



COOPERATIVE

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CEO

ECR ATHENS 17.05.2017

#why_stevia?

STEVIA MARKET WORLDWIDE IS ESTIMATED TO BE:

\$ 347 M IN 2014

25%

**OF THE SUGAR MARKET IS GOING TO BE
REPLACED BY STEVIA BY 2020.**

Tobacco

Growing cycle	annual
Species	70
Pesticide	required
Global sales	\$758 billion
Climate	mild
Prized form	chopped leaf
Ingredient	nicotine



Stevia

Growing cycle	perennial
Species	280
Pesticide	none
Global sales	< \$2 billion
Climate	near-tropical
Prized form	enzyme extract
Ingredient	rebaudioside A



**Bloomberg
Business**

**Growers Dump Tobacco for
Stevia See \$58 Billion Market**



20 %

**OF THE WORLDS' TOTAL
POPULATION SUFFERS FROM DIABETES.**

CAGR = 8,5%

6,1%

9,3%

2013

2014

2015

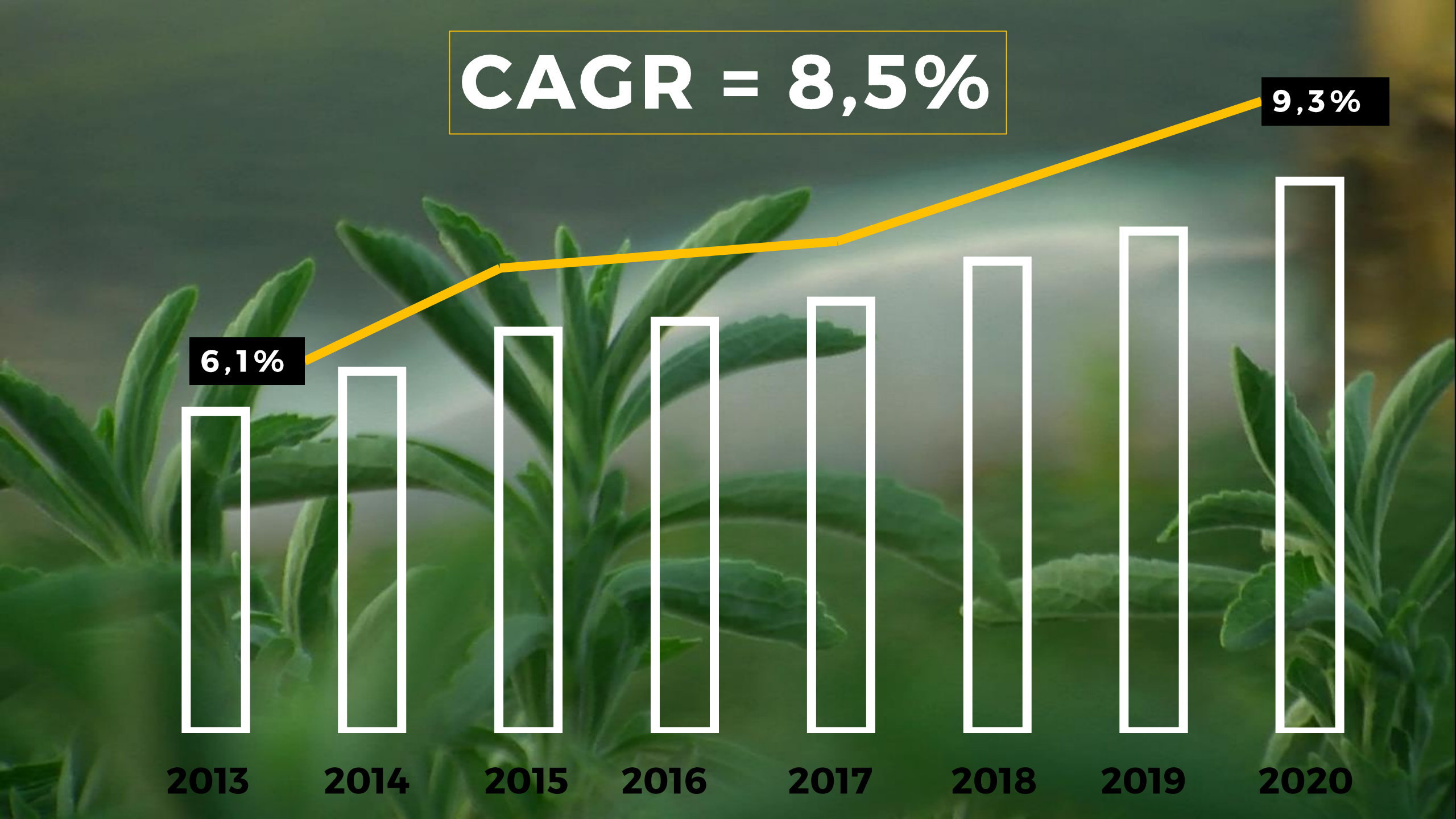
2016

2017

2018

2019

2020

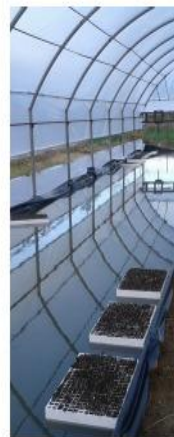


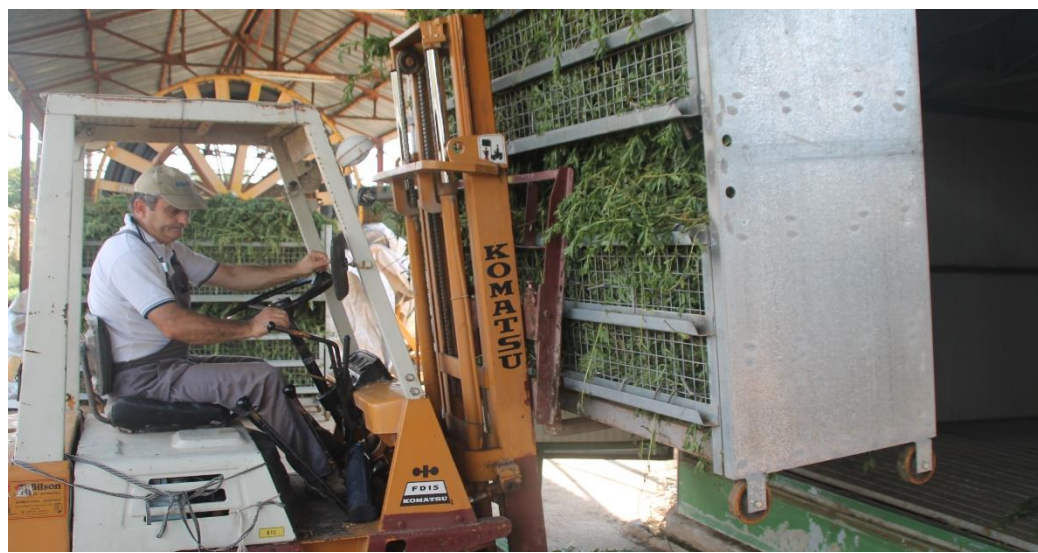
#synergy

The story behind : Our farmers had a vision...

**87 FARMERS, JOINED THEIR FORCES IN ORDER
TO BECOME THE WORLD'S LEADER PRODUCERS
IN STEVIA CULTIVATION.**









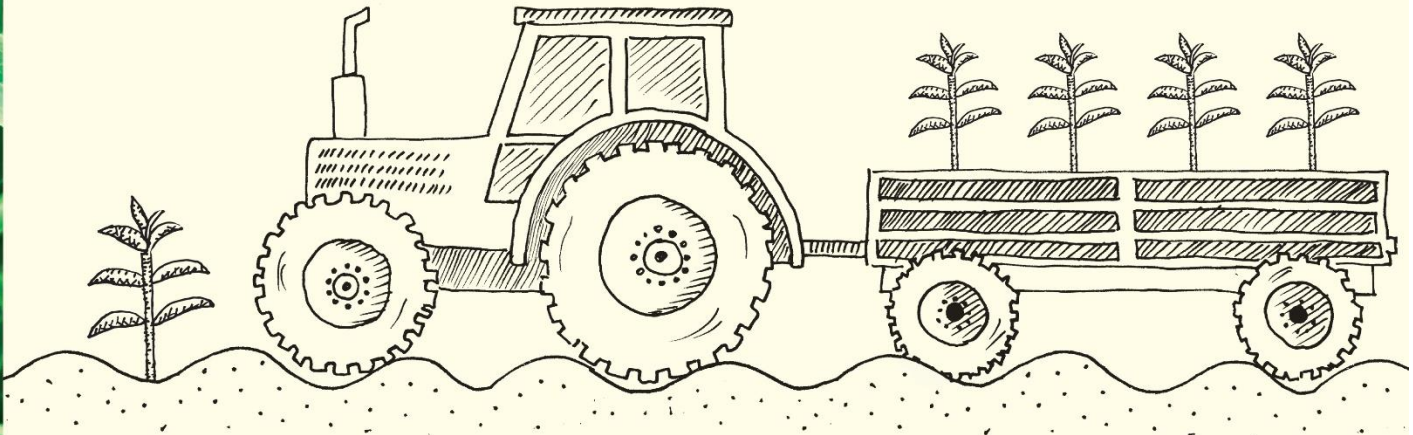
Cultivated in **GREECE** – Manufactured in **FRANCE**

THE FIRST **100% EUROPEAN PRODUCT** WITH
GREEK STEVIA ORIGIN. OUR STEVIA IS
CULTIVATED BY **Stevia Hellas Coop** IN GREECE,
AND EXTRACTED/PURIFICATED IN FRANCE.



WE CULTIVATE
LOCALLY

WE SERVE
GLOBALLY



#technology

RESEARCH & DEVELOPMENT



SOCIAL INNOVATIONS IN RURAL REGIONS

STEVIA HELLAS COOP PARTICIPATES IN EUROPEAN RURINNO PROGRAM

stevia_hellas | January 12 / 2017



IOT & DRONES



Machinery Sharing Services



#final_product

OUR PRODUCTS: LA MIA STEVIA





STEVIA LEAVES

INDUSTRIAL –
PHARMACEUTICAL USE



PURE STEVIA EXTRACT

INDUSTRIAL –
PHARMACEUTICAL USE



CRYSTAL STEVIA

INDUSTRIAL –
PHARMACEUTICAL –
CULINARY USE



100% EUROPEAN PRODUCTS



Βασιλόπουλος
...και του πουλιού το γάλα!



BONOMELLI



Γαλαξίας

Το Ελληνικό Σούπερ Μάρκετ



ΔΗΜΗΤΡΙΟΣ ΘΑΝΟΠΟΥΛΟΣ



@TheEconomist



@SialParis
,France



@Delphi_Forum



@Naftemporiki
_Symposium



@Papastratos
Awards



@RuriInno,
Poland



@EBEA, Athens



@SialCanada,
Toronto



@ALPHA



@SKAI



@Startup Safari,
Athens

#future_goals

**OUR VISION IS TO BECOME THE
WORLD'S LEADER PRODUCER IN
STEVIA PRODUCTS.**



So far & next steps





COOPERATIVE

We all together believe that a cooperation of people creates more opportunities and better products for the consumers!

**WE INNOVATE,
WE CREATE,
WE PRODUCE!**

We are learning from our customers, we are becoming better, we communicate!

Get in touch with us for any further information!
Contact us for legal, product development and order issues!

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