**“Innovation & Differentiation: Key factors for Greek Industry Competence in the Global marketplace”**

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**Abstract:**

Megaplast is a world Leader in the production of ventilated & reinforced stretch films (AirOfilm & Fiber Film) in the area of innovative flexible packaging. Latest developments include the launch of a new reinforced silage stretch film (“Fiber 4 Silage”) used for silage baling (Agricultural Market).

Company’s culture is promoting learning & Knowledge acquisition, which is transformed into innovative, high added value, differentiated solutions for covering current & future market needs.

Cross-functional teams of Skilled individuals translate market trends into new product development projects & current product feature improvements.

In-house technology development reinforced by Intellectual Property creates competitive advantage and set enhanced barrier of entrance for the competition.

Value communication through extensive & in-depth training of our sales team and commercial partners, is facilitated by innovative sales tools usage.

Collaboration & strategic partnership along the value chain is essential for developing competitive & sustainable products.