

EXHIBITOR BROCHURE

> 11-13
NOV 2023
METROPOLITAN EXPO

FOODTECH

International food processing exhibition



Alongside the packaging exhibition

Global Pack

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NÜRNBERG MESSE

Supported by



POWTECH

Beviale Family



12,500 targeted visitors at FOODTECH 2021

FOODTECH 2021 was once again the meeting point for hundreds of Greek and int'l professionals from the F&B industry in the wider region of Southeast Europe.

Food & Beverage production companies	3.983	31,9%
Bakery & Pastry shops	3.222	25,7%
Food & beverage wholesale	1.750	14%
Mass catering businesses	1.645	13,2%
Super Market – Retail businesses	858	6,9%
Machinery & Equipment trade	622	4,9%
Bakery & Pastry production units	420	3,4%

Dedicated on bringing future solutions to the f&b industry

FOODTECH, is the premium international trade show focusing on the production and processing, technologies of Food & Beverages which will be held 11-13 November 2023, at Athens-Greece at the Metropolitan Expo. The Food & Beverage Industry in Greece, having taken significant steps forward, is on an impressive trajectory of development and modernization. Hence, it invests in the constant improvement of production methods and operation systems. So, by participating as exhibitor at FOODTECH, you will have the opportunity to showcase your innovative technologies and latest products to thousands of trade visitors from Greece, build brand awareness, expand to a new developing market, and generate new leads.



Food Processing



Food Safety



Automations & Robotics



Ingredients

Organized by FORUM SA

FOODTECH trade show is organized by FORUM SA. FORUM SA, the largest trade show organizer in Greece, is the Greek subsidiary of NürnbergMesse Group (organizers of FachPack, POWTECH & BrauBeviale among others) – one of the most dynamic German trade fair organizers and one of the 15 largest exhibition companies in the world. In the portfolio of FORUM SA are leading exhibitions such as ARTOZA, HORECA, FOOD EXPO Greece, XENIA, BIO FESTIVAL, ATHENS COFFEE FESTIVAL, GLOBAL PACK.

Invest at the strong Greek F&B industry

Greece's F&B industry has gained a newfound significance in the past decade driving export growth and attracting record foreign investment. Furthermore, it invests in the constant improvement of production methods, operations, and distribution systems; proof that Greece is offering great opportunities for business ventures.



4% of the country's total GDP



16.000 enterprises involved in the food processing sector



€14,2 billion turnover



25% of the Greek industrial production



€300,000 promotional budget

An impressive budget will be invested by the organizing company for a targeted and dynamic advertising campaign in television, radio, print and digital environment.



46% TV

TV spots on all nationwide stations will be aired for a period of 20 days.



22% RADIO

Spots on the 14 major radio stations in the region of Attica and Thessaloniki for a period of 15 days.



22% DIGITAL MARKETING

A comprehensive and targeted digital campaign (Newsletters, Social media, Display και Google Ads).



10% PRINT ADVERTISEMENT

Extensive advertisements in the b2b press and newspapers with high circulation.

Exhibitor categories

FOODTECH 2023 is expected to attract as exhibitors the leading manufacturers, importers and suppliers of Technology & Processing products and services concerning the food and beverage industry, from Greece and other countries across the world.

- Food & Beverage processing machinery and equipment
- Bottling & filling machines liquid food and beverages
- Automations, Robotics systems and Information technology programs
- Raw materials & Additives for F&B production
- Industrial gases
- Weighing systems and technologies
- Labeling, coding and traceability machinery and equipment
- Cooling - Heating Systems, Freeze chambers
- Cleaning and disinfection machinery & systems
- Waste management
- Certification, marketing & product design companies
- Organizations, Associations, Press

350 Hosted Buyers

FORUM SA, by investing more than €100,000 aims to attract 350 international buyers from the wider Balkan and Eastern Mediterranean basin, in order for them to find new production solutions to upgrade their units. These buyers will hold more than 5,000 b2b meetings with FOODTECH exhibitors.

Visitors

- 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 product industries
- Sauces, dressings. Bio foods
- Fruit & vegetable packaging plants
- Fish, catches & cured fish production units
- Pasta, pulses, etc. producers & processors
- Honey, nuts, jam and confectionery producers & processors
- Wineries, breweries & distilleries
- Water, juice, soda and beverage bottling companies.
- Coffee roasters
- Organized retail. Food & Beverage wholesale

Global Pack

Alongside the new packaging exhibition

Packaging plays a significant role in the production and standardization of Food & Beverages, contributing to product differentiation and enhancing their competitive advantage. The parallel organization of FOODTECH with GLOBAL PACK creates important synergies since it is a strong motive for all industry professionals to visit both exhibitions in order to find the most efficient solutions for their business needs.



PARTICIPATION COST

One sided stand (ground trace)

α. From 20 to 50 m ²	€ 160,00 /m ²
β. From 51 to 90 m ²	€ 150,00 /m ²
γ. From 91 to 250 m ²	€ 145,00 /m ²

Additional charges:

1. For every additional side	€5,00/m ²
2. Carpeting	€ 5,00/m ²
3. Basic stand structure*	€ 20,00/m ²
4. Back side (sq.m)	€ 20,00
5. Register in the exhibitor catalogue (hardcopy)	€ 100,00
6. Register at the digital platform	€ 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

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 online invitations for each exhibitor

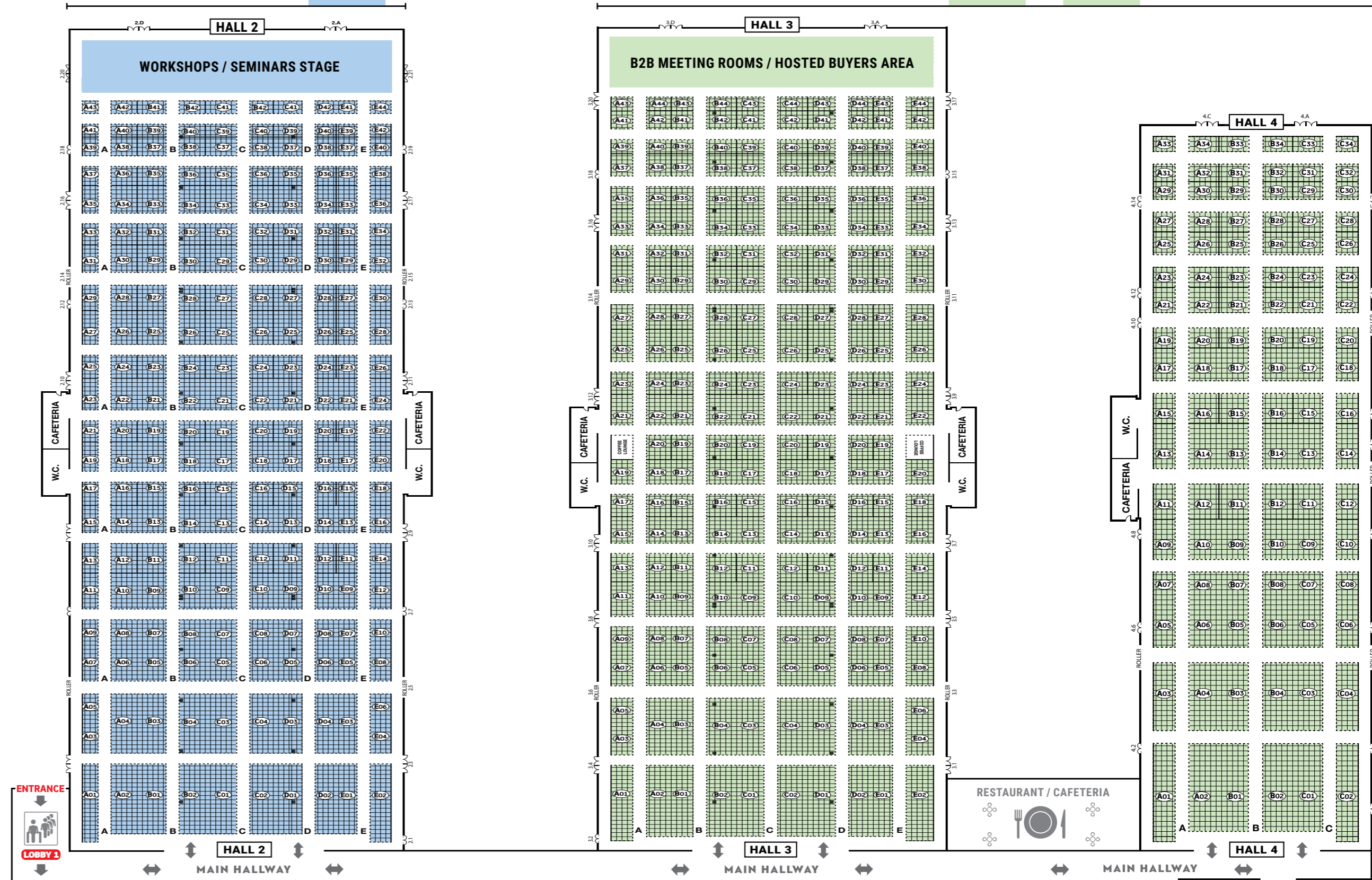
TURNKEY BUSINESS* STANDS FROM 2.160 EUROS!

For the exhibitors wishing to have an upgraded presence at the lowest possible cost, the turnkey business stand of high aesthetic and functionality, is the right choice. These stands are available in various sizes, the smallest of which has dimensions 3m x 3m=9m2.



a. Stand 9,00 m2	2.160€ + VAT
b. Stand 12,00 m2	2.880€ + VAT
c. Stand 15,00 m2 (two sided corner)	3.600€ + VAT

- * Turnkey business stands consist of:
- Aluminum structure with white and grey PVC panel(s)
 - PVC partition
 - raised floor with fitted carpeting
 - 1 table
 - 3 seats
 - 3 shelves
 - 1 cabinet
 - 1 stool
 - 1 info desk
 - Company name printed at the fascia of the stand (1,50x0,45 m)
 - 2 HQ1 150W floodlights
 - 1 power strip



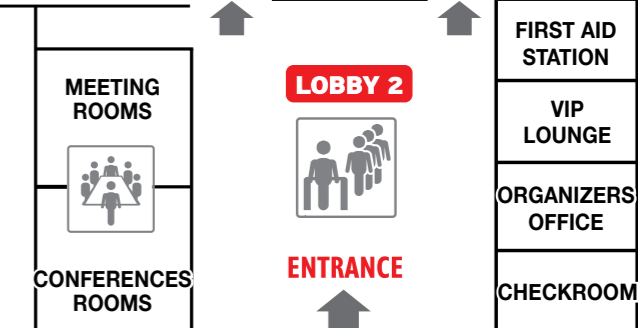
ATHENS METROPOLITAN EXPO

It is the largest and most modern exhibition venue in Greece, with an impressive 55,000 sq.m. of exhibition space. Located at the Athens International Airport Eleftherios Venizelos, it is easy to access by bus, car, Metro or Suburban Railway and offers 5,500 free of charge parking spots. In order to ensure the health safety of its employees and visitors and guarantee the business activity of the hosted exhibitions, it has been certified by TUV Austria Hellas with the "CoVid-Shield" Certification Scheme. In addition, during the trade shows, the exhibition center will operate air conditioning and extractor fan with 100% fresh air for optimal space ventilation.



FLOOR PLAN ANALYSIS

FOODTECH will take place alongside Global Pack, the new packaging exhibition. FOODTECH stands will be located in Hall 2, while the GLOBAL PACK stands in Halls 4 & 3. 120 exhibitors are expected to participate in FOODTECH, whose stands will cover a total area of 10,000 sq.m. Visitors of both exhibitions will enter from both entrances of the exhibition center (see layout) and will have the opportunity to visit both exhibitions.



FOODTECH 2023

International food processing exhibition

Days and Hours of Operation

NOV
11

SATURDAY
10.00 - 19.00

NOV
12

SUNDAY
10.00 - 19.00

NOV
13

MONDAY
10.00 - 18.30

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