Description: This report offers insights into the market opportunities and entry strategies adopted by foreign OEMs (original equipment manufacturers) to gain a market share in the Greek defense industry.

In particular, it offers in-depth analysis of the following:

- Market opportunity and attractiveness: detailed analysis of the current industry size and growth expectations during 2010–2015, including highlights of the key growth stimulators. It also benchmarks the industry against key global markets and provides detailed understanding of emerging opportunities in specific areas.

- Procurement dynamics: trend analysis of imports and exports, together with its implications and impact on the Greek defense industry.

- Industry structure: five forces analysis to identify various power centers in the industry and how these are likely to develop in the future.

- Market entry strategy: analysis of possible ways to enter the market, together with detailed descriptions of how existing players have entered the market, including key contracts, alliances, and strategic initiatives.

- Competitive landscape and strategic insights: analysis of competitive landscape of the defense industry in Greece. It provides an overview of key defense companies (both domestic and foreign), together with insights such as key alliances, strategic initiatives, and a brief financial analysis.

- Business environment and country risk: a range of drivers at country level, assessing business environment and country risk. It covers historical and forecast values for a range of indicators, evaluating business confidence, economic performance, infrastructure quality and availability, labor force, demographics, and political and social risk.

Synopsis:

- Top level overview of the Greek defense industry
- A breakdown of the Greek defense industry by spend pattern valued from 2004 through 2009 and forecasted from 2010 through 2015
- A breakdown of the markets by segment valued from 2004 through 2009 and forecasted from 2010 through 2015
- Details of top companies active across the Greek defense industry
- Emerging trends and opportunities in the Greek defense industry in the last 12 months

Scope:

- Analysis of Defense industry market size from 2004 through 2009 and forecasts till 2015
- Analysis of defense budget allocation
- Benchmarking with key global markets
- Market opportunities
- Defense procurement dynamics
- Industry dynamics
- Market entry strategy
- Competitive landscape and strategic insights
- Business environment and country risk

Reasons to Buy:

- Gain insight into Greek defense industry with current, historic and forecast market values
- Get insight on market opportunity and attractiveness
- Get insight on industry procurement dynamics
- Gain insight on industry structure
- Gain insight into the regulations governing the Greek defense industry and the potential market entry strategies with an expert analysis of the competitive structure
- Identify top companies of the Greek defense industry along with profiles of all those companies

Key Highlights:

Greece and Turkey share a long-standing territorial dispute involving Cyprus, and are also involved in a maritime border sharing dispute in the Gulf of Aegean. The situation has twice nearly escalated to an armed conflict and is historically the driving factor behind Greek defense procurements. The country’s lack of domestic defense capabilities and the extensive capabilities of the Turkish military have made Greece constantly seek high-tech defense systems from foreign OEMs in order to provide the country's strategic assets and critical infrastructure with effective protection. During 2005-09, Greece accounted for 4% of global arms imports, making it the fifth largest arms importer worldwide.

As a percentage of GDP, the country is expected to reduce its defense expenditure over the forecast period, from the 2009 level of 2.8%, to 2.2% by 2015. The total defense expenditure for the forecast period is estimated to be US$46 billion, and in accordance with its commitment to the protection of civilians and critical infrastructure, the country is forecast to allocate an average per capita defense expenditure of US$817.7. Arms procurement during the forecast period is forecast to be worth US$13.5 billion, which corresponds to 29% of the country’s total defense expenditure for the same period. The remaining 71% is forecast to be invested in the training of the Hellenic Armed Forces, the MRO (maintenance repair and overhaul) activities of existing defense systems and the salaries and pensions of military personnel.

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