

Port of Thessaloniki

Opportunity for a new model
of economic growth

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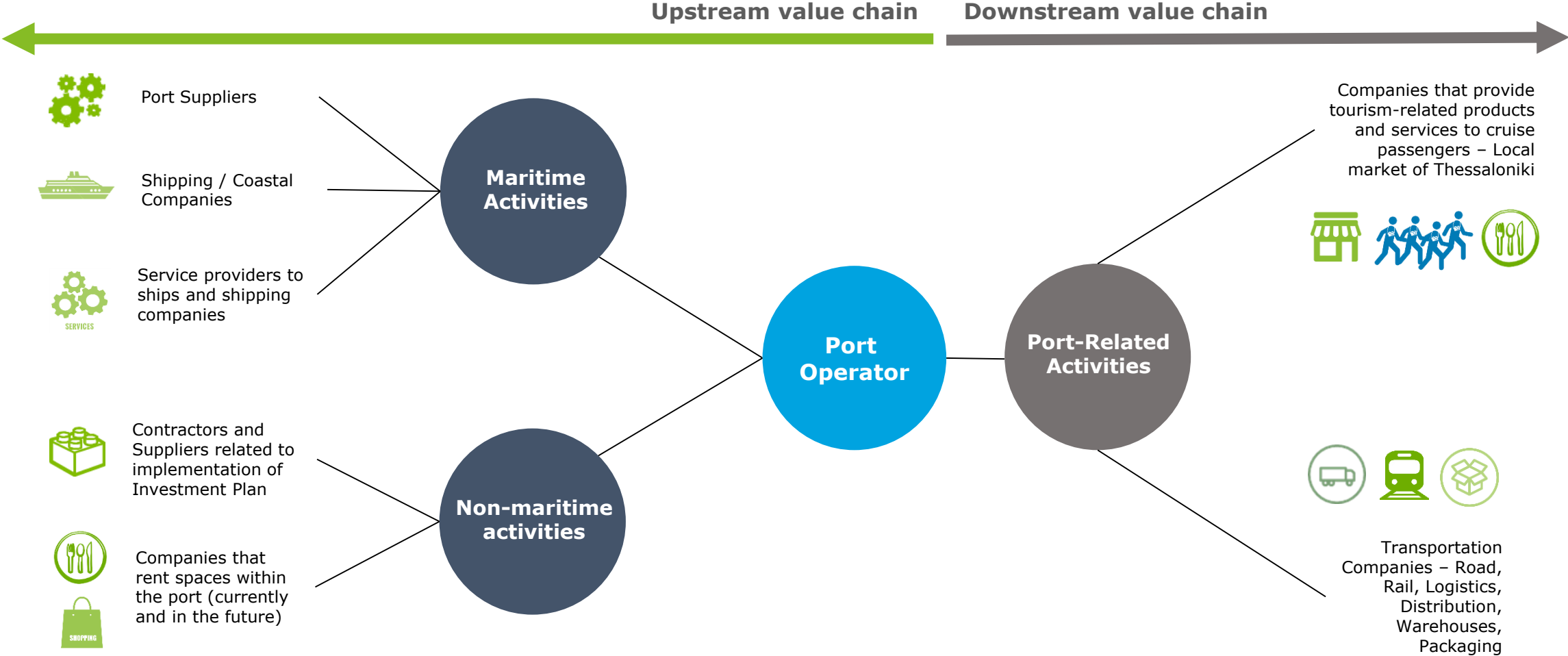
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- Thessaloniki – A vision for growth



Development of the Port of Thessaloniki – economic impact

Development of the Port of Thessaloniki – economic impact

Sectors included



Development of the Port of Thessaloniki – economic impact

Effect types

Direct Effects

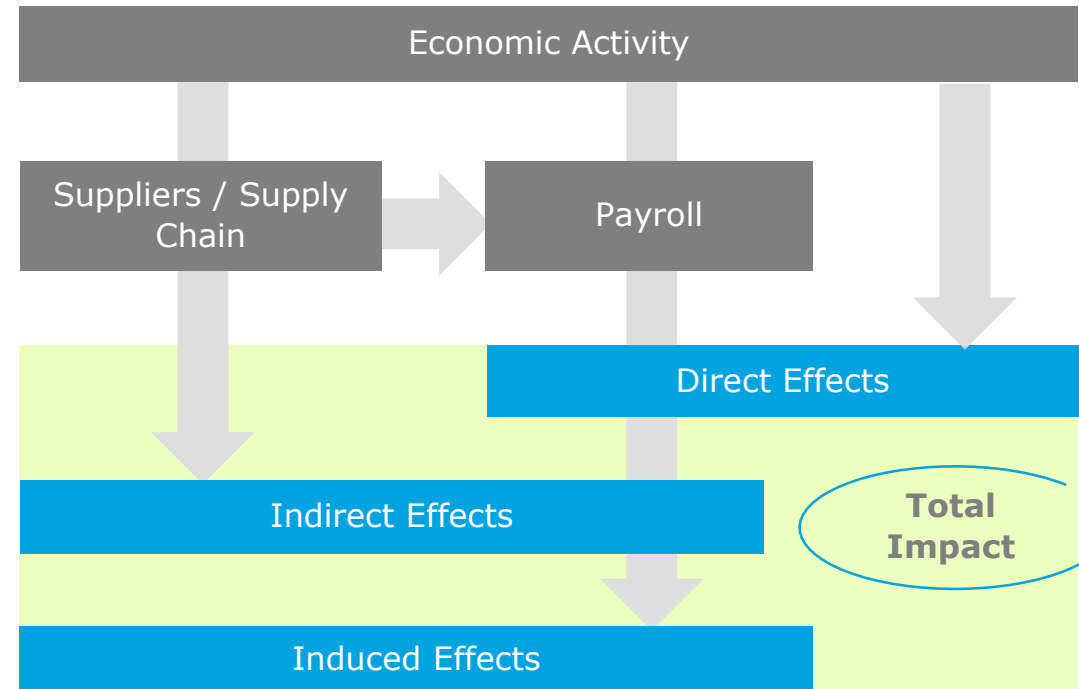
They concern benefits generated because of maritime, non-maritime and related activities.

Indirect Effects

They concern benefits generated from directly related economic activities of the supply chain of each individual activity - maritime, non-maritime and related activities.





Induced Effects

They refers to the effects on other sectors of the national economy resulting from successive rounds of household expenditures, whose income is derived from either the operation of the port or the relevant supply chain.



Development of the Port of Thessaloniki – economic impact

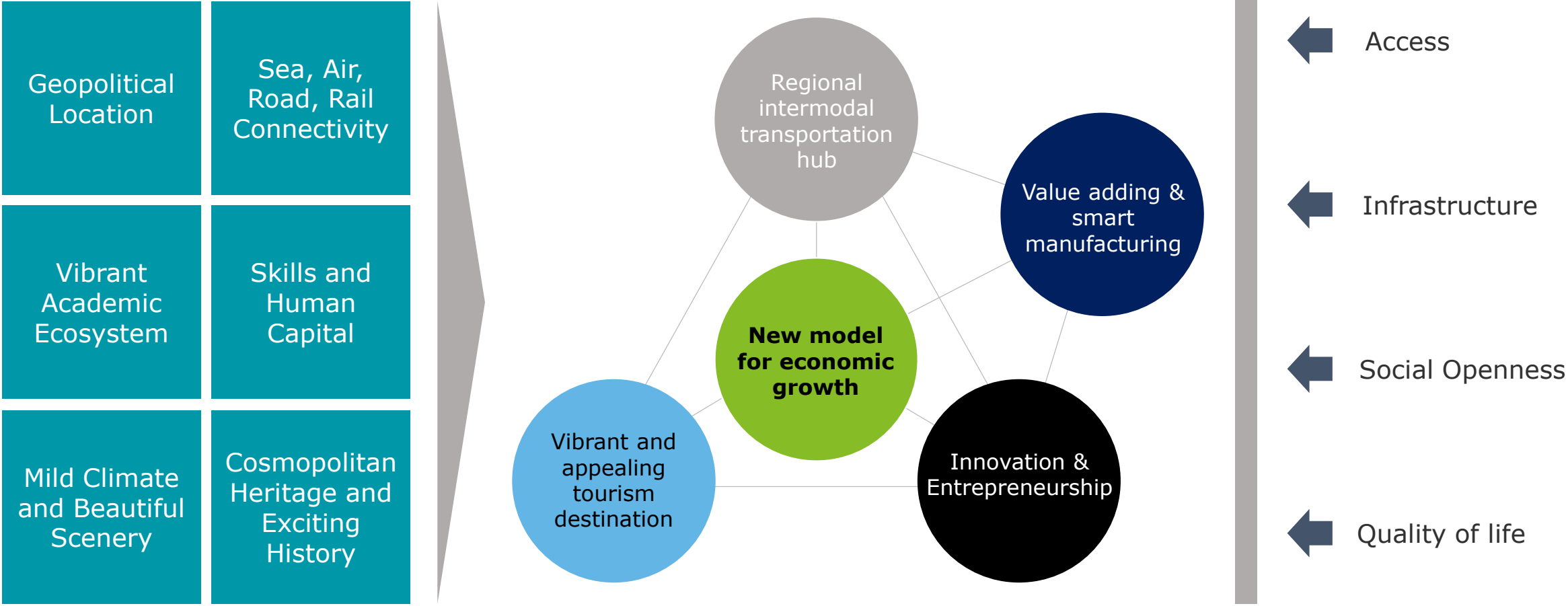
Main Results

	Upstream (Cumulative until 2050)	Downstream (Cumulative until 2050)	Total (Cumulative until 2050)	Total (Annually)
 Product Output	€14,3 bn.	€14,2 bn.	€29 bn.	€850 mn.
 Public Revenues	€2,9 bn.	€2,4 bn.	€5,3 bn.	€155 mn.
 Impact on National GDP	€9,2 bn.	€7,4 bn.	€17 bn.	€500 mn.
 Employment	4.180 Jobs (Annually - Average 2017-2050)	5.290 Jobs (Annually - Average 2017-2050)	9.470 Jobs (Annually - Average 2017-2050)	

Opportunity for a new model of economic growth

Port Development as an opportunity for city repositioning

New model for economic growth



Success Story

The Case of Rotterdam

The case of Rotterdam

Relevance to Thessaloniki



Similarities

- 2nd tier cities
- Major ports
- Geographically located as gateways to Europe
- Leading academic institutions
- Vibrant social life
- Demographics
 - Total population: 1,1 - 1,4 mn
 - Age groups: 26% aged 20 to 39
 - Education levels: 33-34% tertiary education

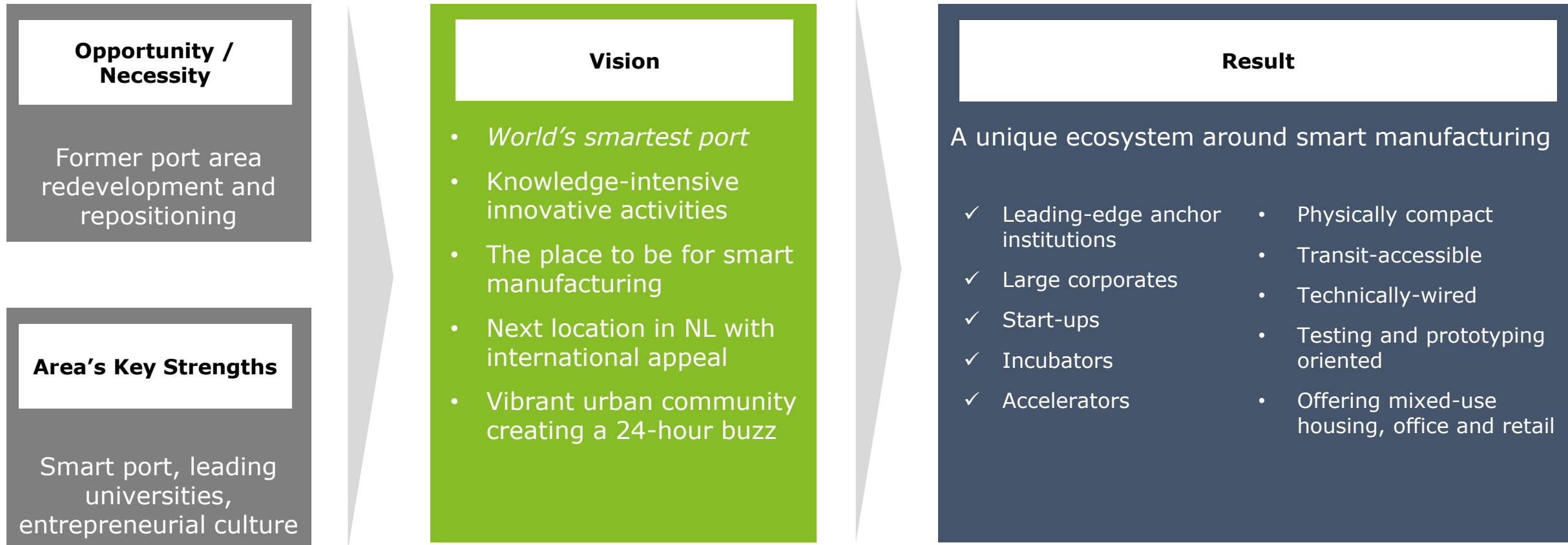


Major Differences

- Stage of port development
- Economic activity
 - Rotterdam ~70% GDP of Capital with higher GDP growth rate than the Capital
 - Thessaloniki <20% GDP of Capital with GDP growth rate almost half of Capital
- Entrepreneurial culture
 - The Netherlands: 48% perceived opportunities, 4,5 motivational index, 33% fear of failure
 - Greece: 14% perceived opportunities, 1,5 motivational index, 47% fear of failure
- Necessity for action

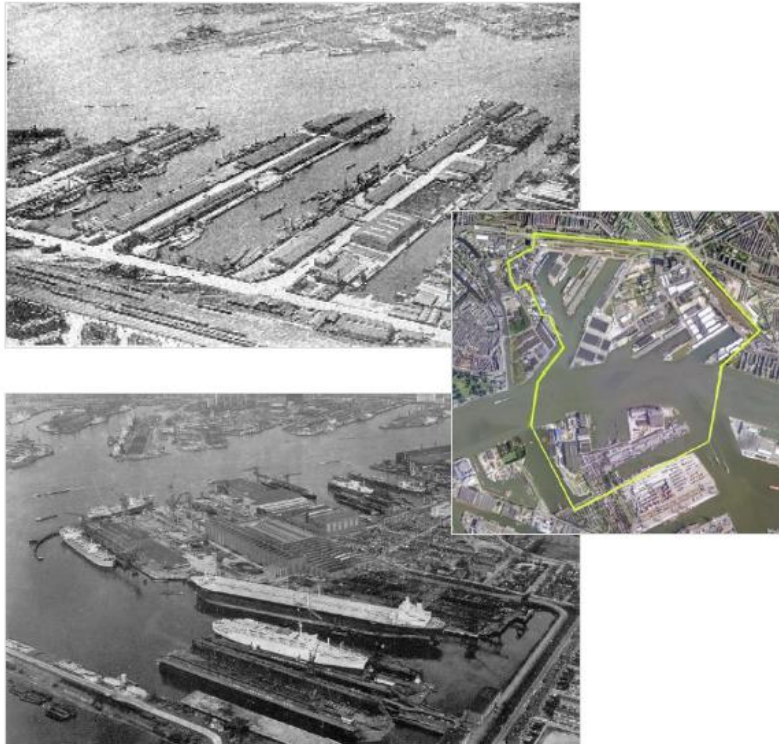
The case of Rotterdam

Innovation District: A new model for economic growth



The case of Rotterdam

A platform of cross-pollination between the port and smart manufacturing and between entrepreneurs and large corporates.



1902

Start of ship building operations

2008

Decision to redevelop former port areas

2015

Launch of RID with a large-scale investment program for urban management, infrastructure improvements and public space enhancement

The case of Rotterdam

Facilitator of crossovers between the four key sectors of the region

Combination of

- Traditional ship construction, maintenance and repair companies
- Related high-tech maritime companies



Ampelmann

Motion compensation platform that allows easy, fast and safe access from a moving vessel to off shore structures

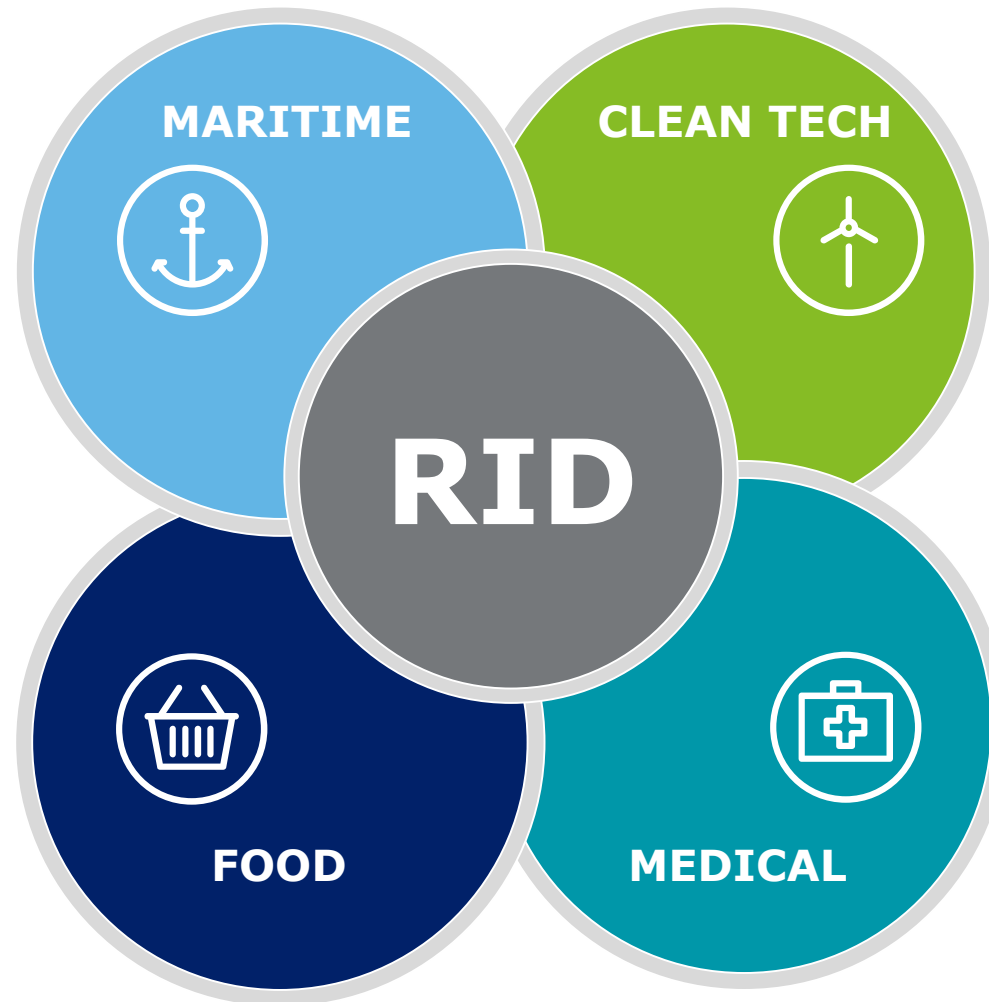
F&B producers taking advantage of the port and water element

- Floating, high-tech farm
- Major F&B exporting companies, strategically located next to the port



Floating Farm

The aim for the Floating Farm is to be self-supportive by harvesting rain water and energy and reduce waste to a minimum by developing new recycling techniques.



Education and research towards

- Better water management
- Being an international showcase of best practices (*smog free tower, urban wind turbines*)



Smog free tower

Artist Daan Roosegaarde worked together with Delft University of Technology to design a seven-meter high tower which, using ion-technology, harvests smog and breathes out clean air.

- Home to innovative medical companies
- Erasmus Medical Center is located in close proximity
- Rotterdam Science Tower offers state-of-the-art research facilities for medical entrepreneurs



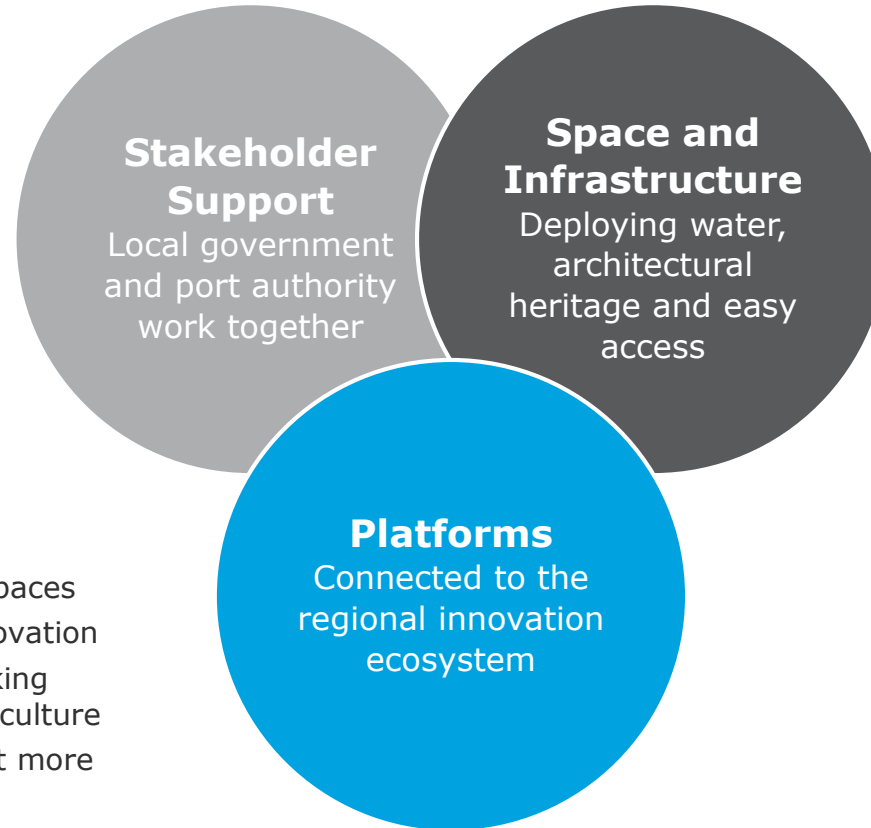
Lab hotel

Lab Hotel offers researchers the option of hiring a fully equipped laboratory, including equipment, staff, services and specialist advice.

The case of Rotterdam

Core visionary principles & kick starting actions

- Simplified regulation for testing and prototyping
- More flexible environmental and construction permits
- Swifter administrative procedures
- Dedicated port basins available for experiments




- Incubators, accelerators, makerspaces
- Enhance scale-up, accelerate innovation
- Organize events, provide networking programs, foster entrepreneurial culture
- Make resources and human talent more available to entrepreneurs


- Refurbished monumental industrial heritage
- New state-of-the-art office buildings
- Makerspaces (SuguClub, RDM Makerspace and Made In 4Havens)
- Green public spaces
- Broad range of transportation systems (water taxi's, water buses, metro lines, bus transit and freeways)

The case of Rotterdam


Innovation and entrepreneurship platforms



Makerspaces

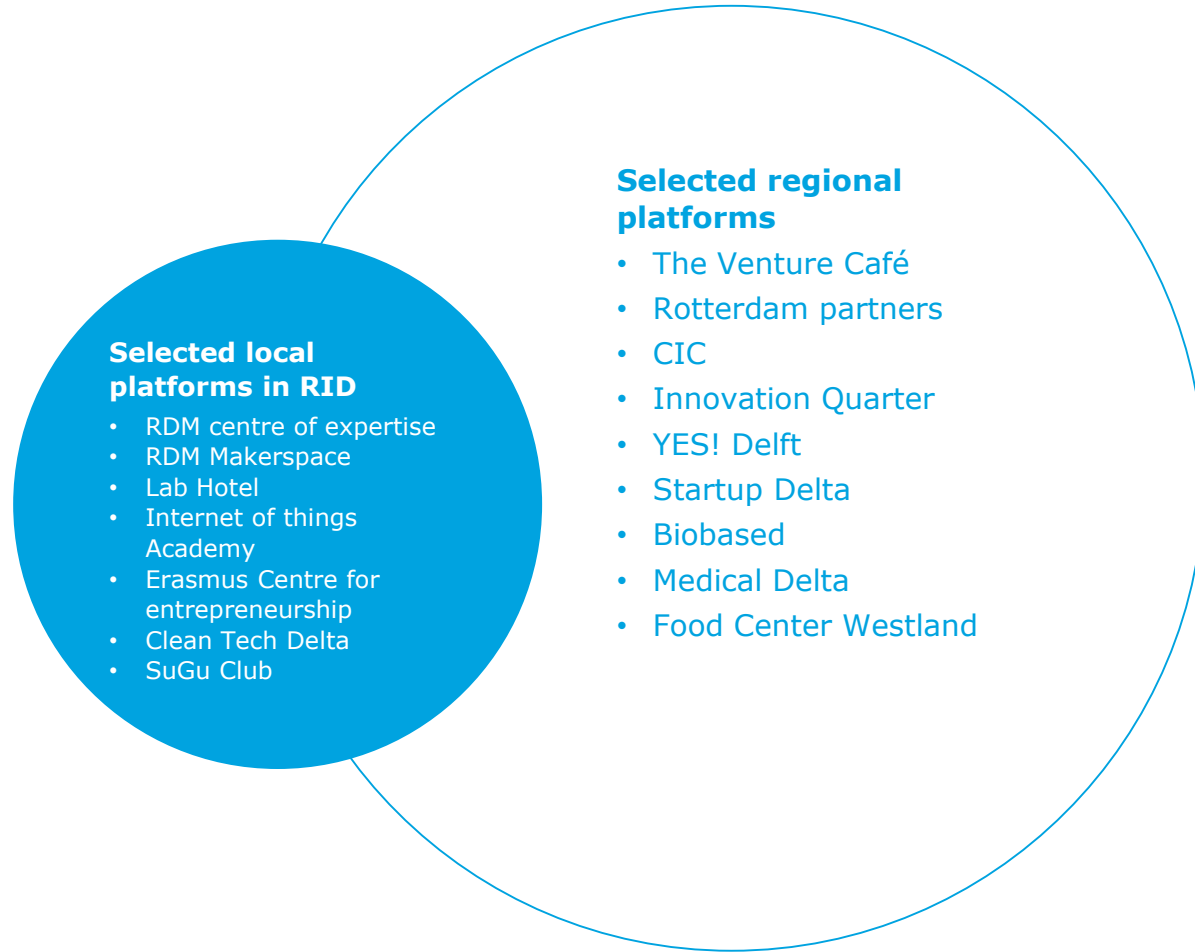


Accelerate smart manufacturing by providing a platform where entrepreneurs can freely design, manufacture and produce



ERASMUS CENTRE FOR ENTREPRENEURSHIP

Empowers start-ups, SMEs and corporates by creating a learning environment for entrepreneurs



Provide networking programs and targeted initiatives for start-ups to accelerate growth and connect with Multinationals

(Participation of CIC, ECE, Innovation Quarter, Rotterdam Partners, YesDelft, StartupDelta, Deloitte, EY and the Netherlands Foreign Investment Agency)



Cambridge Innovation Center

Provide office and co-working spaces, access to conference rooms, internet, printing and copying services, high-end furniture, operational and technical support.

Members have access to other entrepreneurs, service providers, investors and mentors.

The case of Rotterdam

Deloitte's partnership with Rotterdam City and Port

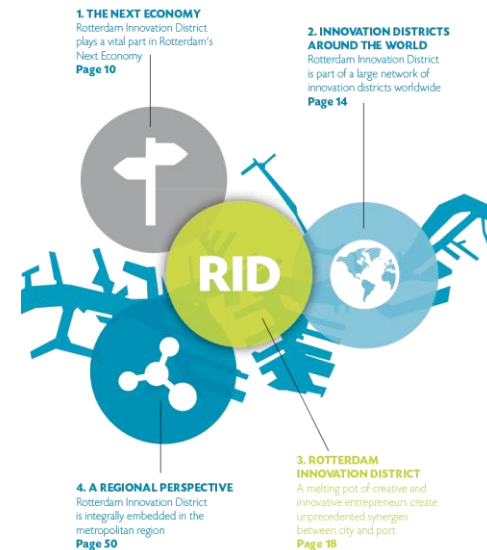


Deloitte Port Services advised City of Rotterdam and Port of Rotterdam on:

- International repositioning of two historical docklands as Rotterdam Innovation District, a hotspot for smart manufacturing
- Partnership with local and regional partners on how to further strengthen the regional innovation ecosystem
- Attraction of Cambridge Innovation Center and establishment of connection with RID

Result

- Rotterdam Innovation District position paper, launched on November 19th 2015 by the city councillor
- Improved collaboration between the municipality and the port authority for RID



Thessaloniki

A vision for growth

Thessaloniki – A vision for growth

Key success factors

Strategic

- Build on existing strengths of the location / region
- Involve local entrepreneurs and education to create a buzz
- Live by a long term perspective / vision, but work on realizing short term successes



Organizational

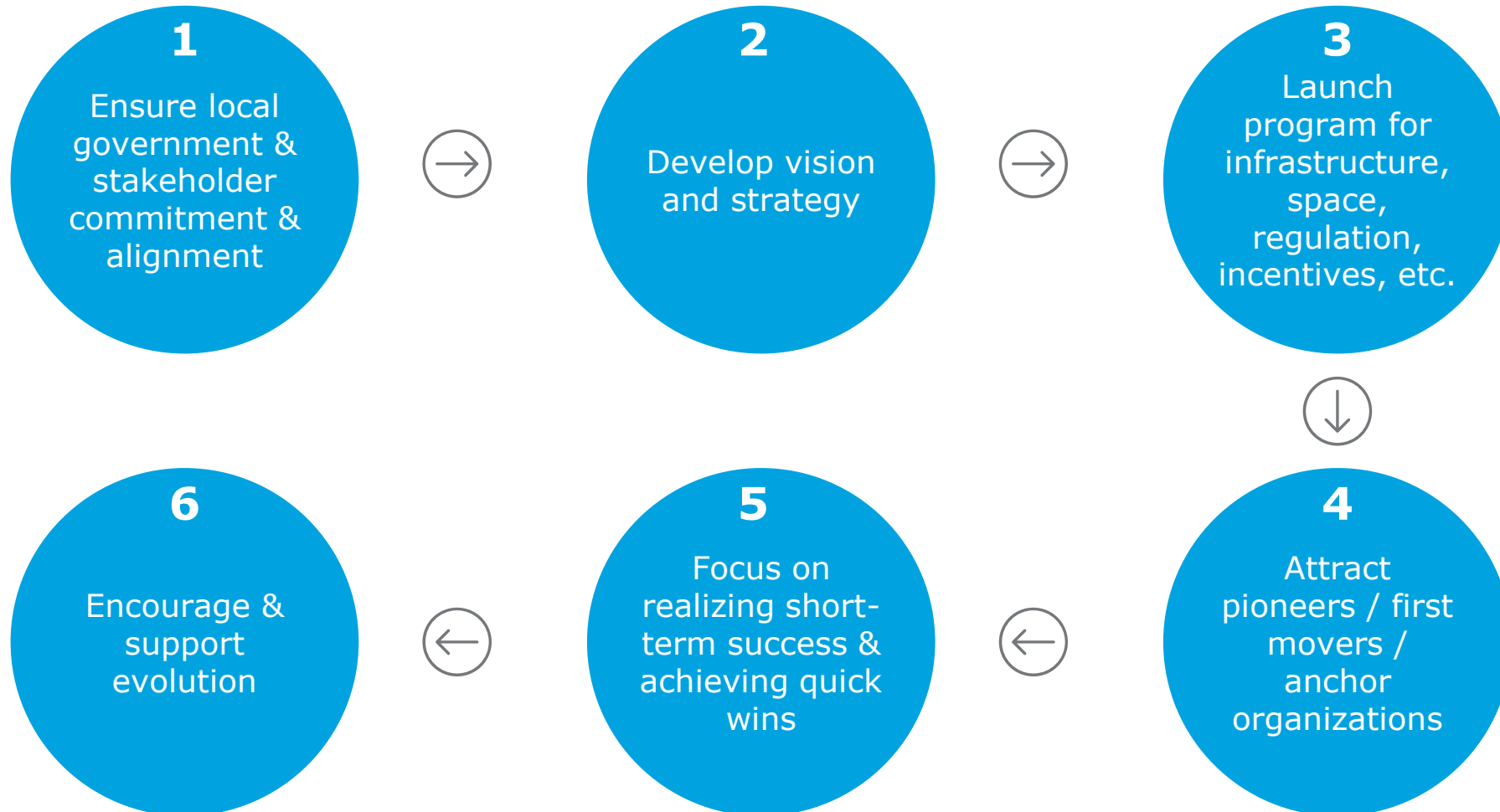
- Organize commitment from (local) government & port authority for the transition plan and the long term perspective / vision
- Build on existing relations and work on trust between long term partners
- In the early stages, focus on attracting Pioneers / First Movers to build the name of the location

Financial

- Develop sound accessibility for the location (public infrastructure) as this will trigger traffic (buzz) and increase attractiveness for investors
- The residential element will result in new partnerships and new partnership models
- Identify small sub-projects, create business cases and identify partners

Thessaloniki – A vision for growth

Indicative roadmap



Deloitte.

Thank you for your attention