



**Press Release  
From AmCham Cyprus**

**FOR IMMEDIATE RELEASE**

2 July 2020

On 30 June 2020, the Cyprus American Business Association (“AmCham Cyprus”) held an online roundtable discussion on "How Cypriot Entrepreneurs Can Succeed in the US Market". The speakers of the event were the US Ambassador to Cyprus Judith Garber, Marina Hatsopoulos, Board Chair of Levitronix Technologies, Maria Markidou Georgiadou, Managing Director of Cyprus Seeds, George Demosthenous, CEO of VODA.ai, and Andreas Panayi, Co-Founder and Managing Director of Kinisis Ventures. The discussion was moderated by Monica Polemiti, CEO of MAP Innovation.

In his introduction, AmCham’s President, Haris Kakoullis, said that the United States is a business-oriented environment characterized by a sense of entrepreneurship and risk taking. Economic growth in the United States is constantly being driven forward by ongoing innovation, research and development as well as capital investment. It is, therefore, very important to know how to approach this market, identifying the right trading partners and seeking relevant and accurate business advice.

During the event, the speakers stressed the importance of the entrepreneurs carrying out an in-depth research of the market and the environment in which they want to be active, as well as the identification of existing competitors, in order to determine their unique sales proposition. The importance of agility and adaptability of companies in a large market such as the USA was also discussed. The speakers also covered topics of interest to startups and growth stage companies, such as the identification of investors, the assessment of the readiness to enter the US market, as well as the support mechanisms provided by the US government in the form of provision of information and incentives to foreign entrepreneurs. The importance of the Greek and Cypriot Diaspora



which provides networking opportunities to entrepreneurs who are interested in the US market, acts as a forum for discussion and support, was also discussed.

Closing the discussion, Ms. Polemitis stressed that Cypriot companies should view the US market as an opportunity to expand their business, increase their clientele, but also as an opportunity to approach strategic and institutional investors.

AmCham Cyprus thanks the speakers for their valuable contribution to the successful completion of the discussion and the audience which actively participated in the submission of questions during the event.

The roundtable discussion recording will be available soon on [www.amchamcyprus.com.cy](http://www.amchamcyprus.com.cy)

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