

General Information

The leading F&B trade show in Southeast Europe!

With exhibitor and trade visitor numbers skyrocketing with each passing year, FOOD EXPO 2020 will once again be filled with great energy, top buyers, and of course fabulous food and drinks. The show will take place March 7-9, 2020 in Athens, Greece. Buyers from top names in retail & foodservice will attend in search of new products, new trends, new vendors, and new connections to help meet record consumer demand for Greek, Mediterranean and specialty food, in general.

At FOOD EXPO 2020, approximately 1,350 companies will be presenting the broad spectrum of products, fields of application and services on an exhibition space spanning 50,000 m², for buyers from the entirety of the F&B sector.

FOOD EXPO 2020: Forecast Key figures



1,350
Exhibitors



75,000
Visitors



50,000 m²
Exhibition space



FOOD EXPO has actually helped us get informed about the current trends in the food industry or even the local requirements. We will also participate at FOOD EXPO 2020.



Mark Law
LINACO
INT'L EXHIBITOR/ MALAYSIA

Greece
foodexpo

12%
increase in
international
exhibitors at FOOD
EXPO 2019, when
compared to last
year's trade show
numbers



The constant growth of the Greek F&B sector!

According to the latest projections, the growth rate in 2019 is estimated at 2.0%. In addition, tourism has rebounded with over 30 million tourists in 2018, while even more are expected in 2019; proof that Greece is shaping to become a significant player in the region, offering great opportunities for investments and business ventures.



€6.3
billion
in F&B products
imported in
Greece



76%
of total
F&B imports
accounts for
processed food



30%
of monthly
household income
is spent on
F&B products

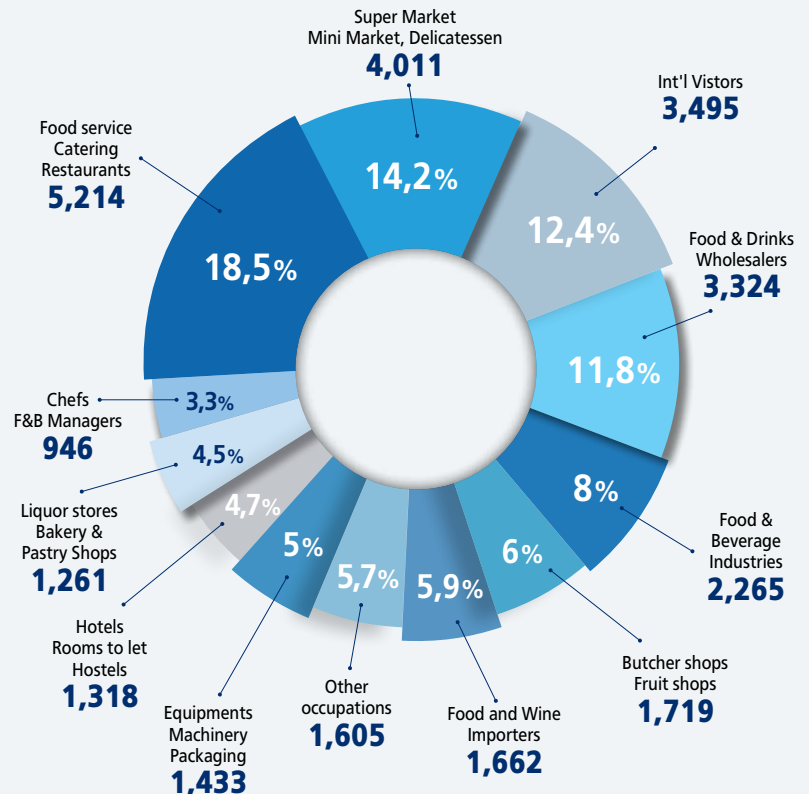


FOOD EXPO is a great trade show for us to find new products. It is indeed a first class opportunity to meet different suppliers. We were really satisfied.



Farah Heraux
FOOD MATCH
HOSTED BUYER / USA

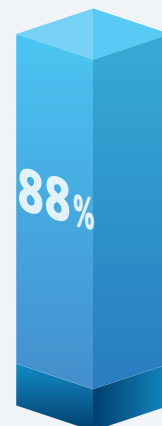
70,000 Visitors from 28,253 businesses



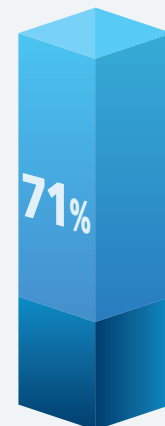
97%

of Greek and int'l visitors declared they found **FOOD EXPO 2019** of unexpectedly high quality and believe that is a must-visit trade show*

High turnout of quality Greek & int'l visitors*



of **FOOD EXPO 2019** visitors are decisions makers in their respective businesses



of **FOOD EXPO 2019** visitors are business owners or CEOs

Exhibitor Categories

- Dairy & Cheese Products
- Olive Oil, Olives & Olive Products
- PDO & PGI Products
- Meat Products, Delicatessen, Gyros
- Organic Food & Drinks
- Frozen Food & Vegetables
- Seafood, Cured fish, Farmed Seafood
- Ready made meals & Delights
- Canned Foods
- Pasta, Cereal, Legumes
- Dough Products, Pastries
- Nuts, Confectionery, Spoon sweets
- Jams, Honey, Halva
- Wines, Spirits, Alcoholic Drinks
- Coffee, Beverages, Beers
- Water, Juice, Soft Drinks
- Ice cream, Sweets
- Fresh fruits & Vegetables
- Dressings, Sauces, Dips
- Spices, Condiments, Herbs

Greece
foodexpo

“

Our visit to FOOD EXPO 2019 was very effective as it helped us find a lot of new products and plenty of companies with whom we want to start business relations with.

”

Alexandros Karlis
AHOLD-DELHAIZE AB
VISITOR / GREECE

78%
of Greek visitors
have finalized deals
during the trade
show or intent to
finalize deals in the
near future with int'l
exhibitors



FOOD EXPO 2020: Int'l Exhibitors Profile*



300
Int'l Exhibitors



22
National Pavilions

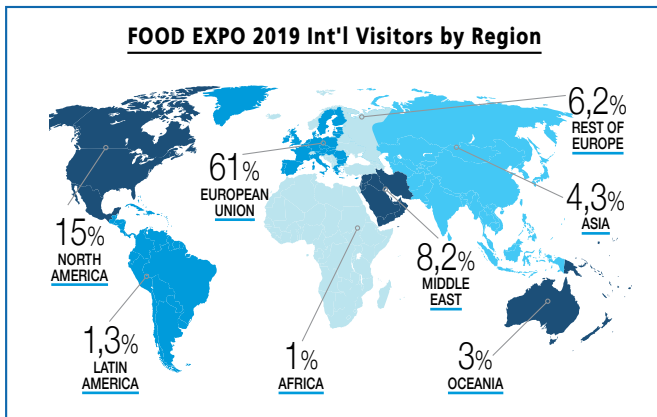


38
Countries of Origin

* Forecast Keys figures

5,000 international visitors 950 Hosted Buyers in 2020

FOOD EXPO 2020 will attract more than 5,000 int'l trade visitors from key target-markets. 950 of them will join the Hosted Buyer Program and will conduct approximately 18,000 meetings with exhibitors.

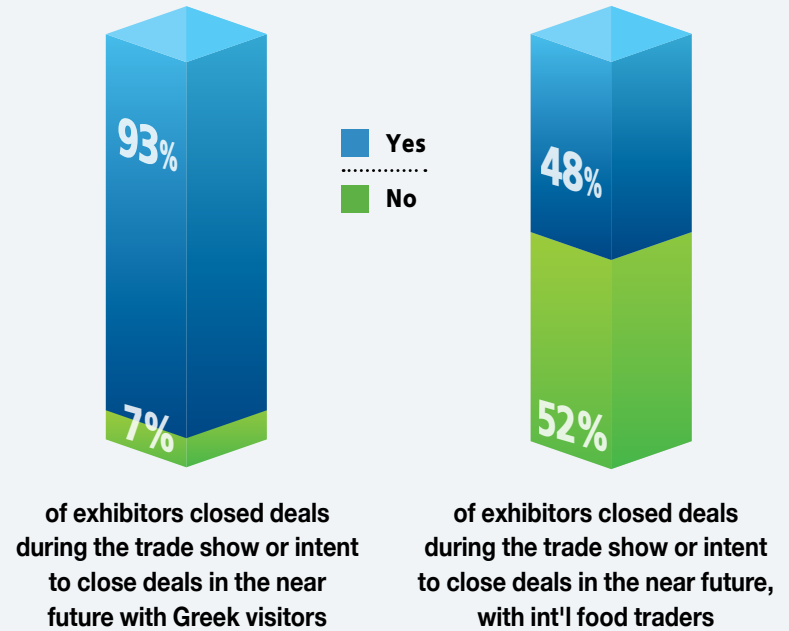


“ We believe that FOOD EXPO is the place to be when you are in the food sector. We have closed important deals with a great number of Greek and foreign visitors.



”
Genevieve Wlazel
WALLONIA EXPORT
INT'L EXHIBITOR / BELGIUM

High commercial effectiveness for exhibitors*



87% of exhibitors expressed their satisfaction regarding the quality of Greek and international buyers that visited the trade show*

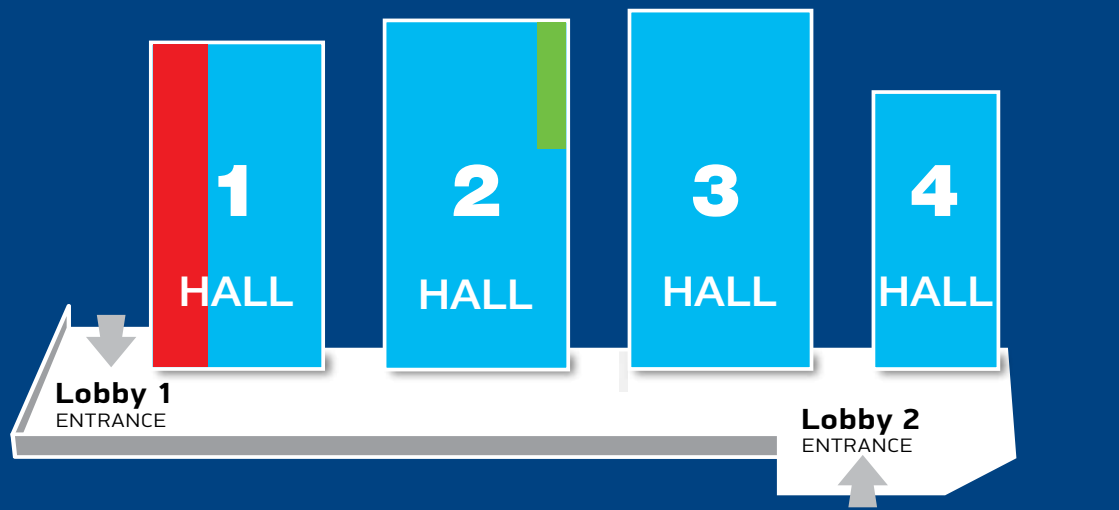
Maximum International Exhibitor Satisfaction*



*** Data from ALCO survey

Floor plan

Participation rates



■ OENOTELIA

- Wines
- Spirits
- Sparkling wines
- Oenological Equipment
- Glassware
- Caps
- Labels
- Wine accessories
- Distillers

■ NATIONAL PAVILIONS

- REGIONS
- CHAMBERS
- MUNICIPALITIES
- COOPERATIVES



■ FOOD & BEVERAGES - MEAT PRODUCTS

- Meat & Meat Products
- Cold Cuts, Gyros
- Frozen Food
- Fish & Seafood
- Olive Oil, Olives
- Dairy & Cheese Products
- Canned Food
- Ready Meals & Delights
- Fruit & Vegetables
- Pasta, Cereal, Pulses
- Dressings, Sauces
- Dips, Spices
- Seasonings
- Herbs
- Dough Products & Bakery Ingredients
- Ethnic Foods

■ ORGANIC FOOD & DRINKS (BIO SECTION)



■ FOOD & BEVERAGES - B2B MEETING AREA

- Dairy & Cheese Products
- Olive Oil
- Olives & Olive Products
- Pdo & Pgi Products
- Organic & delicatessen
- Frozen Food, Fruit & Vegetables
- Seafood
- Salted Fish
- Farmed Seafood
- Ready Meals
- Pasta, Cereal, Pulses
- Dressings, Sauces
- Dips, Spices
- Seasonings
- Herbs
- Dough Products & Bakery Ingredients
- Confectionery
- Water, Juices
- Refreshments



■ FOOD & BEVERAGES

- Coffee
- Confectionery
- Water
- Juices
- Refreshments
- Dairy & Cheese Products
- Olive Oil
- Olives & Olive Products
- Pdo & Pgi Products
- Organic & delicatessen
- Frozen Food, Fruit & Vegetables
- Seafood
- Salted Fish
- Farmed Seafood
- Ready Meals
- Pasta, Cereal, Pulses
- Dressings, Sauces
- Dips, Spices
- Herbs
- Dough Products & Bakery Ingredients

[SEE THE EXHIBITION FLOOR PLAN >>](#)

Athens Metropolitan Expo

An ultra modern exhibition center near the airport

METROPOLITAN EXPO is the largest and most modern exhibition venue in Greece, designed to the highest standards and with impressive facilities, covering a total of 55,000 sq.m. exhibition space. It is located at the Athens International Airport "Eleftherios Venizelos" in Spata, Attica, just 2 km after the Airport buildings and a few minutes from the Metro and Suburban Railway stations.



Participation fees

One sided stands (ground trace)

| | |
|-----------------------------------|-------------------------|
| a. From 9 to 30 m ² | € 170.00/m ² |
| b. From 31 to 70 m ² | € 165.00/m ² |
| c. From 71 to 120 m ² | € 160.00/m ² |
| d. From 121 to 250 m ² | € 155.00/m ² |

Additional charges:

| | |
|---|------------------------|
| 1. For every additional side | € 5.00/m ² |
| 2. Carpeting | € 3.50/m ² |
| 3. Basic stand structure | € 16.50/m ² |
| 4. Listing in the exhibitors catalogue | € 100.00 |
| 5. Participation at b2b meetings with the hosted buyers | € 200.00 |

Special offer

Free 3-night accommodation

When booking a 15 sq.m. or larger stand, international exhibitors will receive complimentary 3 - night accommodation for one person (single room + breakfast at a FOOD EXPO 2020 affiliated hotel).

Special offers are applicable only for individual participations.

Turnkey business* stands from 1,925€ !

For the exhibitors wishing to have an upgraded presence at the lowest possible cost, the turnkey business stand of high aesthetic and functionality, is the right choice. These stands are available in various sizes, the smallest of which has dimensions 2.5x3.5 m = 8.75 m². The rental costs are the above:

| | |
|--|---------------|
| a. Stand 8.75 m ² | € 1,925 + VAT |
| b. Stand 12.50 m ² | € 2,750 + VAT |
| c. Stand 17.50 m ² (2 sided corner) | € 3,850 + VAT |



*Turnkey business stands consist of: • Aluminum structure with white and grey PVC panel(s) • PVC partition • raised floor with fitted carpeting • 1 table • 3 seats • 3 shelves • 1 cabinet • 1 stool • 1 info desk • Company name printed at the fascia of the stand (1,50x0,45 m) • 2 HQ1 150W floodlights • 1 power strip

MARCH
2020
ATHENS · GREECE

foodexpo Greece

Be part of the most dynamic regional trade show

Book a stand NOW!

www.foodexpo.gr



International Sales Department

• **Thanos Panagoulas**

Sales Director
T.: +30 6979 729 739
E.: sales@forumsa.gr

• **Filippos Papanastasiou**

Director Int'l Development
T.: +30 6983 903 043
E.: fp@forumsa.gr

• **Nikos Mastichiadis**

Int'l Sales Manager
T.: +30 6936 681 899
E.: nm@forumsa.gr

OPENING DATES & TIMES

