



**Deutsch-Griechische
Industrie- und Handelskammer**
Ελληνογερμανικό Εμπορικό
και Βιομηχανικό Επιμελητήριο



PRESS RELEASE

Athens, 29 October 2018

The main parameters for achieving business sustainability and the roadmap for enhancing company dynamics through sustainable growth were developed at the “*Sustainability as a one-way solution*” conference held on October 24th at the Grande Bretagne Hotel in Athens, Greece.

The event was co-organized by the **Greek-German Chamber of Commerce and Industry** and **DQS Hellas, member of DQS Group**. The main speakers of the event were *Dr. Sied Sadek*, one of the representatives of Germany at GRI and Senior Director of DQS Holding GmbH, the Director of the Department of International Economics and Development at the National Kapodistrian University of Athens, *Professor Mr. Panagiotis Petrakis*, while the Vice President of New Democracy, old Minister and Member of the Greek Parliament, *Mr. Kostis Hatzidakis*, and the member of the Administrative Committee of the Athens Chamber of Commerce, *Mr. Nikos Vassiliou* gave a salutatorian speech.

The Conference opened *Mr. Michalis Mailis*, Chairman of the board of directors of the Greek-German Chamber of Commerce and Industry, who underlined the purpose of the event and the need to align modern business strategy on Corporate and Social Responsibility with the global Sustainable Development goals.

Referring to the importance of the event, the Chairman of DQS Hellas and Honorary President of HellasCert (the Greek Association of Accredited Auditing and Certification Bodies), *Dr. Manolis Deligiannakis*, stressed that: "The proper drafting of the sustainability report is important not only because of a legal obligation from the incorporation of the European Directive 95/2014 / EU into our national law but above all from the fact that companies are creating expectations to their stakeholders, by showing their right approach to social issues in relation to employees, customers and suppliers, thus playing a significant role in establishing a positive reputation for the company, which in turn contributes to its profitability in the long run. In simple terms it is an investment for every business.

Professor Mr. Panagiotis Petrakis in his turn presented the objectives that activate the business dimension of sustainable development and the main reasons that can mobilize businesses to achieve these goals.

In his speech, the Chief Executive Officer of DQS CFS GmbH *Dr. Sied Sadek*, called on businesses to capitalize on their strengths and adopt a simple and transparent approach to sustainability, consisting of a preparatory phase. The preparation phase is based on the fact that companies are better acquainted with their organization in terms of sustainability, distinguishing between the areas where they are already strong and what are the weak points to which they should aim to improve.

After explaining the six steps towards Sustainability, *Dr. Sadek* focused on three tools that can help businesses describe and certify their actions related to corporate social responsibility and sustainability, namely the Global Conformance Mark, the AA1000 and GRI.