



Alliance for Entrepreneurship and Development in Western Greece

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Identifying export opportunities for selected Western Greek products

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A decision support model (DSM) is presented and implemented in order to identify probable and realistic export opportunities for Greece. The aim of the model is to select those combinations of products and countries of destination (markets) that are attractive based on widely recognized criteria (such as country risk indicators, macroeconomic data, market shares, accessibility of destination country, degree of market concentration, etc.). The DSM consists of a filtering process during which the less attractive export opportunities are successively eliminated in order to focus on those markets that have the desired characteristics. Analysis for selected Western Greek agricultural products is also presented.