

22-25
FEB
2019

METROPOLITAN EXPO

EXHIBITORS' BROCHURE



UNDER THE AUSPICES OF THE HELLENIC
BAKERS' & CONFECTIONERS' ASSOCIATIONS

16th
artoza

INTERNATIONAL TRADE FAIR FOR THE BAKERY & PATISSERIE SECTORS

Shaping the future of pastry!

SHAPING THE FUTURE OF PASTRY!



For 29 years, ARTOZA has been the most important commercial forum for the bakery and patisserie sectors in Greece. However, ARTOZA is not only a platform for commercial meetings and contacts, but also an important information and innovation hub, which defines the development and modernization of the entire industry. With its immense recognition and international appeal, ARTOZA is a pole of attraction for tens of thousands of professionals, not only from Greece, but from the wider region.

We are certain that the next, 16th ARTOZA 2019 will yield the greatest commercial benefits possible for your business, we invite you to examine the information in this brochure with due care, in order to decide on your participation in the exhibition and select the best stand for your company.

29
YEARS



27.000* sq.m.
EXHIBITION
SPACE



300*
EXHIBITORS



40.000*
VISITORS



50
HOURS OF
SPECIAL EVENTS



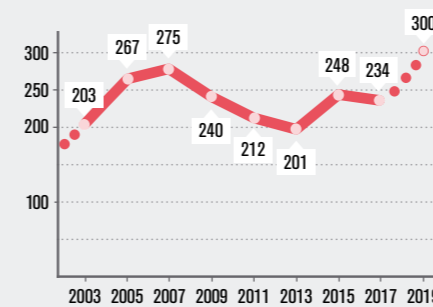
*FORECAST



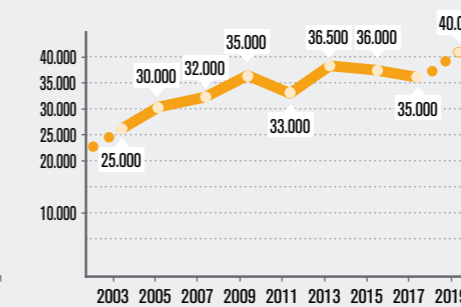
29 YEARS ARTOZA: AN UNWAVERING, TIMELESS TRADE SHOW INSTITUTION!

Few exhibitions have withstood the test of time like ARTOZA, who—despite the crisis of recent years—has not only managed to maintain its strengths, but has blossomed into a shining institution as one of the most successful trade shows of its kind, in Greece and internationally.

EXHIBITORS PER YEAR



VISITORS PER YEAR



OAE (Bakers Association of Greece) has long-lasting, unwavering ties with ARTOZA. The presence and support of the industry will be strong, as the exhibition is the most powerful “tool” for business and for the future of all of us!

M. MOUSIOS
OAE PRESIDENT

As always, ARTOZA was impeccably organized. It is a positive development that the exhibition has begun to gain international appeal! We have been here since the beginning, and we will always participate in ARTOZA!

N. SAKELARIADIS
AKTINA SA

GENERAL INFORMATION

EXHIBITORS & EXHIBITS



- Bakery, patisserie and ice cream raw materials / Ready-to-use mixes
- Butters, margarines, etc.
- Bakery-patisserie flours, flour mixtures
- Baked goods
- Chocolate and confectionery products
- Bulk ice cream and ice cream products
- Ready-made sweets by weight – syrup sweets
- Frozen dough products
- Coffee & hot beverages / Coffee machines
- Bakery and patisserie ovens
- Machines used to make bakery and patisserie products
- Machines for packaging bakery and patisserie products
- Machines for producing phyllo pastry sheets and shredded phyllo (kataifi), etc.

- Various utensils and bakeware/ cookware
- Pizza and pasta machines
- Furnishings and decorations for bakeries and patisseries
- Patisserie and ice cream display cases
- Patisserie and ice cream decorations
- Packaging materials – Consumables
- Freezing/cooling systems and equipment. Cold rooms Warehouse equipment.
- Storage systems
- Cash register systems / Scales
- Service providers (ISO, HACCP, etc.)
- Sector organizations and bodies
- Vocational bakery-patisserie schools
- Trade press

VISITORS



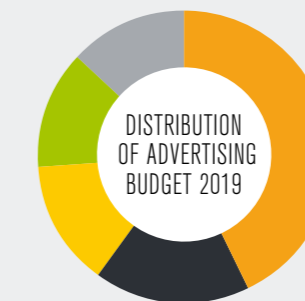
- Owners of bakeries & patisseries
- Owners of patisserie workshops
- Owners and staff of facilities producing bakery, patisserie, ice cream, pastry and chocolate products
- Raw material merchants and suppliers
- Machinery and supply merchants
- Bakery-patisserie artisans
- Pizza & cheese pie workshop owners
- Hotel chefs, cooks and food & beverage managers
- Catering companies
- Liquor stores, coffee dealers, sweet shops
- Cafes, snack bars, fast food and pizza restaurants
- Restaurant-coffee shop chains



250,000€ ADVERTISING BUDGET

ARTOZA will invest more than €250,000 for promotion and advertising. This will include Television and Radio coverage, digital marketing actions, promotion in sector magazines, and the sending of 40,000 targeted barcode invitations, whose aim is to maximize turnout by sector professionals.

Television	43%
Radio	17%
Digital Marketing	14%
Barcode Invitations	13%
B2B Magazine Ads	13%



SPECIAL EVENTS

- **Demonstrations of Traditional Greek Bread Recipes** From flagship regions of Greece for bread, such as Epirus, Crete, etc.
- **Hi-tech Pastry Show** Spectacular shows with 3D cakes, caramel, chocolate and sugar paste.
- **Packaging Demonstrations** Very useful demonstrations for packaging and decorating store windows so that the professionals of the industry can maintain their business up to date.
- **Coffee Seminars** Informative seminars on the secrets of the perfect coffee in modern bakeries/patisseries and the important role of baristas at the bakeries.
- **Management & Digital Marketing** Training on modern management techniques and advice on exploiting internet marketing and social media.
- **Presentation of ice-cream production** and window preparation. Internationally renowned gelaterias will present the latest techniques on ice cream.

ARTOZA is a historic exhibition and this year, it was exactly as we expected it. The overwhelming majority of visitors were industry professionals. The trade show is constantly evolving for the better.

OD. PAPADOPOULOS
ALLATINI MILLS SA

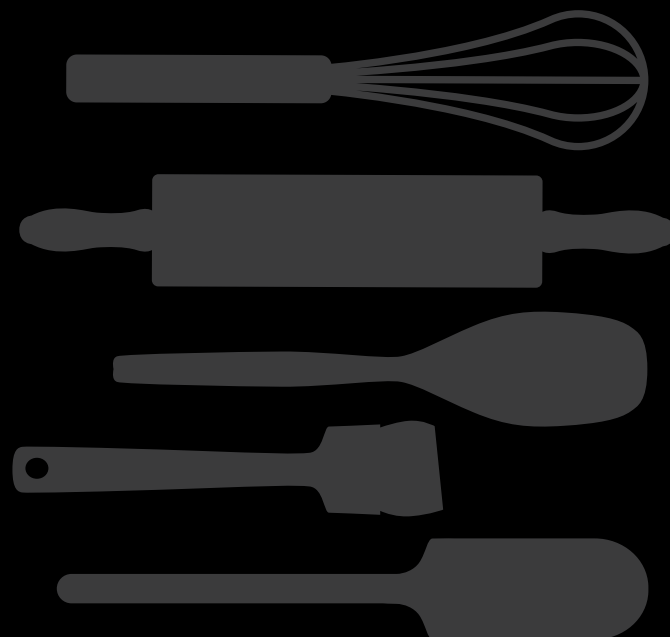


We are eagerly waiting for the largest celebration of the industry, ARTOZA 2019, to be informed about all the new products and to enrich our knowledge with new ideas and innovations.

I. GLYKOS
OEZE PRESIDENT



22-25
FEB
2019
METROPOLITAN EXPO



16th
artoza 2019
INTERNATIONAL TRADE FAIR FOR THE BAKERY & PATISSERIE SECTORS

FEB
22

FRIDAY
10.00 - 19.00

FEB
23

SATURDAY
10.00 - 19.00

FEB
24

SUNDAY
10.00 - 19.00

FEB
25

MONDAY
10.00 - 18.30

www.artoza.com