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TITLE OF DIPLOMA THESIS:

EXAMINATION OF ENTRY PROSPECTS OF CONSTRUCTION COMPANIES AND INDIVIDUAL ENGINEER'S
EMPLOYMENT IN THE BALKAN AREA

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ABSTRACT

Greek construction companies have a dynamic position in the outside markets and have the ability to construct a notable and stable presence in international level. There are many opportunities for the Greek construction companies to act, as they have great experience in constructing big projects. This thesis deals with the prospects of greek construction companies and individual engineer's employment in the Balkan area and aims to search and spot the strengths and weaknesses of these companies related to internationalisation and to find the opportunities and threats to the social-economic environment of the East and West Balkan countries. The methodology of this thesis is based on bibliographic research with references to publications and internet press, websites, Greek bibliography etc. It is a fact that construction industry is affected by the economic crisis, and especially greek construction industry, that is why it turns to new international markets in order to take advantage of business development and profits opportunities. However, in these countries some risks are detected that the Greek construction companies, which are active or are going to establish there, have to take into consideration. In Balkan countries there is strong bureaucracy, corruption, organized crime, funding delays etc. On the other hand the enabling geographic position, the common religion with the most of the Balkan countries and the long-term cooperation with Greece are great advantages for the greek construction companies and Greek engineers to act in these countries.

KEYWORDS:

Balkans, construction industry, engineer, SWOT analysis