

# The Bridge

CGBA's latest news, views and announcements



## New Member Welcome

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

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By Alexander Jahn

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XPLAINER**

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Our current annual and event sponsors

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

## February Fun!

ΣΤΟΝ ρυθμό του Φεβρουαρίου!

What a fantastic start to the season we've had! Our recent event at KPMG was superb, with great conversations, valuable insights, and a generously catered reception. For those who would like to relive the highlights (or spot themselves mid-networking smile), photos from the event are available on our blog [here](#).

Since we are now in February, Carnival is almost in town! We hope you enjoyed Tsiknopempti - that glorious day when grills fire up, offices smell suspiciously like souvla, and business meetings become slightly more... festive. Carnival in Cyprus goes beyond costumes and confetti, reminding businesses of the power of culture, community, and connection.

Looking ahead, we are delighted to share our upcoming event: the Padel in Pink International Women's Day Charity Tournament. All proceeds will be donated to charities supporting breast cancer awareness, as part of the Adidas Pink Padel movement. Sign up [here](#).

So get your rackets ready, good vibes guaranteed!

# AI Is Not About Efficiency

## The Bigger Opportunity for Cyprus and German Businesses to Compete Internationally

By Alexander Jahn



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The public conversation around artificial intelligence is dominated by one theme: efficiency. AI is framed as a tool to automate tasks, cut costs, and enable organisations to do more with less. This perspective is valid, but incomplete. For small and medium-sized enterprises (SMEs), which form the backbone of both the Cypriot and German economies, it directs attention from the true potential.

Large corporations deploy AI to refine organisations that are already highly optimized. In complex, mature systems, AI improves efficiency, streamlines workflows, and delivers incremental gains at scale. Siemens AG, for example, integrates it to predict failures, optimize production processes, and enhance supply-chain reliability. BMW Group applies it to strengthen quality control, manufacturing planning, and demand forecasting. In these environments, AI delivers tangible value: margins improve, risks are easier to manage, and operations become more scalable. The gains are meaningful, but incremental in relation to the organisation's size, ultimately benefiting shareholder value through healthier balance sheets.

For SMEs, the equation looks very different. Inefficiency is rarely the primary constraint. The real bottlenecks are capacity, time, specialist expertise, organisational depth, and available resources. In this context, AI is not about cost reduction. It is about unlocking potential and gaining new abilities.

SMEs use AI to unlock what was previously inaccessible:

- Expertise that once required specialists,
- Reach that once required large teams,
- Speed that once required significant capital,
- Organisational capabilities previously beyond their scope.

For SMEs, AI is fundamentally about capacity and capability rather than mere automation. It functions as a force multiplier, not a cost cutter. The value lies in what becomes possible, not in what becomes cheaper.

This is particularly relevant in Cyprus, where many SMEs operate internationally from the outset, serving German and broader European markets with very small teams. In 2025, only 9.3% of Cypriot enterprises used AI technologies (up from 2.6% in 2021), with small businesses at 7.7%, well below the EU average.

Nevertheless, for these firms, AI is a way to compete in arenas that were previously inaccessible and to act like much larger organisations without expanding headcount. It propels them forward by creating new opportunities rather than merely refining existing ones. It enables them, figuratively speaking, to punch above their weight.

In practice, this is becoming visible through AI agent teams - a trend accelerating in 2026. Multiple specialized AI agents coordinate seamlessly to manage research, preparation, execution, and documentation, operating in the background. Humans retain full accountability for judgement, decisions and relationships.

Imagine a family-owned service or trading business in Cyprus: sales proposals are often prepared late in the day, follow-ups are handled manually, and market research competes with daily priorities. With AI agent teams, preparation becomes systematic and informed by global insights, follow-ups are timely and consistent, and decision-making improves, without additional personnel. The business effectively gains layers of capability it never had. Solutions such as Tempest AI (for SME operations) and Traycer AI (for planning and verification) are making this practical today.

This dynamic is also evident for founders, essentially SMEs at time zero. With no established processes to refine, entrepreneurs use AI solely to build capability quickly. A single individual can now prototype products, test markets, iterate, and sell globally at near-zero marginal cost. AI teams replace the first few hires and reduce the need for early capital. Founders can bypass traditional fundraising rounds as AI boosts their effectiveness to levels once seen only in mature startups. This quickly becomes a competitive advantage, especially in smaller markets where specialised talent is harder to access. The real question for SMEs in Cyprus, Germany, and beyond is therefore not whether to adopt AI, but how to maximize its potential. Corporations have to use it to defend what already works. SMEs should create what was never possible and compete in areas previously unimaginable.

## 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:** A Cyprus Property Next Generation Firm, aiming to create a new trend in real estate by providing consumer experience well above industry prevailing benchmarks! Our Vision is to change the process people buying and selling real estate, by leverage the latest technology and provide World Class marketing materials.

We are building the Modern Real Estate Agency by delivering the world of tomorrow's real estate today. M. Residence Brand: New Horizons in Real Estate - The gate of your new Residence.

The company will be represented by Izabela Soudjis.

➤ More info: <http://www.mresidence.com>.



**About:** Local Software Engineering, Global Scale and Full Ownership of Delivery. We provide senior software engineers who work as part of your team — without time zone chaos, quality risks, or constant supervision. From one senior engineer to full feature teams — with clear ownership from day one. Built for companies that value delivery over hourly rates.

The company will be represented by Soeren Hinkel.

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



**About:** Landbank Group is a boutique real estate advisory firm specialising in data-driven property investments in Cyprus.

We combine deep local market expertise with proprietary analytics to advise international investors, institutions, and strategic partners across the full real estate lifecycle.

Our approach is selective, discreet, and grounded in real transaction data, enabling informed decisions, structured risk, and long-term value creation.

Quality, precision, and trust sit at the core of everything we do.

The company will be represented by Lucile Cox.

➤ More info: <https://lnkd.in/eccA9dww>



**About:** KCM Telecom empowers businesses to communicate smarter, faster, and more effectively. With more than 20 years of telecoms expertise, the company delivers cloud communications, business telephony, and AI-powered solutions to customers worldwide. As a global VoIP provider, KCM Telecom offers reliable connectivity and worldwide phone numbers at highly competitive rates. From Cloud PBX to contact-center and AI-driven voice platforms, every solution is built for scalability, flexibility, and ease of use.

With a strong focus on customer experience and responsive support, KCM Telecom helps organizations streamline communications, strengthen customer relationships, and grow with technology designed for a digital-first world.

The company will be represented by Marcus Kogel.

➤ More info: <https://lnkd.in/dQ7t-wJu>

# Membership-XPLAINER

Being part of the CGBA means staying connected, informed, and supported.

Our members continue with us year after year because of the real value we all experience:

## ○ Meaningful networking

Building genuine relationships with business leaders, entrepreneurs, and decision-makers across Cyprus and Germany.

## ○ Visibility and credibility

Promoting our businesses through our events, communication channels, and partnerships, strengthening our profiles and trust.

## ○ Practical, hands-on support

Receiving guidance on cross-border business, regulations, and best practices from a trusted business community.

*Have you renewed your membership yet?*

Did you know that you can view the entire membership directory on our website and on your personal GlueUp App? The directory is organised in alphabetical order (the featured organisations at the top are our annual sponsors, who we are very grateful to), and search can be done via organisation or individual members.

The App also lists the newest members and newest organisations on the landing page.

If you haven't downloaded the CGBA GlueUp app yet, you can do this here. Search for My Glue from Glue Up

## Download our App here:



## ○ A community that makes an impact

Attending events and taking part in initiatives that create real value for our members.

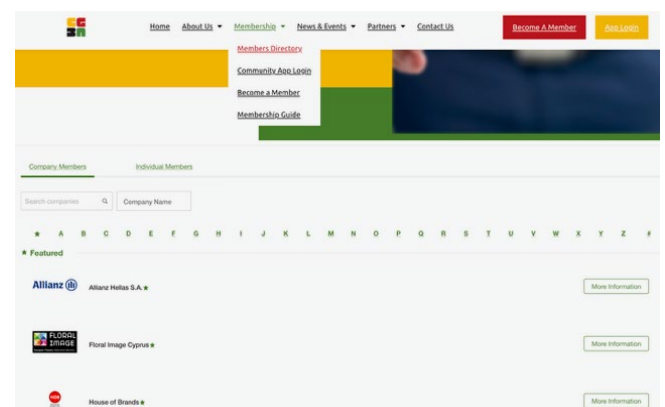
## ○ Market access and insights

Staying up to date with relevant market information, opportunities, and exclusive member invitations.

To continue enjoying all membership benefits, please ensure your annual membership fee is paid within 60 days of the new year. You will have received the relevant email on this topic, kindly follow the link that was provided to you.

Timely payment allows us to plan events, deliver services, and expand opportunities for our community.

Thank you for continuing to be part of the CGBA. We look forward to building another successful year together!



To access our membership directory [click here](#)

# Cultural Corner

## Royal Edition

### Cyprus Has a Carnival King

Cyprus Has a Carnival King – Every year, Cyprus appoints a symbolic Carnival King, who leads the Limassol Carnival parades and represents celebration, satire, and festive tradition across the country.



Photo credit: <https://cyprus-faq.com/en/south/prazdniki-respubliki-kipr/karnaval-v-limassole/>

### Germany Has a Wine Queen

Every year, Germany crowns a Weinkönigin (Wine Queen), who represents the country's wine industry nationally and internationally. The tradition dates back to 1931.



Photo credit: <https://www.swr.de/swraktuell/rheinland-pfalz/weinkoenigin-weinhoheit-tradition-wandel-pfalz-100.html>



# 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

Mark your calendars! More information on our forthcoming events can be found [here](#)

08 MARCH 2026	<b>Padel in Pink – Women’s Day Charity Tournament</b> 🕒 Coming Soon 📍 Padeland Larnaca
18 MARCH 2026	<b>‘Get Connected’ Networking Event: Areso Bar Restaurant, Nicosia</b> 🕒 6:30 pm - 9:30 pm 📍 Areso Bar Restaurant, Nicosia
14 MAY 2026	<b>Annual General Meeting</b> 🕒 4:30 pm - 6:30 pm 📍 City of Dreams Mediterranean, Cyprus
01 JULY 2026	<b>‘Get Connected’ Networking by the Sea</b> 🕒 6:30 pm - 10:00 pm 📍 Sands Beach Club Resto, Limassol
26 NOVEMBER 2026	<b>Annual CGBA Christmas Gala Dinner 2026</b> 🕒 7:00 pm - 11:30 pm 📍 Columbia Plaza Venue Centre

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.

## Step into the Spotlight

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

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