

Talking points for Limassol Mayor Yiannis Armeftis

Reflect Festival – Kola Factory

Friday 16 May 2025 – 4.30 p.m.

Dear distinguished guests,
Ladies and Gentleman,
Good afternoon,

Thank you for the invitation and the opportunity to be part of this important conversation.

Cyprus is no longer a hidden gem. It has become a strategic hub for investment, digital transformation, and sustainable growth. And in Limassol, we're not just constructing buildings.

We're shaping an identity, creating opportunities and building resilience into our city's fabric.

Through the climate neutrality plan, we are embedding green policies into our economic strategy, ensuring that growth and sustainability go hand in hand.

Our urban plan integrates smart mobility, mixed-use development, and coastal protection ensuring Limassol remains a livable, future-proof city.

It's important to recognize that municipalities today are no longer passive recipients of national plans. We are co-architects of economic transformation, with a clear role and responsibility as social actors.

From our Transition Team to the Green Routes initiative, we are actively de-risking investments by strengthening institutional capacity and aligning with European funding frameworks.

It is often said that Cyprus attracts foreign capital. But what we seek is investment that aligns with our long-term vision, investors who help build communities, not just portfolios.

Limassol welcomes investment, but we also expect positive impact.

We are focused on value creation, not just value extraction.

Events like the Reflect Festival highlight how new ideas and bold thinking can drive innovation, creativity, and a more sustainable future.

The question is not whether Cyprus will grow, but how and for whom.

In Limassol, we envision a future where prosperity is driven by sustainability, social cohesion, and inclusion.

We are working to build a city that leaves no one behind.

A city for all. Thank you.