

...Oh God, may I reach Cyprus, the Island of Aphrodite, where Erotes, the heart – healers, mingle with the mortals, in Pafos, where the hundred-mouthed ravines of the torrential river bloom...

Bacchae, Euripides, V. 402-409

# **CYPRUS**

Cyprus has always played a major role as a trade and business centre because of the strategic position it holds in the crossroads of three continents: Europe, Asia and Africa. In 2004 Cyprus joined the European Union and in 2008 it adopted the euro as its official currency. Today, the island constitutes the southeastern end of the European Union and it is renowned for its natural beauty, modern infrastructure, the quality of life and the services it provides. It has become particularly famous for the hospitality of its people and their friendly disposition and the extremely high educational level of the Cypriots.

The progress of the business infrastructure in Cyprus is mainly due to the rapid development in the wider sector of services aiming at international markets.

After joining the European Union, Cyprus became one of the most attractive places for the establishment and operation of international business companies. Cyprus is fully harmonized with the laws and regulations of the European Union, and enjoys a strong legal system with a lot of influences from the respective Anglo-Saxon legal system.

All these together with the sound and up to date infrastructures, the highly trained human resources and the favourable tax system have created an attractive business environment. It is no coincidence that a huge number of well known international organisations operate in Cyprus or through Cyprus.

The imminent exploitation of the recently discovered rich hydrocarbon fields in the Cyprus Exclusive Economic Zone further enhance the excellent prospects for economic development.





## **PAPHOS**

The district of Paphos, covering an area of 1395 km², has a population of 90.000 inhabitants and is one of the six districts of Cyprus. It is situated in the western part of the island where, according to Greek mythology, goddess Aphrodite was born. It stretches southwest of the district of Nicosia and southwest of the district of Limassol. The Paphos district covers approximately 15% of the whole island and is entirely controlled by the Republic of Cyprus. The district is subdivided into four Municipalities (Paphos, Geroskipou, Pegeia and Polis Chrysohous) and more than one hundred local communities.



## **HISTORY**

The first signs of civilization in Cyprus date back to the 9th millennium B.C. (Early phase of the Ceramic Neolithic Period). Archaeological findings in various locations in the district are testimony to the fact that it was inhabited since the Chalcolithic Period. An ancient settlement found in the village of Lemba, dates back to 3000-2500 B.C.

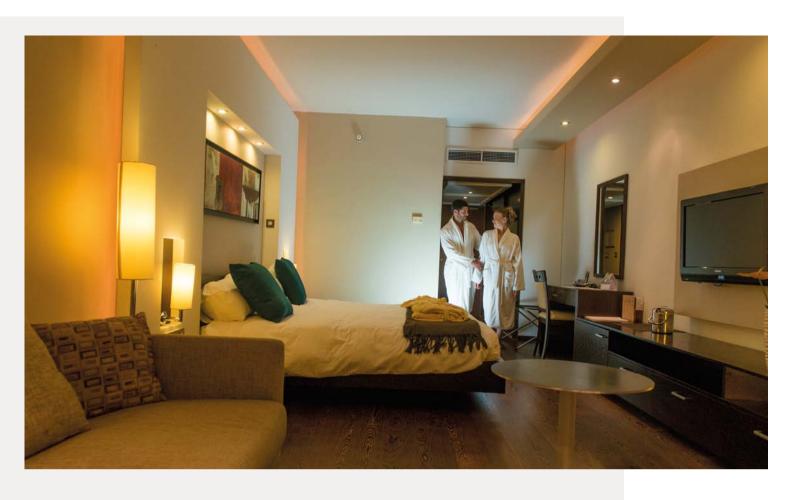
Cyprus prospered and became an important centre of Greek civilization after the settlement of Greek Mycenaeans-Achaeans, approximately between the 13th and 11th centuries B.C. The Greeks brought with them the language and culture and since then marked the cultural identity of the island. Cyprus was subsequently conquered by various nations such as the Phoenicians, Assyrians, Egyptians and the Persians (8th to 4th century B.C.). Despite all conquests, the island retained its Greek national identity, while its national inheritance was enhanced when it became one of the most significant centres of the empire of the Ptolemies of Egypt during the Hellenistic Period (310-30 B.C.)

From 30 B.C. up to 330 B.C., Cyprus came under the Roman Empire, under the administration of the Roman Proconsuls of Cilicia. The capital and the seat of the Proconsuls was Paphos. The dominant position of Paphos during this period is reflected in the remains of the magnificent constructions which were discovered, such as the ancient Odeon, the Agora (Market), the Asklepieion, the house of Theseus, the house of Aeon, the house of Orpheus as well as many Christian monuments. Palaipaphos was the seat of the "League of the Cypriots" which was closely related to the worship of Aphrodite, the organizing of religious events and island wide international sport competitions.

The Greek language and Greek culture prevailed throughout the following centuries, despite the fact that Cyprus came successively under the sovereignty of foreign conquerors: Richard the Lionheart and the Knights of the Templar (1191-1192), the Lusignans (1192-1489), the Venetians (1489-1571), the Ottoman Turks (1571-1878) and the British (1878-1960).









#### **TOURISM**

Cyprus enjoys sunshine for 240 days per year, has mild winters and a very good climate which favours tourism. Today, tourism and land development are the main economic activities in Paphos.

The district of Paphos attracts approximately 33% of all tourists visiting Cyprus each year, with 28.000 hotel beds of which 40% are officially classified in the 4 and 5 star hotel category. Paphos has the largest number of five star hotels, in comparison with the other districts of Cyprus.

One million tourists visit Paphos each year. The District offers a large variety of excellent quality tourist premises, luxury hotels, resorts and spas, tourist thematic villages and authentic traditional family hotels, agrotourism village homes and tourist apartments for rent.



#### LAND DEVELOPMENT

For the last 20 years Paphos holds the lead in the sales of holiday homes to foreigners with the development of thousands of real estate properties in the district. History, nature, the variety of activities, the existing and planned infrastructure, large scale projects, either planned or already under construction, such as the Paphos marina, large complex developments etc., and the advantages of the district itself verify that the future of development belongs to Paphos.

#### TRADE- INDUSTRY

Along with tourism, recreation, land development and the services, the sectors of trade and industry/small industries are now being developed in addition to satisfying the local demand, in most cases they are involved and oriented towards national and export activities.



# SERVICES THE BUSINESS ENVIRONMENT IN PAPHOS

Paphos is the ideal place for transferring or establishing the base of an enterprise or running an international business operation.

The area offers a hospitable environment where enterprises may operate supported by sound infrastructure, a must for every contemporary organisation. There are modern office premises and trained personnel of high educational standards and training. Cypriot as well as foreign banks have established branches in Paphos. High level of know-how and specialisation services are being provided by legal, consultancy, accounting and auditing services offered to all Paphos enterprises by local and international firms operating in the district. The safe environment, the diversity of activities which the people of Paphos may enjoy, the high standard of English speaking schools and universities and a favourable tax environment, makes Paphos the most ideal place for settlement for both businessmen and their families



## **INFRASTRUCTURE**

#### THE AIRPORT

The modern International Airport of Paphos with an annual capacity of 2,7 million passengers and 12.000 flights, is directly connected with many leading European airports and other international airports.

## A HIGHLY DEVELOPED PUBLIC ROAD NETWORK AND PUBLIC TRANSPORT SERVICES

The district of Paphos is connected with the rest of the island through the highway. Paphos has a modern public road network which is constantly upgraded and connects all municipalities and other communities of the district, offering comfortable and safe transportation. At the same time, it has a contemporary public transport organisation which provides, through an extended transport network, quality services to all passengers.

## SCHOOLS AND HIGHER AND TERTIARY EDUCATION SCHOOLS

Along with public schools Paphos has two excellent and modern private schools of primary and secondary education which provide high quality education in the English language.

The district also has a university where studies are also conducted in the English language offering undergraduate and postgraduate programmes in various fields such as Business Management, Real Estate, Architecture, Law, Psychology and others and a College where Hotel studies and Culinary Arts are being taught. Both educational institutions are recognised by the Ministry of Education and consequently the European Union and other countries.

## PUBLIC AND PRIVATE MEDICAL CENTRES

Paphos in addition to the Public Hospital has a large number of Private Medical Centres, clinics and hospitals providing high standard of medical care, staffed with well trained medical, paramedical and nursing personnel and equipped with state of the art medical technology.

#### **GOLF COURSES**

Paphos is the most recent addition in the international golf map, a place where someone can enjoy a golf game throughout the year. Today, there are five 18-hole golf courses in the area, designed by internationally renowned firms specializing in this field, and there are plans for three more. They are located in quiet areas surrounded by green hills with breathtaking view.

## MODERN SPORT CENTRES AND RELATED ACTIVITIES

Paphos has an excellent mild and dry climate, in particular during the winter, suitable for sports. There are modern sport centres, football grounds, Olympic size swimming pools, a large number of tennis courts for training, which are already being used by many professional sport teams from North Europe. Naturally, individual visitors can select to engage in any kind of sport activities throughout the year such as horse riding, bowling, mini golf, cart tracks, etc. The whole Paphos district is an ideal place for walking, cycling and mountain climbing. Due to the mild Mediterranean climate, Paphos is also suitable for sailing and many other water sports. Paphos is a paradise for sportspeople.



## LARGE PRIVATE COMPLEX DEVELOPMENTS

Paphos is probably the district with the most and larger scheduled private development projects in Cyprus, with a total value exceeding five billion Euro which include: Private marinas, golf courses, large complex developments, medical centres, educational centres, modern sport facilities, thematic parks, hotels, tourist developments and luxury holiday homes.









# PAPHOS AS AN ART AND CIVILIZATION CENTRE

The city of Paphos has been appointed as the European Capital of Culture for the year 2017, a title which places the district at the heart of the creative cultural activities of the European Union with favourable impact for all sectors of life...

The wider district of Paphos has numerous places of interest for the visitor, such as the archaeological sites and other monuments (UNESCO world cultural heritage monuments) belonging to a number of historic periods, byzantine churches and monasteries, the ancient castle located at the Paphos harbor and many others.

Throughout the year, local authorities and other agencies organise a variety of cultural events, for both Cypriots and International visitors. Leading event is the International Opera Festival, the "Pafos Aphrodite Festival", organised every September, since 1999, in the area of the medieval castle, with a lot of people from all over the world visiting Paphos to attend the festival, among them distinguished visitors.

The Paphos Aphrodite Festival has been established as a cultural institution of international significance and recognition and undoubtedly constitutes the most important artistic event in the country, thus contributing towards the promotion and acknowledgement of cultural Cyprus worldwide.











# THE NATURAL WEALTH OF PAPHOS

Nature has endowed Paphos with a beautiful and diverse topography and environment. Sandy beaches, green fields and the hills overlooking the sea and the diversity of the flora and fauna, make up a magical, attractive and at the same time interesting picture for the visitor.

The Akamas peninsula natural park has a unique diversity of habitats and ecosystems. Almost all geological formations can be found in this area; valleys, caves, small islands or gorges such as the famous Avakas Gorge, thus creating an excellent mosaic.

530 species of native plants can be found throughout the district of Paphos, some of them exclusive and endemic in this area. Regarding the fauna of the district, the endemic butterfly Glaucopsyche paphos is, perhaps, the symbol of the area. In the isolated caves of the peninsula lives the mediterranean monk seal Monachus monachus which was reproduced successfully until recently, while in the remote sandy coasts, and in particular in the Lara area, the sea turtles Caretta caretta and Chelonia mydas continue to reproduce in large numbers.

The Paphos district was one of the favourite places of Goddess Aphrodite. According to Greek mythology, the goddess after swimming in the crystal clear waters of the coast, she climbed on to the nearby hill and took her bath at a cave where to this day there is pond with crystal clear water coming from a mountain spring, and which is protected by thick fig tree branches hanging over it. This place is called 'Aphrodite's Baths" and this is where Aphrodite met handsome Adonis who was hunting in the Akamas forest, saw the Goddess and fell in love with her. Italian poet Ariosto wrote a poem for the area and the Fountain of Love, Fontana Amorosa.



# TRADITIONAL PRODUCTS

The district is famous for its vineyards and the production of exclusive fine wines from the top quality wineries of the area which often receive international quality awards. Paphos is also famous for the production of unique traditional food and confectionery products such as the Paphos chewing gum, the Paphos cheese, sausages, almond candies and the famous Geroskipou delight known as loukoumi (marshmallow) which holds a "Protected Geographical Indication".

The above products as well as the whole agricultural production are sold locally and they are also exported overseas.

Paphos is also famous for its Phyti Lace which is the most important kind of Cyprus Weaving Art and dates back to the Medieval Era and the Lusignans.

#### **EXPORTS**

- Metal/Plastic Pipes
- · Metal building hangers and structures
- Aluminum constructions and aluminum frames
- Hotel /Catering Equipment
- Electric Generators
- Insulation Materials
- Furniture, woodwork etc
- · Clothes and footwear
- Food and dairy products
- Alcoholic beverages
- Traditional foods and pastry/ confectionery products



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