



S&B Industrial Minerals S.A.

**IOBE – KAS: The Content of Growth
Export Potential of the Greek Economy**

24.01.2013

Kriton Anavlavis, CEO / from exports to global solutions

- ✓ Outward economic model focused on foreign markets
- ✓ Higher levels of foreign and domestic investment
- ✓ Improved productivity & efficiency in the public / private sectors
- ✓ Emergence of a tax compliance culture
- ✓ New employment opportunities and philosophy

Source: Greece 10 Years Ahead, McKinsey & Co, Athens Office, March 2012

The challenge for our country?



Swift implementation

The challenge for the business community?



Creation of a value-generating extrovert economy

We provide **industrial solutions** globally by developing and transforming natural resources into **value creating** products



HEIDELBERGCEMENT

HALLIBURTON

MARS

DAIMLER



RioTinto



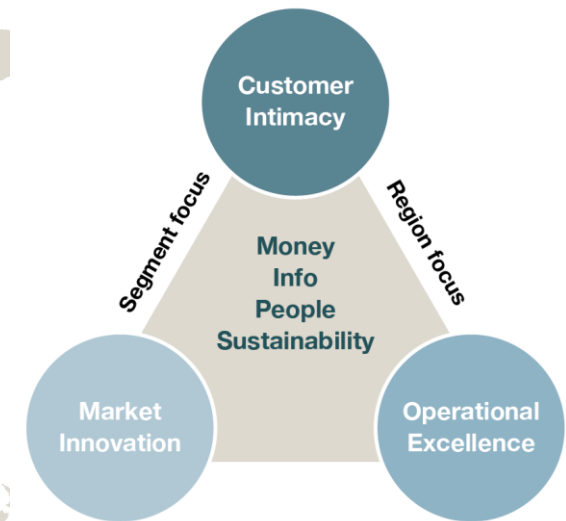
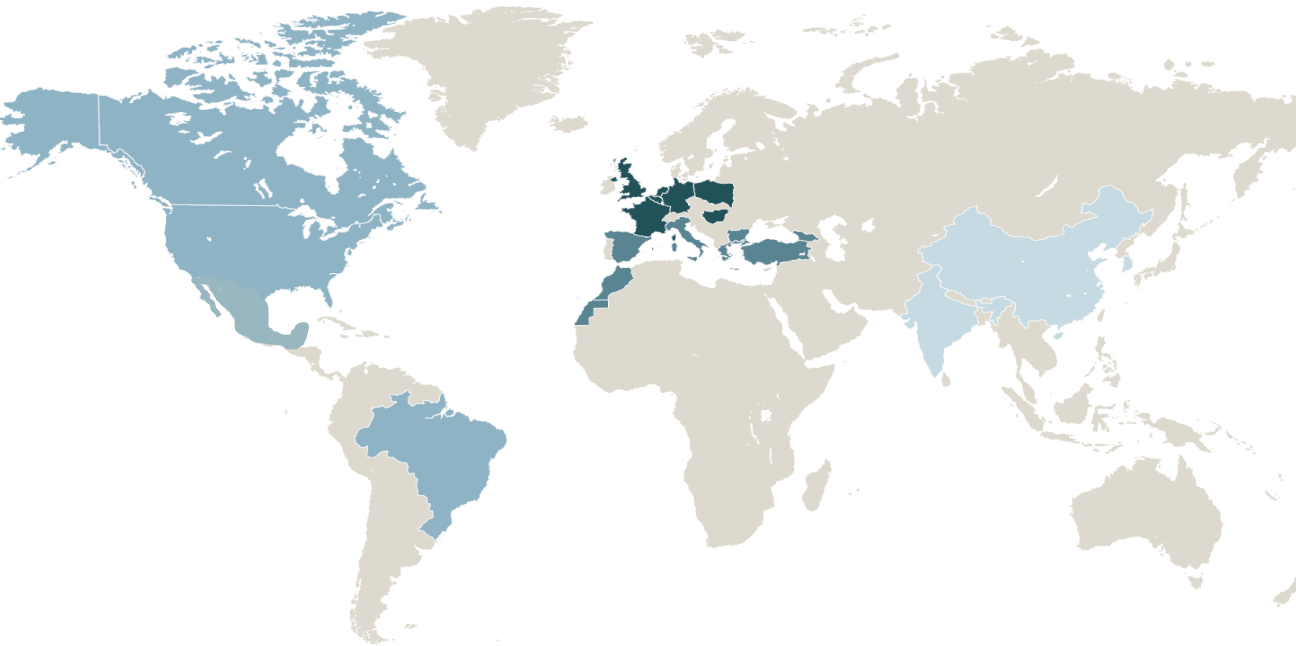
KNAUF

Global presence in 21 countries

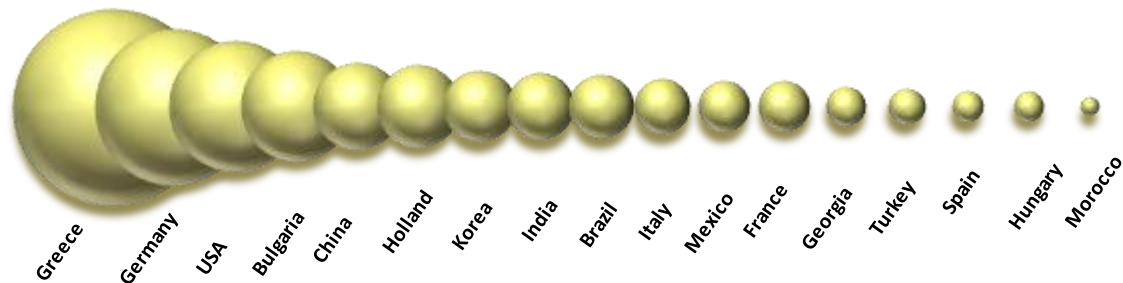
30 
mines

50 
plants

26 
Distribution centers



2012
2,100 employees
30% in Greece
70% abroad



Digger & shipper (exporter)	Core competence around mining
	Mastering of logistics
	Establishment of “Values”
Product-based (sustainability of exports)	Value-in-use marketing
	Understanding global trends
	Market to mine based on Greek exports
Market-based (International)	Market to mine driven by international footprint
	Expand in emerging economies
	Multi-angled customer approach

Key constituents

	Value	Human resources	Organization	Capital resources
Digger & shipper (exporter)	Cost efficiency	Basic functional skills	Functional	Domestic
Product-based (sustainability of exports)	Value-in-use	Integrate cultures	Product-based	Domestic & foreign
Market-based (International)	Complementary solutions	Leading diversity	Matrix	International



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THANK YOU

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