

Your Mediterranean Food Experience!

The Ultimate
Mediterranean
FOOD & DRINK
Trade Show



UNDER THE AUSPICES OF

- Hellenic Ministry of Rural Development & Food
- Federation of Hellenic Food Industries
- Greek Wine Federation
- Greek Association of Industries & Processors of Olive Oil
- Association of Greek Meat Processing Industries

Held in conjunction with
oenotelia 

1,200 Exhibitors

50,000 Food Traders

45,000 m² Exhibiting Area

A dynamic international trade show in Southeast Europe

Established as the leading international Food and Beverage trade show in Southeast Europe, FOOD EXPO GREECE 2017 will take place on March 18-20, 2017 at the largest exhibition center in the country, ATHENS METROPOLITAN EXPO. Maintaining the same quality standards as its previous iterations, investing in an even higher marketing budget, adapting to new technologies and applying innovative and decisive strategies in order to promote the trade show worldwide, FOOD EXPO 2017 will be a resounding success. According to estimates, more than 1,200 exhibitors will participate in the next iteration, while an even greater number of important Greek and international buyers will be attending.

Your participation as an exhibitor in FOOD EXPO GREECE 2017 will yield substantial commercial benefits for your company, will strengthen your commercial relations with the Greek and international marketplace, and offer great business opportunities.

10,000 key buyers from all sectors of the Greek market

More than 47,500 Greek trade visitors as well as wholesalers and foodservice professionals are expected to visit the 4th FOOD EXPO in 2017. Among them, there will be 10,000 key players and decision makers from the entirety of the Greek organized retail, wholesale, hotel, and foodservice market, seeking food products from all across the globe.

As with the 2,500 international food traders that will visit FOOD EXPO 2017, all Greek buyers will also participate in pre-arranged B2B meetings with exhibitors of their choice –either at their respective stands or at the specially-designed B2B meeting rooms.



"FOOD EXPO is better organized than other international and notable trade shows. We have made excellent contacts from all around the world."

Michael Hofler

YNDA GMBH / DENMARK - EXHIBITOR

FOOD EXPO Key figures



45,000 m²
Exhibition Space
at the largest exhibition center in Greece



1,200
Exhibitors
companies that manufacture, import and market F&B products



150
International Exhibitors
from at least 30 countries around the world



47,500
Domestic Visitors
from the retail, wholesale and foodservice sectors



2,500
International Visitors
from 70 countries and all five continents



650
Hosted Buyers
from key target markets all across the globe



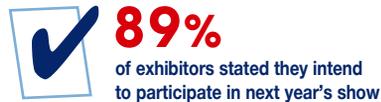
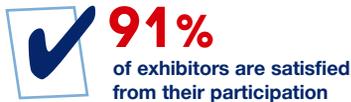
11,500
B2B Meetings
between food traders and exhibitors



500,000 €
Marketing Budget
for above and below the line promotion

Maximum exhibitor satisfaction

According to a survey performed by an independent company, IPSOS - OPINION SA, most of the exhibitors expressed their satisfaction with the level of organization as well as with their attendance at FOOD EXPO 2016, while a high percentage stated their intention to exhibit again in next year's iteration.



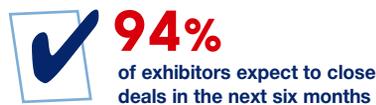
"Many buyers from Greece and other countries saw our products. FOOD EXPO is very large, exciting and interesting. I think we should come again next year."

Raed Merhi

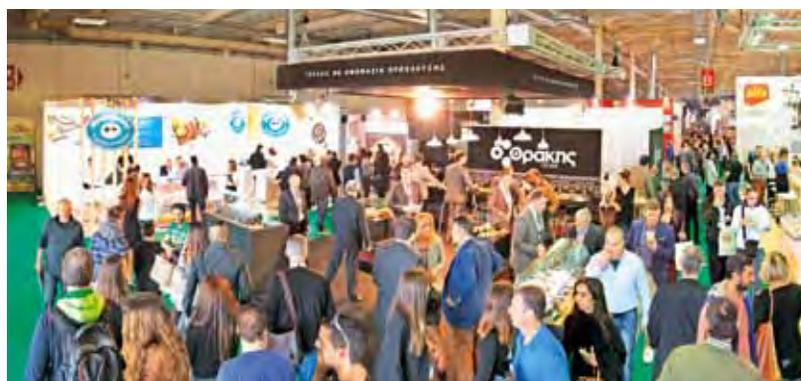
A-Z CORPORATION / LEBANON - EXHIBITOR

High commercial effectiveness

The great commercial effectiveness and the dynamic character of FOOD EXPO GREECE are confirmed by the elevated percentage of exhibitors that closed deals during the three days of the trade show and those that expected to do so in the next 6 months.



B2B meetings will take place between trade visitors and exhibitors at FOOD EXPO 2017



"FOOD EXPO GREECE is of a much higher level than I initially expected. It can easily compete with other well known food shows around the world."

Tania Ursulica

GLATZ GMBH / GERMANY - INT'L VISITOR

More than 2,500 int'l visitors in FOOD EXPO 2017!

With a series of targeted initiatives and a budget that will exceed 500,000 €, FOOD EXPO GREECE 2017 is expected to attract more than 2,500 international buyers, 650 of which will be included in the trade show's Hosted Buyer Program that will cover travel and accommodation expenses.

In this framework, during the 4th iteration of FOOD EXPO, more than 11,500 B2B meetings will take place between exhibitors and hosted buyers from all over the world!



Greece moving forward!

Despite having been in dire straits during the past years, Greek economy is finally beginning to turn a corner, offering great opportunities for investments, and business ventures. According to projections, the international willingness to support Greece and its economy will have a positive impact on its growth (the IMF forecasts a 2.8% growth in 2017), creating the ideal breeding ground for the further development of exports.

Additionally, tourist arrivals in Greece in 2016 have exceeded 26 million and estimations for 2017 predict more than 28 million arrivals. Due to these facts, the Greek market is especially attractive and intriguing to international investors.



162% exhibitor increase in the 3rd FOOD EXPO Greece when compared to the first year's trade show numbers

"FOOD EXPO GREECE is an impressive trade show. It was important that so many Greek and international food traders saw our products."

Prisecaru Andrei

ROMMAC / ROMANIA - EXHIBITOR

Key Figures of the Greek Economy



€ 23,500

per capita Gross Domestic Product, the largest in Southeast Europe



30%

of monthly income is spent on food, beverages and foodservice



€ 5.9 billion

the total value of Food & Beverage imports in the country



26 million

tourists from all over the world have visited Greece in 2016, alone

Athens, an ideal location!

The strategic location of Greece –right in the heart of three continents: Europe, Asia and Africa– makes it a key trade center for Southeast Europe, the Balkans and the Middle East. Thanks to their growing purchasing power, the countries in these regions constitute major food markets with an ever-increasing growth potential.

Athens is located within a 3 hour flight radius from all of Europe as well as the rest of the countries in the region. In addition, the country, despite the recent upheaval in the Middle East, remains a totally safe tourist and business destination.



Athens Metropolitan Expo An ultra modern exhibition center

The 4th iteration of FOOD EXPO GREECE will take place together with the 3rd OENOTELIA, at the ATHENS METROPOLITAN EXPO exhibition center, the largest and most modern exhibition venue in Greece (covering a total exhibition space of 55,000 m²), designed to the highest standards and with impressive facilities, which is located close to the Athens International Airport «Eleftherios Venizelos», just 2 km from the airport buildings and only 5 minutes away from the Metro and Suburban Railway station.

At the Airport (arrivals level, in front of exit 2), the exhibition center's bus station will also be available to visitors; shuttle buses will transfer visitors for free to and from the trade show, on rotation every 10 minutes.



95% of international food traders expressed their enthusiasm over the high level of the trade show's organization

FOOD EXPO is organized by the most reliable trade show company in Greece

For more than 28 years, FORUM SA has been successfully operating in the fields of trade shows and publications for the Hotel and the wider Hospitality & Catering industry, by organizing 5 trade shows, publishing 6 trade magazines, and constantly acting with a sense of responsibility towards the bakery, pastry, coffee, foodservice, and hospitality professionals. Since its establishment in 1988, FORUM SA has come a long way towards developing and expanding its activities. Its high quality magazines have become an invaluable communication tool, while its trade shows are considered among the most important commercial fora for professionals of their respective industries.

Stand Package Options

Free Space



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

155 € per m²
(Minimum area 9 m²)

Turnkey Business Stand



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

1,800 €
(Stand 9 m²)

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.

Be part of the most dynamic regional trade show

Book a stand NOW!

www.foodexpo.gr



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