

# ILIAS P. PAPAGEORGIADIS

## SUMMARY

*Ilias P. Papageorgiadis (born on August 3<sup>rd</sup>, 1975 in Katerini, Greece) is a Greek businessman and investor, with over 10 years of activity in Romania. He grew up in a family where the business experience could be traced on more than 250 years, fact which offered him a valuable insight and a point of reference.*

*For many years a journalist and later owner of the largest local newspaper, Ilias Papageorgiadis decided to leave behind his media and political career in Greece in order to start in Romania, in 2004, the MORE Group of Companies. The first one set up, MORE Real Estate is now, according to Ernst & Young, one of the top 10 consultancy companies for Real Estate in Romania.*

*In 2008 he started [www.realinromania-blog.com](http://www.realinromania-blog.com), the only Romanian blog dedicated to Real Estate available at that time.*

*His entrance in the Renewable Energy industry took place in 2009, along with the inception of MORE Green Energy, while in 2010 he became the official representative of the Exporters' Association of Northern Greece.*

*In 2012, Mr. Papageorgiadis decided to set up the ARBIO – The Romanian Association of Biomass and Biogas.*



## ILIAS P. PAPAGEORGIADIS

**Date of Birth:** 03.08.1975

**Nationality:** Greek

**Occupation:**

- Owner of [MORE Group of Companies](#)
- President of ARBIO

**Years of activity:** 20

**Websites/ Contacts:**

- [www.iliaspapageorgiadis.ro](http://www.iliaspapageorgiadis.ro)
- [www.more-group.eu](http://www.more-group.eu)
- [www.imobiliareleluntbune.ro](http://www.imobiliareleluntbune.ro)
- [ARBIO](#)
- [YouTube](#)
- [LinkedIn](#)

## **SUMMARY:**



**The Greek beginning: 1993 – 2004**



**The 2 Rs of 2004: Real-Estate and Romania**



**2008: Digitalizing experience**



**2009: The Renewable Energy Bet**



**2010: Liaising investors**



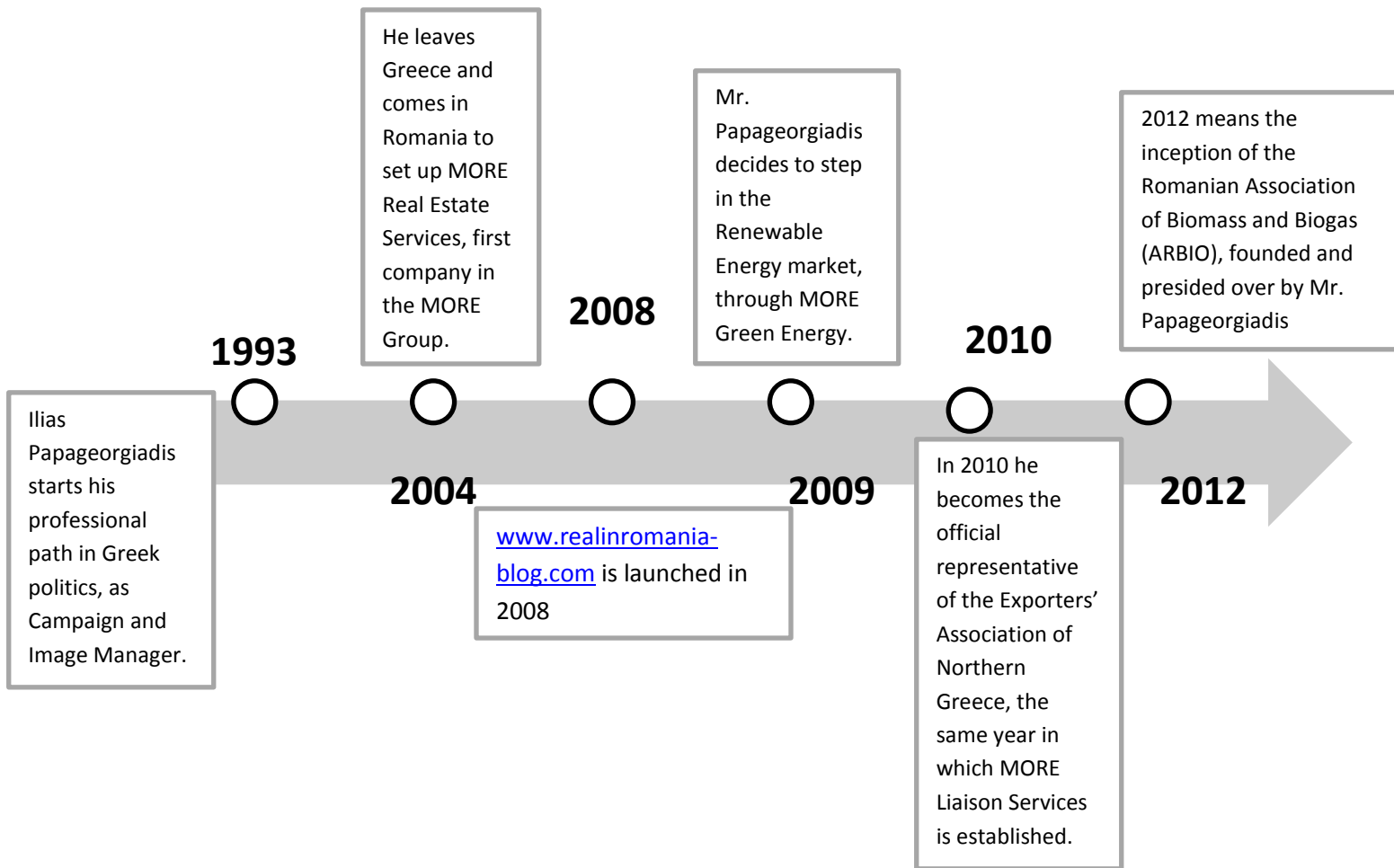
**2011: Once again on Real-Estate**



**ARBIO - The Challenge of 2012**



**2013, present tense**





## The Greek Beginning (1993 – 2004)

Aged 18, Ilias Papageorgiadis decided to start his career in the Greek politics scene as Campaign and Image Manager. His abilities, combined with seriousness and professionalism helped him build a successful career in the Communication sector, counting over 80 campaigns managed, with zero defeats.

In the same time, he served as Editor for the largest weekly local newspaper in the Pieria region, "Politis tis Pierias" and led a communication –specialized company, Lift Marketing & PR.

**!! To add info on electoral campaigns / other relevant activities**



## The 2 Rs of 2004: Real-Estate and Romania

Knowing he was able to do much more, Ilias Papageorgiadis took the decision to move to Romania, setting up in 2004 the first company in the MORE Group, [MORE Real Estate Services](#). Unfolding it in line with his core principles – fairness, ethics and commitment, he transformed a new-comer into one of the top 10 Real Estate consulting companies in Romania, according to the Major Companies in Romania Report issued in 2011.

MORE RES' portfolio comprised income properties, commercial spaces, agricultural lands and forests, lands for development, buildings, investments, retail and distressed assets. The point of difference came from the very beginning from the customer-oriented approach and the extended range of services such as: tailor made consulting, investment strategy profiles, and company set ups, legal and accounting assistance, fiscal support and after sale services.

### External references for 2007:

#### a) Interviews:

May 25<sup>th</sup>, 2007, Curierul Național — Ilias Papageorgiadis: “România nu este destinația mea, ci destinul meu”, <http://www.curierulnational.ro/Specializat/2007-05-25/Ilias+Papageorgiadis%3A+%26quot%3BRomania+nu+este+destinatia,+ci+destinul+meu%26quot%3B>



## 2008: Digitalizing Experience [www.realinromania-blog.com](http://www.realinromania-blog.com)

As his ascending presence and expertise were transposed in hundreds of e-mails requiring assistance or asking for advice in Real Estate, Ilias Papageorgiadis decided to set up his own blog, [www.realinromania-blog.com](http://www.realinromania-blog.com). In the beginning just a trial, the channel grew bigger and bigger each year, with more than 15,000 visitors each month, from all over the world. Gradually, [www.iliaspapageorgiadis.ro](http://www.iliaspapageorgiadis.ro) extended from only real estate to a variety of topics, like green energy, recruitment or retail analysis and will continue its development even further.

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#### a) Interviews:

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## 2009: The Renewable Energy Bet

Carefully observing market trends, Mr. Papageorgiadis noticed an interest swift from the Real Estate sector towards Renewable Energy, the latter offering new and interesting perspectives for investors. The entire process concluded with a new member in the MORE Group - [MORE Green Energy](#), set-up in 2009, offering brokerage and consulting services for Solar, Wind and Micro-Hydro projects in Romania, Bulgaria and Greece.

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**b) Radio/TV appearances/ Speeches/ Presentations:**

- [Interview for the Money Channel, March 16<sup>th</sup>, 2009 \(part 1\)](#)
- [Interview for the Money Channel, March 16<sup>th</sup>, 2009 \(part 2\)](#)
- [Interventions at the Greek Business Forum, May 13<sup>th</sup>, 2009](#)
- [Mr. Ilias Papageorgiadis - Real Vienna Conference – May 27<sup>th</sup>, 2009](#)
- [3 ideas in 3 minutes with Mr. Ilias Papageorgiadis](#)
- [Mr. Ilias Papageorgiadis gives an interview for Bloom.biz on Real Estate market trends for 2010](#)

**c) Articles authored:**

- Ilias P. Papageorgiadis, *Nothing lasts forever, not even cold November rain*, Tarom Insight Magazine, Spring 2009, p. 47, [http://www.tarom.ro/&files/insight\\_primavara\\_2009.pdf](http://www.tarom.ro/&files/insight_primavara_2009.pdf)

**d) Books published:**

- *Romania through my eyes – Real Estate analyses, stories and comments on what we lived in Romania during 2008*, Katerini, Politis Publications, 2009



## 2010: Liaising Investors

The extensive activity carried in both Romania and Greece recommended Mr. Papageorgiadis as official representative of the Exporters' Association of Northern Greece, back in 2010. As a result, the MORE Group extended once more, this time comprising [MORE Liaison Services](#). The new company was committed to assist foreign investors willing to enter the Romanian market, also by offering them in-depth studies on various segments.

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- March 19, 2010, București Punkt Bonn – Hotnews.ro – DW Show - *Greece made all possible mistakes, but where were those who should have stopped us?* <http://www.hotnews.ro/stiri-international-7051445-ilias-papageorgiadis-antreprenor-grec-grecia-facut-toate-greselile-posibile-dar-unde-fost-cei-care-trebuit-opreasca.htm>
- April 1<sup>st</sup>, 2010, Money Channel – *MIPIM sent once more two clear messages: Romania is not the center of the world and the market will not recover this year* <http://iliaspapageorgiadis.ro/2010/04/01/mipim-a-reansmis-doua-mesaje-clare-romania-nu-este-centrul-lumii-iar-piata-nu-isi-va-reveni-anul-acesta/>
- April 22<sup>nd</sup>, 2010, imobiliare.ro - *How to get a maximum profit out of a 50,000 € investment*, <http://iliaspapageorgiadis.ro/2010/04/22/cum-sa-scoti-cat-mai-mult-profit-din-50000-de-euro/>

- July 6<sup>th</sup>, 2010, Ziua de Cluj - *Foreigners buy land in the center of Cluj*, <http://ziuadecj.realitatea.net/economie/strainii-cumpara-terenuri-in-centrul-clujului--1625.html>
- July 7<sup>th</sup>, 2010, Hotnews - *How low is the Real Estate market falling? When will the prices drop for new apartments as well?* <http://economie.hotnews.ro/stiri-imobiliar-7537961-video-iliaspapageorgiadis-investitor-piata-imobiliara-sfirsitul-lui-2010-durata-anului-2011-vor-incepe-executarile-silite-atunci-vor-aparea-preturile-reale.htm>
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- September 2<sup>nd</sup>, 2010, Business 24 – *Rents for stores in Bucharest, cheaper by up to 60%*, <http://www.business24.ro/imobiliare/inchirieri/chiriile-magazinelor-din-bucuresti-mai-ieftine-cu-pana-la-60-1480647>
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- September 10, 2010, Ziarul Financiar – *Calea Victoriei loses 2 more tenants: Alb și Negru and Mariella Burani, closed*, <http://www.zf.ro/companii/calea-victoriei-mai-pierde-doi-chiriasi-magazinele-alb-si-negru-si-mariella-burani-inchise-7173015>

- September 13, 2010, Gândul.info – *Only the ultimate luxury remains on Calea Victoriei: Prada and Armani are coming, Alb și Negru leaves*, <http://www.gandul.info/financiar/doar-superluxul-ramane-pe-calea-victoriei-vin-prada-si-armani-pleaca-alb-si-negru-7216715>
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- [Mr. Ilias Papageorgiadis gives an interview to Hotnews, July 7<sup>th</sup>, 2010](#)
- [Press conference – Launch of the "Bucharest High Street Retail Market" report, September 2<sup>nd</sup>, 2010 \(part 1\)](#)
- [Press conference – Launch of the "Bucharest High Street Retail Market" report, September 2<sup>nd</sup>, 2010 \(part 2\)](#)
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- [Press conference – Launch of the "Bucharest High Street Retail Market" report, September 2<sup>nd</sup>, 2010 \(part 4\)](#)
- [Press conference – Launch of the "Bucharest High Street Retail Market" report, September 2<sup>nd</sup>, 2010 \(part 5\)](#)
- [Mr. Ilias Papageorgiadis at Zilele Biz, November 16<sup>th</sup>, 2010 \(part 1\)](#)
- [Mr. Ilias Papageorgiadis at Zilele Biz, November 16<sup>th</sup>, 2010 \(part 2\)](#)

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- Ilias P. Papageorgiadis, *Miss, 39 years old, searches (only) for serious relation*, Tarom Insight Magazine, September – October 2010, p. 21, <http://www.tarom.ro/&files/insight-nr-6.pdf>
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- Ilias P. Papageorgiadis, *Of course you will have to pay more, you will get a bigger profit*, imobiliare.ro, July 12<sup>th</sup>, 2010, [http://www.imobiliare.ro/articole/%e2%80%9d-normal-ca-trebuie-sa-platesti-mult-vei-realiza-un-profit-si-mai-mare%e2%80%9d\\_db/](http://www.imobiliare.ro/articole/%e2%80%9d-normal-ca-trebuie-sa-platesti-mult-vei-realiza-un-profit-si-mai-mare%e2%80%9d_db/)



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## 2011 – Once again on Real-Estate

### a) The appeal for professionalism – IMOBILIARELE SUNT BUNE

While experiencing the Romanian Real Estate sector with all its ups and downs, Ilias Papageorgiadis decided to face the questionable professionalism and ethics through a social campaign titled [Real Estate is good](#). The initiative launched in May 2011, topped by a petition, gained the support of over 500 agents and professionals reasoning with the message: **the performance of the industry is determined by the behavior of its practitioners; as Real Estate is a key sector for Romanian economy, transparency and seriousness must be respected, to the benefit of all involved parties.**

### b) Two new volumes add up

In January 2011, Mr. Ilias Papageorgiadis publicly launched two new volumes on Real-Estate, worded in Romanian language.

[“Prin labirintul imobiliarelor... și alte întâmplări adevărate”](#) and [“100 mici secrete pentru investiții imobiliare de succes”](#) comprise Mr. Papageorgiadis' experience in the Romanian Real-Estate sector and offer specific information and advices for successful investments.

### c) Around Romania with *Clubul Profesioniștilor în Imobiliare*

Between March and November 2011, Mr. Ilias Papageorgiadis was special guest in the meetings which took place in Romanian major cities:

- [Bucharest, March 30<sup>th</sup>, 2011](#)
- [Timișoara, May 17<sup>th</sup>, 2011](#)



CPI Timișoara May 17<sup>th</sup>, 2011

- [Cluj Napoca, June 22<sup>nd</sup>, 2011](#)
- [Constanța, July 12<sup>th</sup>, 2011](#)
- [Brașov, October 18<sup>th</sup>, 2011](#)



CPI Brașov, October 18<sup>th</sup>, 2011

- [Iași, November 22<sup>nd</sup>, 2011](#)



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**b. Books published**

- Ilias P. Papageorgiadis, *Prin labirintul imobiliarelor și alte întâmplări adevărate*, RG Publishing, București 2010
- Ilias P. Papageorgiadis, *100 mici secrete pentru investiții imobiliare de succes*, RG Publishing, București 2010

**c. Radio/TV appearances/ Speeches/ Presentations**

- [Public release of the 2 volumes authored by Mr. Ilias Papageorgiadis - "Prin labirintul imobiliarelor" and "100 mici secrete pentru investitii imobiliare de succes" on January 25<sup>th</sup>, 2011](#)
- [Interview with Mr. Ilias Papageorgiadis, Cartea, între Om și Simbol, February 2011](#)
- [Mr. Ilias Papageorgiadis gives an interview for "Tonomatul DP 2" at TVR 2, March 4<sup>th</sup>, 2011](#)
- [Mr. Ilias Papageorgiadis, guest speaker at Clubul Profesioniștilor în Imobiliare, București, March 30<sup>th</sup>, 2011](#)
- [Mr. Ilias P. Papageorgiadis gives an interview to Hotnews, May 2011](#)
- [Mr. Ilias Papageorgiadis is guest speaker at Market Briefing Show \(The Money Channel\), June 9<sup>th</sup>, 2011](#)
- [Mr. Ilias Papageorgiadis gives an interview to Radio Timisoara on the "Imobiliarele sunt bune" campaign, September 22<sup>nd</sup>, 2011](#)
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## **ARBIO, the Challenge of 2012**

Confident in the bright perspectives of Bioenergy in Romania, Ilias Papageorgiadis established [ARBIO – The Romanian Association of Biomass and Biogas](#), with the intention to support the sector's development and facilitate the cooperation between companies and local authorities, in view of establishing a favorable legal and technical frame.

From the very beginning, the Association joined the European representatives of the sector, namely the European Biomass Association (AEBIOM), European Biogas Association (EBA) and the European Pellets Council, in view of offering its members the benefits of European expertise and experience.

### **External references for 2012:**

#### **a. Interviews:**

- **March 23<sup>rd</sup>, 2012, Adevărul – Retail will be the king of the Romanian Real Estate Sector this year too,** [http://adevarul.ro/economie/imobiliare/interviu-ilias-papageorgiadis-retailul-an-regele-imobiliarului-romanesc-1\\_50aedf9d7c42d5a663a16460/index.html](http://adevarul.ro/economie/imobiliare/interviu-ilias-papageorgiadis-retailul-an-regele-imobiliarului-romanesc-1_50aedf9d7c42d5a663a16460/index.html)
- **April 10<sup>th</sup>, 2012, Kamikaze – Ilias Papageorgiadis: the Greek from Real-Estate, “Prostitutes and cab drivers have disappeared from the Real Estate market”,** <http://iliaspapageorgiadis.ro/2012/04/09/ilias-papageorgiadis-grecul-din-imobiliare-de-pe-piata-imobiliara-au-disparut-taximetristii-si-prostitutele/>
- **May 2<sup>nd</sup>, 2012, Imobiliare.ro - I don't see any reasons for which the descending trend of prices in the Real-Estate sector will change in 2012,** [http://www.imobiliare.ro/vanzare-apartamente/ilias-papageorgiadis-nu-exista-motive-pentru-ca-trendul-de-ieftinire-a-locuintelor-sa-se-schimbe-in-viitorul-apropiat\\_db/](http://www.imobiliare.ro/vanzare-apartamente/ilias-papageorgiadis-nu-exista-motive-pentru-ca-trendul-de-ieftinire-a-locuintelor-sa-se-schimbe-in-viitorul-apropiat_db/)

#### **b. Articles authored:**



- Ilias P. Papageorgiadis, *Romania Real – Estate 2007 vs. Romania Green Energy 2012: 4 major differences between two golden periods*, Tarom Insight Magazine, February – March 2012, p. 11, <http://www.tarom.ro/&files/insight-februarie-martie-2012.pdf>
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- Ilias P. Papageorgiadis, *5 investment “traps” in the Romanian Photovoltaic sector*, Tarom Insight Magazine, June – July 2012, p. 27, <http://www.tarom.ro/&files/insight16.pdf>
- Ilias P. Papageorgiadis, *5 “lessons” for one of the hottest Renewable Energy markets in Europe*, Tarom Insight Magazine, August – September 2012, p. 27, <http://www.tarom.ro/&files/insight-august-septembrie-2012.pdf>
- Ilias P. Papageorgiadis, *Last chance for project development? Last chance to unblock your property?* Tarom Insight Magazine, October-November 2012, p. 19, <http://www.tarom.ro/&files/i18.pdf>

**c. Radio / TV appearances / Speeches / Presentations:**

- [Mr. Ilias Papageorgiadis’ speech at RoEnergy June 20<sup>th</sup>, 2012](#)



## **2013, Present Tense**

In full expansion, ARBIO will celebrate its official Inauguration in November 2013 by organizing the largest Bioenergy event in Romania and South-Eastern Europe, with International top-level participation.

In the same time, Mr. Ilias Papageorgiadis is preparing two other books – to be published in 2014 – one, focused on Renewable Energy and one on Real-Estate and Economy.

### **External Resources for 2013:**

#### **1. Interviews**

- May 14, 2013, Balkan.com – Wind remains king in Romania with over 2,000MW of incentivized installation, <http://www.balkans.com/open-news.php?uniquenumber=174546>
- May 15, 2013, Balkaneu.com – *Romania looks at fallow land as source of biomass*, <http://www.balkaneu.com/romania-fallow-land-source-biomass/>

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- Ilias P. Papageorgiadis, *Exploiting your building's rooftop or transforming a "blocked" land*, Tarom Insight Magazine, December 2012 – January 2013, p. 31, <http://www.tarom.ro/&files/insight19.pdf>
- Ilias P. Papageorgiadis, *Investor or developer of RES Projects? 4+2 details that may determine the success of your investment*, Tarom Insight Magazine, February – March 2013, p. 11, <http://www.tarom.ro/&files/insight20.pdf>
- Ilias P. Papageorgiadis, *6 tips for investors who are ready to decide*, Tarom Insight Magazine April – May 2013, p. 29, <http://www.tarom.ro/&files/insight-apr-mai-2013.pdf>
- Ilias P. Papageorgiadis, *Bio investments are here, with great potential for hundreds of investors, authorities, companies and experts. Will you also join Romania's new promising industry?*, Tarom Insight Magazine June – July 2013, p. 37, <http://www.tarom.ro/&files/insight-iunie-iulie-2013.pdf>

### **3. Radio / TV appearances / Speeches / Presentations:**

- [Mr. Ilias Papageorgiadis speaks as President of ARBIO at ENREG ENERGIA REGENERABILA on March 6<sup>th</sup> - 8<sup>th</sup>, 2013](#)
- [Mr. Ilias Papageorgiadis gives an interview for Naşul TV, May 21<sup>st</sup>, 2013](#)
- [Mr. Ilias Papageorgiadis at UBIFRANCE Mission Luxury Events, June 2013](#)