



6th Annual meeting

Bucharest May 6th 2016

An update on Greece

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Latest developments

- Very little progress to report since last year
- Greece in its sixth year of financial – political crisis
- No substantial debate on regulation of Public Affairs
- Anti – corruption Ministry formed



Situation overview

- The professional activity of Public Affairs is not officially recognised or regulated
- There is no law, no supervising authority, no formal guidelines governing Public Affairs
- There is little public debate on the subject, in spite of widespread mistrust of the political system and a number of scandals involving public officials
- No progress in the direction of a registry or code of conduct
- Strong reform agenda imposed by creditors creates challenges and opportunities



P.A. Practitioners

- Most communication agencies include Public Affairs in their portfolio of services, but it does not amount to a substantial part of their business
- Clients include mostly foreign firms operating in Greece and a few local companies
- Lawyers, journalists, retired politicians and civil servants actively but unofficially involved in lobbying.
- Meanwhile association, trade unions and NGOs systematically lobby government officials



Public Affairs Forum

- Organised by Marketing Week Conferences on April 15th under the auspices of H.A.C.A. (The Hellenic Association of Communication Agencies)
- Participants:
 - PR agencies
 - Industry associations (banking, pharmaceuticals, tobacco, shipping, insurance, mobile telephony)
 - No government representatives
- Little discussion of regulation



Public Affairs Forum

- Palladian's contribution:
- Public Affairs integral part of democratic process
- Need for regulation
- Compulsory registry to cover all practitioners
- Code of conduct
 - Obligations & privileges (on both sides)
 - Transparency – Full disclosure of clients and meetings
 - Fines and penalties
 - Conflicts of interest
- **No exceptions**



ANTI-CORRUPTION FORUM

- A Palladian initiative
- Focus on problem of illicit tobacco trade (>23% of market)
- Not a “victimless crime”
- Taxation part of the problem
- Brought together for the first time all stakeholders (production, retail, regulators, police & tax authorities, academia)

