

08  
10  
2025  
ATHENS • GREECE

MARCH



Greece  
**foodexpo**

THE LEADING F&B TRADE SHOW IN SOUTHEAST EUROPE

Alongside  
**oenotelia**

about us

FOOD EXPO

The only trade show in Southeast Europe with an **impact** on the global Food & Beverage market



"FOOD EXPO provides direct access to the most dynamic food traders from Greece and all around the world"

Thanasis Panagoulas, *President of BOD & CEO of FORUM S.A*

**Innovation, inspiration, trust, high level of internationality among the exhibitors and visitors.** These are the ingredients that make FOOD EXPO the ideal business platform for the food and beverage industry and a trade show with a global impact. From March 8th to 10th, FOOD EXPO will welcome more than 37,000 buyers from the food retail, wholesale, hospitality, distribution, import & export, and foodservice sectors. These buyers are looking to meet suppliers face-to-face, sample the latest products and place orders. So, if you are looking to conquer the Greek market, expand in Europe, or, even if you have your sight set on other markets around the globe, seize the opportunity and exhibit at FOOD EXPO 2025.



1,300 Exhibitors



37,000 Visitors



50,000 sq.m. Exhibition Area

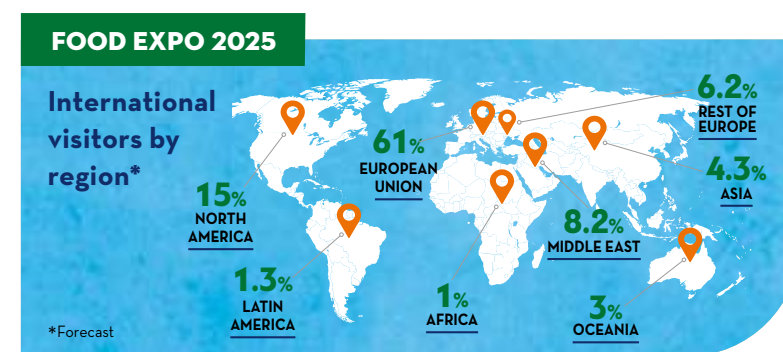
Forecast

**FOOD EXPO is a trade show that really inspired us.** Our participation offered us the opportunity to introduce innovative Italian products to Greek consumers and the Southeast market."

Fabrizio Camastra  
Trade Commissioner  
Italian Trade Agency in Athens

**The B2B platform facilitated fruitful conversations** with several buyers for the Serbian companies that participated, and we are optimistic about the potential business outcome."

Zoran Trpovski  
Secretary of the Industry Association  
of the Chamber of Commerce and Industry  
of Vojvodina, Serbia



### Expand in dynamic markets

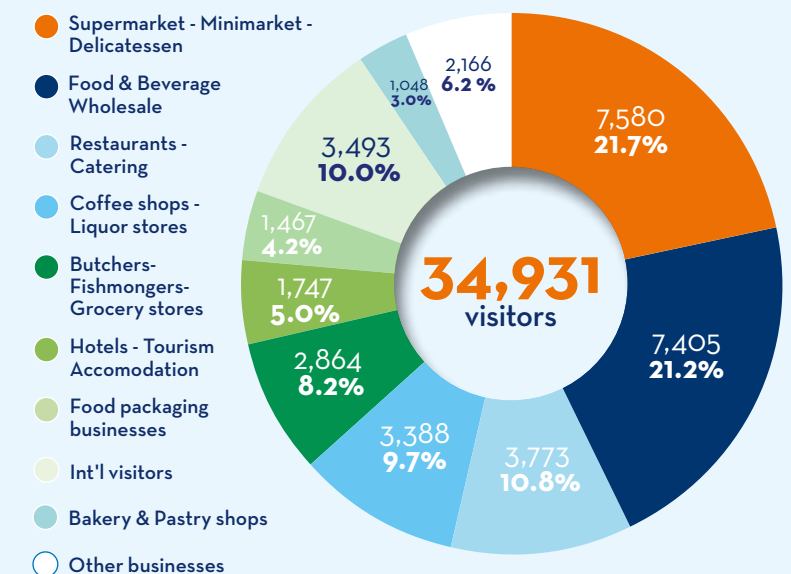
Companies with a high export profile, interested in penetrating new markets, will meet over 3,500 food traders & retailers from countries other than Greece, including 1,000 Hosted Buyers.

- 80.3% of the international traders / hosted buyers visited FOOD EXPO 2024 to find new suppliers.
- 61.7% of the international traders / hosted buyers closed deals with the exhibitors.
- 95.6% of the international traders / hosted buyers declared their intention to close deals the months after the trade show.

Online satisfaction survey results, March 2024

## THE GLOBAL F&B INDUSTRY MET AT FOOD EXPO 2024

**34,931** Greek and international food traders visited the 2024 trade show



### Greek F&B Market: Dynamic & competitive

€35 billion

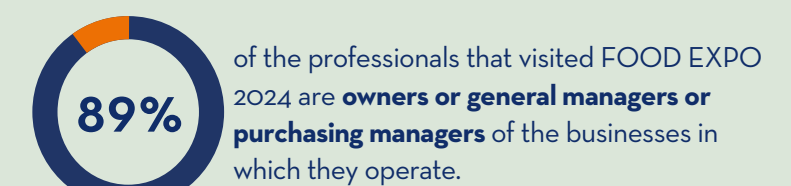
the value of the Greek food retail market by 2025

58% increase

in FnB imports during the period 2016-2023

€9.2 billion

the Greek food services revenue by 2026



# exhibitors & exhibits

— **FOOD EXPO** welcomes  
1,300+ suppliers, **global  
brands and regional  
producers** from across  
the F&B sector —



## Products that are showcased

- Dairy & Cheese
- Olive oil - Olives
- Aromatic plants, Herbs
- Meat, Poultry, Sausages, Meat Products
- Frozen foods & Vegetables
- Fish, Molluscs, Shellfish
- Ready meals
- Canned foods
- Pasta, Cereals, Pulses
- Confectionery, Baked & Pastry Goods
- Nuts
- Dried fruits
- Ice cream, Sweets
- Jams, Honey, Halva, Spreads
- Coffee, Beverages, Beers
- Waters, Juices, Soft drinks, Tea
- Fresh Fruits & Vegetables
- Dressings, Sauces, Dips
- Plant Based
- Seasonings, Condiments
- Organic Food & Beverages
- Free From, Super Foods - Vegan
- Wine, Spirits, Wine equipment
- National Pavilions (organised by chambers, governmental bodies, etc)

**FOOD EXPO offers to exhibitors significant opportunities for business** growth through the Hosted Buyers program and International visitors."

Armelle Hillion  
Promotion Department of Consumer Goods & Services at IPEX,  
International Trade Institute of Castilla - La Mancha, Spain

**FOOD EXPO is pivotal for us in order to expand** into Greece and the Balkans. The organization was impeccable with a diverse range of international buyers."

Max Coello  
Trade Commissioner of the Government of Ecuador  
for Italy and Greece

  
**250**  
Int'l Exhibitors

  
**22**  
National Pavilions

  
**35**  
Countries

Forecast

## Room for Growth

How about organizing a corporate event during the largest and most influential exhibition event for the F&B industry? FOOD EXPO offers you the opportunity to host a networking event, product launch, sales performance review, management meeting, annual convention, or any other significant corporate moment, during the trade show (see page 10).



## B2B Matchmaking Platform

The established online networking platform of FOOD EXPO will be available again for the 2025 edition, allowing all exhibitors to upload their company profile and schedule pre-scheduled B2B meetings with Hosted Buyers during the exhibition.



## EXHIBITOR SURVEY 2024

### Deals & Networking sealed the trade show's success according to exhibitors

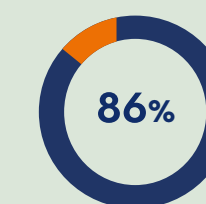
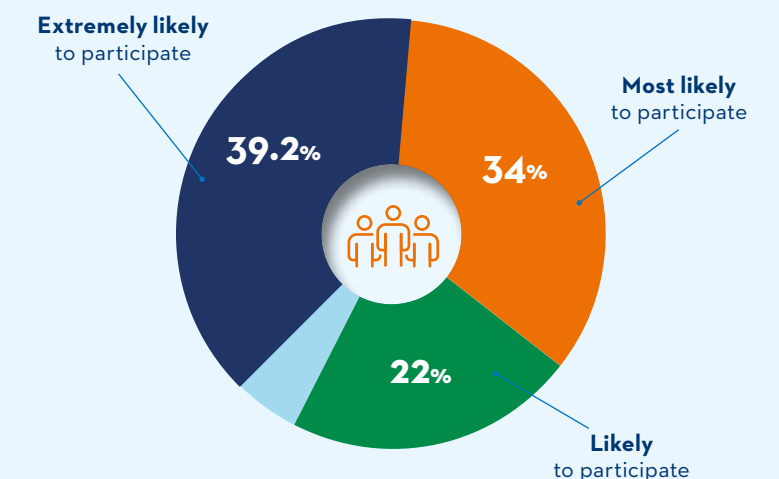
**FOOD EXPO 2024** offered the exhibitors a great platform for new partnerships, deals, and collaborations. The survey results validate this claim.



declared satisfied by their participation

### The exhibitors renew their rendez-vous

**95.2% of exhibitors** expressed a likelihood / strong likelihood of participating in FOOD EXPO 2025 as well.



of the exhibitors stated that they felt optimistic for **the conclusion of additional agreements** after the end of the exhibition.

Online satisfaction survey results, March 2024

# visitor profile

— **FOOD EXPO**  
brings together  
**decision makers**  
from the international  
F&B community —



## Owners & executives of the businesses below visit the trade show

- Supermarkets - Minimarkets
- Hypermarkets
- Discount markets - Cash & Carry
- Food & Beverage Wholesale
- Convenience stores
- Delicatessen & Gourmet stores
- Coffee shops
- Hotels
- Liquor stores
- Stores with organic products
- Butcher and Fish shops
- Restaurants - Catering - Wine bars
- Bakery & Pastry stores
- F&B Industries

## International Visitors & Hosted Buyers

- Supermarkets, Hypermarkets, Cash & Carry, Delicatessen Stores
- Wholesalers • Distributors
- Wine Importers
- Restaurant chains - Catering businesses
- Hotels

**FOOD EXPO really impressed me!** With over a thousand companies from all over Europe and Asia, it has exceeded my expectations."

Ch. Muhammad Azam Asad  
CEO, ADAM INTERNATIONAL LTD,  
Glasgow and Pakistan / Hosted Buyer

**Attending FOOD EXPO as a first-timer has been remarkable;** I've not only met my objectives but also discovered potential for innovation for future projects."

Kamal Ashour  
Reliability Improvement Expert, EFFEM - MARS  
WRIGLEY Confectionery, Egypt / Hosted Buyer



**3,500**  
Int'l Visitors



**1,000**  
Hosted Buyers



**15,000**  
B2B meetings

Forecast

## foodexpo Greece WEB APP

### Your direct online communication with thousands of visitors

More than 60,000 food and beverage professionals from all over the world will be informed via email marketing campaigns to download the FOOD EXPO 2025 web app. Through this app, they can search for specific exhibitors, access comprehensive information about them in order to visit their booth during the trade show, and also maintain contact even after the end of the exhibition.



## VISITOR SURVEY 2024

### Confirming visitors' expectations

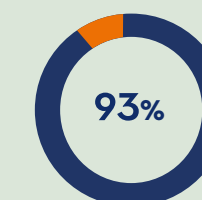
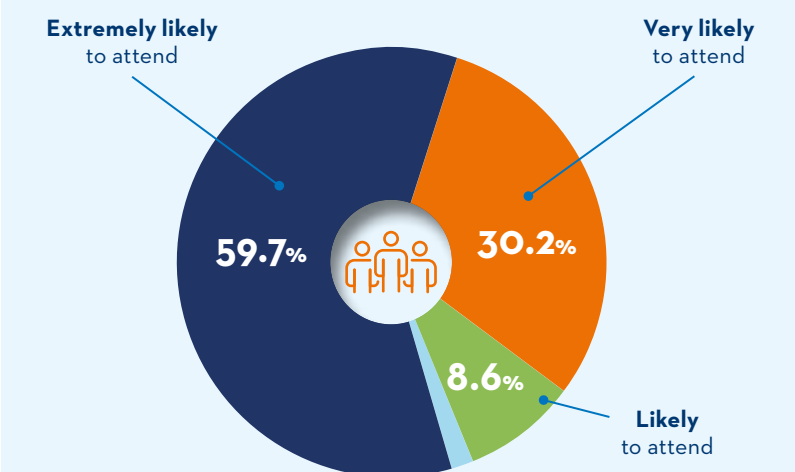
**Visitors expressed satisfaction** with the excellent range and quality of the products they discovered at FOOD EXPO 2024, as well as the large number of exhibitors.



said they were satisfied by the trade show

### The F&B professionals will reunite at FOOD EXPO 2025

**98% of visitors** expressed their intention to attend FOOD EXPO 2025, confirming the trade show as the largest annual F&B sourcing event in Southeast Europe.



of the visitors came to the trade show to **find new suppliers and products** for their businesses.

Online satisfaction survey results, March 2024

# general information

— **OENOTELIA** is the ideal business place for **brands, producers, major wine dealers and importers** from around the world —

## Introduce your wines & spirits to targeted professionals from the global market

In March 2025, trade visitors from around the world will come together at OENOTELIA 2025 to explore current industry trends and innovations, sample high-quality wines and spirits, and conduct business with the industry's best suppliers. Internationally renowned wineries, distilleries, and premium wine producers from across the world will participate in the trade fair, connecting with thousands of professionals from food and beverage retail, wholesale, foodservice, and the hotel industry. Nearly 200 exhibitors will showcase their latest products and services to a distinguished audience of industry professionals. Don't miss the opportunity to capitalize on this three-days event to enhance your visibility in both domestic and global markets.



**200**  
Exhibitors



**16,000**  
Visitors



**2,000+**  
Labels

Forecast



The Wine Tasting Area at OENOTELIA offers a comprehensive showcase of top wine products from around the world. Trade visitors —specialist dealers, wholesalers, and wine importers— will have the opportunity to discover and taste highly awarded wines and new labels, served by expert sommeliers. This will allow them to select products that best meet the needs of their businesses.

## Showcase your labels to over 250 wine importers

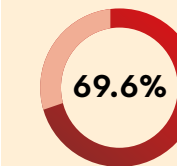
International wine importers from around the world, including Canada, Cyprus, England, Germany, Japan, the Netherlands, USA, and others, will attend OENOTELIA through the Hosted Buyers Program. These buyers will have the opportunity to discover and sample more than 2,000 labels from 200 wineries and distilleries participating as exhibitors. It's worth noting that the trade show organizers will provide exhibitors with all necessary services for the perfect presentation of their wines, including tasting glasses, ice, champagne glasses, and spittoons, all free of charge.



## EXHIBITOR & VISITOR SURVEY 2024



All the **exhibitors** who participated at the survey, expressed **their intention to participate** at OENOTELIA 2025.



**of professionals** who met OENOTELIA exhibitors affirmed their **intention to conclude agreements** with them, the months following the trade show.

Online satisfaction survey results, March 2024

# exhibition floor plan

Room  
For Growth

FOOD EXPO gives the opportunity to companies of the F&B industry to hold a corporate event during the exhibition in a well-equipped space in Hall 3. The space has a theatrical layout and a capacity of 50 people.

**Cost: 2,500€ per hour for exhibitors / 5,000€ per hour for non exhibitors**

*The cost includes: Lectern, projection screen, sound system and wireless microphone.*

## Athens Metropolitan Expo

It is the most modern exhibition center in Greece, with a gross exhibition area of 55,000 sq.m. It is located at a distance of 1 km from the Athens International Airport "Eleftherios Venizelos" and a few minutes from the Metro and and Suburban Railway station station and has 6,250 free parking spaces. It also has been certified with the TUV Austria Covid Shield - Principal Level certification.



- HALL 1**
- **OENOTELIA**
    - Wines • Spirits • Sparkling wines
    - Oenological Equipment
    - Wine accessories
    - Glassware • Caps • Labels • Distillers
  - **REGIONS OF GREECE - CHAMBERS - MUNICIPALITIES - COOPERATIVES**
  - **INTERNATIONAL PAVILIONS**

- HALL 2**
- **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

- HALL 3**
- **FOOD & BEVERAGES**
    - Dairy & Cheese Products
    - Olive Oil • Olives & Olive Products
    - Pdo & Pgi Products
    - Delicatessen Products
    - Frozen Food, Fruit & Vegetables
    - Seafood • Salted Fish • Farmed Seafood
    - Ready Meals • Pasta • Cereal • Pulses
    - Dough Products & Bakery Ingredients
    - Water • Juices

- HALL 4**
- **FOOD & BEVERAGES**
    - Coffee • Water • Soft drinks
    - Juices • Confectionery
    - Cheese & Dairy Products
    - Olive Oil, Olives & Olive Products
    - Frozen food
    - Pastries & Dough Products
    - Pasta, Cereals



## Build your stand

in collaboration with FORUM TOTAL SOLUTIONS  
Our team is here to propose to you stands of modern design at the most competitive prices in the market, for your participation in FOOD EXPO 2025!

**Scan the QR code** to discover all the value for money construction choices that we can create for you.



08-10  
2025  
ATHENS • GREECE





# **food** Greece **expo**

THE LEADING F&B TRADE SHOW IN SOUTHEAST EUROPE

**BOOK YOUR STAND NOW!**

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**08**  
**MARCH**

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**SATURDAY**  
10.00 - 18.00

**09**  
**MARCH**

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**SUNDAY**  
10.00 - 18.00

**10**  
**MARCH**

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**MONDAY**  
10.00 - 18.00