

## Theodore Kokkoris

- International business
- Development expert
- Prof. International Marketing



Knowledge & Will  
Keys to success

International mentality and culture,  
Perfect adaptation of local business environment,  
Excellent PR and interpersonal abilities  
Strong understanding of industry standards  
Best practices in business development

**Certified business mentor, advisor, consultant, evaluator, trainer**

**Dr. Theodore Kokkoris successfully combines professional experience ( of high quality) in actual consulting , training and teaching expertise for the benefit of entrepreneurs and SMEs in a global competitive business environment.**

**Dr. Theodore Kokkoris** has more than 30 years' successful (proven) experience in providing expertise to business of all sectors with **emphasis to SMEs and Blue economy and tourism** through consulting, teaching, training, evaluating, advising ,mentoring SMEs in Greece and abroad.

Has traveled and work in Europe (East & West) , Russia and ex-soviet union republics , Africa, USA, Caribbean.

**Ph.D. in International Marketing, MBA in world trade, BA in Business administration.**

**Professor** at Athens Technological University and Global Humanistic University . Visiting professor, Associate with Nelson Mandela Metropolitan Univ. at Port Elisabeth South Africa and other Greek & foreign Universities.

*More than 30 years professional experience in international business (trade, exports, tourism), communication, P.R., Business studies, investment and restructuring proposals, marketing policies and strategies in all business sectors.*

**As a business development consultant, he provides business advisory services. mentoring and expertise to improve SMEs competitiveness, through extensive business analysis and business orientation targeting to: export promotion, international cooperation, promotion of services and**

products globally, advising on entrepreneurship, sales, marketing, communication, innovation, training, reorganizing the business, business plan, tourism development, blue economy and all related business topics.

**Long experience as Project manager, team leader** and expert in numerous EU and international funding development projects in EU, EBRD, ACP countries, Africa, Asia, and Latin America.

**As Certified/Registered assessor/evaluator** he provides expertise in evaluating EU funding projects, private investment proposals, international projects (member of the board of directors of the Hellenic Evaluation Society), Hotel & Tourism and maritime investment evaluations and certifications, etc.

**Professor- trainer-coach-mentor:** More than 30 years as professor and trainer of, University students at undergraduate and graduate level, Erasmus, examiner of Doctoral thesis, training of trainers, consultants, entrepreneurs, SMEs managers, BSOs, unemployed people, women entrepreneurs, social enterprises, personnel (HR), after sales service, customer relations, startups, etc.

**Excellent P.R. skills, communication skills, written skills, speaker skills.**

**Organizer and coordinator** of numerous training programs, international trade missions and events schemes throughout Greece and abroad (Europe, Georgia, Bulgaria, Africa, etc.). **Topics:** *Entrepreneurship, Business plan, Marketing plan, new business, International management & marketing, promotion & communication, International relations & exports promotion, innovation, tourism, blue economy.*

Dr. Kokkoris provides expertise and know how to practically all sectors of SMEs such as:

- **Tourism:** promotion- training -marketing- reorganization –renovation-sales, customer service, projects & funding through international programs, feasibility studies, investments (mainly hotels in Greece)
- **Blue economy:** Maritime & coastal tourism, clusters, training, events, investments
- **Printing& packaging** (marketing-sales-P.R.- events and expos-restructuring-feasibility studies, international cooperation) . At least to 3 Greek companies.
- **Fashion** (restructuring-promotion, sales-marketing-expositions-relations with suppliers- redecoration of stores, establishing new sale points-stores). A series of clothing stores: set up new business, imports from foreign suppliers, purchasing, participation in exhibitions and fashion shows.
- **Export-Trade -Services** (Export/imports promotion, relations with foreign and local suppliers & customers- training of personnel- marketing and advertisement-match making- transfer of know-how). Team leader in international trade missions (ACP

countries, ex-Soviet Union rep.) participation in trade shows, negotiation facilities between producers and traders

- **Food staff** (feasibility studies- reorganization- marketing of existing and new products- promotion & advertising- customer care & relations- international match making and transfer of know how- redecoration of shops- implementation of innovation & new ideas for products & services). ISO certifications, training of personnel in customer service, new stores location, reorganization of activities
- **Athletic SMEs** (renovation- restructuring-business studies -marketing & promotion- exhibitions- international relations – social media- athletic events & donor). P.R., exhibitions, organization of athletic events.

**Author** of business books and articles.

1. Business plan (a practical guide for SMEs), (best seller)
2. Marketing plan (practical guide for SMEs),
3. Small Business management (a roadmap to success), sales, communication, marketing, customer service, promotion-advertising, starting your own business. (14 modules)
4. Author of e-books, numerous articles on entrepreneurship practical issues (5 e-books)

**Key speaker and lecturer** in seminars, conferences, on tourism, export-imports, blue economy, entrepreneurship, marketing, starting own business, strategic plans, sales,

**Highly experienced promoter – coordinator and bridge head** of setting up business units, match making and business cooperation, foreign investments, joint ventures, exports, transfer of knowhow and technology globally. ACP-Europe-Asia-Ex Soviet republics-Caribbean, etc.

**Certified and registered** consultant at all major International development organizations: World Bank, EBRD, EU, Hellenic Ministry of Development & Tourism, African development bank

**Member** of professional bodies in Greece and Abroad

Speaks: English, Italian, Spanish

Athens 2018

*Theodore Kokkoris*

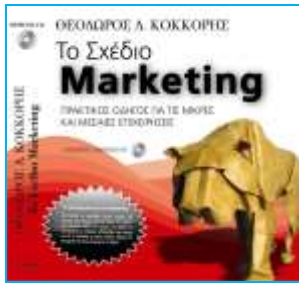
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## ΠΡΟΗΓΟΥΜΕΝΕΣ ΕΚΔΟΣΕΙΣ



ΤΕΤΡΑΔΙΑ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑΣ	
ΤΕΤΡΑΔΙΟ 1	ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ
ΤΕΤΡΑΔΙΟ 2	ΤΟ ΞΕΚΙΝΗΜΑ ΤΗΣ ΔΙΚΗΣ ΣΟΥ ΕΠΙΧΕΙΡΗΣΗΣ
ΤΕΤΡΑΔΙΟ 3	ΔΙΟΙΚΗΣΗ – ΗΓΕΣΙΑ (MANAGEMENT)
ΤΕΤΡΑΔΙΟ 4	ΕΓΚΑΤΑΣΤΑΣΗ ΕΠΙΧΕΙΡΗΣΗΣ
ΤΕΤΡΑΔΙΟ 5	ΟΡΓΑΝΩΣΗ- ΠΡΟΣΩΠΙΚΟ
ΤΕΤΡΑΔΙΟ 6	MARKETING
ΤΕΤΡΑΔΙΟ 7	ΠΩΛΗΣΕΙΣ
ΤΕΤΡΑΔΙΟ 8	ΠΡΟΒΟΛΗ-ΠΡΟΩΘΗΣΗ-ΔΙΑΦΗΜΙΣΗ
ΤΕΤΡΑΔΙΟ 9	ΕΠΙΚΟΙΝΩΝΙΑ
ΤΕΤΡΑΔΙΟ 10	ΠΕΛΑΤΕΣ-ΕΞΥΠΗΡΕΤΗΣΗ ΠΕΛΑΤΩΝ
ΤΕΤΡΑΔΙΟ 11	ΟΙΚΟΝΟΜΙΚΑ – ΤΙΜΟΛΟΓΗΣΗ
ΤΕΤΡΑΔΙΟ 12	ΔΙΕΘΝΕΙΣ ΣΧΕΣΕΙΣ – ΕΜΠΟΡΙΟ
ΤΕΤΡΑΔΙΟ 13	ΗΛΕΚΤΡΟΝΙΚΟ ΕΠΙΧΕΙΡΕΙΝ (E-BUSINESS)
ΤΕΤΡΑΔΙΟ 14	ΔΙΚΤΥΑ ΔΙΑΝΟΜΗΣ- ΔΙΑΠΡΑΓΜΑΤΕΥΣΕΙΣ
<p><b>Small Business Management</b>  <b>Πρακτικοί οδηγοί για τις Μικρές &amp; Μεσαίες Επιχειρήσεις</b></p>	

Το περιεχόμενο του βιβλίου αποτελεί πνευματική ιδιοκτησία του συγγραφέα ο οποίος επιτρέπει την χρήση του υπό την προϋπόθεση να αναφέρεται ΠΑΝΤΑ το όνομα του και ο τίτλος του παρόντος.

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