοσμίως το 2015 σε SMEs



24

## Ποιο το κόστος χρηματοδότησης...



25

... ή η απόδοση των επενδυτών;



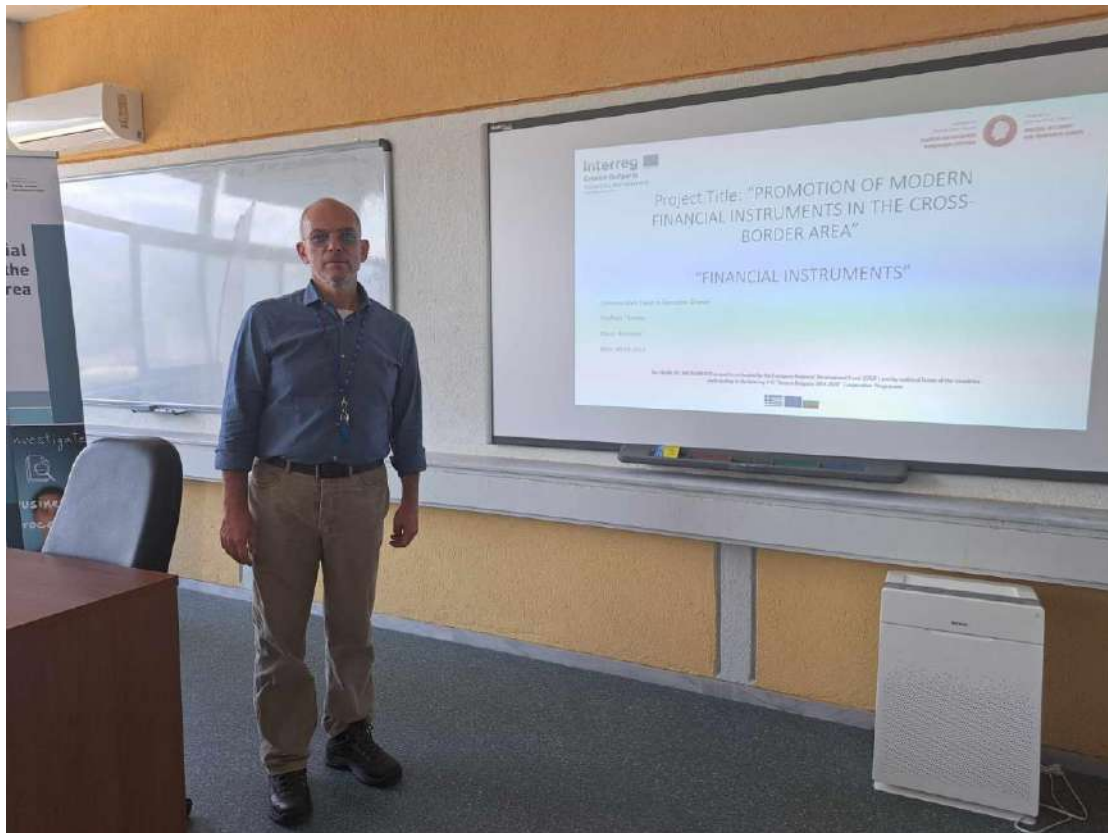
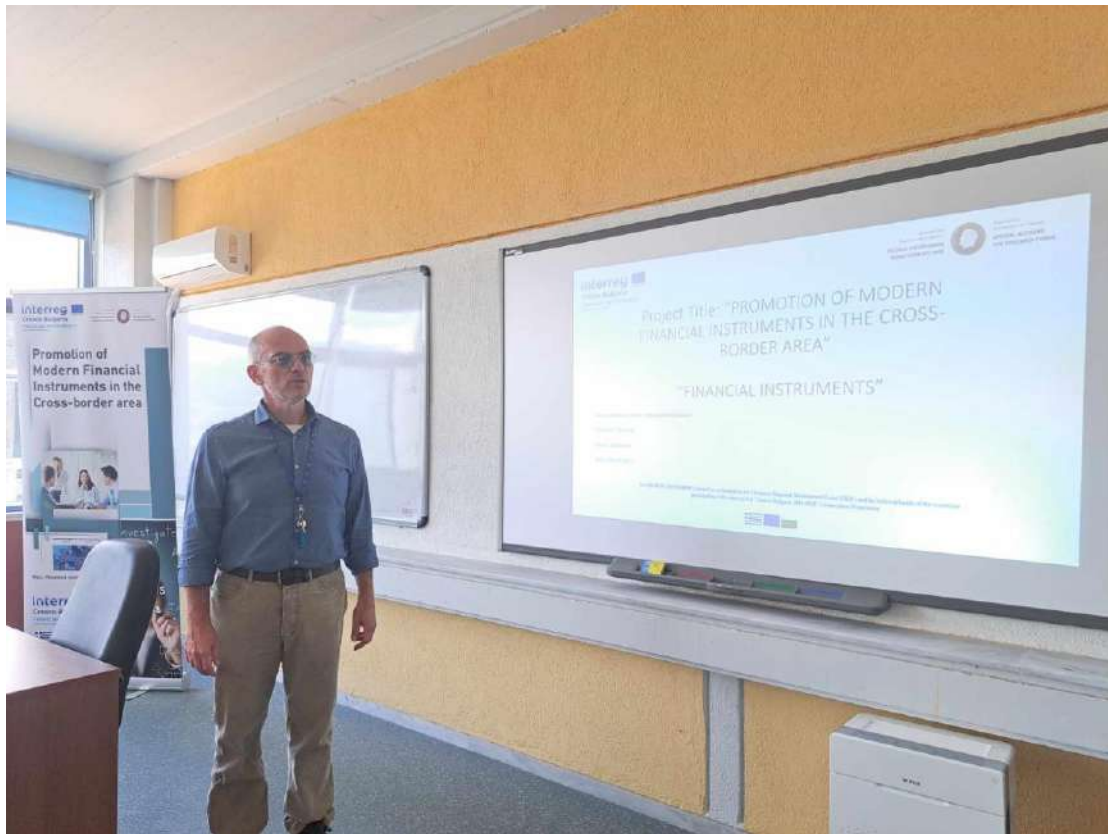
26

Then, for each of the above financial tools, the method was presented in mathematical terms.

At the end of Seminars, participants, partners of University of Thrace, they raised their concerns, their questions and discussed about Financial Instruments.

### 3.5 Snapshots of the Seminars

Below are some snapshots from the Seminars with all the partners who attended it.



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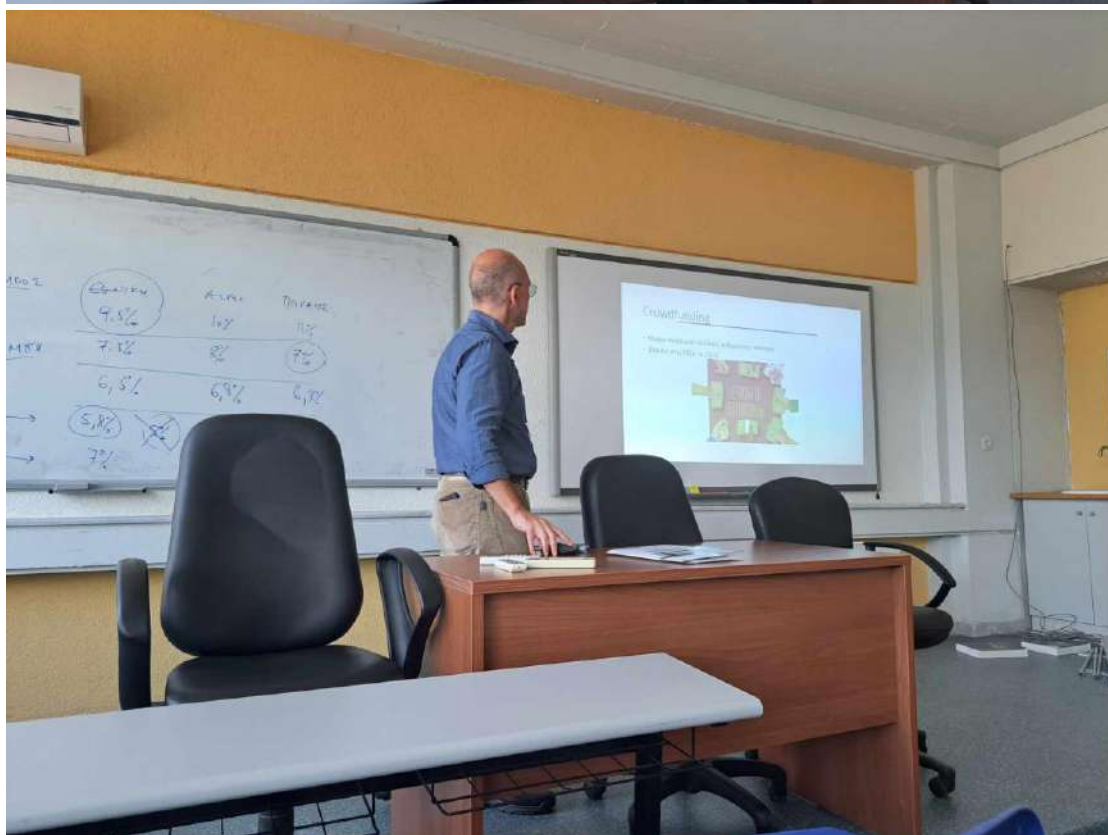
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