



**ECTA**  
ATHENS  
13-16 JUNE 2018





ECTA is delighted to invite you to the 37th Annual Conference in Athens, the city at the crossroads of civilizations. The spectacular Olympic Games, held in Athens in 2004, triggered numerous cultural, architectural and infrastructure renovations that attract some 30 million visitors

annually from around the world. Athens, being a touristic paradise, has many museums to enjoy, like the New Acropolis Museum, the Numismatic Museum (with one of the richest collections of coins evidencing the history of currencies as from the 7th century BC until today), the Byzantine

and Christian Museum, the National Museum of Modern Art, the unique Epigraphic Museum hosting over 14.000 inscriptions, just to name a few. The must-see modern New Acropolis Museum offers breath-taking views of classical sculptures, including the famous Caryatides, the sign of feminine elegance that inspired this year's Conference profile. For relaxing strolls, Plaka, Thisio and Monastiraki forming the historic city centre at the foot of Acropolis, are the ideal places to get a flavour of Athens combined with shopping. For those who will stay until the weekend there will be attractive alternatives such as a city tour or a day cruise to Hydra and Aegina on board a privately chartered boat. So, mark your calendar for a memorable Conference in Athens where hospitality and tasty Greek cuisine is a matter of tradition.

**YOU ARE WARMLY WELCOME!**



# 37<sup>TH</sup> ANNUAL CONFERENCE







WE HOPE TO SEE MANY OF YOU  
IN OUR LOVELY CITY ATHENS  
BETWEEN 13-16 JUNE 2018

The background of the entire image is a photograph of two hands holding wine glasses filled with white wine, clinking them together. The background shows a cityscape with terracotta roofs and a large mountain in the distance under a clear blue sky.

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European Communities Trade Mark Association