J ust as it emerged from a 10-year recession and exited the International Monetary Fund rescue plan, Greece found itself facing financial turmoil anew from SARS-CoV-2, the virus that has paralyzed economic activity and travel around the world. To survive, Greece drew on the harsh lessons it learned over the past decade.

Previous governments had established deep economic reforms and business-friendly policies that enabled the nation to plan the post-COVID era with fiscal discipline. As the Covid-19 pandemic has weakened the worst of the COVID-19 pandemic, in fact, the European Commission predicts the Greek economy will grow 4.1% this year and 4.4% in 2022. A new era of digital transformation and a green revolution are reshaping the Greek economy. The government’s National Plan for Recovery and Resilience, which includes a 105.5 billion euro package of measures, is designed to create a greener, more digital and more resilient future.

In this article, we explore how Greece’s tourism industry has been impacted by the pandemic, the challenges it faces, and the opportunities it presents. We also discuss the government’s efforts to support the sector and the potential for growth in the future.

### CANA LABORATORIES VENTURES INTO MEDICAL CANABIS MARKET

Thanks to its expertise derived from centuries of tradition and an openness to new ideas, the Greek pharmaceutical industry is among the country’s most resilient sectors. Founded in 1928 by Costas Kanaroglou, Cana Laboratories has remained a highly respected and important drug manufacturer and distributor.

Since the Greek government legalized the production and sale of cannabis for medical purposes in 2015, the pharmaceutical sector has been able to explore new opportunities and the company has diversified its portfolio. In 2020, Cana Laboratories was awarded a Pilot’s license for the cultivation of cannabis and has since secured a Medical Cannabis Cultivation License via our company Canna Laboratories, with a focus on research and development of formulations that align with the company’s vision of providing high-quality, safe, and effective products.

The company has invested in research and development, building a team of experts with extensive knowledge and experience in the cannabis industry. Cana Laboratories has expanded its portfolio to include products such as leveraging its expertise in the production of high-quality cannabis extracts and concentrates.

### MATALON WRITES THE FORMULA FOR SUCCESS FOR PILOT PENS

In the case distribution of Pilot pens in Greece, Matalon S.A., established in 1944, is particularly proud of its origins. Headed by women for three generations now, the Greek company has long been a leader in the pen industry, and has established itself as a trusted and respected brand in Greece.

The company has achieved this success by maintaining high standards of quality and customer service, and by continually innovating and expanding its product line to meet the changing needs of consumers.

In the ever-evolving world of pen distribution, Pilot Pens has survived difficult times and has emerged stronger. A peach orchard of Venus Growers and Pilot Pens, with a strong, profitable presence in Greece, conveys the benefits of the partnership. The company has experienced a strong and satisfying trajectory, which has enabled it to achieve a lasting position in the market.

### GREEN INSIGHTS BEARS FRUIT FOR GREEK PEACH EXPORTERS

The Greek peach industry has experienced a significant increase in exports in recent years. A new generation has emerged, with a desire to contribute to the country’s economy and promote Greek products abroad.

With an output of 360,000 tons a year, Greece is the largest exporter of peaches in the world. The climate, geography, and quality of Greek peaches make them highly sought after in international markets, and the country has taken steps to ensure the sustainability and quality of its products.

The industry has faced challenges in recent years, including transportation difficulties and market fluctuations. However, the Greek government has supported the industry through various initiatives, such as the establishment of a peach export association, and the industry has adapted to changing market demands.

The Greek peach industry has benefited from the government’s support, and the country continues to be a major player in the global market for peaches. With continued support and collaboration, the industry can continue to thrive and remain competitive in the global market.