Structural elements of the value chain of shipping in Greece

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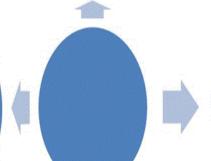
- Greece has continued to strengthen its position as the largest ship owning nation
- The reasons for success: the power of Networking
- The other side of networking: the power of insight
- From conventional management to technological innovation
- key success factors of the Greek model of development

Firm Strategy and Rivalry

- + Highly competitive and fragmented market with low barriers to entry
 - Strong formal and informal networks; institutions for collaboration
 - +Favorable tax rand regulatory regime
 - +Reliance on cost competitiveness and innovation
- -Family managed companies with small fleets
- -Over-exposure and reliance on the banking system

Factor Input Conditions

- + Accumulated management and operational expertise
- +Marine academies & research institutes
- +Population with strong links to maritime culture and traditions
- -Emerging pool of sea-going labor



Demand Conditions

- + Direct access to EU and Arab markets
- -Very small domestic market relative to size of global trade, little good exports

Related and supporting industries

- -Fishing fleet and coastal shipping
 - -Port cluster
- -Maritime equipment & services
 - -Navy and coastguard
 - -Shipyards
- -Weak linkages and spillovers, many related industries in decline/inefficient