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STRATEGIC INTERNATIONAL  KATARAS S.A.

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Challenge

Strategic International / K. Kataras S.A. is a Consulting, Marketing Services, Media and Internet organization for the knowledge - based economy.

Our mission is to assist clients choose successful strategic directions, build winning strategic perceptions, increase sales and achieve leadership in today's global, digital business environment.

For almost two decades Strategic International / K. Kataras S.A. provides high quality products and services to local and international clients. Experienced people, ability to work in an international environment, commitment to results, flexibility, excellence in project management and personal service, are just a few of our basic assets. Strategic Internationals future is challenging in today's global economic and business environment. We welcome that challenge and look forward to more successful clients for the years to come.



Kostas P. Kataras

Chairman of the Board and CEO
Strategic International/K.Kataras S.A.

Leadership

Since the first moment of our company's creation, our major concern was to provide value to our selected clients. We have always been offering a wide range of products and services, through innovation and a results-oriented approach.

1984 Leadership in High-Tech Marketing Communications

Our Communication Unit (K/Communications) was established as the first B-T-B and then High-Tech marketing communications, advertising and PR agency. Some of our first clients were companies such as: APPLE, ATLAS COPCO, HEWLETT PACKARD, OLIVETTI and others.



1986 Answers for the Information Technology Era

Our Research Unit soon became the leading information provider supplying data, information and consulting services to local and international IT vendors. Research projects soon covered more countries in the Mediterranean area (Cyprus, Turkey), the Balkans and the EU.



1989 A major force in Science and Technology Consulting

Our subsidiary is established in Brussels and aims to coordinate international activities. Our work soon included strategic issues which affected the development, the acquisition and the use of technology. Major assignments for the EC, international organizations, National Governments and private companies covered areas such as: S&T Policy, RTD program, assessment, S&T and regional development, information dissemination and others.



1992 Strategic... Publications

The company focuses on the challenges and opportunities created by the knowledge-based economy. A series of publications and a web site were launched, positioning successfully the company as a major player covering the information needs of top businessmen and managers, as well as the IT and TELECOM community in the country. As a result, the company has now a strong presence in the publishing field, for specialized information.



1997 Leaders in TELECOM Research

The company launches a series of research products and services for the expected deregulated environment of TELECOMS. Projects included market sizing/forecasting studies, user surveys, customer service and satisfaction studies, strategic plans, etc. Since then, the company is working on major research and consulting projects for PTTs and international/local TELCOS.



1999 Welcome to the World of Internet

Our first involvement with the Internet starts in 1996. But it is only in 1999 that our Internet unit is established to offer successful navigation in this new world. Internet represents our new challenge as we are preparing to enter the 21st century: the challenge to integrate our high-tech marketing experience and communication capabilities with the opportunities of the digital business, for our clients benefit.





Communications

Our Communications Unit is the industry standard for Strategic Communications, High-Tech Advertising and Public Relations.

Since 1984 we assist our local and international clients build winning brands, images and strategic perceptions. Our main services include: Communications (Corporate, Marketing, Internal), Advertising (Mass Media, Internet, Direct Mail), Public Relations (Programs, Events, Design) and Consulting (Strategy Development, Action Plan).

Some of our clients: CRONOS, EUROPEAN COMMISSION, ICL, PFIZER, SINGULAR, YIOULA.



Market Research

Predicting the future of Information Technology and Telecommunications is the business of our Market Research Unit. Since 1986, through reliable research, we help you chart the best course towards the future. With an international network we are the industry's reliable source on IT/TELECOMS trends in Greece, the Balkans and other selected Eastern and Central European Countries. Our main services include: Technology Assessment, Customer Needs, Market Sizing/Forecasts, Vendor Analysis, Market Opportunities and Consulting. Some of our clients: HEWLETT-PACKARD, IBM, INFOQUEST, MICROSOFT, NCR, OTE, SIEMENS, SUN.



Consulting

Our Consulting Unit provides professional advice and recommendations aiming at assisting entrepreneurs and managers at a strategic or tactical level.

Our practice areas are: Corporate and Strategic Planning, Marketing and Sales Diagnosis, Corporate Customer Service projects, Advice on Development of New Products/Services, Distribution Channel Strategies, Technology Assessment, Executive Search & Recruitment and Marketing Communications Development and Implementation.

Also strategic issues which affect the development, acquisition and use of Technology and Innovation.

Some of our clients: COMPAQ, EUROPEAN COMMISSION, GLOBAL ONE, INFOCAD, INTRASOFT



Media

Our Media Unit publishes magazines, observatories, newsletters, (i.e. STRATEGIES Magazine, IT observatory, Telecoms observatory, Internet observatory, EuroProject etc.) and is growing rapidly with the addition of new titles.

Some of our advertisers: ALTEC, CISCO, COMPAQ, COSMOTE, CYTA, DATAMEDIA, ERICSSON, GLOBALSOFT, HOL, INTRACOM, LOGIC DIS, LOTUS, OTE, ORACLE, SAP, SAS, SIEMENS, SUN, STET.



Internet

Exploring the world of the Internet is the mission of our Internet Unit. Our web sites ([//www.strategic.gr](http://www.strategic.gr) and [//www.strategies.gr](http://www.strategies.gr)) attract thousands of visitors every year, while our plans focus on areas such as: web design and development, electronic commerce, portals, site hosting and others.

COMPAQ

IBM



INTRASOFT

**hp HEWLETT®
PACKARD**

Bull

ALTEC

Microsoft

INTPAKOM

Singular
SOFTWARE

Sun
microsystems

GlobalOne

OTE

SIEMENS

TELESTET

ERICSSON

CISCO SYSTEMS

Cooperation

Since 1984, Strategic International / K. Kataras S.A. has closely collaborated with some of the largest international organizations. But the company equally serves the needs of small and medium sized firms, academic and research institutions and many others.

Our main goal is to deliver value to our clients. To this end we focus on quality, customer service, innovation and results. The company has the knowledge, experience and resources to help domestic and international clients.



Communications



Research



Consulting



Media



Internet



Associates in: Austria, Belgium, Denmark, Germany, Spain, France, Ireland, Italy, Luxembourg, Netherlands, Portugal, Finland, Sweden, United Kingdom. Also Cyprus, selected Eastern and Central European countries and the Balkans.