

**The Mediterranean Food Experience!**

THE ULTIMATE  
**MEDITERRANEAN**  
**FOOD**  
& DRINK  
**TRADE SHOW**



Held in conjunction with  
**oenotelia**

**1,200 Exhibitors**

**50,000 Food Traders**

**45,000 m<sup>2</sup> Exhibiting Area**

**18-20 March 2017**  
**ATHENS • GREECE**

## The leading international Food & Beverage trade show in Southeast Europe!

Featuring a record number of exhibitors and increasing attendance numbers, FOOD EXPO is considered the premier trade destination for Food & Drinks in Southeast Europe.

With 1,200 exhibitors, FOOD EXPO 2017 is setting the bar high! It is worth noting that no other trade show in Greece –or the world– has grown so much and in such a short time in terms of size, reputation and commercial effectiveness. Even from its 3rd iteration, FOOD EXPO managed to consolidate its status as the leading international Food & Beverage trade show in Southeast Europe. Currently, FOOD EXPO is a truly international fair aligned with the needs of the Greek market, as well as those of the local export-oriented businesses of the F&B sector.

### FOOD EXPO Key Figures

Iteration	3 / 4*
Venue	Athens • Greece
Exhibition Space (s.m.)	35,000 / 45,000*
Exhibitors	970 / 1,200*
National Pavillions	15 / 20*
Domestic Visitors	45,000 / 47,500*
International Visitors	1,200 / 2,500*
Hosted Buyers	450 / 650*
B2B meetings	6,750 / 11,500*
Marketing Budget (€)	500,000

\* Forecast figures for FOOD EXPO 2017

**95%**

of int'l visitors rated the quality of products found in FOOD EXPO as excellent

“ FOOD EXPO EXCEEDED MY EXPECTATIONS. IT WAS AN AMAZING TRADE SHOW! I AM EXTREMELY SATISFIED. ”

**Hector A. Szulansky**  
OTB FOODS INC. / CANADA



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## The elite of Greek and Mediterranean products takes center stage at FOOD EXPO 2017

Greek & Mediterranean PDO & PGI products are the stars of FOOD EXPO, giving food traders from all over the world the chance to get to know their variety and flavors.

During the 4th iteration of the show, the most gourmet and experimental ever, trade visitors will be able to come across thousands of high quality and innovative products from Greece and the Mediterranean, and discover their unique character and flavors. The trade fair will place emphasis on the strong connection between the food industry, gastronomy and tourism, demonstrating the variety and high culinary and nutritional value of local products, that could give international businesses a competitive edge.

### Mediterranean diet gains momentum

Many long-term studies confirm the benefits of the Mediterranean diet on health and longevity, turning the Mediterranean gastronomy into an international phenomenon and an ever-expanding trend. In FOOD EXPO GREECE 2017 the best food and beverages from Greece and the Mediterranean will be showcased.

**90%**

of international visitors stated that FOOD EXPO GREECE fulfilled their expectations

“FOOD EXPO IS OF MUCH HIGHER LEVEL THAN I EXPECTED. IT CAN EASILY COMPETE WITH OTHER WELL-KNOWN FOOD SHOWS!”

**Tania Nicoleta Ursulica**  
GLATZ GMBH & CO KG / GERMANY



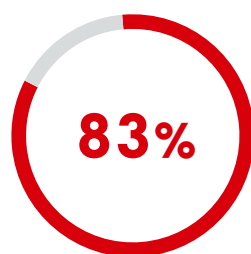


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## Greek food and drinks penetrate world markets with their exceptional quality

Greece's optimal climate conditions and unique landscape create one-of-a-kind products that spearhead export efforts and propagate the distinctive character of Greek food.

Over the next years, the food & drink industry in Greece is expected to contribute significantly to GDP growth, building a strong presence in the international distribution network. Greek food and drinks competitively enter in global markets, giving Greek companies a clear advantage and helping them find new ways of doing business. Nowadays, more and more consumers are falling for the allure of Greek products, helping them find their rightful place in international stores and, consequently, the table of food enthusiasts all over the world.



of int'l visitors stated  
that having food & wine  
in one trade show is ideal

### **oenotelia**

#### Special wine section

Wineries and distilleries from all over the Mediterranean will participate in OENOTELIA 2017, the premier Wine & Spirits show in Greece that takes place in conjunction with FOOD EXPO. In 2017, visitors will have the opportunity to meet with producers from all wine-growing regions of the country and discover the Greek vineyard and its unique indigenous varieties.

**“IT WAS MY FIRST TIME IN GREECE AND MY FIRST TIME DRINKING AND TRYING GREEK WINES. I WAS BLOWN AWAY!”**

**Thomas Pillsworth**  
VINUMPORT / USA



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## Take advantage of the specially-designed FOOD EXPO 2017 Hosted Buyer Program!

FOOD EXPO has designed a comprehensive Hosted Buyer Program for key international Food & Beverage traders. With all or part of their travel and accommodation costs paid for, qualified hosted buyers simply have to attend a minimum number of b2b meetings that are scheduled through an online match-making platform.

### By joining the Hosted Buyer Program, you enjoy complimentary benefits

- Fully-paid two (2) or three (3) nights hotel accommodation.
- Complimentary return/round-trip economy travel from selected airports.
- A day cruise to Hydra, Poros and Aegina, three of the most exciting Greek islands.
- Access to the Int'l Buyers Meeting Area, equipped with internet connection.

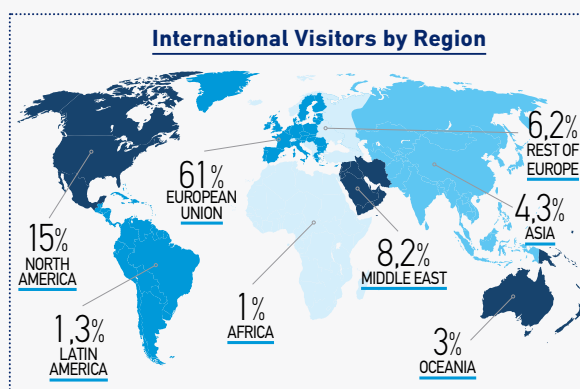
### Who qualifies

To qualify for the FOOD EXPO 2017 Hosted Buyer Program, you need to express genuine purchasing responsibility, and fall under one of the following categories:

- ✓ Supermarkets, Hypermarkets, Cash & Carry
- ✓ Importing, Distributing, Wholesale companies
- ✓ Food service companies
- ✓ Department stores
- ✓ Convenience store chains
- ✓ Contract / Institutional Catering businesses
- ✓ Restaurant chains
- ✓ Hotel chains

### 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 show's Hosted Buyer Program. In this framework, during the 4th FOOD EXPO, more than 11,500 B2B meetings will take place.



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## International visitors expressed maximum satisfaction of the FOOD EXPO experience!

According to a survey, almost all of the 1,200 international trade visitors and, among them, the 450 fully hosted buyers that attended FOOD EXPO GREECE 2016 were particularly impressed by the scope and scale of the trade show, as well as from the variety and quality of Greek products.

More than 6,750 scheduled b2b meetings between food traders and exhibitors were held during the three days of the trade fair at the 152 specially-designed rooms in Hall 3, helping both parties establish fruitful commercial relations. Trade visitors from 59 countries expressed their excitement with the level of organization and of course the quality and variety of Greek products, some of which they came to know for the first time!



### FOOD EXPO 2016 in numbers

-  **6,750**  
of B2B meetings took place  
between hosted buyers & exhibitors
-  **49%**  
of international visitors closed  
deals during the trade show
-  **450,000 €**  
were invested on the Hosted Buyer  
& Int'l Marketing Program

“WE HAVE MET SEVERAL COMPANIES DURING THE TRADE SHOW. WE CAME TO AN AGREEMENT WITH MANY OF THEM.”

**Ahmed Adel Ghanem**  
AMERICAN QUALITY / SAUDI ARABIA





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## Combine your visit to FOOD EXPO 2017 with a short break, and discover the real Greece!

Take advantage of your visit to FOOD EXPO 2017 in order to explore the variety and quality of Greek products and do business with suppliers from all over the world in a professional and efficient environment, while at the same time discovering Athens and its surroundings.

FOOD EXPO has designed full day tours that will help you live an authentic Greek experience! Discover the legendary archaeological sites, the delicious Greek gastronomy, the hospitality of the people; With approximately 26 million tourists visiting Greece each year, why not seize the opportunity to combine the most exciting trade show in Southeast Europe with a short break and experience the genuine Greek hospitality?



of int'l visitors regard FOOD EXPO as a very important event & would visit it again

### **Special offer:** Free cruise to the Greek islands!

FOOD EXPO is offering international visitors the chance to discover the beauty, historic sights and culinary treasures of the Greek islands. Enjoy a day tour to the Saronic Gulf and explore Hydra, Poros and Aegina, three of the most picturesque destinations only a short distance from Athens.

**“AFTER ATTENDING FOOD EXPO, I VISITED THE PARTHENON AND THE ACROPOLIS MUSEUM. IT WAS AN AMAZING LIFE EXPERIENCE!”**

**Samuel Adel**  
ADMIRAL FOODS PTY LTD / AUSTRALIA



## Visit FOOD EXPO GREECE 2017 and get a free cruise to the Greek islands!

**Join the Hosted Buyer Program !**


**For further information, please contact our team**

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### Metropolitan Expo / Athens, Greece

FOOD EXPO GREECE 2017 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.

