

Relocation of the European Medicines Agency



66 Athens, the eye of Greece, mother of arts And eloquence, native to famous wits Or hospital in her sweet recess City of suburban, studious walks and shades

John Milton



66 What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others

Pericles

Welcome Address



Prof. George Katrougalos Alternate Minister for Foreign Affairs

The Greek Government and the Region of Attica have joined forces in order to present Athens as the new seat of the European Medicines Agency. We believe that the combined effort of central and local government will ensure not only the seamless transition of the establishment of EMA in Athens, but also the active support of its citizens and the civil society, in general.

In an ever-challenging European environment, Greece stands in the forefront of the discussion on the future of Europe, putting special emphasis on its social dimension. The promotion of health, at the national and European levels, is an integral part of this discussion and of paramount importance, as also indicated by the EU comprehensive strategy "Together for Health" and the European Commission's Strategic Plan for Health and Food safety.

Athens is the ideal capital to host EMA: ready-to-use premises, with all required features and amenities, an international hub, ensuring flight connections world-wide, excellent and high-quality living standards, a multi-cultural and multi-lingual working environment and education system, safety, a vibrant specialized EMA-related academic and business landscape, a plethora of cultural offer. Relocating EMA to Athens will ensure both promoting European know-how and excellence in the fields of scientific monitoring and evaluation of human and veterinary medicines, and the uninhibited functioning of EMA and the well-being of its staff. We consider medicine both as a strategic sector of our economy and a fundamental social right.

In Greece we cherish from time immemorial Hygeia; we are confident that relocating EMA to Athens will be a step forward in the quest of Panacea.



Ms Rena Dourou Regional Governor of Attica

Relocation of the services of the European Medicines Agency is a paramount challenge for all EU countries — both for those claiming the Agency's headquarters and for those opting out of this process. For, smooth and effective running of the EMA does not concern a single city, a single region or a single country. It concerns the Union's societies as a whole, because it relates to the greatest wealth, i.e. health. Health is a right for all citizens, regardless of age, economic and social position. The EMA should and must continue to operate smoothly, ensuring access to quality health services.

Therefore, the choice of the country to succeed the United Kingdom does not constitute a mere competitive process. It illustrates the principle of fair play in order to achieve a common goal.

This is the context for the nomination of Greece, of Athens, of the Region of Attica. A nomination from Southern Europe, which brings together many comparative advantages ensuring not only continuity but also upgrading of services in, at least, three ways: i) the provision of adequate infrastructure (whether for buildings or for transport or access to international educational institutions), (ii) the delivery of services to ensure proper functioning of the pharmaceuticals sector, (iii) the provision of conditions of "well-being" in the land of Attica. The candidature of Greece is a European candidature of mutual benefit, both for the Agency and for the European citizens, for it does not conflict with the other candidates. It is not seeking to 'prevail', but to serve the institution, health, and citizens.





Immediately available and ready-to-use state-of-the-art premises

Pages 8-13

- Ample office, meeting, event and storage space
- Modern bioclimatic building with natural light in every room
- Available logistic services and amenities
- Flexible functional and ergonomic planning
- Top quality IT infrastructure
- High-end security provisions
- Easily accessible and convenient location
- An inspirational professional environment

Accessible Location and High Class Accommodation

Pages 14-19

- World class highly accessible international Airport
- Direct flight connectivity to all major European Airports
- Extensive Public Transport network (metro, tram, bus)
- High capacity of top rank hotels and conference venues

Multilingual Education Services and Faculties for expats

Pages 20-23

- International standards education and renowned academia
- More than 20 international schools, offering International Baccalaureate
- Foreign languages private institutes

Labour Market, Social Security & Medical Care

Pages 24-25

- Extensive network of Public and Private health care facilities
- International health insurance services
- Global and multinational organisations and companies in operation
- International recruitment agencies seeking international talent

Ensuring Business Continuity

Pages 26-30

- Highly skilled domestic professional talent pool
- Attractiveness for highly qualified international staff
- Guaranteed smooth transition
- Multidisciplinary and cross cultural collaborations and practices

Can there be a better home for the **European Medicines Agency?**

The new EMA Headquart Accessibility & overall Infrastructure

Athens offers ready-to-use, easily accessible premises for the EMA and extensive flight connections to European capitals and major international dirport hubs world-vices The Athens metro provides religible and vale transportation, whereas the city's hotel capacities are unparalleled. Catering for the needs of the EMA staff: Quality of Life in Athens

Athens is the most ideal place to live and work in, combining beautiful scenery and culture with modern amenities, international schools, outdoo & indoor activities, excellent housing and living conditions in a safe and friendly environment Labour market access and employment opportunities are combined with high standard social security and health care systems.

The Health Sector: The Greek Organisation for Medicines, Academia, R&D and the pharmaceutical industry

From the father of modern medicine, Hippocrates, to Giorgos Papanikolaou, inventor of the PAP-smear, and the internationally recognized Onassis Cardiac Surgery Centre, Greece has a long tradition in the science of medicine. Internationally acclaimed academic environment together with a vibrant pharmaceutical industry and emerging R&D sector are important factors for the successful relocation and operation of the EMA. Hospitality in a modern capital

As one of the top touristic destinations worldwide, hospitality is part of the Athens daily routine. Hosting millions of tourists and various international conferences every year, Athens undeniably has the necessary know-how. More than a half of the population speaks English fluently as well as other foreign languages, whereas almost all activities and services in the city are available in English.

07

The new EMA Headquarters: Accessibility & overall Infrastructure

As a modern metropolis Athens features a world-class international airport, extensive and reliable public transportation means and state-of-the-art overall facilities. As such it can ensure the seamless relocation and business continuity of EMA. Available building catering for all FMA needs



KERANIS BUILDING

196-198, Thivon Avenue

The historical building of Keranis Tobacco Industry, has been transformed into a high-end, fully operational

7-storey ^{building of} 44,800m²

The building is constructed based on bioclimatic design principles, fulfilling the requirements for thermal insulation, enabling energy efficiency, as well as penetration of natural daylight to all office work spaces.

The building was refurbished into a modern office complex in order to accommodate the housing and operational needs of large organizations and enterprises.

The building allows for flexible functional planning, thus ensuring that any future needs in terms of room types and space can be easily addressed

Amenities

The building features security controlled spaces and has two separate entrances leading to a luminous and spacious atrium. All areas of the building feature high security standards including

CCTV security

systems as well as fire protection. The spacious patio of the building provides natural light and air flow, while creating an internal meeting place facilitating interaction all around the central core of the building.

There is an advanced

IT network & data storage

system, providing voice and data connection capabilities for all workspaces and areas of the building. The network complies to security and operational IT standards, while supporting 4G connection.







Keranis Area

The area of Rentis, where the building is located, is considered an up-and-coming city district, which is rapidly developing and has great potential. The area currently offers plenty of recreational alternatives, such as shopping malls, amusement parks and multiplex cinema theaters as well as off-site storage spaces in close proximity to the Keranis.

It is ideally located in close proximity to the Piraeus port and the Athens sea front riviera, easily reached from Syntagma square, the city's focal point, where multiple world-class conference centers, business hotels and multi-venue facilities are located.



The complex currently supports:

- c. 30,000m² of office and meeting space
- 257m² of storage rooms
- 8,902m² of parking area amounting to 549 parking spaces

In addition the building offers:

- Several venues for conferences and cultural events
- Fitness center
- Library
- Restaurant and refreshment points
- Nursery facilities for employees' children

Easily Accessible

The building is located in close proximity to all major Attica Road Network providing direct connection to:

- The port of Piraeus (13' drive)
- **The Athens International Airport** (40' drive)
- The city center-Syntagma Square (20' drive)
- **South Attica** (30' drive to Glyfada suburb)
- North Attica (30' drive to Chalandri suburb)

Public Transport Connections

- Aegaleo metro station (line 3-4 stops away from Syntagma central metro station) guaranteed shuttle bus from Aegaleo metro station to the Keranis building
- **Rentis suburban railway station** (connecting the Athens International Airport to the building): 800m from the building
- New metro station (2019) line 3, in close proximity to the building
- Total of **10 bus lines** in a 500m radius
- 8 bus lines on Thivon Avenue (stops) in front of Keranis building





Other Connections

Shuttle Bus Connection

The Greek Government will ensure the provision of shuttle bus transportation from and to the closest metro stations, so as to assist EMA's staff daily commuting to work.

Additional Bus Lines

The Athens Urban Transport Organisation will establish new bus routes and stations, based on the needs of EMA's staff, to accommodate their daily transportation.





The Athens International Airport (AIA): Ensuring Accessibility to the Rest of the World



The "Eleftherios Venizelos" is one of the most important European airports. AIA is one of the fastest growing airports in the world, serving



AIA offers a seamless and pleasant experience to its customers:

- 24-hour operations, state-of-the -art technology and equipment
- Highest standards in safety and security
- Efficient transfer
- Overall reliable and innovative services

Since its official opening, the AIA has been awarded many times for its business and operational excellence, as well as for its innovative professional IT systems and mobile applications, amongst others.

The airport is in close proximity to the METROPOLITAN EXPO, the most modern and largest Exhibition & Conference Centre in Greece and one of the largest Retail Parks of Athens.

Airport Accessibility

Highly connected airport to the city of Athens

- Athens Underground and Suburban railways
- 4 express airport bus route
- 5 regional bus routes
- Attiki Odos highway (the main ring-road connecting almost every part of Athens to its Airport)
- Taxi rides from the Airport to the city center

Highly accessible airport from all major International destinations

Direct flights to:



International destinations



Flight times

to indicative EU capitals and European airport hubs



Ensuring Accessibility: An Extensive Metropolitan Public Transport Network

The Athens Public Transport Network includes underground, tram, suburban railways, extensive bus and trolleybus networks, providing citizens and visitors with efficient and reliable transportation services; it offers direct access to the city center, the suburbs and all major points of interest (hotels and convention centers) within the radius of the greater Athens that spans over

30_{km}



Metro

The Athens metro network consists of 3 lines that thanks to their

65 stations

directly connect with the tram, bus/trolleybus and suburban railway networks through hub stations.

The Athens metro also connects between them all city entry points (Athens International Airport, Port of Piraeus, Central Athens Railway Station).

Metro Line 1 has been connecting Athens with Piraeus since 1869, while lines 2 & 3 are considered among the gems of modern Athens.

By 2019 metro line 3 will have

expanded with 6 new stations, while within the next 10 years 3 more stations and also a whole new metro line will be added to the existing network.

With only a few minutes between every train, Athens metro is the fastest, easiest and most reliable way to explore Athens.

Tram

Environmentally friendly, with a sea-view of the Saronic Gulf along most of its journey through the Athens riviera, the tram connects the center of Athens with the coastal suburbs in the southeast and the port of Piraeus in the southwest.

Suburban railway

The high-speed suburban railway line connects the Airport to the city center and serves the suburbs of Attica, while connecting the city's public transport network with the national railway network.





Word Class Accommodation and Conference Facilities

The organisation of congresses is one of the fastest growing and most dynamic sectors of the Greek tourist industry, with Attica being one of the

20 most popular meeting destinations worldwide

The dynamic city of Athens combines up-market conference infrastructures with milestone monuments and glorious history, peaceful and safe conditions, strategic and easily accessible geographical position between three continents, gastronomy, shopping and nightlife, modern services, traditional hospitality, great outdoors and all the benefits of the Mediterranean climate.

Accommodation Excellence

Athens offers a total of

50,770beds in 450 hotels

of various categories which greet almost 2,000,000 guests every year. Executive floors, business centers and the concept of "an office in your hotel room" have become almost standard features for the city's modern hotels.

Distribution of beds by hotel category



In Athens there are

40 conference venues

capable of hosting from largescale international events to small board meetings, and hotels with excellent meeting facilities.

All facilities are easily accessible and conveniently situated near significant sites, ideal for postconference tours.

Experience in big scale event organizing

Greece is a member of the European Union with a considerable know-how in organising big scale European and International events. Moreover, Athens and other Greek cities host International and European Organizations.

The Greek Government and Administration are well experienced in catering for the needs of such organizations and stand ready to accommodate in every way possible the establishment and functioning of the European Medicines Agency, inter alia by means of a Headquarters' Agreement.

95,000

sqm of conference space all around Athens, equipped with the latest technologies for meetings and congresses, offer 75,000 seats for delegates

Catering for the needs of the EMA staff: Quality of Life in Athens

Athens has much to offer to the EMA staff and their families. In the country where since the Antiquity hospitality was considered a moral duty, everyone, children and adults alike, can feel welcome and enjoy a safe and exciting environment.

Multilingual Educational Facilities -Education for expats

Athens has a great number of international schools covering all levels of education, from pre-school to secondary education, which follow international standards, thus providing an easy transition for EMA's staff children and families.

Athens also offers plenty of bilingual schools, as well as 14 schools offering an IB programme in English. Learning foreign languages is considered vital in Greece, therefore specialized private institutes for teaching solely foreign languages are also available. 7,350 is the estimated number of specialized foreign languages institutes operating in Greece.



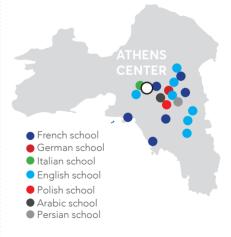
20 Athens based international schools

List certified by the Hellenic Ministry of Education, Research and Religious Affairs

- American Community Schools (English - All Grades)
- Byron College (English - All Grades)
- St. Catherine's British School (English - All Grades)
- St. Lawrence College (English - All Grades)
- ISA international School (English - All Grades)
- Campion School (English - All Grades)
- German School of Athens (German - All Grades)
- Lycée Français Eugène Delacroix (French - All Grades)
- Italian School of Athens (Italian - All Grades)
- Athens Polish School "Zygmunt Mineyko" (Polish - All Grades)
- Iranian School of Athens (Iranian - All grades)
- Libyan School of Athens (Arabic - All Grades)
- Philippine School in Greece (Philippine - All Grades)
- American College of Athens (English - All grades)
- Lycée Léonin Greek French School Patision (French - All arades)
- Saint Joseph Greek French School (French - All Grades)



- Ursulines Greek French School (French - All Grades)
- Lycée Léonin Greek French School N. Smyrni (French - All Grades)
- Jean d'Arc Greek French School (French - All Grades)
- Saint Paul, Piraeus, Greek - French High School (French - High School)





Labour Market Opportunities

Plenty of job opportunities for expats are available in Athens. Given that tourism is one of the most dynamic sectors in Greece, a high percentage of Europeans living in Athens, are employed in the tourist industry.

Further to that Athens accommodates numerous global and multinational companies that offer job opportunities to international professionals.

Sectors of multinational companies in Greece indicatively include:

- Information Communication
 Technologies
- Food and Beverages
- Retail
- Consulting Services
- Banking Sector & Financial Services
- Pharmaceutical Products & Services

There are also many international Recruitment Agencies that assist Greek and international companies in attracting international professionals and executives.

International Recruitment Agencies in Greece include:

- Stanton Chase
- Egon Zehnder
- Korn Ferry
- Man Power
- Randstad

Unhindered Access to the Best Medical Care

According to a study published in the scientific journal 'The Lancet' in May 2017, assessing national levels of personal healthcare access and quality, the Greek healthcare system was ranked



There are currently

118 specialized hospitals

in Athens' metropolitan area, both public and private, including university hospitals, private clinics and health care centers with a total capacity of more than

20,000 beds.





Affordable high-quality housing

EMA staff and their families will have the opportunity to choose between a wide range of excellent accommodation options at affordable prices in comparison to London and most EU major cities.

A great number of fully furnished apartments or maisonettes with all kinds of comforts as well as single houses with gardens are available throughout Athens, satisfying all possible needs and the most demanding of preferences.

An average monthly rental price for a fully furnished family apartment around 120m² in or around the historical and traditional city center and all its important sites amounts to 11€ per m², while the same price applies for a fully furnished luxury apartment of similar size in Athens' northern and eastern suburbs.

The average rental price for a fully furnished luxury villa in the suburbs is almost the same or even lower.

All major foreign and local real estate agencies, in Athens and suburbs, provide full services in English for expats.





The Health Sector: The Greek Organisation for Medicines, Academia, R&D and the pharmaceutical industry

In the homeland of the Hippocratic Oath, strong medical and pharmaceutical heritage meets modern expertise, creating a unique environment that motivates professionals to work and innovate.

The Greek Organisation for Medicines

EMA's NCA (The National Organisation for Medicines – EOF) is efficiently managed, staffed and structured. EOF has been acknowledged for its reliable and efficient cooperation with EMA.

EOF ensures public health and safety with regards to health related products marketed in Greece through:

- Evaluation and authorization of new, safe and efficient medicinal products
- Monitoring post-marketing product quality, safety and efficacy
- Ensuring compliance with respective frameworks for product manufacturing procedures, clinical trials and products' marketing
- Developing and promoting medical and pharmaceutical research



Strong academic environment

Greece hosts more than 40 life sciences related schools, producing some of the most highly skilled scientists worldwide every year. The Medical School and the Pharmacy School of the **National and Kapodistrian University of Athens (EKPA)** are two of the oldest and most reputed.

Athens Medical and Pharmacy Schools have been operating for 170 years and their contribution to the areas of Education, Research, Clinical Medicine and Public Health has been invaluable.

According to EUROSTAT, in 2014 Greece ranked

among EU-28 in terms of both physicians and dentists licensed to practice

7 th

St

in terms of professionally active pharmacists (per 100,000 inhabitants)

Athens Medical School has **26 Iaboratories and 60 Clinics in hospitals** (including 3 University hospitals) and the Athens Pharmacy School has three Research Departments with many success stories and several international collaborators from the Pharmaceutical and Agro-food Industry, as well as representatives of well-known Academic and Research Institutes.

These institutions are also actively co-working towards the integration of the research potential of the University of Athens Cancer Research Group in the European research area. Its laboratories are fully equipped with state-of-the-art instruments required for the implementation of its research activities.

In addition, Greece hosts two veterinary schools, one in Thessaloniki and one in Karditsa. Approximately 3,000 licensed veterinarians are currently working in Greece.



Committed to research and innovation

Research and Innovation in the area of Health Science and Pharmaceuticals is a top priority for Greece. Following this commitment Greece dedicates 12.2% of its annual State Funding for R&I in this area, a percentage significantly higher than the EU average (9.5%).

Moreover, pharmaceutical industries invest about €30 mil. per year in more than 80 research programs, in cooperation with Greek or foreign research and academic institutions, aiming to develop new medicines, medicines combinations, modified medicines administration, as well as to discover new indications of existing ones. Significant activity takes place in bioequivalence studies and to a number of studies towards the discovery of innovative new medicines.

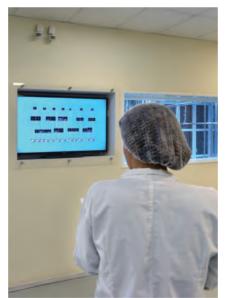
Researchers of great value

11,491 researchers

in the health and pharmaceuticals sector work in universities, private companies but also in a number of private and public research and technological institutes all around Greece, providing services of great quality and added value to health service providers and the pharmaceutical industry.

The high quality of the sector related research activities is testified by the large number of publications (4,490 in 2014) but also the impact factor, which is higher than the world average and with increasing trends (1.09 compared to 1).





Excellent Research and Technological Institutes

Within the Athens metropolitan area there are several private research centers and

8 public research and technological institutes

3 of which exclusively concern the Health and Pharmaceuticals sector (Hellenic Pasteur Institute, Biomedical Sciences Research Center "Alexander Fleming", Biomedical Research Foundation of Academy of Athens).

The above mentioned institutions, provide a highly stimulating research environment, striving to transform the high expertise developed to high quality advanced services provided to academia. Their excellence is directly related to the availability of state-of-the art technology in their labs, highly gualified personnel, a great number of visiting international researchers, as well as to the availability of highly skilled scientists working in collaborating and supporting sectors, such as IT (Bioinformatics), Chemical Research, etc.



Indicative of the Greek government's commitment to high quality Research and Innovation is the recent announcement of the establishment of the "Hellenic Research and Innovation Institute"



A flexible and independent institution that will manage the resources of a new Fund, exclusively intended for the support of new scientists, research facilities and equipment and research programs to be implemented in the Universities and the Research Centers of the country.

Relocating EMA to Athens-Greece would also mean bringing the Seat of the Agency to the older EU-Member State that, due to its geographical position, is in the immediate neighborhood of EU accession countries, with which the EMA has a specific and important cooperation framework.

The European Medicines Agency takes part in several projects to foster links with European Union enlargement countries, to lay the foundations of future co-operation in its networks.

Top world destination for sector related conferences and conventions

Numerous important health and pharmaceuticals related scientific conferences take place in Greece, reflecting the significance that the country places on scientific innovation. This great number of national and international medical conferences that are conducted with great success every year attract scientists, visitors and their families from all over the world, offering them a firsthand experience of the country's conference hosting and scientific capacities.





The Domestic Pharmaceutical Industry

Domestic Pharmaceutical Companies formulate a dynamic sector which is specialized in the development and production of both top-quality branded generics and original medicinal products.



Briefly in numbers

 4^{th}

place amonast the Greek industry in terms of total turnover

\notin 6.1 billion

per year contribution to GDP

3.5% the level of the added value of the

medicines manufacturing industry in the whole manufacturing sector

)5 companies operating in medicines manufacturing and importing

28

modern production units with state-of-the-art technology and advanced quality control systems

25,000 highly skilled and specialized employees

86,000 jobs with direct or indirect relation

to the pharmaceutical sector

over 2,000

more potential job vacancies within the next five years

20%

increase of the total number of employees over the past 5 years, in the leading domestic pharmaceutical industries

0.4%

for 2015, employment in the pharmaceutical sector accounted for 0.4% of total employment in the greek economy, while the share in the total manufacturing sector was 4%, placed above EU-28 average.

2nd more exportable product

of the country with \in 1 bn. in pharmaceutical exports to over 100 countries

€150 m

in R&D investment, accounting for 18% of the total R&D expenditure in Greece

and more international patents



Hospitality in a modern capital

Modern Athens presents a multilayered universe for a safe and exciting modern living.



Athens is one of the **oldest cities** in the world, with its recorded history spanning over

3,400 years

The marks of the ancient metropolis, renowned for its cultural and artistic heritage, are evident throughout the city. Underneath the emblematic Acropolis and its Parthenon today spreads a multi-layered metropolis. Its rich history and culture is an amalgam of its Hellenic, Roman, Byzantine and Ottoman past.

Ancient ruins, byzantine churches, Ottoman Hammams, neo classical houses and modern buildings showcase the different layers of the city.

This doesn't come as surprise considering the country's location;

an ancient hub connecting the east and the west

close to the Balkans and Mediterranean countries.



ATTICA REGION





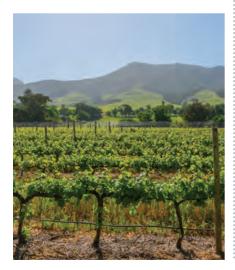


Athens is in close proximity to captivating mountains and sea landscapes

From the **mountain**...

The city stretches on a large peninsula protected by mountains: Egaleo to the west, Parnitha to the north, Penteli to the northeast and Ymittos to the east. This unique morphology, allows Athenians' direct access to nature and a variety of outdoor activities.

Parnitha, the highest mountain of Attica with an altitude of 1,400 meters offers hiking, mountain biking and rock climbing to those fond of outdoor sports. For nature lovers it offers a National pine park whose flora is one of the richest in Greece. It features 818 recorded plant and herb species. Visitors can walk through the park and explore the area and its small caves.



To the **sea**...

The Attica peninsula is surrounded by the Aegean Sea, the Gulf of Evoikos, the Saronic Gulf and the Gulf of Corinth. With more than 50km of coastline, Athens, as the rest of Greece, is all about the sea.

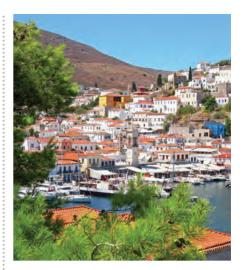
The **Athens Riviera**, spreading from the Marina of Floisvos to Cape Sounion and the ruins of the Temple of Poseidon offers an idyllic seaside landscape, with modern buildings, hip restaurants and cafés, organized beaches, 5 star resort hotels and sport facilities.

The coast line is ideal for family strolls down the "promenade", shopping, dining by the sea and experiencing the famous seaside nightlife. The Attica coastline, full of blue flag beaches and seaside towns, reveals the beauty of the Aegean Sea.

The area is also a water sports' paradise, with several surf clubs, scuba diving centers and sailing clubs.

For those more keen on traditional sports, the Sport Center of Agios Kosmas offers 14,000m² of sport facilities including basketball courts, wrestling, track fields, gymnastics and others.





Attica offers a multitude of islands in close proximity to Athens

The island of **Aegina**, for example, is practically a suburb of Athens now, and is a lively and bustling spot.

Hydra and Spetses islands

still preserve their 19th century charm combined with a contemporary cosmopolitan allure.

Poros is the ideal romantic retreat, whereas the slightly more distant **Cyclades** (Myconos, Santorini etc.) can be reached very fast both by airplane and high-speed boats.

Metropolitan Park

The future development of the old Airport of Elliniko (currently under design) into a public space will feature the city's biggest park of

2,000 acres.



Mediterranean climate

Athen's mediterranean climate consists of mild winters with moderate rainfall, and warm sunny summers. The change of seasons is smooth, with an average temperature of

 $18.5^{\circ}C$

that allows easy outdoor activities during all seasons of the year.

Athens is among the sunniest cities in Europe featuring an average per year

300 days of sun! Thanks also to its climate, Athens is famous for its Mediterranean nutrition based on the so-called "Mediterranean trinity" namely: wheat, vine and olive.

Greek Nutrition

The Greek diet is considered to be one of the healthiest in the world because it's based largely on fruit and vegetables, wholegrains, fish, the Greek famous dairy, namely Feta Cheese and Greek Yogurt, and last but not least olive oil. This precious commodity has been produced in Greece since the 8th millennium BC. In 2013, UNESCO added the Mediterranean diet to the Representative List of the Intangible Cultural Heritage of Humanity.

Physical Wellbeing

Exercise is a vital element of well being and the Athenians know it well. The city features numerous sport clubs, gyms and training centers.

Athens is also the proud owner of the **Authentic Marathon** which is revived every year on the Original Marathon Course in honor of Pheidippides the news-bearing Athenian soldier who ran 42km to announce the victory of the Greeks against the Persians during the Marathon Battle in 490 BC.

Exercising the Mind

Exercising the mind along with the body is a solid conviction for Greece, originating from the ancient years. Education and culture, in their broader sense, are of vital importance to Greeks. After all Greece has been the birthplace of academies and is widely recognized as the birthplace of many of the Western European linguistic, philosophical, cultural and scientific concepts. Gross enrolment ratio in tertiary education according to UNDP Human Development Index reaches 110%. Further to that, a recorded average of

30,000 Greek students travel abroad for

their studies, an amount that accounts for 5.8 percent of the country's total student body.

This mobility creates a concept of **brain circulation** which appears to be of great importance to Greeks. Living and studying abroad offers a unique opportunity to Greek students to broaden their horizons and come to contact with new mentalities and new ways of thinking, thus promoting the openness of the Greek society.

This wide conception of modern education is responsible for a new wave of entrepreneurs, scientists, and artists that thrive in Greece.

This is depicted in Greece's high rates according to the Global Entrepreneurship and Development Index (GEDI) in Start Up skills and Human Capital, Process Innovation and Internationalization, and Risk Capital.

Safety & Equality

Athens is a very safe city with happy people that enjoy day and night life. The notions of equality, freedom, and respect for human rights are encoded in the DNA of the Greeks. Hence, an open multicultural society at the crossroads of civilizations has always been one of the trademarks of the Greek capital. Since 2005 Athens has been the proud host of the Athens Pride, organized by a very active LGBT community.

History & Culture

HH museums

located in Athens constitute a major reference point for the culture and identity of the city. Athens hosts some of the most important museums in the world including the **Acropolis Museum**, the **Archaeological Museum**, the **Byzantine Museum** and the **Museum of Cycladic Art**. Over the recent years Athens has been in the cultural spotlight due to its modern art explosion, manifested in the present street art movement, the new emerging Greek Cinematic Weird Wave, the newly established Museum of Contemporary art and the numerous experimental galleries blossoming around the city center.

The BBC recently raised the question whether

Athens can become Europe's new art capital.

This question becomes even more relevant with the decision of Documenta 14, the German exhibition of international contemporary art organized by the city of Kassel since 1955, to split across two cities for the first time, choosing Athens, as the ideal counterpart.



Athenians enjoy art, as the city offers endless opportunities to this end.

148 theatres 2 opera houses

Among them the **Stavros Niarchos Foundation Cultural Center**, a sustainable, world-class cultural, educational and recreational urban complex that includes new facilities for the National Library of Greece and the Greek National Opera, located within the Stavros Niarchos Park.

The **Onassis Cultural Center** is also an important cultural hub. A cultural space which hosts events and activities across the whole spectrum of the arts from theatre, dance, music, cinema and the visual arts.

From spring to autumn a cultural fever spreads around Athens with endless concerts, plays and exhibitions taking place in almost every Athenian neighborhood.

Moreover, international cuisine combined with the novel trends of the Greek cuisine complete a surprisingly rich culinary landscape of Athens.

Athens Festivals

The most important is the **Athens and Epidaurus Festival**, running simultaneously performances through the summer in the Odeon of Herodes Atticus, the Ancient Theatre of Epidaurus and the Little Theatre of Ancient Epidaurus, the Lycabettus Theatre, the urban space of former Tsaougoglou factory, other open-air and closed spaces in Attica. Running since 1955 the Festival has hosted some of the most important performances Greece has seen.

Cinema, is also transformed during the summer, with Athenians watching their films under the starry Attica sky. Athens has approximately 100 cinemas with 36 being open air.

The city also hosts the **Athens Open Air Film Festival** which organizes screenings of classic films in classic Athenian locations, as well as the **Athens International Film Festival "Opening Nights".**



Many cultural and educational activities can also be found in Athens for children. Major Museums organise weekly interactive workshops for kids. although a dedicated children museum is located in the center of Athens. Cultural exhibitions. festivals, plays and concerts take place in the city center all year long, especially around summer and Christmas. During the summer many private schools and educational organisations also schedule weekly and daily camps for kids, with cultural, creative and sport activities.

Pet friendly City

Athens is a pet-friendly city. It only takes a walk around the city's streets to encounter numerous pet owners and their happy four-legged friends, relaxing along squares and green areas. European standard pet rules and legislation apply. Most cafés and restaurants are pet friendly, whereas numerous are the pet shops and groom saloons that will gladly cater for the needs of our four-pawed friends.





Athens can serve as the solid and fertile ground for EMA to accomplish its mission, through its relocation.

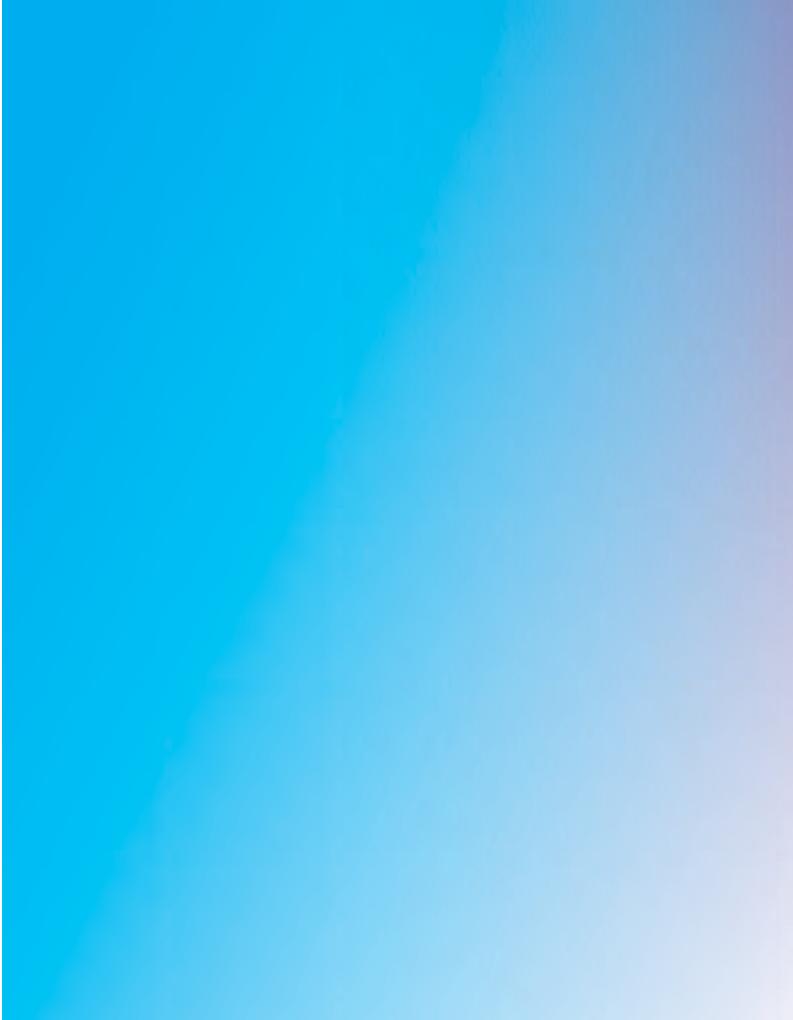


We claim this with certainty because we work on the same principles: dedication to the benefits of public health, access to safe medicines through responsible monitoring, provision of information to the public.

For us, these principles apply not only for Athenians or Greeks, but for all of our country's guests, tourists, expats and refugees.

This fertile ground consists of a highly respected Academic and Research environment, a reliable and successful National Agency, and a high-quality pharmaceutical industry that includes both domestic and multinational companies. All these factors will actively assist the Agency's transition phase.

We aim to work together so as to achieve the common vision of development and commitment to social goods within a strong and united Europe.



Relocation of the European Medicines Agency

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