

GREEK AUSTRALIAN DIALOGUE SERIES

**Video Conference with
Mr Dimitris Fragakis**
Secretary-General of the Greek
National Tourism Organisation**MONDAY, 19 OCTOBER 2020**

5:30 PM to 6:45 PM AEDT (NSW, ACT, Vic, Tas)

(9:30 AM - 10:45 AM Athens)

On behalf of the **Australian Chamber of Commerce & Industry** and **Katia Gkikiza the Trade Commissioner (Australia) Office for Economic and Commercial Affairs, Consulate General of Greece in Sydney**, we would like to invite you to a video conference with **Mr Dimitris Fragakis**, the **Secretary-General of the Greek National Tourism Organisation**.

The Greek National Tourism Organisation (GNTO), that was founded in 1929 and was re-established in 1950, is a Public Entity (PE) under the supervision of the Ministry of Tourism. Its main mission nowadays is to develop and promote the Greek tourism product through the implementation of promotional tourism campaigns both in Greece and abroad utilizing as well its extensive network of overseas offices. Moreover, with its vast experience and expertise and its large network of associates and stakeholders both in Greece and abroad, the GNTO has been and continues to be fundamental in the national effort of promoting "Greece", this truly unique and amazing destination, both cost-effectively and efficiently

The Greek National Tourism Organisation is preparing for the 2021 tourism season and has announced plans to launch new promotional actions for Greece by the end of October. **Secretary General Dimitris Fragakis** will speak on how Greece needed to run a year-round campaign in order to meet the challenges of the Covid-19 pandemic. He will brief us on our motherland's *#GreecefromHome* campaign that ran during the COVID-19 lockdown in Greece, as well as to the campaign that followed in the summer with two messages: *"Greek Summer is a state of mind"* and *"Destination Greece Health First"*.

Mr Fragakis will also brief attendees at this session on the plans that The Greek National Tourism Organisation have regarding the strategy it aims to follow to promote Greece abroad in the post-COVID-19 era.

Following his presentation, there will be an opportunity to ask Mr Fragakis a question in the Q&A session.

DETAILS FOR THE VIDEO CONFERENCE:**Date:** Monday, 19 October 2020**Time:** 5:30 PM – 6:45 PM AEDT – Vic, NSW, ACT, Tas (9:30 AM – 10:45 AM Athens time)**Link:** Zoom link will be forwarded to you after you RSVP

Thank you for considering this invitation. **To RSVP please email paul.nicolaou@australianchamber.com.au** as soon as possible to secure your place on the video conference.

We look forward to your favourable reply.

BIOGRAPHY: Mr Dimitris Fragakis

Dimitris Fragakis has served as the Secretary-General of the Greek National Tourism Organisation (GNTO) since September 2019. He holds a Masters Degree in Law and Political Science from the University of Athens and a BA in Philosophy from the Athens School of Philosophy. Dimitris has served as a Scientific Advisor to the Greek PM Kyriakos Mitsotakis at the Ministry of Administrative Reform (2013-2014) as well as a Deputy Director-General of the Constantinos K. Mitsotakis Foundation (2000-2003) and a Research Associate at the Hellenic Parliament (2004-2013). During 2014-2019 he served as the Secretary-General of the Municipality of Chania and in the 2019 national elections he was a candidate for MP in Chania.