

PERSONAL INFORMATION

Vassilios DEMETRIADES



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Sex Male | Date of birth 15/03/1972 | Nationality Cypriot

WORK EXPERIENCE

01/01/2025 – PRESENT

Chief Strategy Officer

UW Group

- Formulates and executes the Group's strategic planning and long-term business development.

15/09/2024 – PRESENT

Director of Blue Economy, Shipping & Yachting

The Cyprus Investment Hub

- Providing consulting services and guidance to potential investors seeking to make informed decisions and maximize their returns in Blue Economy, Shipping and Yachting Sector

01/09/2023 – PRESENT

Founder and Managing Director of VISIONDO Advisory Ltd

- Providing consulting services to companies and organizations in turning their vision into strategic planning.
- Advising on global and EU policy and regulatory challenges with special focus on maritime, transport and Blue Economy sectors
- Creating and implementing action plans focusing on sustainability
- Explore EU funding opportunities for various organisations and participate in EU research projects as external expert
- Lecturing Maritime Policy and Maritime Politics at Academic Institutions

10/07/2020 – 28/02/2023

Shipping Deputy Minister to the President

Republic of Cyprus

Member of the Council of Ministers reporting directly to the President of the Republic of Cyprus on all issues pertaining to Cyprus shipping and to the integrated maritime policy of Cyprus.

Responsible for the formulation and implementation of policies, actions and initiatives towards the:

- development of a comprehensive national shipping strategy for the expansion of the Cyprus Register of Ships and the Cyprus shipping cluster and the development of the national integrated maritime policy and blue economy of Cyprus,
- coordination and implementation of the national shipping strategy, through the necessary horizontal policies,
- continuous updating and implementation of shipping legislation in all matters relating to the Deputy Ministry's competencies, including the registration of ships in the Cyprus Register of Ships and the issuing of relevant certificates and licenses,
- promotion and support of investments in shipping, including the development and implementation of incentives,
- promotion of maritime training and education,
- design and implementation of a promotion strategy and related campaigns and activities both in Cyprus and abroad,
- preparation of studies, market research, analysis of current trends in shipping, the management of statistical data, the evaluation of the performance of programs and projects relevant to the shipping sector,
- upgrading and modernization of the structure and procedures of the Deputy Ministry and the continuous upgrading of the quality of the services provided, as well as the promotion of innovation in the shipping sector,
- supervision and regulation of the shipping sector, the cooperation with other supervisory authorities, as well as the provision of support and information to shipping companies on shipping legislation,
- preparation and submission of proposals for reforms, which include, among other, the simplification of procedures for attracting shipping investment, enhancing competitiveness and further developing the shipping industry.

Accomplishments and Milestones during his tenure

- Formulation of the strategic vision for Cyprus Shipping "SEA change 2030", promoting a new extroverted approach and philosophy in shipping and a new working structure within the Shipping Deputy Ministry (SDM).

Introduction of 35 sustainable actions with a timeframe of implementation (23 out of the 35 actions are already delivered).

- Effectively responding to crises – facilitating crew changes and repatriation of thousands of seafarers, formulation and implementation of a national vaccination plan to cover 40000 seafarers, facilitating a fast-track process for seafarers affected by the war in Ukraine to open bank accounts, access their salaries and pay bills, which were hindered after Russia's invasion triggered sanctions on banks.
- Reinstating a maritime passenger link between Cyprus and Greece, after a 21-year hiatus providing alternative connectivity to Cypriot citizens through an effective framework of public subsidy.
- Creating the framework conditions for one-stop-shipping-shop through (a) an EU funded project for the digital transformation of all SDM services already under implementation; and (b) the adoption of the legal and administrative framework for the incorporation of Shipping Company.
- Promoting the decarbonization of shipping through (a) the introduction of EU approved Green Tax Incentives incentivizing the shipping industry to proactively reduce the greenhouse gas emissions; (b) the establishment of a "Research Innovation Shipping Environment" (RISE) to formulate funding programs to encourage research and innovation for cleaner shipping; (c) encouraging and facilitating shipowners flying the Cyprus flag to take proactive action by conducting trials using alternative fuels such as Biofuels and Hydrogen; (d) active involvement to the EU and IMO deliberations in order to formulate a broad and diverse set of actions required to achieve emissions reduction targets whilst communicating the specificities and the international character of shipping.
- Creating a culture for seafaring, maritime and blue studies and professions through innovative and interactive campaigns to secondary schools ("SEA...your Horizon", "Let's DISCO"), new initiatives promoting blue economy to the civil society ("THALASSA" festival), establishment of a Mentoring Team of Young Shipping Professionals and a Committee under his chairmanship to evaluate all undergraduate and postgraduate university maritime courses and submit recommendations to ensure that are fit-for-purpose, bridging the gap between academia and business.
- Promoting gender equality and working towards breaking the gender stereotypes in maritime industry by introducing a new term to the international shipping terminology – "WOMANNING" shipping.
- Developing Cyprus' Blue Economy and Integrated Maritime Policy through the formulation of Cyprus' Maritime Spatial Plan – a key cross-cutting tool towards promoting a holistic approach aiming to maximizing the growth potential of Cyprus' sea areas in a sustainable way.
- Promoting the development of Blue Growth initiatives in the Mediterranean Basin.
- Proposing through specific initiatives an Agenda for Sustainable use of Oceans by Commonwealth in line with UN Sustainable Development Goal 14 and the Commonwealth Blue Charter.
- Enhancing maritime safety, security and marine environment protection in the Mediterranean Sea through an initiative to expand the Member states of the Med MoU on Port State Control to ensure a harmonised regime and coordinated approach on port state control inspections by all Mediterranean countries.
- Re-election of Cyprus to the IMO Council (Dec.2021) receiving support from 133 countries out of a total of 160 countries that voted.
- Received the SAFETY4SEA 2021 Leadership Award in recognition of demonstrating industry leadership and contribution towards safer shipping and for taking charge of key actions to enable safe crew changes and gain momentum with seafarers' vaccinations (<https://www.youtube.com/watch?v=winusaA-lzY>).

16/07/2015 – 09/07/2020

Policy Officer (Seconded National Expert)

European Commission – DG (MOVE)

Coordinates the external bilateral maritime transport relations of the EU with major trading partners (e.g. US, China, Japan, Brazil, India, Iran). Participates in official bilateral and multilateral consultations and meetings on shipping policy issues as well as in horizontal relations with other third countries affecting maritime affairs.

Coordinates the Mid-term Review of the EU Maritime Transport Strategy and participates in the conception, development and preparation of policies, related activities and initiatives within the context of EU Maritime Transport policy.

01/03/2015 – 15/07/2015

Maritime Affairs Officer A'

Department of Merchant Shipping, Ministry of Transport, Communications & Works, Limassol (Cyprus)

Project Coordinator of the EU-funded project MEDESS-4MS (Mediterranean Decision Support System for Maritime Safety)

01/11/2014 – 28/02/2015

Policy Officer

European Commission – DG (MOVE)

Participates in the conception, development and preparation of policies, related activities and initiatives within the context of EU Maritime Transport policy.

Coordinates the Mid-term Review of the EU Maritime Transport Strategy

- Internal cooperation with all the relevant Units for the evaluation of all the existing actions and for the formulation of the relevant public consultation.
- Drafts briefings, speeches, background papers, replies to correspondence and contributes to technical studies pertaining to the competitiveness of the EU shipping industry.

- o Co-operates with Member States, Organizations and stakeholders from the EU maritime transport domain.

01/03/2014 – 31/10/2014

Member of Cabinet of Commissioner Androulla VASSILIOU**European Commission**

Coordinates and provides advice to the Commissioner in the formulation, communication and implementation of EU policies on education focusing on the following areas and initiatives:

- o Erasmus+:(School education, Vocational training and adult education) - Literacy and IT Literacy - EU 2020 Strategy: targets on education - Education and employment - Relations with CEDEFOP and ETF - OECD education initiatives - Commission's Central Library

Advises the Commissioner and represents the Cabinet in the formulation of the following European Commission's policies:

- o EU 2020 Strategy (Employment Targets) – Transport – Energy - Maritime Affairs – Fisheries – Environment - Climate Action - Employment, Social Affairs and Inclusion - EUROSTAT

Personal Assistant to the Commissioner Coordinates Commissioner's website

16/07/2013 – 28/02/2014

Policy Officer (Seconded National Expert)**European Commission – DG (MOVE)**

Participates in the conception, development and preparation of policies, related activities and initiatives within the context of EU Transport policies and priorities, in particular for the promotion of sustainable EU shipping (under the supervision of the Head of Unit).

- o Coordinates the implementation of the Sustainable Waterborne Transport Toolbox measures (in view of new sulphur emission limits for shipping).
- o Coordinates the European Sustainable Shipping Forum (ESSF) and its sub-groups on LNG, scrubbers, R&D/innovation and financing.
- o Assists in further developing an EU shipping policy in line with the new policy objectives and targets encompassed by the Europe 2020 Strategy, the 2011 Roadmap to a Single European Transport Area - White Paper on Competitive and Sustainable Transport System, the new TEN-T guidelines and policy, follow-up of the Clean Power for Transport initiative.
- o Contributes to devising sector specific and appropriate horizontal measures and actions to ensure that EU shipping improves its environmental performance, energy-efficiency and competitiveness.
- o Drafts briefings, background papers, replies to correspondence and parliamentary questions, contributes to inter-service consultations; contributes to technical studies and integrate the results of stakeholder consultations.
- o Co-operates with Member States, Organisations and stakeholders from the EU maritime transport domain
- o Represents the Commission in the Council Working Parties and in the European Parliament on the Clean Power for Transport legislative proposal and in other meetings, seminars, official events on sustainable shipping, including where commitments are expected from the Commission vis-à-vis outside organisations.

01/01/2009 – 15/07/2013

Head of EU Affairs Unit**Ministry of Communications and Works, Nicosia (Cyprus)**

Policy making and formulation of Cyprus national position to EU Transport, Telecommunications and Information Society, EU Integrated Maritime Policy and EU Space Policy

- o Advises, assists and reports directly to the Minister and the Permanent Secretary
- o Accompanies the Minister to the Transport, Telecommunications and Energy Councils and to informal Ministerial Meetings (drafts policy papers and briefing documents for the Minister and the Permanent Secretary)
- o Coordinates and assists the relevant Departments of the Ministry of Communications and Works and the Permanent Representation of Cyprus to the EU – Monitors the transposition and the implementation of EU legislation
- o Provides training and assistance to Officers of the Ministry and its Departments on EU affairs
- o Coordinates the Cyprus Presidency to the Council of the EU in the areas of Transport, Telecommunications and EU Integrated Maritime Policy (IMP)
- o Communications Officer (presents Cyprus Presidency's priorities and Cyprus national position on EU Affairs to the media and responds to questions from the media, prepares press releases and articles).

During the Cyprus Presidency to the Council of the EU (July-Dec 2012) responsible for the

- o formulation of the Presidency's priorities in the areas of Transport, Telecommunications and EU-Integrated Maritime Policy
- o representation of Cyprus to the negotiations and coordination meetings with EU Institutions and EU Member States
- o organization and monitoring the preparations and planning for Cyprus Presidency with all the relevant Departments of the Ministry and the Permanent Representation of Cyprus to the EU.

12/07/2004 - 31/12/2008

Counsellor (Maritime Affairs)**Permanent Representation of Cyprus to the EU, Brussels (Belgium)**

- o Representing the Ministry of Communications and Works of Cyprus to the Council of the EU
- o Participation in Council Working Groups and Committees in the fields of maritime transport, intermodal transport and networks, EU Integrated Maritime Policy, EU Space Policy, Global Navigation Satellite Systems
- o Participation in EU Transport Councils and Informal Councils and Ministerial Meetings
- o Representing Cyprus at various meetings at EU level
- o Participation (panellist and speaker) to various seminars and debates organized by the European Parliament

- 15/07/1998 - 11/07/2004 **Maritime Affairs Officer A'**
Department of Merchant Shipping, Ministry of Communications and Works, Limassol (Cyprus)
- Writing reports and providing feedback to the Ministry of Communications and Works and to the Ministry of Foreign Affairs.
 - Responsible for Economic Affairs and International Relations
 - Dealing with EU State Aid Guidelines to Maritime Transport, WTO-GATS issues with respect to maritime transport services, tax related matters (examination and assessment of Tax Declaration Forms of shipping companies)
 - Participation in the work of International Organizations and in international maritime exhibitions
 - Organizing the flow of information on various issues (registration of ships under the Cyprus flag, promotion of the Seafaring Profession to candidates for Maritime Training Schools and Academies).
 - Member of the negotiating team of the Greek Cypriot Delegation in the formulation of the Federal Laws and Constitution pertaining to maritime transport in the framework of the UN plan for the reunification of Cyprus.
- 15/01/1996 - 14/07/1998 **Area Marketing Manager**
Remedica Ltd, Limassol (Cyprus)
- Responsible for marketing, selling and exporting pharmaceuticals for human use to various countries all over the world

LEADERSHIP & GOVERNANCE

- 16/04/2025 - PRESENT **President of the Executive Committee**
The Cyprus International Businesses Association (CIBA) - <https://ciba-cy.org/>
- Chairs the Board of Directors and provides leadership, orientation and strategic guidance in the formulation of actions and initiatives in support of the vision and mission of the Association, notably to ensure that the voice of the international businesses in Cyprus is strong and influential.

EDUCATION & TRAINING

- 1994 - 1995 **MSc in Management**
University of Surrey (United Kingdom)
- Principle subjects-Modules:
 Financial Management, Human Resource Management, Corporate Strategy, Marketing, Total Quality Management, Project Management and Appraisal, International Business Management, Information Technology, Export Management, Research Methods and Quantitative Techniques.
- 1991 - 1994 **BSc Business Economics with Computing**
University of Surrey (United Kingdom)
- Principal subjects-Modules:
 Mathematics, Statistics, Computing, Economics, Economic and Social History, Accounting and Finance, Social Research Methods, Economic Theory, Applied Economics, Economic Data Analysis, Econometrics, Managerial Economics, International Trade and Business Policy, Computing and Optimisation, Multinational Enterprises, Business Forecasting & Planning, Corporate Financial Policy, Economics of Integration.
- 09/2001 - 02/2002 **Training Program for Cypriot Civil Servants (STAGES)**
European Commission - DG(TREN), Brussels (Belgium)
- Involved in analysing the economic aspects of maritime sector and in drafting the terms of reference for a study on maritime economics - participation in several ECOSOC meetings - preparation and presentation of a report on the economic impact of the EU enlargement to the European maritime sector.

PERSONAL SKILLS

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|-------------------|---------------|---------|--------------------|-------------------|---------|
| Mother tongue(s) | Greek | | | | |
| Other language(s) | | | | | |
| | UNDERSTANDING | | SPEAKING | | WRITING |
| | Listening | Reading | Spoken interaction | Spoken production | |
| English | C2 | C2 | C2 | C2 | C2 |
| French | A2 | A2 | A1 | A1 | A1 |

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
[Common European Framework of Reference for Languages](#)

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| Communication skills | Very good ability to adapt to multicultural environments gained through work experience in the Permanent Representation of Cyprus to the EU and in the European Commission (cooperating effectively with Commissioners, and Senior Officers from all the EU Institutions and counterparts from EU Member States). Good communications skills as a trainer-lecturer for EU Affairs at the Cyprus Academy of Public Administration. Ability to work under pressure and to respond quickly to new challenges. |
| Organisational / managerial skills | Managerial and leading skills. Good listener promoting a team spirit. Takes initiatives to bring forward proposals for policy formulation and implementation. Organisational Management including transposition of priority challenges into team objectives, assignment of tasks to everyone, converting objectives into action plans and relevant performance. |
| Other skills | <p>Trainer-Lecturer, Cyprus Academy of Public Administration, Nicosia (2009-2013)</p> <p>Provides training and mentoring - transfer of knowledge and experience - on shipping and EU policy issues tailored to the needs of students, teachers, civil society, specific Public Service Departments and Ministries, for newcomers in the Public Service and for Media Representatives (provides lectures on management and organizational implications for co-ordination and effective participation in the EU decision making process, effective participation in EU Institutions, challenges in EU negotiations – effective lobbying and networking).</p> <p>Puts forward visionary ideas (Strategic Vision for Cyprus Shipping “SEA Change 2030”) and innovative school campaigns (“SEA...your Horizon”, “Let’s DISCO”), proposing and promoting initiatives and new concepts to the political hierarchy i.e. the “Limassol Declaration on the EU Integrated Maritime Policy” - one of the main priorities of the Cyprus Presidency to the Council of the EU</p> <p>Sergeant Major of 195 Antiaircraft Battalion, Cyprus National Guard (1989-1991).</p> |
| Driving licence | B |