



HELLENIC MANAGEMENT ASSOCIATION

MISSION STATEMENT

The Hellenic Management Association, a non-profit making organisation, founded in 1962, aims at the study, promotion and promulgation of modern management principles and practices in Greek organisations and enterprises as well as to assist in the advancement of its members through interaction with each other and learning from the best practitioners.

Today HMA counts 4000 members, 400 of which are enterprises and organisations, and the rest administrative executives, professors, businessmen e.t.c. HMA nowadays incorporates seven institutes:

- The Hellenic Marketing Institute
- The Institute of Financial Management
- The Institute of Production Management
- The Hellenic Institute of Information Technology Management
- The Institute for the Training and Development of Human Resources
- Women's Organisation of Managers and Entrepreneurs
- Institute of Management of Public Administration and Local Authorities

STRUCTURE

HMA currently employs a staff of approximately 75 people, while, at the same time, is co-operating with 420 trainers

HMA Headquarters are in its brand new Training Centre in Athens. This Centre of 11.500 sq. metres has a capacity of providing tuition to 25.000 students annually . It also has branches in Thessaloniki, Patras, Heraklion (Crete), Larissa and Volos (Central Greece).

HMA ACTIVITIES

HMA's main activities cover the following sectors:

1. Vocational Training
 - Open Seminars Training
 - In-company Training
 - Certified Training
 - Post-Graduate Programs

2. Services offered to our members

HMA organizes and hosts a vast number of Conferences, Fora, Evening Events, e.t.c. dealing with contemporary issues of Management.

3. Participation in European Union Programmes

HMA participates in different European Programmes and Community Initiatives as Project Leader or transnational Partner like EQUAL(ROUND I & II), ARTICLE –6, BUSINESS TO TOURISM, ADAPT, EMPLOYMENT, LEONARDO DA VINCI, PHARE etc.

4. Researches relevant to the problems of Management in Greece

5. Scientific Publications – magazine (“Manager” magazine, Training and Personnel Management Manual, research outcomes, Conference speeches, etc)

6. Awards

- Hellenic Institute of Marketing is co-organising with SED and SEDEA the EFFIES Awards and in collaboration with Phillip Morris, awards to students the Phillip Morris Marketing Awards
- The Institute for the Training and Development of Human Resources organises the Award of Excellence in Human Resource

7. International Collaboration

HMA is a Member of various international Organisations

I. Vocational Training

Throughout the evolution of human societies, knowledge has remained the most valuable asset of mankind. An asset which keeps accumulating and which is transformed into material power and development as it becomes human possession. Throughout its history, from 1962 to the present, HMA, the Hellenic Management Association, has been well aware of the fact that the training and education of human resources is the means, but also the essential prerequisite, for the development of individual enterprises and the country as a whole.

Unswervingly devoted to its mission, HMA develops programs and activities laying emphasis on the full-scale training of company executives in the principles of contemporary Management.

HMA's main activities cover the following sectors:

D. Open training

HMA offers a wide spectre of training programmes in order to cover the varying needs of enterprises. These programmes actually cover all aspects of a Manager's activities.

A number of Seminars are conducted under the following topics:

- Training the Trainees
- Business Administration
- Management
- Personnel Management
- Marketing
- Sales
- Production Management
- Personal Skills
- Banking
- Financial Management
- Executive Secretaries Seminars
- Computers

D. "In-company" training

The main subjects deal with the way in which individual executives or groups of executives can successfully face problems, can achieve the company's goals and can work out a balance between the company's goals and their personal aims.

D. Certified Training

HMA co-operates with the following prestigious training organisations abroad, offering their curricula in Greece:

- CHARTERED INSTITUTE OF MARKETING (CIM), certified training in sales
- EUROPEAN ORGANISATION FOR QUALITY (EOQ) / SWISS ASSOCIATION FOR THE PROMOTION OF QUALITY (SAQ), diploma in Quality System Manager
- CARLSON LEARNING COMPANY

D. Post Graduate Programs

- CHARTERED INSTITUTE OF MARKETING (CIM), post graduate diploma in Marketing
- HENLEY MANAGEMENT COLLEGE, diploma in Management Studies, Master in Business Administration, MBA in Project Management
- EUROPEAN MARKETING CONFEDERATION (EMC), diploma in Marketing
- CHARTERED INSTITUTE OF BANKERS (CIB) / UNIVERSITY OF MANCHESTER INSTITUTE OF SCIENCE AND TECHNOLOGY (UMIST), diploma in Financial Services Management, Bsc. In Financial

Services

- Master in Business Administration, HMA

II. Seven active Institutes for each function of Management

Hellenic Management Association incorporates seven institutes. Each one is governed by a nine members governing committee which is elected by its members.

HELLENIC INSTITUTE OF MARKETING

The Hellenic Institute of Marketing was established in 1975.

Within the context of the HMA's more general objectives the aims of the Institute are as following:

- To promote the concept of marketing and the significance of its use in businesses and organizations operating in Greece.
- To monitor international developments in the theory and practice of marketing and contribute to development and adapting modern marketing methods and techniques to the actual conditions prevailing in Greece today.
- To foster relations and creative communication among the various occupations and professions employed in the field of marketing in Greece and their colleagues abroad.
- To study the needs of education and training in the marketing field and to help meet them effectively.
- To assist in linking the academic world with Greek business on matters relating to marketing.

The institute incorporates around 1700 members.

The Institute is organizing or taking part on the following events:

- Marketing Week
- European Quality Week
- Philip Morris Marketing Prize
- Effies Awards

Student Department

It is run by a coordinating committee, which is elected every year by the students.

Regional Departments

There are departments in Macedonia, Thessalia, Krete and Peloponese.

The Institute is collaborating with the following organizations: American Marketing Association-AMA, Chartered Institute of Marketing-CIM, NIMA (Holland), Japan Marketing Association, ADICO (Italy), Czech Institute of Marketing, Hungarian Marketing Association, Australian Marketing Association, Marketing Institute of Singapore, Hong Kong Institute

INSTITUTE OF FINANCIAL MANAGEMENT

The Institute of Financial Management was established in 1979. Through its activities the Institute provides its members with information, briefing on professional matters, opportunities to exchange views and experiences about financial management and further education. Within the context of the HMA's more general objectives the aims of the Institute are the following:

- To develop, propagate and apply management of financial functions in Greece.
- To monitor international developments in financial management and apply them to the actual conditions prevailing in Greece today.
- To undertake initiatives, to promote financial management through studies, speeches, advice, publications, educational programs and seminars
- To promote the exchange of knowledge, views and experiences about financial management on a national and international level.

The institute incorporates around 600 members.

Regional Departments

There are departments in Macedonia and Thessalia.

THE INSTITUTE OF PRODUCTION AND OPERATIONS MANAGEMENT

The Institute of Production and Operations Management was established in 1980.

Within the context of the HMA's more general objectives the aims of the Institute are as following:

- The development, promotion and implementation of production and operation in Greece
- To monitor international developments in the theory and practice of production and operations and contribute to development and adapting modern methods and techniques to the actual conditions prevailing in Greece today.
- To foster relations and creative communication among the various occupations and professions employed in the field of production and operations in Greece and between them and their colleagues abroad.

The institute incorporates around 500 members.

The Institute has established three working groups:

- Quality working group
- Logistics working group
- Construction works working group

It also publishes a bi-monthly bulletin called "The News of the Institute of Production and Operations Management" which is incorporated in the "Plant Management" magazine.

The Institute is organizing or taking part on the following events:

- European Quality Week
- Winners Conference

Student Department

It is run by a coordinating committee, which is elected every year by the students.

Regional Departments

There are departments in Macedonia and Thessalia.

HELLENIC INSTITUTE OF INFORMATION TECHNOLOGY

The Hellenic Institute of Information Technology was established in 1985.

Within the context of the HMA's more general objectives the aims of the Institute are as following:

- To promote the concept of Information Technology and the importance of its introduction to the Greek business and organizations both in the private and public sector.
- To monitor international developments in the theory and practice of Information Technology and contribute to development and adapting contemporary methods and techniques to the actual conditions prevailing in Greece today.
- To foster relations and creative communication among the various occupations and professions employed in the field of Information Technology in Greece and between them and their colleagues abroad.
- To promote the exchange of knowledge, views and experiences about Information Technology on a national and international level.

The institute incorporates around 400 members.

The Institute is organizing or taking part on the following events:

- European Quality Week

- Banking Forum
- Internet Commerce Forum
- Participation in the Inforworld

Regional Departments

There are departments in Macedonia and Krete.

THE INSTITUTE OF HUMAN RESOURCE MANAGEMENT

The Institute of Human Resource Management was established in 1989.

Within the context of the HMA's more general objectives the aims of the Institute are as following:

- The promotion of HRM, in all organizations and companies operating in Greece
- To monitor international developments in the theory and practice of HRM and contribute to development and adapting modern methods and techniques to the actual conditions prevailing in Greece today.
- To promote the exchange of knowledge, views and experiences about management training and HRM on a national and international level.
- To study the needs for education and training in the HRM field and to help meet them effectively.

The institute incorporates around 450 members.

The Institute has established the following:

- Award of Excellence in Human Resource
- Manual on Training and Human Resource Management

Student Department

It is run by a coordinating committee, which is elected every year by the students.

Regional Departments

There is one department in Macedonia.

WOMEN'S ORGANISATION OF MANAGERS AND ENTREPRENEURS

The Institute was established in 1995.

Within the context of the HMA's more general objectives the aims of the Institute are as following:

- To pursue the recognition and promotion of women managers and entrepreneurs under the same terms, irrespective of their place and type of work
- To inform the business community on the contribution made and the role-played by the women managers to the economic and social life of the country.
- To encourage women to assume, develop and disseminate business initiatives

The institute incorporates around 300 members.

Regional Departments

There are departments in Macedonia and Peloponese.

INSTITUTE OF MANAGEMENT OF PUBLIC ADMINISTRATION AND LOCAL AUTHORITIES

Within the context of the HMA's more general objectives the aims of the Institute are as following:

- To promote professional and scientific upgrading
- To participate in researches, training programs and essays that promote the development of Management of Public Administration and Local Authorities
- To monitor international developments in the theory and practice of public administration and Local Authorities.
- To promote the exchange of knowledge, views and experiences on a national and international level.

III. European Union Programmes

The department of European Union programs is dealing with projects concerning vocational training, development of training materials and methodologies, organization of SMEs, dissemination of products to the Greek enterprises etc.

Some of the projects that HMA has taken part in are the following :

PROGRAMME	TITLE	PARTNER COUNTRIES
ADAPT	<i>DEVELOP-Net - Promoting the competitiveness of SMEs</i>	GR - I - D - FIN - B
ADAPT	<i>TRIS Project</i>	GR - P - I
ADAPT	<i>Development of Research Systems in the Field of Data Bases Telecommunications/ Communications</i>	GR - UK
ADAPT	<i>Creation of New Enterprises for Alternative Forms of Tourism</i>	GR - F
ADAPT	<i>Training in Contemporary Hotel Management and Applications of New Technologies</i>	GR - P - I - D
ARTICLE-6	<i>DIALOGUE- Developing Indicators of Adaptability which lead to Organisational Growth and Underpin Employment</i>	GR-GB-I-D-IRL-
ARTICLE-6	<i>PRO-CRISIS</i>	GR-FR-P
ASIA INVEST	<i>IMPECABLE</i>	GR – GB - Pakistan
E-LEARNING	<i>NEW-EPOCH E-LEARNING</i>	GR
EQUAL	<i>ESPEP – Certification of professional qualifications</i>	GR – B - I
EQUAL	<i>EQUALITY</i>	GR - D
EQUAL	<i>Observatory and Structures Network for the Strengthening of Economic Immigrants and Refugees in the Job Market</i>	GR-FR-I-
EQUAL	<i>Network for adapting and restructuring production systems and work methods at the apparel sector investment</i>	GR-NL-D-CZ
EQUAL	<i>EXPERIENCE- innovative Approaches for Social Dialogue applications-the case of Active Ageing Handling</i>	GR-FR-I
ESPRIT	<i>CUTE - Continuous improvement using information technology towards excellence</i>	GR - E - UK - B
GRUNDTVIG	<i>NO PROFIT EUROPE</i>	I – PL – UK – GR - FR
HORIZON	<i>Alternative ways of rehabilitation of disabled people</i>	GR -G - UK - I
INTERREG	<i>HANDICRAFTOUR</i>	GR - CY
INTERREG	<i>EXOSTREFEIA</i>	GR - CY
LEONARDO DA VINCI	<i>SME – ProActive Manager</i>	GR-RO-I-D-E-FIN
LEONARDO DA	<i>EMC-PRO</i>	GR-FR-I-E-D-PL

VINCI		
LEONARDO DA VINCI	<i>EUROHOSTEL</i>	GR-E-FR-D-I-GB
LEONARDO DA VINCI	<i>DEINTRA</i>	GR – E - RU – BG – D – I – P - PL
LEONARDO DA VINCI	<i>OCT</i>	GR – I – E - RU
LEONARDO DA VINCI	<i>META – Methodology of Training Apprenticeship</i>	GR – I – B - NL
LEONARDO DA VINCI	<i>DIOGENIS - Soft skills development for senior and middle managers of Public companies</i>	GR - IRL - E - FIN
LEONARDO DA VINCI	<i>CHALLENGE - Meeting the challenge of the LEONARDO program through staff exchanges</i>	GR - D - FIN - F
LEONARDO DA VINCI	<i>METRYP - Mass Media Training for Young People</i>	GR - UK - E - I
LEONARDO DA VINCI	<i>SCORE</i>	E – GR – B - UK
LEONARDO DA VINCI	<i>ASKit</i>	GR - UK - B
LEONARDO DA VINCI	<i>WOMAN In</i>	E – RO – GR – AT - BG
LEONARDO DA VINCI	<i>JAKIN II</i>	E – CZ – B – GR - P
LEONARDO DA VINCI	<i>iFOREST</i>	E – D – SI – GR - BG
LLP – KA3	<i>OPENED</i>	P - UK - GR - CH
ORA	<i>Distance Management in Agriculture</i>	GR - E - UK
PHARE	<i>Multi - Country Programme in distance education for NGO's</i>	GR - B
TACIS	<i>EUROCIS</i>	GR - B
TEMPUS	<i>Preparing for the setting up of a Career Advisory Centre at the University of Ljubljana</i>	GR - B - SLO - UK
YOUTHSTART	<i>Open and distance training for youths in the use of high technology systems and the development of business initiatives</i>	GR - UK

IV. International Collaboration

HMA is a member of the following international organisations with relevant aims:

EUROPEAN FOUNDATION OF QUALITY MANAGEMENT (EFQM)

EFQM was founded in 1989 by the presidents of 14 leading European Organisations and today counts 550 members around Europe. Its objectives are to stimulate and where necessary to assist management in adopting and applying the principles of Total Quality Management and to improve the competitiveness of European industry. The EFQM's vision is a world in which organisations in Europe excel and it provides a range of products and services to support European Management in their pursuit of business excellence.

The EFQM Excellence Model (established in 1991) used as the basis for assessing the European Quality Award is recognised globally as good practice.

Events organised jointly with EFQM

- Winners Conference (presentations from the European Quality Award Winners)

- Selection on a national level of SMEs willing to enter the European Quality Award Competition

Hellenic Management Association is a member of EFQM and since 1999 has the status of **National Partner Organisation (NPO)** (annex I).

EUROPEAN ORGANISATION FOR QUALITY (EOQ)

EOQ was established in 1956 and its present membership comprises one national quality organization from each of 31 European countries. These bodies have the status of EOQ Full Member Organisations (FMOs). The basic mission of EOQ is to facilitate the exchange of information, knowledge and experience in quality theories and their application across Europe, in order to enhance the competitiveness of the European Economic System, paying also special attention to the needs of the SMEs. Hellenic Management Association is the Full Member Association for Greece (FMO).

Events and researches organised jointly with EOQ

- European Quality Week
- European Customer Satisfaction Index

EUROPEAN FOUNDATION FOR MANAGEMENT DEVELOPMENT (efmd)

EFMD, launched in 1971 is today Europe's unique forum for quality information, international networking and world-wide cooperation in management development. Bridging the gap between corporations, leading business schools, public service, SMEs and entrepreneurs, EFMD stimulates innovation in education and development through co-operation and contributes to European best practices in management development. Its network comprises over 400 institutional members' spread over 28 European countries as well as 17 countries outside Europe. EFMD has also launched the EQUIS project for the accreditation of Business Schools in Europe. Hellenic Management Association is regular member and participating organisation in the Equis project.

EUROPEAN COUNCIL OF MANAGEMENT (CECIOS)

CECIOS was launched in 1926. It aims at the evolution of management principals in Europe. Its members are national organisations one in every country (Greece is represented by Hellenic Management Association)

EUROPEAN MARKETING CONFEDERATION (EMC)

EMC was founded in 1993. Its mission is the promotion and development of marketing as the fundamental business process leading to economic growth and prosperity as well as the improvement of competitive position of Europe's trade and commerce.

Hellenic Institute of Marketing is one of the founding organisations.

AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT (ASTD)

ASTD founded in 1944 is the world's premiere professional association in the field of workplace learning and performance. Hellenic Management Association is handling in Greece the distribution of the "Measurement Kit: Tools for Benchmarking and continues improvement"

V. Organisations founded by Hellenic Management Association

ATHENS LABORATORY OF BUSINESS ADMINISTRATION (ALBA)

ALBA was founded by a joint initiative of the Federation of Greek Industries and the HMA in 1992. In 1995 the Athens Chamber of Commerce and Industry also joined in. ALBA's main activities are the full time MBA and

part time Professional MBA programs in the English language. ALBA teaching faculty comprises a small nucleus of Resident Professors and visiting professors drawn from the best business schools around the world including Harvard Business School, Insead, London Business School, Warton etc.

ENTREPRENEURSHIP ASSOCIATION

HMA is a founding member of the Entrepreneurship Club, which was established in 1995. The aim of the club is the recognition, dissemination and support of the idea of entrepreneurship in Greece. Each year organises the Kouros awards.

VI. HMA Vocational Training Center and Conference Center

The HMA Vocational Training Center and Conference Center offer the following specialized services within their facilities:

- Professional and Scientific Conferences
- Training programs
- Lectures
- One-day Meetings
- Symposia
- Presentations (products and services)
- Exhibitions
- Cultural events

The creation of the HMA Vocational Training Center, a versatile building complex, housing all HMA activities, was regarded as the culmination of decades of efforts.

The Vocational Training Center was completed in 1995, its aesthetic and operational integrity placing it among the best of its kind in Europe. The great potential of the grounds, the equipment and the general infrastructure have established it as an attraction pole for larger training activities not only for members but also for a large number of enterprises and organizations.

The Vocational Training Center is a model architectural structure, a privileged space designed to the most advanced aesthetic and functional approaches. A versatile space which can fully support demanding events. The structured surface of the building covers seven storeys of 7,700 sq.m. and two basements of 3,850 sq.m.

It is consisted of

- A. Conference Hall
- B. Foyer - Bar - Restaurant
- C. Seminar and Work Rooms
- D. Parking Places

All rooms offer technical and communications support through the use of PCs and access to INTERNET as well as phones, fax and copy machines which are all at the disposal of participants at any given moment.