

Dr. COSTAS MASMANIDIS

Dr. Costas Masmanidis is the Secretary General of the Black Sea Economic Cooperation (BSEC) Business Council, based in Istanbul. The BSEC Business Council is an International N.G.O. whose mission is to promote private sector development and business cooperation in the 12 countries of the BSEC Organisation: Albania, Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Moldova, Romania, Russian Federation, Serbia-Montenegro, Turkey, Ukraine.

Dr. Masmanidis was born in Thessaloniki and graduated from the Aristotelian University in Chemistry with Honors. He received his Ph.D. in Chemistry at the University of Cincinnati and held a Post-Doctoral Research Fellowship at the Rensselaer Polytechnic Institute.

He speaks several languages and carries a long experience as international Manager, having lived and worked in many countries. He has followed a successful 18-year career with a major Multinational Company as General Manager and Managing Director of the Hellenic subsidiary and in international positions as Country Manager, Corporate, Sales and Market Manager. Moreover, he has extensive experience in Business Consulting and Training. His areas of expertise include Global Business Strategy, Global Marketing and Sales, Innovation, Quality and Environmental Management.

Dr. Masmanidis is a founding member and twice-elected President of the Hellenic Association of Chemical Industries, a member of CEFIC. He has served as Secretary General of the Athens-Piraeus Industry Association and of the Hellenic-Chinese Chamber of Commerce and Industry, member of the Board of Directors of the Hellenic-American Chamber of Commerce and Industry and member of the General Council of the Federation of Greek Industries.

He is the author of the book "Globalisation, Dematerialisation and the New Economy: The Transformation of Business and the Workplace at the Dawn of the 21st Century" (Exantas, Athens 2000). His other publications include a training manual on "SME Innovation and Competitiveness" and a study titled "The Prospects of Business Cooperation in the Countries of the Mediterranean".