



**food** Greece  
**Expo**  
10-12 MARCH 2018  
ATHENS • GREECE

# The Mediterranean Food Experience!

The Leading FnB Trade Show in S.E. Europe

1,500 Exhibitors

50,000 m<sup>2</sup>

60,000 Food Traders



## The leading FnB trade show in Southeast Europe!

With an impressive increase of 24% in exhibitor numbers in just one year, FOOD EXPO is consolidating its reputation as one of the leading FnB trade shows.

The fair placed major emphasis on the variety and high quality of Greek and Mediterranean products that could and should take center stage at stores all over the world. FOOD EXPO 2017 has been a tremendous success, giving tangible shape to the aspirations of the food industry. As a result, we move towards organizing the 5th FOOD EXPO that will take place between 10-12 March 2018 and will definitely become the meeting point for Greek and international entrepreneurs and trade visitors from the agri-food sector, as well as from the organized retail, wholesale, hotel, and foodservice.

### The best Greek wines rendezvous at OENOTELIA

OENOTELIA, the premier international trade show for wine and spirits in Greece will once again take place alongside FOOD EXPO 2018, offering its exhibitors the best conditions to showcase their products and the opportunity to come in contact with thousands of wine traders from all over the world.

### Key Figures FOOD EXPO 2018



### 12,000 key buyers from Greece & the Balkan market

Following in the tradition of its previous iterations, FOOD EXPO 2018 will once again offer its exhibitors the chance to meet key players and decision makers from the Greek market. In addition, apart from all the international food traders visiting the show, major buyers from the organized retail and wholesale from the Balkan countries will also be attending and will be participating in B2B meetings with exhibitors of their choice.

## Optimism returns to Greece after years of crisis

According to the latest surveys, the Greek food market and foodservice sector are among the fastest-growing in the whole of the Mediterranean region.

Despite having been in dire straights during the last years, the Greek economy is finally beginning to show signs of improvement. According to projections, for the year 2017, the expected growth rate will amount to 2.5 percent; proof that Greece is shaping to become a significant player in the area, offering great opportunities for investments and business ventures.

Additionally, tourist arrivals in Greece in 2017 will exceed 27 million. This estimation, paired with the extended tourism period enjoyed by the country further proves that the Greek food market can definitely be an exciting place to expand.



**87%** of int'l visitors declared they found the trade show unexpectedly of high quality and believe that it is a must-visit event!

"FOOD EXPO turned out to be an extremely professional and well-targeted trade show. We will certainly come back for more next year!"

Johan Dostert  
COLEX / BELGIUM  
EXHIBITOR

"All of our exhibitors have been very satisfied. They've had very good meetings and I would assume that they will all be coming back next year."

Brian Berman  
EXPO90 / ISRAEL  
AGENT

### Athens, an ideal location

The strategic location of Greece makes it a key trade center in Southeast Europe and the Middle East, as well as a gateway to the Balkan marketplace. Thanks to their growing purchasing power, the countries in these regions constitute major food sale points. In addition, Athens is located within a 3-hour flight radius from almost all Europe, not to mention that the country remains a safe tourist and business destination, despite the ongoing upheaval in the Middle East.





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## More than 250 international exhibitors at FOOD EXPO 2018

**FOOD EXPO is bringing together professionals from all over the world, that manufacture, import and market products from the full F&B spectrum.**

50,000 m<sup>2</sup> of exhibition space; 1,300 exhibitors from Greece and 250 from other countries; an extensive turnout of thousands of important international buyers; FOOD EXPO 2018 will prove beyond doubt that it is capable of uniting the vast majority of sector businesses and playing a leading role in Greek exhibition events. Attracting global operators and reflecting the strength of the international food sector, the trade show will help facilitate contacts between Greek as well as international buyers and exhibitors to generate new business opportunities.

### High commercial effectiveness

According to a survey conducted by IPSOS-OPINION SA, an independent company, most of the international exhibitors that attended FOOD EXPO 2017 expressed their satisfaction with the level of organization, confirmed they closed significant deals, and stated their intention to participate again in next year's iteration.

### Maximum International Exhibitor Satisfaction



### Marketing promotion all over the world

Over the last four years, **FOOD EXPO has successfully established a strong international reputation, and managed to create a reliable brand, thanks mostly to its innovative vision and targeted marketing initiatives. For 2018, FORUM SA, the fair's organizing company, intends to spend approximately €500,000 in digital campaigns, and advertisements in global outlets to attract even more key international food traders.**

## 3,500 international trade visitors are expected at FOOD EXPO 2018!

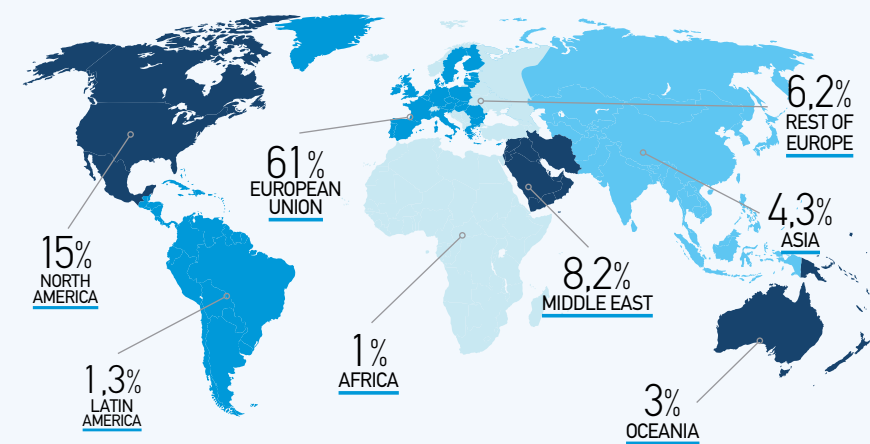
**FOOD EXPO has had tremendous appeal within a very short period of time, and has already been included on the agenda of major international buyers!**

More than 2,500 international food traders from 64 countries visited FOOD EXPO 2017, 650 of whom participated in the hosted buyer program of the trade show. It is worth mentioning that the buyers who joined the program were selected according to strict criteria and came from target markets all around the world (Europe, Asia, America, Africa and Australia).

It is worth mentioning that the majority of international buyers were impressed with the scope and scale trade show, but also with Greek Food & Beverages –many of which they came to know for the first time– which won them over with their unique characteristics, innovation, and superior quality.

As a result, FOOD EXPO 2018 is expected to welcome 3,500 international trade visitors and approximately 800 hosted buyers from the organized retail, wholesale and foodservice sectors, proving once more that it is an exhibition that on one hand meets the needs of the Greek and international markets, and, on the other, a fair with a strong focus on exports.

**FOOD EXPO 2017 International Visitors by Region**



**91%** of Int'l exhibitors expressed their enthusiasm of their participation at the trade show and stated they will attend FOOD EXPO 2018

"We were totally satisfied with the contacts we made during the exhibition. Overall, our experience from the 4th FOOD EXPO was outstanding."

Vishal Tibrewal  
 FAZLANI EXPORTS PVT. LTD / INDIA  
 EXHIBITOR

"This has probably been the best trade show I've been to in five-six years. It's been really invaluable to meet such a breadth of manufacturers."

Shaun Butler  
 VESTEY FOODS UK LTD. / UK  
 INT'L VISITOR

### A comprehensive hosted buyer program

**FOOD EXPO has created an extensive Hosted Buyer Program for major international Food & Beverage traders. Following a series of targeted initiatives, the 2018 iteration of the show is expected to attract approximately 800 hosted buyers, whose travel and accommodation expenses will be covered. In this framework, during the 5th FOOD EXPO, more than 15,000 B2B meetings will take place between exhibitors and traders from all around the world.**



# Athens Metropolitan Expo

## An ultra modern exhibition centre

The Athens Metropolitan Expo exhibition center is the largest and most advanced site in Greece for exhibitions and events of an international magnitude.

The 5th FOOD EXPO 2018 will take place along with the 4th OENOTELIA at the METROPOLITAN EXPO exhibition center, a state-of-the-art building located close to the Athens International Airport 'Eleftherios Venizelos', just 2km from the airport terminals and just a few minutes from the Metro and Suburban railway station. At the airport (arrivals level, exit 2), the exhibition center's bus station will also be available; free shuttle buses will transfer visitors to and from the trade show grounds, on rotation, every 10 minutes.



### OPENING DAYS & TIMES

SATURDAY	10/3/2018	10.00 - 19.30
SUNDAY	11/3/2018	10.00 - 19.30
MONDAY	12/3/2018	10.00 - 19.00



### Stand Package options



Bare floorspace, ideal for large exhibitors or national pavilions that wish to build their own stand

**165 € per m<sup>2</sup>**  
(Minimum area 9 m<sup>2</sup>)

### Turnkey Business Stand



Includes walls, raised floor with fitted carpeting, glass round table, 3 seats, 4 shelves, 2 cabinets, logo printed at fascia

**2,000 €**  
(Stand 9 m<sup>2</sup>)

### Special Offer No.1

**3-Night Free Accommodation**  
When booking a 15sqm stand, you will receive complimentary 3-night accommodation for one person (single room + breakfast at a 4\* hotel close to the exhibition center).

### Special Offer No.2

**3-Night Free Accommodation + 1 Day Cruise to the Greek Islands**  
When booking a 20sqm (or larger) stand, you will receive complimentary 3-night accommodation for one person (single room + breakfast at a 4\* hotel close to the exhibition center) plus a day cruise to Hydra, Poros and Aegina, three of the most exciting Greek islands.

### The exhibition center in numbers

- 50,000 m<sup>2</sup>** gross exhibition space in 4 Halls
- 4 Halls** of Food & Beverage products and services
- 160,000 m<sup>2</sup>** total surface of the exhibition center
- 100,000 m<sup>2</sup>** Parking surface for exhibitor and visitor vehicles

## Be part of the most dynamic regional trade show

Book a stand NOW!

[www.foodexpo.gr](http://www.foodexpo.gr)



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