

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.

Member Appreciation

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

> Floral Branding and the Psychology of Presence

By Carine Khoury Niemann

> Meet The Board

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Mark your calendars and join us at the next in-person event

We have a new Board! Έχουμε νέο Διοικητικό Συμβούλιο!

We are delighted to have gathered so many of you at our Annual General Meeting earlier this month. It was truly **A Great Meeting** (*see what we did there?*) and we are deeply grateful to everyone who was able to attend. Your presence and engagement made the event the success it was. To view the photos from the afternoon you can visit the blog post on our website [here](#).

Join us in extending heartfelt congratulations to our incoming Board Members who are stepping up to lead us into an exciting new season. We warmly welcome you and look forward to the fresh ideas, energy, and perspectives you bring. With a renewed sense of purpose and a strong team at the helm we cannot wait to see what this new chapter brings for all of us.

And speaking of what lies ahead...have you noticed? Summer has finally arrived in Cyprus! This island tends to skip spring, and temperatures just soar within a matter of weeks. So get ready for a season full of new connections, productive partnerships, and perhaps a few informal gatherings over grilled delicacies. We all love a BBQ!

Here's to a vibrant, productive, and sun-filled season together.
Στην υγεία μας!

Floral Branding and the Psychology of Presence

By Carine Khoury Niemann

Turning Workplace Design into a Competitive Advantage

First impressions are formed in seconds. Before a conversation begins, visitors instinctively respond to the look and feel of a workplace: its atmosphere, design, and attention to detail. When used with intention, floral design becomes more than decoration; it helps shape perception and set the emotional tone of a space.

Floral Branding as Visual Identity

Floral branding is the thoughtful use of flowers to reflect a company's personality and values. Just like colour palettes and logos, floral arrangements communicate identity through mood and ambience. Minimalist brands may lean toward clean, architectural styles, while wellness or creative spaces often favour softer, organic designs. When flowers appear consistently in reception areas, meeting rooms, and shared spaces, they quietly reinforce a cohesive and professional brand experience.

Beyond Fresh Flowers

Artificial designer flowers offer a level of consistency that fresh flowers often struggle to maintain. Today's high-quality creations have come a long way, closely replicating the colour, texture, and natural variation of the real thing. They retain their appearance regardless of season, positioning, or lighting, making them particularly well suited to modern office environments in Cyprus' warm climate. Low maintenance, allergy-friendly, and cost-effective, designer arrangements can be customised to align with brand colours and design guidelines, supporting a polished look day after day.

Flowers and Workplace Productivity

Flowers do not just improve how a space looks, they also influence how it feels. Research shows that adding flowers to the workplace can meaningfully improve how employees feel and perform. A well-known peer-reviewed study by Haviland-Jones et al. (2005) * found that the presence of flowers consistently triggered positive emotional responses, reduced stress, and led to longer-term improvements in mood and social behaviour. These are all factors closely linked to engagement and collaboration at work. Complementary research has also shown that visually enriched environments, including flowers and plants, can enhance creative thinking and focus compared with sparse offices. Together, these findings suggest that flowers are not just decorative, but a simple, evidence-based way to support employee wellbeing and productivity.



The Psychology Behind Their Impact

High-quality artificial flowers feel authentic because they activate the same visual and emotional cues as fresh bouquets. Familiar shapes, colours, and textures trigger positive associations with comfort and wellbeing, adding warmth and credibility to a space without distraction. With no watering, maintenance, or pollen, they are well suited to busy, shared, and allergy-sensitive workplaces, helping create a calm, visually balanced environment that supports focus and creativity.

Sustainability and Corporate Responsibility

As organisations place greater emphasis on environmental responsibility, design choices are increasingly shaped by sustainability goals. Traditional fresh flowers often require frequent replacement, transport, water use, and pesticides, while professionally managed artificial floral solutions reduce waste and resource use over time. Their durability and reusability offer a low-impact way to maintain visual quality while supporting corporate sustainability initiatives.

A Stronger First Impression

A well-designed floral presence immediately signals professionalism and attention to detail. For visitors, it builds confidence and trust; for employees, it contributes to a more welcoming and enjoyable workplace. Collaborating with a professional, sustainable monthly floral service makes it easy to elevate a space while maintaining flexibility and visual consistency over time.

Flowers are not just décor. They are a subtle design tool that helps workplaces feel refined, inviting, and memorable. Sometimes it is the quiet details that leave the strongest impression.

Website: floralimage.com

Phone: +357 7000 7767



New Member Welcome

A very warm welcome to our new member,
GIORGOS KAZOLEAS-EFI THOMA & ASSOCIATES LLC!

It's a pleasure to have you with us!

About: GIORGOS KAZOLEAS-EFI THOMA & ASSOCIATES LLC, "Legal Experts Cyprus," is a prominent law firm based in Nicosia, providing high-caliber legal services across the entire territory of Cyprus. The firm specializes in Real Estate Law, Domestic and International Trusts, Corporate Law and Immigration Law.

Their diverse expertise also includes Family and Succession Law, European and Private International Law, and robust Litigation and Court Representation.



A significant advantage is their multilingual capacity, with lawyers fluent in German, English, French, and Greek, ensuring seamless communication for a global clientele.

Committed to excellence, Legal Experts Cyprus delivers tailored, strategic solutions to meet the complex needs of local and international clients island-wide.

The company will be represented by **Giorgos Kazoleas**.

➤ More info: www.legalexpertscy.com

Cultural Corner

Election Edition

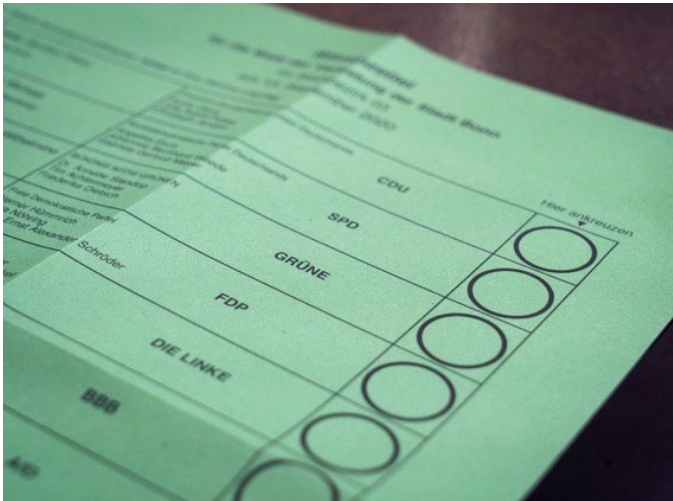


Photo credit Mika Baumeister on Unsplash

Germans vote twice

When Germans vote in federal elections, they actually cast two votes on the same ballot. The first is for a local candidate in their district, and the second is for a political party.

This unique system is called Mixed Member Proportional representation or "Personalisierte Verhältniswahl" and was originally invented in West Germany after World War II. It has since been adopted by several other countries as a model of democratic fairness.



Photo credit <https://cyprusinuk.com/news/announcement-for-the-presidential-elections-5th-february-2023/>

Only in Cyprus

Cyprus is the only EU member state with a full presidential system. Unlike most of its European neighbours where a prime minister holds executive power, in Cyprus the President serves as both head of state and head of government, making it a truly unique democracy within the European Union.

Meet The New Board Of The CGBA



For our Bridge Issue #23, we sit down with André Friedrich, General Manager of Eléa Golf Club, to ask him our 7 Questions.

➤ More info: www.eleaestate.com



1) How long have you lived in Cyprus and where were you before moving here?

We lived in Cyprus before (2009 – 2014), then moved to the UK until 2024 before returning back to this beautiful island.

2) What do you enjoy most about Cyprus?

Apart from the weather (typical answer) which generally is gorgeous but can be a bit much if it is too hot and too dry for too long. I prefer the quick escapes into small villages and the countryside, especially in spring. We spend as much time as possible on the beach!

3) What do you miss about the UK?

The weather - yes you will laugh, but the UK is geared up for all seasons and there is enough to do throughout the year.

4) Which is the biggest challenge in your job?

Creating enough immediate commercial stability and credibility to allow the long-term vision of Eléa and CCA International to materialize.

5) If you had not chosen this career path, what would you have become instead?

Very difficult question, as I genuinely enjoy the career path I have chosen and have been fortunate enough to shape it around my interests and strengths over time. I started in the traditional hotel hospitality industry, but quite quickly realised that my passion and niche lay within the private members' club, sports, and country club environment. I particularly enjoy working closely with owners and stakeholders, helping businesses evolve, grow, and create strong member and guest experiences. For me, the role has never just been about hospitality in

the traditional sense, but about building relationships and communities (clubs), experiences, and long-term visions around lifestyle and sport.

Because of that, I am honestly not sure there is another career path I would have preferred. I feel fortunate that I have been able to evolve my career naturally into something that aligns very closely with both my personality and passions.

6) What are your interests outside of work?

I am a very active person and have always enjoyed sport and the outdoors. I love the early break-of-dawn bike rides, golf, tennis, padel – in fact, almost anything involving a ball and a bit of competition.

Sport has always been a major part of my life, not only from a physical perspective, but also because of the discipline, camaraderie, and balance it brings. Above all, however, my family is my main driving force. I greatly enjoy watching our family evolve, supporting one another's journeys, and creating experiences together. Through my career we have lived in several countries and no matter how busy professional life becomes, family remains my greatest motivation.

7) Your favourite quote is?

"Hospitality and hostility are separated by only two letters, yet in service they create worlds apart – one builds loyalty, the other destroys it."

This has always been the guiding principle throughout my career and life as I strongly believe in service and respect, and to treat others the way you want to be treated. It should come naturally and from the heart to leave a meaningful impression.

Member Appreciation

PwC is offering access to free digital services for SMEs via an EU funded project European Digital Innovation Hub of Cyprus (DiGiNN).

PwC Cyprus's Consulting team is a member of the DiGiNN consortium, the European Digital Innovation Hub of Cyprus, co funded by the EU's Digital Europe Programme and the Deputy Ministry of Research, Innovation and Digital Policy of Cyprus.

DiGiNN serves as Cyprus's national one stop shop for digital transformation, helping SMEs enhance their digital maturity by offering expert coaching, access to advanced technologies, investment guidance, and connections across the innovation ecosystem.

It is important to note that all services delivered through DiGiNN are fully funded and available free of charge to organisations that meet the EU definition of an SME (fewer than 250 employees and annual turnover up to €50 million at a group level). Eligible organisations can choose and benefit from one of the below set of services:

- **Business Digital Readiness Assessment**, providing a structured evaluation of digital capabilities and prioritised recommendations.
- **Digital Readiness Evaluation for Retail & Hospitality**, assessing how effectively digital tools support day to day operations within the retail and hospitality sectors and providing prioritised recommendations aligned with the organisation's business objectives.
- **UI/UX Design Services**, ranging from fully bespoke digital experiences to rapid design adaptations aimed at improving usability and customer engagement.
- **HR Digitisation Strategy**, helping organisations prepare for HR systems implementation and modernise HR processes.

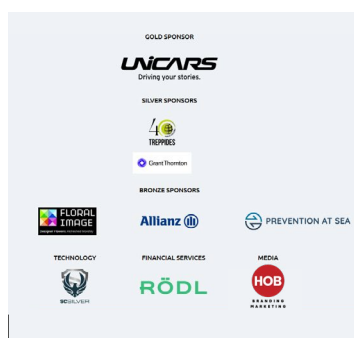


- **HR Intelligence Assistant**, an AI powered chatbot enabling employees to access HR policies and information efficiently.
- **Waste Management Dashboard**, offering data driven insights to help businesses track, analyse, and reduce waste.
- **ESG Readiness Evaluation Assessment and ISO 14001 GAP Analysis**, supporting sustainability and environmental management objectives.
- **Client Satisfaction and Digital Readiness Surveys**, enabling organisations to capture insights and improve decision making.

If any of the above services are of interest to your organisation, please complete the **form**. We would be happy to schedule a short introductory meeting to discuss your needs and explore how DiGiNN could support your digital transformation journey.
Note - the services above are available for the next few months and must be delivered by Summer 2026.

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.



Upcoming Events

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

21 MAY 2026	Unforgettable Escapes and Experiences - Presented by Century Travel ⌚ 6:00 pm - 9:00 pm 📍 Limassol Port Cruise Terminal, Cyprus
10 JUNE 2026	Exclusive CGBA Members Event at Limassol Greens ⌚ 6:00 pm - 9:00 pm 📍 Limassol Greens, Cyprus
08 JULY 2026	'Get Connected' Networking by the Sea: Sands Beach Club Resto, Limassol ⌚ 6:30 pm - 10:00 pm 📍 Sands Beach Club Resto, Limassol, Cyprus
07 OCTOBER 2026	'Get Connected' Networking by the Sea ⌚ 6:30 pm - 10:00 pm 📍 LOFT Nicosia, Cyprus
26 NOVEMBER 2026	Annual CGBA Christmas Gala Dinner 2026 ⌚ 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**