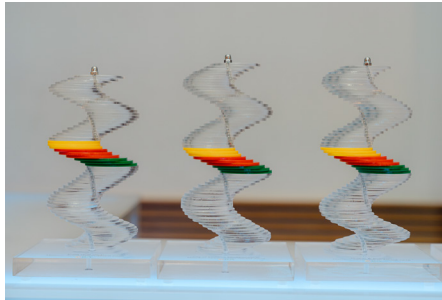


# The Bridge

CGBA's latest news, views and announcements



## Member Appreciation

Special benefits await our members. Find out what's in store for you!

## New Member Welcome

Extend a warm welcome to our newest members as they join our community



➤ **Aligning Global Brands** and Sustainable Mobility with Local Realities: Strengthening Cyprus–Germany Partnerships

➤ **The Cultural Corner** Festive Edition

➤ **THANK YOU** Our current annual and event sponsors

➤ **Upcoming Events** Mark your calendars and join us at the next in-person event

## Goodbye 2025, Hello 2026!

Αντίο 2025, Γειά σου 2026!

We're still buzzing from the amazing **Christmas Gala**, what a night! Great energy, great company, and a perfect way to wrap up the year. Congratulations to all the members who won prizes in our raffle, and a special recognition to those who received an award for hosting events throughout 2025! You are the heartbeat of our community, and we couldn't have made this year so special without you.

We were also proud to have **'Voice for Autism'** with us on the night, and happy to support the incredible work they do with a donation. Moments like these remind us what community is all about. You can view the blog post and the gallery of photographs taken on the night here <https://cyprus-germany.org.cy/3rd-annual-christmas-gala-dinner-columbia-plaza/>

Thanks to all of you, our association keeps growing, connecting, and celebrating together. And now we look ahead to a **fantastic 2026**, full of more events, more collaborations, and more reasons to come together. We will be starting on January 27th with the exclusive seminar "Leading Through Disruption & Change" in collaboration with KPMG, and hope to welcome many of you to this insightful evening.

Wishing you all a Merry Christmas and a healthy, prosperous and happy New Year!

Καλά Χριστούγεννα και ένα νέο έτος με υγεία, ευημερία και ευτυχία!

# Aligning Global Brands and Sustainable Mobility with Local Realities: Strengthening Cyprus–Germany Partnerships

By Christianna Diogenous, CEO of Unicars

Cyprus–Germany business partnerships continue to evolve in a period of rapid change. Companies in both countries are adapting to new expectations around sustainability, technology and mobility, while seeking to preserve the long-term relationships and values that have sustained them for decades. In this context, leadership begins with something very simple: genuine respect for people. Without that, no strategy or cooperation is truly sustainable.

## Global Direction, Local Meaning

Many Cyprus–Germany partnerships are anchored in global brands. These brands need consistency in standards and identity, whether a customer is in Nicosia or Berlin. In the era of social media, that consistency builds trust and makes the brand instantly recognisable.

Yet every market has its own rhythm. In Cyprus, messages resonate most when they reflect local landscapes, lifestyles and everyday realities, while still honouring global guidelines. Campaigns that place products in recognisably Cypriot settings can feel deeply authentic at home and fully aligned with international positioning. When that balance is achieved, a small market does not simply “receive” global direction; it contributes stories that travel far beyond its borders.

## Sustainable Mobility as a Shared Opportunity

Sustainable mobility is one of the areas where Cyprus–Germany cooperation can be especially meaningful. Cyprus is naturally suited to new mobility solutions, with short distances and abundant sunshine. Germany, in turn, brings long experience in automotive engineering, technology and industrial innovation.

When these strengths come together, the conversation moves beyond individual products to a broader question: how do we make cleaner, smarter mobility work in everyday life for people and businesses? The answer lies not only in vehicles or infrastructure, but in long-term partnerships, shared know-how and the ability to test and refine ideas in a compact, agile market like Cyprus.

## People at the Heart of What Comes Next

Behind every plan are teams who must make it real. The combination of German clarity and structure with Cypriot warmth and close relationships can create environments where expectations are clear, conversations are honest and people still feel seen as individuals.

## Looking Ahead to 2026

For Cyprus–Germany partnerships, a few priorities stand out:

- Aligning global brand direction with meaningful local relevance
- Developing joint solutions in areas such as sustainable mobility and digital services
- Building partnerships on trust, transparency and fairness
- Investing in continuous learning and new skills
- Treating culture and values as core to competitiveness

If we continue to combine global direction with strong local insight, and use areas like sustainable mobility as platforms for joint innovation, Cyprus–Germany business partnerships can remain resilient and relevant in whatever changes the next years bring.



## New Member Welcome

An incredibly warm welcome to our new members whose collaboration we are thrilled about!

***It's a pleasure to have you with us!***



**About:** FoodNotify is the F&B Management Platform for the hospitality and food service industry. By centralizing ordering, inventory and recipe management within one system, it helps multi-unit businesses to streamline their operations, reduce their costs and food waste, and gain real-time control across all their locations.

The company will be represented by Thomas Primus.

➤ More info: [www.foodnotify.com](http://www.foodnotify.com)

## cybooks

**About:** Cybooks is an accounting software built in Cyprus to help small businesses manage their finances with ease. It simplifies bookkeeping, automates VAT and compliance, and gives business owners real-time financial insights to make smarter decisions. With Cybooks, you can create invoices, track expenses, manage bills, and run payroll - all in one platform designed for local regulations. Whether you work with an accountant or handle your own books, Cybooks keeps your business organized, compliant, and in control.

The company will be represented by Christopher Dosin.

➤ More info: <https://www.cybooks.com.cy/>



### LELLOS P. DEMETRIADES LAW OFFICE LLC

**About:** It all started many decades ago, back in 1955, when a young, passionate lawyer established his own practice, under the name of Lellos P. Demetriades Law Office. Founded on strong roots and values, with excellent client care, integrity and commitment at their very core, this small practice took off on a road of steady growth and success.

Driven by a vision focused on building long-term, trusting relationships with our clients and all our other stakeholders and on cherishing these relationships, we have successfully established ourselves amongst the leading law firms on the island, particularly in the areas of corporate and commercial, insurance, intellectual property (trademarks, patents, industrial design, copyright), competition, administrative, pharmaceuticals, information technology, employment and human rights.

The company will be represented by George Taoushanis.

➤ More info: [www.ldlaw.com.cy](http://www.ldlaw.com.cy)

## Member Appreciation



**Mobile:** +357 99 197242  
**Website:** [www.nexusinc.eu](http://www.nexusinc.eu)  
 Nexus Inc Insurance Agents  
 & Consultants Ltd

Constandinos Kapitanis, founder of Nexus Inc, is pleased to offer CGBA members a complimentary risk and insurance review.

This member-only benefit is available throughout the year 2026 and applies to both personal and business insurance. You'll receive clear, independent guidance to help you spot any hidden gaps, avoid costly mistakes, and strengthen your overall protection.

Book your free risk strategy session with **Constandinos Kapitanis BBA, MSc**  
**Managing Director, Nexus Inc**



# Cultural Corner

## Festive Edition

### Cyprus Tradition

In Cyprus, it's a Christmas Eve tradition for children to go from house to house singing traditional carols (kalanda), often accompanied by tambourines or triangles. In return, they are given small gifts or treats.



Photo credit: Greek City Times

### Germany Tradition

In Germany, it's a New Year's Eve tradition to watch the same 1963 short Christmas TV special, Dinner for One, every year. Even though it's in English, it has become a beloved holiday ritual.

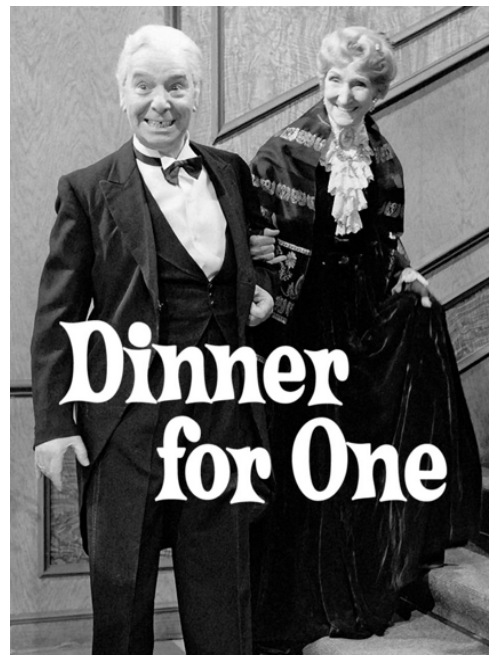


Photo credit: IMDB

## THANK YOU!

We extend our heartfelt gratitude for the generous support of our current annual and event sponsors. Their contribution plays a vital role in helping us offer varied networking opportunities, as well as an array of interesting events that benefit our members.

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## Upcoming Events



Our innovative '**CGBA Spotlight & Networking**' series enables you to showcase your company, putting you and your industry on stage.

There is no fee from the CGBA for hosting such an event. However, we highly recommend that after your presentation, you offer light refreshments for guests to enjoy during the networking part. We kindly ask that you cover the cost of this catering, as we aim to avoid charging our members.

This approach allows your company to gain valuable exposure to your target audience in a friendly and mutually beneficial setting, as we work together to share these objectives and opportunities:

- **Knowledge sharing and exchange:** each event covers a different theme and topic and each speaker will have the opportunity to share their knowledge on a specific sector, or present the dynamic of their company and services offered
- **Connecting and networking:** facilitating connections among members, industry experts and stakeholders
- **Community Building:** fostering a community that collaborates and supports each other
- **Visibility:** enhancing the CGBA's visibility and awareness.
- **Membership Growth:** attracting non-members and showcasing the benefits of becoming part of our association

To host your CGBA Spotlight & Networking event, please contact us **here**

Mark your calendars! More information on our forthcoming events can be found **here**

**27**

JANUARY 2026

### Leading Through Disruption & Change – Keynote Speech with KPMG

🕒 5:30 pm - 8:00 pm

📍 KPMG Limassol

*For all our 'Get Connected' Networking events we offer the use of nametags to enhance interaction among our guests. Registered participants can collect their personal tag from the registration desk. As part of our sustainability initiatives, kindly return your name tag to the designated box before leaving the venue, ensuring it is available again when you join us the next time! Thank you.*

This newsletter is brought to you by the editorial team **Uta Steffen** and **Carine Khoury Niemann**, design by CGBA's Media Partner **HOB**