

THE “**MILOS CONFERENCES**” case [study]”

S&B operates in Milos since 1934 and its main activities on the island are currently mining and processing of bentonite and perlite.

The Company is the biggest private employer of the island and contributes annually more than 21 million euros to the local economy.

Tourism is the other big industry of the Milean economy, comprising mainly of Greek tourists and having a limited tourist period, from middle June till late August.

The Milos Conference Center-George Eliopoulos, housed in a specially renovated for this purpose former kaolin processing plant located in Adamas, was founded, inter-alia, as a tool for developing new opportunities for the local tourism industry.

S&B actively supports the operation of the Milos Conference Center-George Eliopoulos as part of its Corporate Social Responsibility policy.

Further to the other functions of the Milos Conference Center, a decision was made in 2000 to establish the “Milos Conferences” as an institution for attracting to Milos high quality conference tourism and particularly during the “off season” time period.

The partners of “Milos Conferences” are S&B, Milos Conference Center-George Eliopoulos and “Heliotopos”-a professional conferences organizer. The formulation of the “Milos Conferences” strategy is the responsibility of its Steering Board and the conferences are managed by the Executive Committee.

“Milos Conferences” have been established as an international forum open to the scientific community and dealing with subjects concerning mainly Milos and the islands key issues. They consist of series of conferences, workshops and educational events on various subjects, with conferences in each series being held every two years. Currently there are three such series running, and since their launch a total of six conferences have been held with almost seven hundred participants from all over the world.

The success of the “Milos Conferences” has proved that the cooperation of an industrial enterprise, a professional conferences organizer and a competent conference center can create for an island like Milos new opportunities for tourist product differentiation.