

THE **LEADING**
F&B **TRADE**
IN SOUTHEAST **SHOW**
EUROPE

EXHIBITOR BROCHURE

20-22
MARCH
ATHENS • GREECE

20
27



foodexpo Greece



FORUMSA. Member of NürnbergMesse Group

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NÜRNBERG
MESSE

ABOUT US



Where the global F&B industry meets: connecting producers, suppliers, distributors, and buyers from around the worlds.

« Join us at **FOOD EXPO 2027**. Elevate your brand at Southeast Europe's leading Food & Beverage hub! »

Thanos Panagoulas,
President of BoD & CEO of FORUM S.A.

In the dynamic and highly competitive **Food & Beverage** industry, expanding into new markets and forging powerful trade partnerships are the ultimate keys to sustainable growth and long-term success. **FOOD EXPO 2027**, Southeast Europe's premier business hub, puts your product portfolio right where it belongs: at the center of global trade. The upcoming edition will connect you directly with over **40,000 key decision-makers**, including retail buyers, wholesalers, distributors, and Ho.Re.Ca. executives from Greece and 80 countries worldwide. Following a record-breaking year in attendance, FOOD EXPO returns not just as an exhibition, but as a thriving ecosystem for business growth. **Secure your booth today, unlock international sales, and position your brand for global success!**



1,300
Exhibitors



50,000 sq.m.
Exhibition Area



50,000+
Food & Beverages

Forecast



HALL 1

Mediterranean FOOD STAGE

Gastronomic treasures from all around the globe will take center stage in a series of dynamic live cooking shows. Renowned chefs will masterfully blend traditional products and unique ingredients from diverse countries and cultures into creative, cutting-edge recipes.

HALL 2

F&B BUSINESS Laboratory

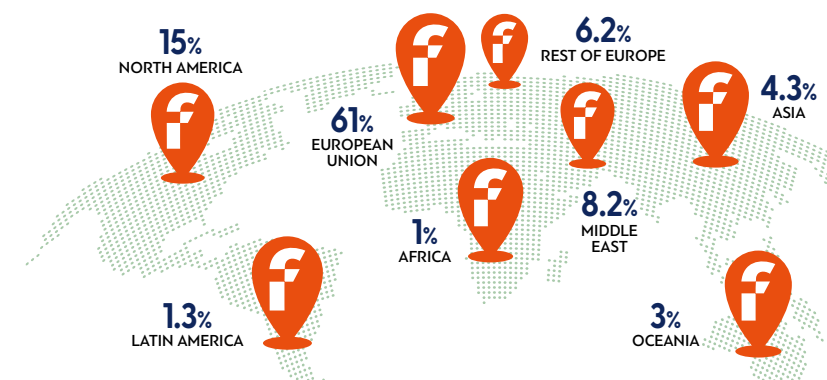
Industry professionals, global experts, and institutional leaders are joining forces to analyze the present and future of the Food & Beverage sector. From emerging global trends to the secrets of successful exporting, the stage at Hall 2 will transform into the ultimate hub for knowledge and high-level networking.

UNDER THE AUSPICES

- MINISTRY OF RURAL DEVELOPMENT AND FOOD
- ACCI (ATHENS CHAMBER OF COMMERCE AND INDUSTRY)
- UHCCI (UNION OF HELLENIC CHAMBERS OF COMMERCE AND INDUSTRY)
- SEVT (FEDERATION OF HELLENIC FOOD INDUSTRIES)
- SEVE (GREEK EXPORTERS ASSOCIATION)
- SEVITEL (ASSOCIATION OF GREEK OLIVE OIL STANDARDIZATION INDUSTRIES)
- SEVEK (ASSOCIATION OF HELLENIC MEAT PROCESSING INDUSTRIES)

FOOD EXPO 2027

International Buyers: Target Markets



Market Expansion in Practice

Connect face-to-face with 4,500+ international trade visitors and 1,000 elite Hosted Buyers with high purchasing power. The next big step toward elevating your brand and expanding your global footprint starts right here.

84% of international food traders / hosted buyers visited FOOD EXPO 2026 in order to find new suppliers.

75% of international food traders / hosted buyers signed deals with the exhibitors during the trade show.

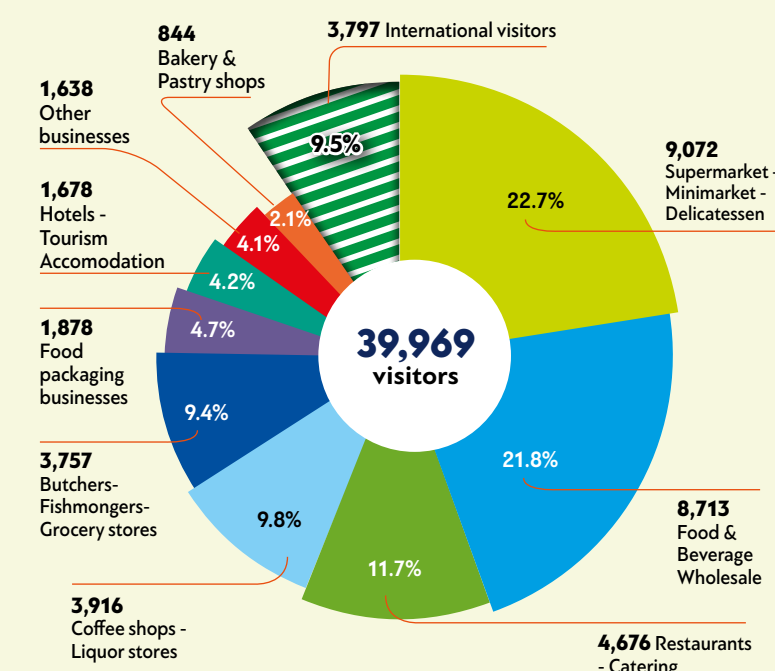
99% of international food traders / hosted buyers expressed a strong intent to finalize deals with exhibitors after the conclusion of the trade show.

Anonymous Online Satisfaction Survey, March 2026

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FOOD EXPO 2026: The event in numbers

The entire international F&B industry gathered here!



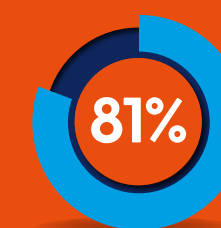
A thriving and competitive Greek F&B Sector

Tap into a €36.5B+ Retail powerhouse:

Capitalize on the immense scale of the Greek food retail market, which has solidified its position as a multi-billion euro sector driven by robust domestic demand and luxury tourism.

Leverage strong & proven import dynamics:

Food & beverage imports exceeded €11.3 billion in 2025, demonstrating Greece's strong dependence on imported food products and ingredients.



Are owners, CEOs, commercial directors, and purchasing managers. So, they hold the decision-making power to sign your next major trade agreement.

EXHIBITORS & PRODUCTS



More than 50,000 Food & Beverage products of exquisite flavors and high nutritional value:

- 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)



250 International Exhibitors



22 National pavilions



35 Countries

Forecast



"FOOD EXPO is our premier gateway to the Balkan and S.E. European markets. This year, Asturias returned even stronger, showcasing unique, traditional products. It was an outstanding organization. We will definitely be back!"

Bruno Lopez
General Director, ASTUREX

"Our goal is to facilitate Albanian companies to participate in trade fairs. FOOD EXPO fits our mission perfectly, providing an ideal platform to help these businesses explore new markets, connect with potential clients, and secure new contracts."

Albana Zykaj
Head of SMEs & Export Sector, AIDA

"We had the opportunity to connect with a very high quality audience - owners of butcher shops and retail stores. FOOD EXPO is definitely the place to be."

Victor Brito
Commercial Director, LODEWIJKS MEAT BV

B2B Matchmaking Platform



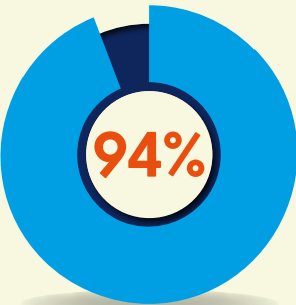
With the primary goal of maximizing trade success and boosting the global reach of our exhibitors, FOOD EXPO's established and highly effective B2B networking platform will be fully available for the 2027 edition. Exhibitors will have the opportunity to set up their profiles early on and secure pre-arranged, targeted meetings with premium Hosted Buyers from the international market. These elite buyers are attending the exhibition with a clear objective: to discover reliable, high-quality suppliers in the premium Food & Beverage sector.



Your company's presence in the FOOD EXPO 2027 3D Virtual Walkthrough ensures that your participation investment keeps delivering results long after the physical event concludes. Through a cutting-edge digital environment, you allow thousands of industry professionals, who continue to source products and services post-show, to "visit" your booth from any device, anywhere in the world, right from the comfort of their office.

Exhibitor Feedback: FOOD EXPO 2026 Survey Results

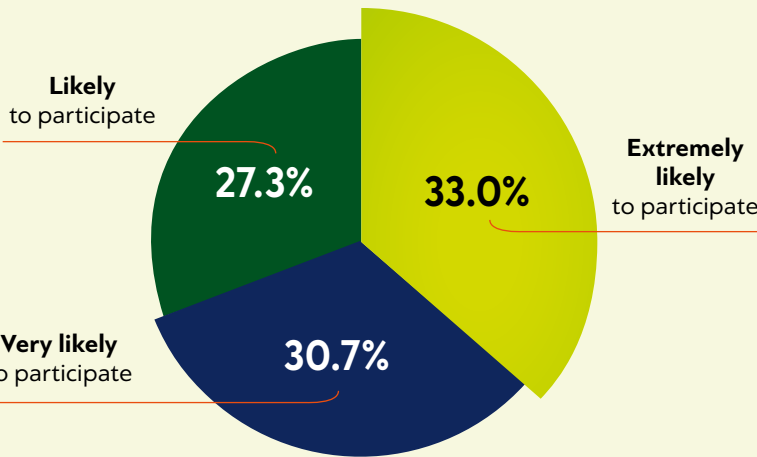
The exhibitors of FOOD EXPO 2026 highlight the exhibition as a major catalyst for their business growth. It proved to be a dynamic event that generated numerous new trade agreements, expanded client portfolios, and established international recognition.



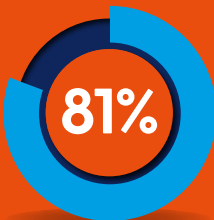
94% of exhibitors confirmed that their participation was a resounding success, delivering significant commercial value.

Exhibitors set their sights on FOOD EXPO 2027

A continuous relationship of trust: **91% of the exhibitors** consistently choose FOOD EXPO, reaffirming their participation for 2027.



Anonymous Online Satisfaction Survey, March 2026



81% Of the exhibitors connected directly with Hosted Buyers, showcasing their products to a highly dynamic, international audience.

VISITORS PROFILE

Greece
foodexpo



Owners & executives of this type of businesses 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



3,500
International Visitors



1,000
Hosted Buyers



15,000
B2B meetings

Forecast



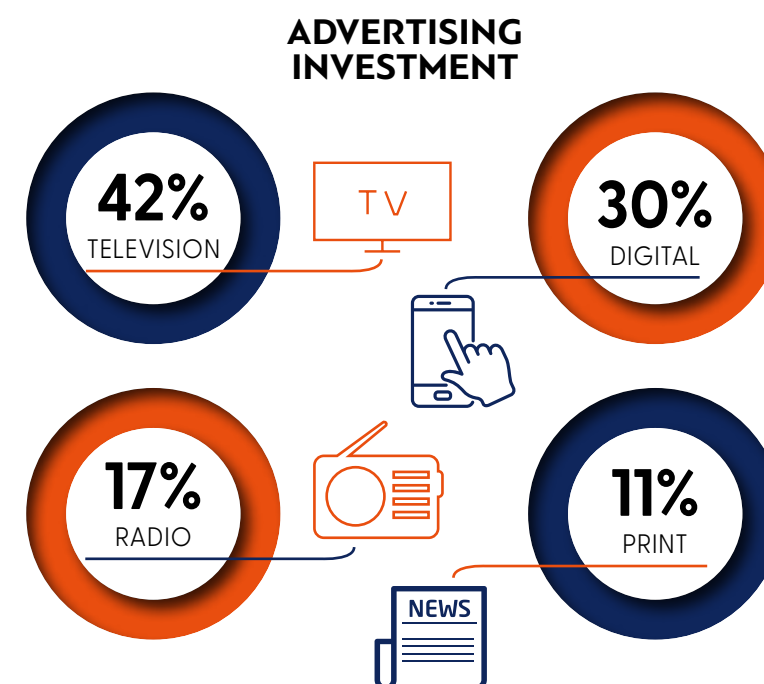
SCAN&USE

New Launch

The exhibition's established Web App is shifting to the next level, fully replacing the traditional printed FOOD EXPO catalogue. This new digital application serves as a modern, completely user-friendly, and sustainable tool, tailored to the demands of today's market. Through the interactive floor plan, visitors can instantly locate any exhibitor's booth within the halls and directly access their corporate profile. At the same time, the ability to search alphabetically or by product category maximizes the flow of targeted buyers straight to each exhibitor's stand. Finally, featuring an integrated direct messaging tool, the app bridges the gap between visitors and exhibitors in real time.

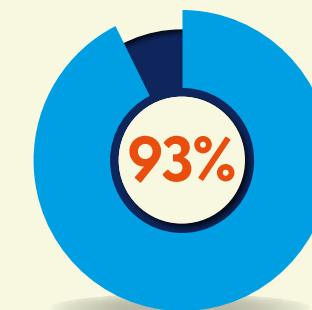
Consistently investing in the promotion of FOOD EXPO 2027!

To maximize the commercial return on your participation, we are investing €450,000 in a comprehensive, targeted communication plan. We are establishing FOOD EXPO as the ultimate meeting point for the Food & Beverage industry through:



Visitor Feedback: FOOD EXPO 2026 Survey Results

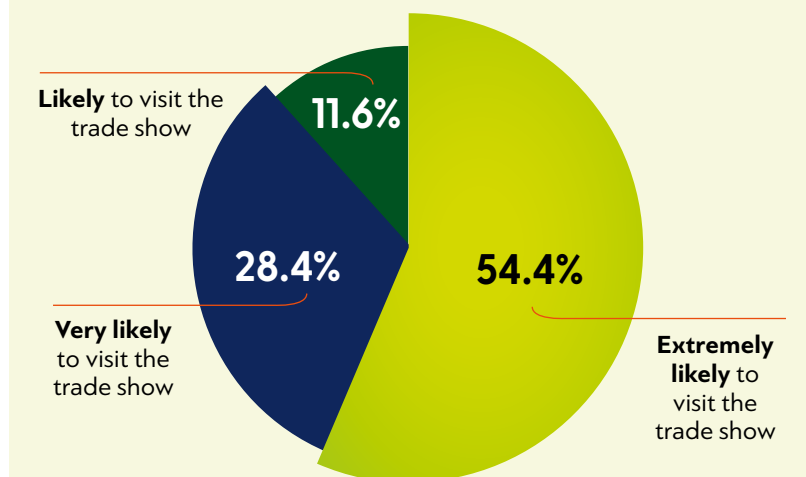
Premium products, competitive trade agreements, and dynamic networking shaped the ultimate success story of FOOD EXPO 2026. This powerful combination ensured a unique exhibition experience for visitors, delivering measurable results for their business growth.



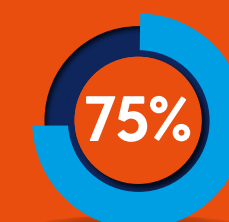
of visitors found their next supplier at FOOD EXPO 2026.

Industry professionals are heading to FOOD EXPO 2027

FOOD EXPO guarantees your business continuity. **94.4% of industry professionals** state they will return for the next edition to source new products for their companies.



Anonymous Online Satisfaction Survey, March 2026



Of the Hosted Buyers stated that they closed deals during **FOOD EXPO 2026** with its exhibitors.



**FORUM
TOTAL SOLUTIONS**
ONE COMPANY. MANY POSSIBILITIES.

**Your strategic partner for a
successful exhibition presence**



Scan the QR
code and
explore our
full range of
services.

From booth
construction,
equipment supply,
and services, to
printing, design,
and corporate
event planning.



**Stand
Construction**

Modern &
practical
construction
solutions



Events

Corporate event
planning &
execution.



Services

Equipment
& services for
your exhibition
stand.



Printings

Results that
stand out for
their quality
& aesthetics.

Athens Metropolitan Expo

It is the largest, most modern, and best-equipped exhibition and conference center in Greece. Located right next to Athens International Airport "Eleftherios Venizelos, this state-of-the-art facility spans over 50,000 sq.m. of indoor space, featuring 4 exhibition halls. The venue features 6,250 free parking spaces, free of charge for visitors and exhibitors.



OPENING DATES & TIMES

20
MARCH

SATURDAY
10.00 - 18.00

21
MARCH

SUNDAY
10.00 - 18.00

22
MARCH

MONDAY
10.00 - 18.00

EXHIBITION FLOOR PLAN

HALL 1

OENOTELIA

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

Regions of Greece - Chambers - Municipalities

International Pavilions

HALL 2

FOOD SERVICE 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

REGIONAL FOOD & BEVERAGE

- 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 & BEVERAGE

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

ABOUT US



The premier trade event
in Southeast Europe for global
wines & spirits.

**Connect with global market. Lay the foundation
for your most profitable partnerships!**

OENOTELIA 2027 will once again bring together the most prestigious wine and spirits producers from all around the globe. Labels from renowned international vineyards, leading global brands, rare indigenous varieties from diverse terroirs, and next-generation craft spirits are set to take center stage. This premier event will attract international and domestic retail buyers seeking premium additions for their shelves, Ho.Re.Ca professionals with a dedicated focus on wine and spirits, hospitality executives looking to differentiate through top-tier quality, and top sommeliers from leading restaurants and bars worldwide. Every dynamic and forward-thinking industry professional will be at OENOTELIA, ready to discover the next "must-have" product for their portfolio. **Secure your place at OENOTELIA 2027 today!**



200
Exhibitors



16,000
Visitors



2,000+
Labels

Forecast



FOOD EXPO 2027 EXHIBITOR BROCHURE



WINE TASTING



At the Wine Tasting Area of OENOTELIA, wine and spirits producers have the unique opportunity to showcase up to three of their selected labels to specialized exhibition visitors, free of charge. In an environment perfectly tailored to highlight the sensory characteristics of each product, experienced sommeliers will manage the service, guiding F&B and hospitality professionals through an exceptional tasting experience.

**Present your products to wine buyers
from all around the globe!**

OENOTELIA 2027 will connect your business directly with leading buyers from the global market. Over 250 Hosted Buyers with high purchasing power from the USA, Canada, Germany, China, Brazil, and other key countries will visit the exhibition to source premium labels and spirits for their portfolios, sealing deals that will elevate our exhibitors' global distribution. Participating in the exhibition grants you access to an influential international trade network, putting you face-to-face with key wine and spirits decision-makers from around the world.



250
Wine
Importers

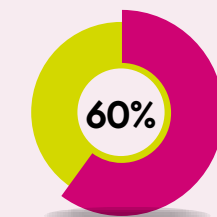
14
Countries
of origin

3,750
B2B
Meetings

BOOK YOUR STAND NOW!

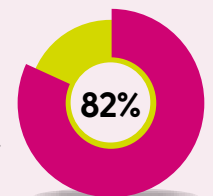
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OENOTELIA 2026: A proven success



60% of FOOD EXPO visitors
also visited OENOTELIA 2026.

82% of the exhibitors held meetings with
Hosted Buyers during OENOTELIA.



Anonymous Online Satisfaction Survey, March 2026

ABOUT US

oenotelia
INTERNATIONAL WINE & SPIRITS TRADE SHOW



FOOD EXPO 2027 EXHIBITOR BROCHURE



THE **B2B** LEADING
TRADE SHOW
FOR WINE & SPIRITS
IN GREECE

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INTERNATIONAL WINE & SPIRITS TRADE SHOW

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LEADING EXHIBITION
ORGANIZER IN GREECE