

EXHIBITOR BROCHURE

12-14
OCTOBER
2019
ATHENS • GREECE

FOODTECH 

FOOD PROCESSING & PACKAGING EXHIBITION

ORGANIZED BY: **FORUM SA** 328 Vouliagmenis Ave., 173 42 Athens, Greece | T: +30 210 5242100 | E: sales@forumsa.gr



A NEW TARGETED TRADE SHOW

In the current competitive environment, innovation and constant technological update is the only way forward for modern Food & Beverage companies determined to provide consumers with safe, quality and competitive products. FOODTECH, a new international trade show, is the answer to the sector's need for modernization and evolution; a trade show specifically targeted at the production, processing, packaging and handling technologies of Food & Drinks, and directed to owners and executives from the sector's productive and commercial enterprises.

A TRADE SHOW REQUESTED BY EXHIBITORS AND VISITORS ALIKE

The results of the surveys that have been carried out by the independent company IPSOS / OPINION over the last few years —within the framework of the FOOD EXPO trade show— with thousands of owners and executives from Greek as well as international Food & Beverage companies, combined with research conducted through personal contacts with hundreds of key technology and equipment companies, are telling: exhibitors and visitors agree that FOODTECH is expected to become a big hit!

380,000 €
will be spent on the trade show's targeted and comprehensive advertising campaign

EXHIBITION ID

Exhibition center	Metropolitan Expo
Organizers	FORUM SA
Frequency	Biennial
Exhibition space	25,000 m ²
Exhibitors	300*
National pavilions	7*
International exhibitors	45*
Visitors	18,000*
International visitors	500*
Advertising budget	380,000 €

* Forecast key figures



GUARANTEED BY FORUM SA

For more than 30 years, FORUM SA has been successfully operating in the fields of professional trade shows and publications. Since 1988, when the company started with only one trade magazine, FORUM SA has come a long way towards the development and expansion of its activities; now, it organizes some of the largest and most successful international exhibitions: FOOD EXPO, HORECA, XENIA, ARTOZA, OENOTELIA, etc. With a rich legacy of experience and expertise, efficiency and a high level of promotion, FORUM SA puts its stamp on this new trade show guaranteeing its undisputable success.

THE RIGHT PLACE AND THE RIGHT TIME

FOODTECH, a premium and 100% F&B targeted trade show, will be held at the Metropolitan Expo, the largest and best exhibition center in Greece. The 1st FOODTECH will take place on October 12, 13 and 14 October 2019, a set of strategically planned dates. This is the perfect time for your clients to organize and budget their capital projects for the coming year. At FOODTECH, thousands of food and beverage professionals will gather to make deals and form partnerships.

An internationally-oriented trade show

Our vision is to turn FOODTECH into one of the largest and most significant international trade shows dedicated to Food & Beverage Technology and Processing. A compelling exhibition that aspires to become the meeting point for hundreds of Greek and international exhibitors and a real pole of attraction for thousands of trade visitors from Greece as well as the global marketplace, at least in the region of Southeast Europe.

“We expect it to be a very important exhibition that will bring together all technology and processing companies with producers as well as the F&B industry”

Evangelos Kaloussis, Chairman of Federation of Hellenic Food Industries





EXHIBITORS & EXHIBITS

FOODTECH 2019 is expected to attract as exhibitors the leading suppliers from Greece and the world, which produce or import Technology and Processing products and services across the following sectors of the Food & Beverage industry:

- Machinery & processing equipment for Food & Drinks
- Filling & bottling machinery for liquid foods and alcoholic beverages
- Automation & robotic systems, information technologies
- Raw materials, additives for F&B production
- Machinery, equipment for primary and secondary packaging
- Labelling, coding, marking machinery & equipment
- Industrial gas, ventilation, air conditioning and heating technology
- Flexible packaging & Labels
- Paper, glass, plastic & tin packaging products
- Weighing systems & technologies
- Systems for product handling, storage & transportation. Air compressors
- Cold store. Heating and cooling systems
- Hygiene & cleaning systems. Waste removal, recycling
- Certification, marketing & branding companies. Authorities, trade press, associations

“ We believe that this new trade show *FOODTECH* will be highly successful and will constitute an important Technology and Equipment exhibition at European level. **”**

Ioannis Smarnakis, Chairman of the Hellenic Association of Food Technologists

200 Hosted Buyers 3,000 b2b Meetings

FOODTECH 2019 is expected to attract a significant number of key foreign buyers from selected target markets, with 200 of them attending the show as Hosted Buyers that will hold more than 3,000 b2b meetings with Greek exhibitors. Pre-arranged b2b meetings will take place both at a specially-designed area or at the exhibitors' stands. The total cost of inviting and accommodating the Hosted Buyers will exceed €100,000.



VISITOR PROFILE

Food and Beverage professionals from the entire range of food production and manufacturing (including CEOs, owners, plant managers, quality control supervisors, R&D managers, engineers, logistics managers, procurement support, etc.) will attend FOODTECH:

- Dairy & cheese industries and artisanships
- Olive mills & olive oil and table olive processors
- Meat, poultry, meat products and meat preparations industries and artisanships
- Frozen food industries
- Bakery & confectionery product industries and artisanships
- Ready meals and canned products industries
- Sauces, dressings. Bio foods
- Fruit & vegetable packaging plants
- Fish, catches & cured fish production units
- Pasta, pulse, spice & herb producers & processors
- Honey, nuts, jam, halva and confectionery producers & processors
- Wineries, breweries & distilleries
- Water, juice, soda and beverage bottling companies. Coffee roasters
- Organized retail. Food & Beverage wholesale

Educational & training special events

FOODTECH, in cooperation with sector associations and all relevant scientific bodies, will host a series of innovative, integrated education and training programs. The sessions will focus on a wide range of critical topics affecting all segments of the Food & Beverage industry, such as food safety, alternative methods of production and automation, as well as food processing and packaging issues.

“With this new trade show, FORUM SA, will achieve the development of the packaging industry and strengthen those synergies expected by the market”

Dimitris Mantis, Chairman of Association of the Greek Manufacturers of Packaging & Materials





Participation fees

One-sided stands (ground trace)

- a. From 20 to 50 m² €150.00/m²
- b. From 51 to 90 m² € 145.00/m²
- c. From 91 to 150 m² € 140.00/m²

Additional charges:

- 1. For every additional side €5.00/m²
- 2. Carpeting € 3.50/m²
- 3. Basic structure stand* €16.50/m²
- 4. Listing in the Exhibitor Catalogue €100.00

* The basic structure stand includes white melamine panels 3m in height, fascia and signage. Each basic structure stand will be given a socket outlet and lighting spots 100W/3 m².

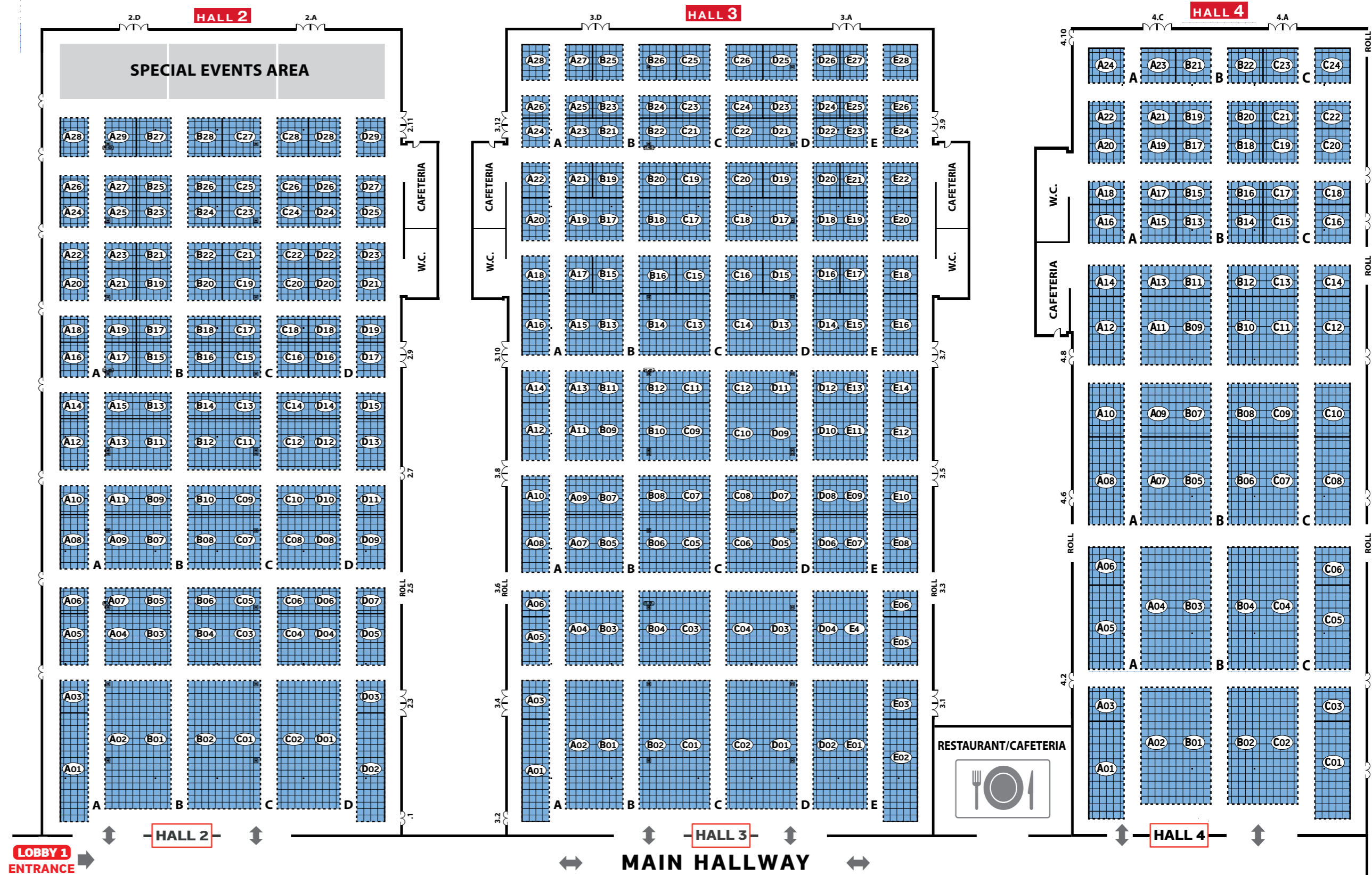
Exhibitor benefits

The rental price includes the following:

- Availability of exhibition spaces for the setting up, operation and dismantling.
- Brand new carpeting to all indoor common areas of the exhibition center.
- Free use of pallet trucks and highlifters during the setting up and dismantling of stands.
- Free use of single-phase current 100 W / 3 m².
- Security and cleaning services.
- Free parking for exhibitors.
- Secretarial services for exhibitors (free internet access, e-mails, fax).
- Fully-equipped medical post.
- Free access cards for exhibitor employees.
- Free print and online invitations for each exhibitor, according to their stand surface area.

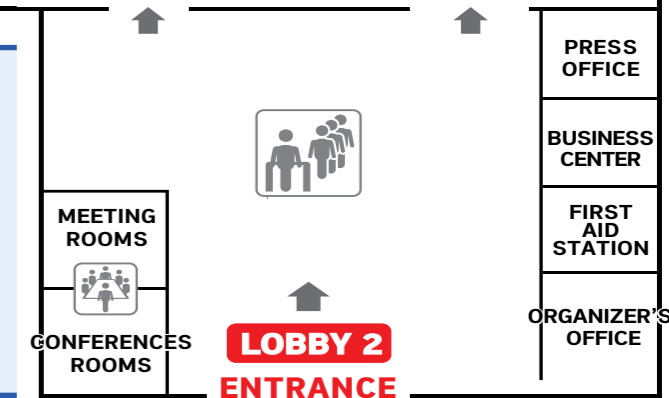
Metropolitan Expo exhibition center

Metropolitan Expo is the largest and most modern exhibition venue in Greece, designed to the highest standards and with impressive facilities as it covers a total of 50,000m² of exhibition space. It is located close to the Athens International Airport "Eleftherios Venizelos" in Spata, Attica, just 2 km after the airport buildings and a few minutes from the Metro and the Suburban Railway stations.



Floorplan analysis


The 1st FOODTECH will cover three Halls (Halls 2,3 & 4) of the Metropolitan Expo exhibition center and will cover an exhibition space of approximately 25,000 m². More than 300 exhibitors are expected to participate, while products will not be presented in groups in order for visitors to find everything of interest in each Hall. FOODTECH will use both entrances of the exhibition center (Lobby 1 & Lobby 2, as shown in the floorplan). All special events will take place in Hall 2.





FOODTECH 2019

FOOD PROCESSING & PACKAGING EXHIBITION



Opening Dates & Times

OCT
12

SATURDAY
10.00 - 19.00

OCT
13

SUNDAY
10.00 - 19.00

OCT
14

MONDAY
10.00 - 18.30

www.foodtech.gr

Under the auspices:

Federation of Hellenic Food Industries (SEVT), Association of the Greek Manufacturers of Packaging & Materials (AGMPM),
Hellenic Labeling Association (ELSET), Hellenic Association of Food Technologists (EL.A.F.T),
Association of Greek Exporting Companies and Handlers of Fruit, Vegetables and Juice (INCOFRUIT HELLAS)