



# ECONOMICAL POTENTIAL OF PIERIA IN GREECE

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# WORDS AND PHRASES

- PODAŻ - SUPPLY - **ΠΡΟΜΗΘΕΙΑ**
- POPYT - DEMAND - **ΖΗΤΗΣΗ**
- POROZUMIENIE - AGREEMENT - **ΣΥΜΦΩΝΙΑ**
- PRACODAWCA - EMPLOYER - **ΕΡΓΟΔΟΤΗΣ**
- PRACOWNIK - EMPLOYEE - **ΥΠΑΛΛΗΛΟΣ**
- PRODUKCJA - PRODUCTION - **ΠΑΡΑΓΩΓΗ**
- PRZEMYSŁ - INDUSTRY - **ΒΙΟΜΗΧΑΝΙΑ**
- RYNEK - MARKET - **ΑΓΟΡΑ**
- SPOTKANIE - MEET - **ΣΥΝΑΝΤΩ**
- TRANSPORT - TRANSPORT - **ΜΕΤΑΦΟΡΑ**
- TURYSTYKA - TOURISM - **Ο ΤΟΥΡΙΣΜΟΣ**
- UMOWA - AGREEMENT - **ΣΥΜΦΩΝΙΑ**
- ZARZĄD - MANAGEMENT - **ΔΙΑΧΕΙΡΙΣΗ**
- ZYSK - PROFIT - **ΚΕΡΔΟΣ**
- ŹRÓDŁO DOCHODU - SOURCE OF INCOME - **ΠΗΓΗ ΕΙΣΟΔΗΜΑΤΟΣ**
- CENA - PRICE - **ΤΙΜΗ**
- DOCHÓD - INCOME - **ΕΙΣΟΔΗΜΑ**
- EKONOMIA - ECONOMY - **ΟΙΚΟΝΟΜΙΑ**
- EKSPORT - EXPORT - **ΕΞΑΓΩΓΗ**
- FAKTURA - INVOICE - **ΤΙΜΟΛΟΓΙΟ**
- FLOTA - FLEET - **ΣΤΟΛΟΣ**
- HANDEL - TRADE - **ΕΜΠΟΡΙΚΕΣ ΣΥΝΑΛΛΑΓΕΣ**
- IMPORT - IMPORT - **ΕΙΣΑΓΩΓΗ**
- INWESTOR - INVESTOR - **ΕΠΕΝΔΥΤΗΣ**
- INWESTYCJA - INVESTMENT - **ΕΠΕΝΔΥΣΗ**
- KONKURENCJA - COMPETITION - **ΑΝΤΑΓΩΝΙΣΜΟΣ**
- KSIĘGOWOŚĆ - BOOKKEEPING - **ΤΗΡΗΣΗ ΛΟΓΙΣΤΙΚΩΝ ΒΙΒΛΙΩΝ**
- KURORT - RESORT - **ΘΕΡΕΤΡΟ**
- LIDER - LEADER - **ΗΓΕΤΗΣ**
- OFERTA - OFFER - **ΠΡΟΣΦΟΡΑ**

- PROSTAĆ POTRZEBIE - TO MEET A NEED - **ΙΚΑΝΟΠΟΙΗΣΕΙ ΤΗΝ ΑΝΑΓΚΗ**
- SPEŁNIAĆ OCZEKIWANIA - TO MEET EXPECTATIONS - **ΑΝΤΑΠΟΚΡΙΝΟΝΤΑΙ ΣΤΙΣ ΠΡΟΣΔΟΚΙΕΣ**
- ODNIEŚ SUKCES - TO MEET WITH SUCCESS - **ΠΕΤΥΧΑΙΝΩ**
- PONOSIĆ KOSZTY - TO MEET THE COST - **ΕΠΙΒΑΡΥΝΕΙ ΤΑ ΞΕΟΔΑ**
- DOTRZYMAĆ TERMINU - TO MEET A DEADLINE - **ΤΗΡΗΣΕΙ ΤΗΝ ΠΡΟΘΕΣΜΙΑ**
- PODEJMOWAĆ KROKI PRAWNE - TO TAKE LEGAL ACTION - **ΠΡΟΒΕΙ ΣΕ ΝΟΜΙΚΕΣ ΕΝΕΡΓΕΙΕΣ**
- ZAJĄĆ STANOWISKO - TO TAKE A POSITION - **ΝΑ ΠΑΡΕΙ ΘΈΣΗ**
- ZACHĘCAĆ DO - TO ENCOURAGE TO - **ΕΝΘΑΡΡΥΝΕΙ ΝΑ**
- CIESZYĆ SIĘ POPYTEM - TO BE MUCH IN DEMAND - **ΑΠΟΛΑΨΤΕ ΤΗ ΖΗΤΗΣΗ**
- PROWADZIĆ TRANSAKCJE - TO BE IN BUSINESS - **ΔΙΕΝΕΡΓΟΥΝ ΣΥΝΑΛΛΑΓΕΣ**
- MIEĆ PRZEWAGĘ - TO HAVE THE UPPER HAND - **ΠΛΕΟΝΕΚΤΩ**
- ZGODNIE Z ZASADAMI - BY THE BOOK - **ΑΚΟΛΟΥΘΩΝΤΑΣ ΤΟΥΣ ΚΑΝΟΝΕΣ**
- ROZKRĘCAĆ INTERESY - TO DRUM UP BUSINESS - **ΞΕΚΙΝΉΣΕΤΕ ΜΙΑ ΕΠΙΧΕΙΡΗΣΗ**
- ROBIĆ INTERESY Z - TO DO A DEAL WITH - **ΣΥΝΕΡΓΑΣΤΕΙΤΕ ΜΕ**
- ZŁOŻYĆ OFERTĘ - TO MAKE AN OFFER - **ΚΑΝΕ ΜΙΑ ΠΡΟΣΦΟΡΑ**
- BRAĆ UDZIAŁ W SPOTKANIU - TO ATTEND A MEETING - **ΠΑΡΑΣΤΕΙ ΣΤΗ ΣΥΝΑΝΤΗΣΗ**
- ORGANIZOWAĆ SPOTKANIE - TO ARRANGE A MEETING - **ΟΡΓΑΝΩΣΕΙ ΜΙΑ ΣΥΝΑΝΤΗΣΗ**
- PODPISAĆ KONTRAKT - TO SIGN A CONTRACT - **ΥΠΟΓΡΑΦΩ ΈΝΑ ΣΥΜΒΟΛΑΙΟ**
- ZMONOPOLIZOWAĆ RYNEK - TO CORNER THE MARKET - **ΜΟΝΟΠΩΛΗΣΟΥΝ ΤΗΝ ΑΓΟΡΑ**
- PRZELEWAĆ PIENIĄDZE - TO TRANSFER THE MONEY - **ΜΕΤΑΦΟΡΑ ΧΡΗΜΑΤΩΝ**
- PRZYCIĄGAĆ KAPITAŁ - TO ATTRACT CAPITAL - **ΠΡΟΣΈΛΚΥΣΗ ΚΕΦΑΛΑΙΩΝ**
- EKSPORTOWAĆ PRODUKTY - TO EXPORT PRODUCTS - **ΕΞΑΓΩΓΙΚΩΝ ΠΡΟΪΟΝΤΩΝ**
- ZROBIĆ DOBRY INTERES - TO MAKE A GOOD DEAL - **ΚΑΝΤΕ ΜΙΑ ΚΑΛΉ ΣΥΜΦΩΝΙΑ**
- OSIĄGNAĆ KORZYŚCI - TO MAKE A PROFIT - **ΕΠΙΤΎΧΕΙ ΟΦΈΛΗ**
- PONIEŚĆ STRATĘ - TO MAKE A LOSS - **ΥΠΟΣΤΕΙ ΑΠΏΛΕΙΑ**
- PRZYŁĄCZYĆ SIĘ DO FIRMY - JOINING A COMPANY - **ΕΓΓΡΑΦΕΙΤΕ ΣΤΗΝ ΕΤΑΙΡΕΙΑ**
- ROZPOCZĄĆ DZIAŁALNOŚĆ - TO SET UP SHOP - **ΞΕΚΙΝΉΣΕΤΕ ΜΙΑ ΕΠΙΧΕΙΡΗΣΗ**
- ZAKOŃCZYĆ DZIAŁALNOŚĆ - TO SHUT UP SHOP - **ΠΑΎΣΗ ΤΩΝ ΕΡΓΑΣΙΩΝ**
- POWIĘKSZYĆ MOŻLIWOŚCI - TO EXTEND AN OPPORTUNITY - **ΔΙΕΥΡΎΝΟΥΝ ΤΙΣ ΔΥΝΑΤΌΤΗΤΕΣ**
- INWESTOWAĆ DŁUGOTERMINOWO - TO INVEST FOR LONG-TERM - **ΕΠΕΝΔΎΣΕΙ ΜΑΚΡΟΠΡΌΘΕΣΜΑ**



# PIERIA - ONE OF THE MOST FAMOUS REGION IN GREECE

**GREECE - COUNTRY PLACED IN SOUTH-EASTERN PART OF EUROPE, SPECIFICALLY ON THE END OF BALKAN PENINSULA. ONE OF THE MOST TOURISTIC REGIONS IS NOMOS PIERIA, LOCATED IN CENTRAL MACEDONIA ON AEGEAN SEA. PIERIA IS A RELATIVELY SMALL REGION WITH ONLY 1,516 KM<sup>2</sup> AND 134 THOUSANDS INHABITANTS.**

ADMINISTRATIVE AND ECONOMICAL CENTER OF PIERIA IS KATERINI. THE INDUSTRIAL, COMMERCIAL AS WELL AS ARGICULTURAL COOPERATIVE AND THE ASSOCIATION OF HOTEL OWNERS ARE ALL LOCATED IN THE CENTER. LEPTOKARIA, PARALIA KATERINIS ALONG WITH MANY OTHER WELL KNOWN RESORTS ARE PLACED SUBJECTIVELY CLOSE TO KATERINI.

TOURISM IN THAT REGION IS ONE OF THE MOST VAULABLE SOURCE OF INCOME. FROM MAY THROUGH ALL SUMMER TOURISTS VISIT KATERINI, LOVING IT FOR COLOR, CLIMATE, HOLIDAY RESORTS ANS ALSO FOR THE AFFORTABLE PRICE. ONE OF THE MANY VIEWED PLACES IF MT. OLYMPUS- FAMUS FOR BEING THE SEAT OF ACIENT GODS. IT BEAUTIFUL CLIMATE AND GORGEIOUS VIEWS.

MEDITERRANEAN CLIMATE MAKES BOTH SUMMERS AND WINTERS PLEASANT, ENCOURAGING TRAVELERS TO EXPLORE NEW PLACES. NOMOS PIERIA ATRACTS PEOPLE DESPITE THEIR AGE AND POINT OF VIEW. LAND TRANSPORT IS HAMPERED BY MOUNTAIN RANGES ALTHOUGH SEA SHIPPING TAKES GREAT IMPORTANCE IN PIERIA ECONOMY. A GREATLY DEVELOPED MERCHANT FLEET PLACES GREECE IN 1ST PLACE IN THE WORLD AND WHEN IT COMES TO NUMBER OF SHIPS- GREECE TAKES 4H PLACE. FOR PIERIA, SEA FLEET IS A STRONG ECONOMICAL POINT, BRINGING RESOULTS PROFITABLE FOR ALL INVESTORS.

AGRICULTURE TAKES A LARGE PART OF THE ECONOMY IN PIERIA. THERE ARE MANY FRUITS GROWN HERE DUE TO FRIENDLY CLIMATE - FROM KIWIS, FIGS TO OLIVES. MANY OF THEM ARE SHIPPED OVERSEAS ALONG WITH PRODUCTS MADE DIRECTLY FROM GOATS AND SHEEP. THE ENTIRE ECONOMY OF THE REGION IS BASED ON TOURISM, MAKING IT THE BEST SOURCE OF INCOME. THE PIERIA REGION IS BECOMING MORE VAULABLE OVER THE YEARS THANKS TO DEVELOPED TOURISM AND LONG-TERM INVESTMENTS PROFITABLE ALL YEAR ROUND.

RECENTLY THE MOST NOTICABLE ISSUE IN GREEK ECONOMY WAS DEBT CRISIS, MAKING IT ALL DETERIORATE AND CONVINCING POPULATION TO LOOSE CONFIDENCE IN THE GOVERMENT. THE LACK OF INFOMATION PROVIDED FOR GREEKS MADE THEM ALL WEARY AND WORRY ABOUT THEIR FUTURE, NOT BEING ABLE TO PLAN ANYTHING FOR LATER YEARS. GREECE, BEING AN ECONOMICALLY DEPENENT COUNTRY THAT TRANSLATES INTO COMFORT OF LIVING ITS INHABITANTS, HAD TO PUT AN END TO THIS. DESPITE ALL THE ECONOMIC PROBLEMS, PEOPLE STILL DECIDED TO TRAVEL TO GREECE AND EXPLORE NEW REGION FULL OF COLORFUL SCENERY. GREECE WILL ALWAYS BE ATTRACTIVE FOR TOURISTS AND PROFIBLE FOR PEOPLE WHO WOULD LIKE TO START A NEW BUSINESS. PROBLEMS IN THE STATE ARE NOT FAVORABLE TO THE POPULATION, BUT THE PURCHASE OF APARTMENTS FOR RENT WILL ALWAYS PAY OFF.

MOST ECONOMICALLY PROFITABLE FIELD APART OF TOURISM IS ALSO GASTRONOMY. ALTHOUGH PIERIA DOES NOT OCCUPY A LARGE TERRITORY AND DOES NOT HAVE MANY INHABITANTS, NUMBER OF TOURISTS GROWS THROUGH THE YEARS FOR EVERY SEASON. VISITORS OFTEN REACH FOR LOCAL CUISINE DUE TO DESIRE OF TRYING SOMETHING NEW. SOME OF THE DISHES ARE RARE TO FIND IN OTHER COUNTRIES, MAKING THEM UNIQUE TO BOTH GREECE AND REGION OF PIERIA. GASTRONOMY IS A POPULAR BUSINESS IN GREECE BUT EVEN SO, A LOT OF PEOPLE INVEST AND OPEN NEW PERMISES THAT ARE CENTRE OF ACHIEVEING A PROFITABLE BUSINESS TO OPEN AND INVEST.



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**PIERIA  
WAITS FOR  
NEW INVESTORS  
LIKE YOU!**

