

3rd INTERNATIONAL FOOD & BEVERAGE EXHIBITION



19 - 21 MARCH 2016
METROPOLITAN EXPO
ATHENS • GREECE



Take advantage of the Mediterranean Food experience!

Visit FOOD EXPO Greece



FOOD EXPO 2015/Post show video

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A leading international Food & Beverage Trade show in Southeast Europe

After the resounding success of the 2nd iteration, FOOD EXPO GREECE has been established as the leading international Food & Beverage trade show in Southeast Europe.

For 2016, the exhibition is steadfast in maintaining the same quality standards, while investing in an even higher marketing budget, and applying innovative and decisive strategies in order to expand worldwide. With 30,000 sqm space, 900 exhibitors, 42,000 Greek and international visitors, as well as an extensive turnout of key international buyers, FOOD EXPO 2016 will certainly be an even bigger success!

FOOD EXPO Key Figures

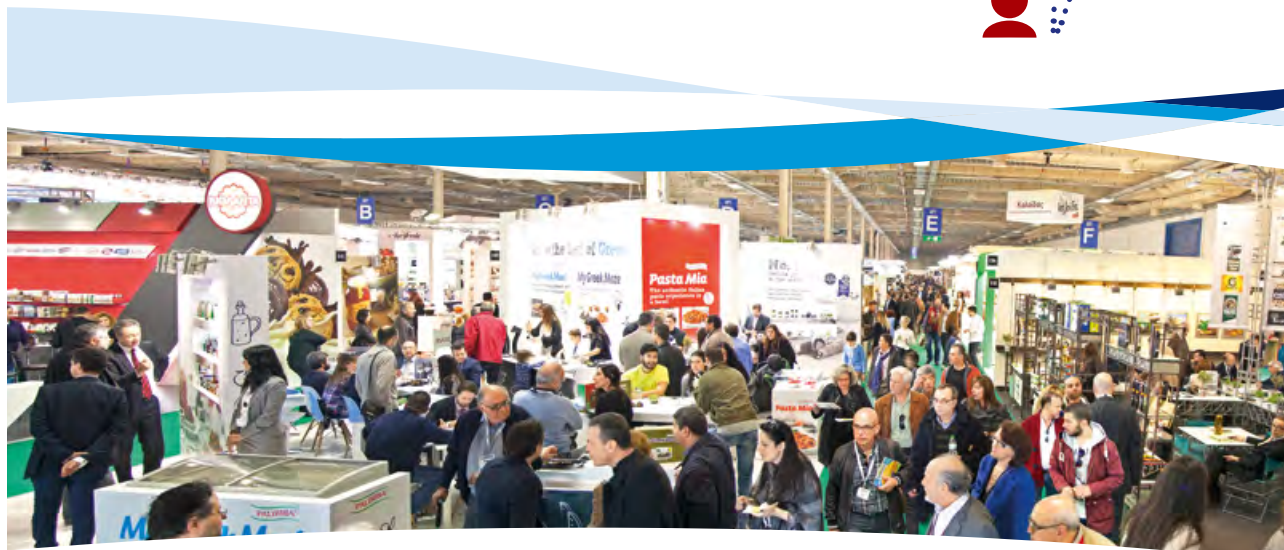
Iteration	3
Venue	Athens • Greece
Exhibition Space (s.m.)	22,000 / 30,000*
Exhibitors	580 / 900*
National Pavillions	9 / 15*
Visitors	35,000 / 42,000*
International Visitors	850 / 1,100*
Hosted Buyers	290 / 480*
Marketing Budget (€)	480,000 / 500,000

* Forecast figures for FOOD EXPO 2016

87% OF INT'L VISITORS RATED THE QUALITY OF PRODUCTS FOUND IN FOOD EXPO AS EXCELLENT

"The quality and the organization of FOOD EXPO GREECE has been fantastic! I would like to come again next year and discover more amazing products of the Greek land."

Olivier Wittman MILLISSIME INC. / U.S.A.



Panorama of Greek & Mediterranean PDO & PGI products

PDO & PGI products have a great growth potential, and successfully represent the magnitude and strength of the Greek Food & Beverage industry.

Greek PDO & PGI products are unique, epitomize the best the Hellenic land has to offer, and spearhead exports, since they have already proven themselves in the most demanding markets of the world. The majority of the PDO & PGI producers from the Greek and Mediterranean markets will meet at FOOD EXPO 2016, achieving great international exposure, and promoting their products' variety, and high culinary and nutritional value to an international public.

Mediterranean Diet A worldwide trend

The benefits of the Mediterranean Diet have led to a significant increase in demand for products from the area, turning the Mediterranean gastronomic tradition into an international phenomenon and a growing trend. In FOOD EXPO GREECE, the best food and drinks from Greece and the Mediterranean will be showcased, giving trade visitors the chance to get to know their huge variety.

89% OF HOSTED BUYERS AGREE THAT FOOD EXPO GREECE IS A MUST-ATTEND EVENT!

"I am impressed by the quality of Greek products and I saw some innovations that really surprised me. The organization of the trade show was excellent!"

Michael Schrammel GLATZ GmbH / AUSTRIA



Hellenic food and drinks take over the world with their exceptional quality

A wave of change is moving through the Greek food and drink industry, redefining how companies grow, and exploring new ways of doing business.

Greece has a turnover of approximately €11.2 billion in the food manufacturing sector, and is constantly growing and improving its export potential (4.2 billion euros in 2014). The high quality of Greek products, the consistency of production, technological advances and innovations, as well as the uniqueness of certain goods (e.g. Feta cheese, Chios Mastiha, etc.) are helping local companies boost sales, and expand their business all over the world.

A unique vision leads to internationalization

To keep up with customer demand, and with the ever-changing global marketplace, the Greek food & drink sector has focused on operational efficiencies, technology updates, cost reduction initiatives, while upholding quality. Products made with top quality ingredients, unique packaging and competitively priced, have the best chance of success in the global antagonistic environment.

90% OF INT'L VISITORS WERE VERY SATISFIED WITH FOOD EXPO GREECE 2015

"I was very impressed! This trade show provided a huge array of products with the Mediterranean Diet in mind, and it has been a tremendous experience."

John Kapralos MOLISANA IMPORTS / CANADA



Unique Greek wines meet the global marketplace

Consolidating its reputation as a trade show with international allure, OENOTELIA showcases and promotes Greek food and wine culture.

The 1st OENOTELIA, the trade show on Greek wines and spirits that was held together with FOOD EXPO 2015, successfully provided producers from Greece and the rest of the world with the opportunity to present their exceptional products. In 2016, OENOTELIA and FOOD EXPO GREECE will once again be held under one roof, giving international trade visitors the chance to taste the best of Greek vineyards, and pair the excellent wines with gourmet foods.

The Greek vineyard and its indigenous varieties

The Greek vineyard has a long history and is one of the oldest in the world. Due to its privileged geographical position, and the climate of the region, Greece produces a wide array of wines, each with distinct characteristics and unique aromas. During the course of OENOTELIA, wine buyers will discover the versatility of Greek indigenous wine varieties.

87% OF WINE BUYERS WERE IMPRESSED WITH THE B2B MEETINGS' ORGANIZATION

"I found wines I have never tried before. Really interesting, with a nice story behind. It would be extremely useful to visit again FOOD EXPO GREECE and OENOTELIA."

Erika Gallon AMOROSSO FINE WINES / HONG KONG



More than 1,100 international visitors are expected to visit FOOD EXPO GREECE 2016!

Over the last two years, FOOD EXPO GREECE has successfully established a strong international reputation, and managed to create a reliable brand.

The trade show has established its prestigious image by showcasing the uniqueness and added value of Greek products. FOOD EXPO attracts a large number of key international decision-makers looking to establish commercial relations with Food & Beverage production companies from Greece and the world. More than 1,100 major international visitors are expected to attend FOOD EXPO 2016, while 480 of them will be included in its Hosted Buyer Program.

FOOD EXPO GREECE Survey Results *

- 90%** of int'l visitors were very satisfied with the trade show
- 89%** of int'l visitors would visit the next FOOD EXPO GREECE in 2016
- 87%** of int'l visitors rated the quality of products found as excellent
- 86%** of int'l visitors made new deals at the trade show

*Conducted for Food Expo Greece 2015 by: IPSOS / OPINION SA

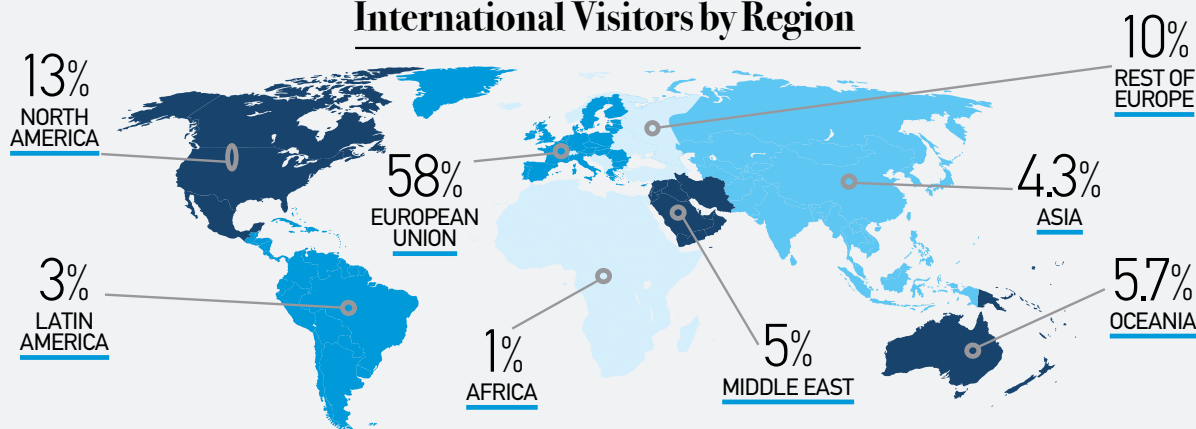
89% OF INT'L VISITORS INTEND TO VISIT FOOD EXPO GREECE AGAIN NEXT YEAR (2016)

"I am impressed with FOOD EXPO GREECE! The show is really interesting, with many products which could be introduced to the Chinese market."

Richard Zhang SHANGHAI CITY SHOP / CHINA



International Visitors by Region



You are invited to attend FOOD EXPO GREECE 2016 as a Hosted Buyer!

FOOD EXPO GREECE has designed a comprehensive Hosted Buyer Program for key international buyers.

The specially-designed Program will give you the opportunity to receive a wide range of complimentary benefits, including travel expenses, accommodation, local transfers, etc. However, buyers need to express genuine purchase responsibility, and commit to attend 12 to 15 b2b meetings with exhibitors.

Why visit FOOD EXPO 2016

- To discover the huge variety, and high culinary and nutritional value of Greek products, and give your business a competitive edge
- To explore products that will fulfill the needs of consumers in your country
- To establish productive business relations with Greek food companies

Take the chance Discover the real Greece!

FOOD EXPO gives you the chance to discover the unique, natural products and culture Greece has to offer, and explore authentic Greek food at its birthplace. Take advantage of specially-designed 1-2 day tours that will allow you to visit Hellenic Food and Drink production units as well as legendary archaeological sites all in one go!

SEE MORE !

"It is the first time I visited a Greek trade show. The whole exhibition arrangements are very good. I definitely found what I was looking for."

Justin Pulikkottil
LULU HYPERMARKETS / SAUDI ARABIA



Metropolitan Expo / Athens Greece

FOOD EXPO GREECE 2016 will be held at the METROPOLITAN EXPO, located next to the Athens International Airport "El. Venizelos". Free shuttle buses will transfer visitors to and from the trade show.



Looking Forward to Seeing you at the 3rd FOOD EXPO GREECE in March 2016

Join the
FOOD EXPO GREECE 2016
Hosted Buyer Program
APPLY NOW!

For further information, please contact our team



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