



# The Mediterranean Food Experience

## THE LEADING F&B TRADE SHOW IN S.E. EUROPE!

**1,350 EXHIBITORS • 50,000 m² • 70,000 VISITORS • 900 HOSTED BUYERS**



**foodexpo** Greece  
**16-18 MARCH 2019**  
 ATHENS • GREECE

## The leading F&B trade show in Southeast Europe

FOOD EXPO has been constantly growing in both size and reputation, thus giving tangible shape to the aspirations of the food industry.

With the numbers of exhibitors and trade visitors skyrocketing with each passing year, FOOD EXPO 2019 will once again be filled with top buyers and of course fabulous foodstuff. The show will take place March 16-18, 2019, at the Metropolitan Expo in Athens, Greece. Approximately 1,350 companies will be presenting the broad spectrum of products, fields of application and services on an exhibition space spanning 50,000 m<sup>2</sup>, for buyers from the entirety of the F&B sector.

### The fair that highlights Mediterranean & specialty foods

As always, FOOD EXPO 2019 will be the main platform for the international food industry interested in Greek and Mediterranean products and specialty foods, in general. Buyers from top names in retailing and foodservice will be out in force in search of new products, new trends, new vendors, and new connections to help meet record consumer demand for the categories.

## Thousands key buyers from Greece & the world

Greece is a major trade center in S.E. Europe and the Middle East, and a gateway to the Balkan marketplace. As a result, FOOD EXPO 2019 will once again offer its exhibitors the opportunity to meet key players and decision makers from the Greek market. In addition, major buyers from the organized retail and wholesale from countries all across the globe will also be attending and participating in B2B meetings with exhibitors of their choice.

### FOOD EXPO 2019 Forecast Key Figures





## Optimist returns as Greece is about to exit the crisis

The Greek F&B sector remains a strong economic growth indicator in the aftermath of what has been a difficult period for the country.

Greek economy is growing. According to the latest projections, the growth rate in 2018 is estimated at 2.5%. In addition, tourism has rebounded with about 30 million tourists in 2017, while even more are expected in 2018; proof that Greece is shaping to become a significant player in the region, offering great opportunities for investments and business ventures.

As a result, the Greek food market can just be the perfect place to expand your business. The second strongest sector in Greek manufacturing can also offer access to the emerging markets of Southeast Europe and Eastern Mediterranean through the established production and sales network of the country's enterprises.



**€ 2,500**

F&B products per capita consumption



**30%**

of monthly income is spent on F&B

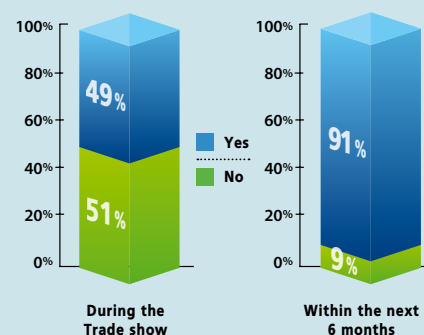


**€ 4.65**

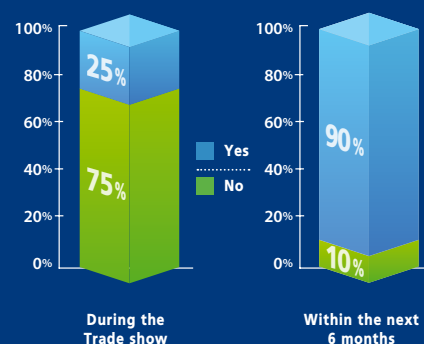
billion of total Greek F&B imports

### High commercial effectiveness for FOOD EXPO 2018 exhibitors\*

#### Closing Deals with Greek Food Traders



#### Closing Deals with Int'l Food Traders



\*Survey by IPSOS/OPINION



*"FOOD EXPO is a truly international trade show and in my opinion it is the best choice for all those food and beverage companies that would like to penetrate the Greek market."*

Ilario Amato, MIGRO / ITALY  
EXHIBITOR

## FOOD EXPO Greece A strong global brand

Registering a considerable growth in the number of exhibitors and recording a significant increase in attendance with each passing year, FOOD EXPO is rightly considered among the premier trade shows of its kind in the world, and a fixture in the calendars of companies and buyers alike. In addition, the high level of internationality and the quality of the visitors, has convinced exhibitors that in FOOD EXPO 2019 they will find the perfect platform for giving more visibility to their products.



## Greek and int'l exhibitors expected to exceed 1,350!

**FOOD EXPO 2019 will once again bring together professionals from all over the world, that manufacture, import and market F&B products.**

In just 6 years, FOOD EXPO has managed to become one of the most important Food & Beverage trade shows in the world and the largest one of its kind in Southeast Europe! In the next FOOD EXPO 2019 more than 200 international exhibitors from 25 countries are expected to participate. The international exhibitor stands will be, where appropriate, grouped under 22 national pavilions, while some individual participations will be developed in all four halls of the trade show.

### Exhibitors expressing strong enthusiasm

According to a survey conducted by IPSOS-OPINION SA, the staggering percentage of FOOD EXPO 2018 exhibitors expressed their enthusiasm with the trade show's size and scope, while 93% revealed their intention to participate at the next iteration in 2019.

## Developing an impressive promotional strategy

Over the last years, FOOD EXPO has successfully established a strong reputation, and managed to create a reliable brand, thanks mostly to its innovative vision and targeted promotional initiatives. The FOOD EXPO 2019 international advertising expenditure will exceed €500,000 in digital campaigns and targeted advertisements in the press, radio and television.

### FOOD EXPO 2018 Maximum Int'l Exhibitor Satisfaction\*



*\*Survey by IPSOS/OPINION*

## 4,000 int'l visitors, 900 Hosted Buyers at FOOD EXPO 2019

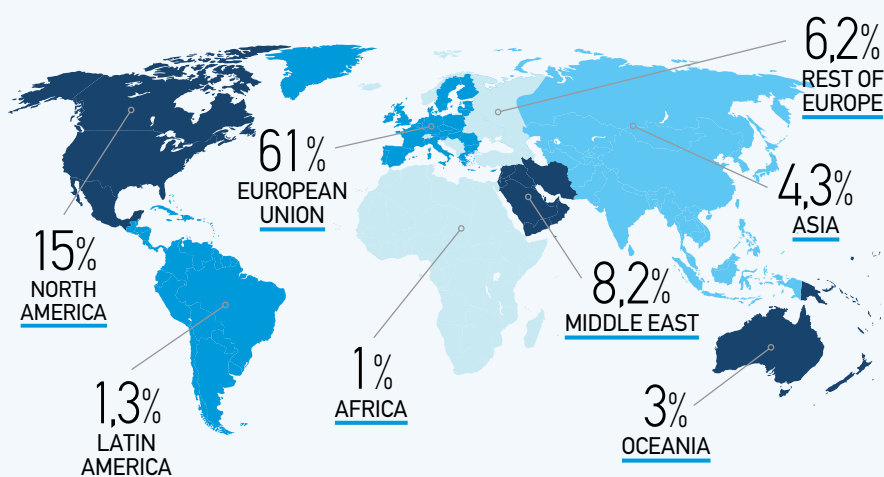
**FOOD EXPO is an exhibition that fully fulfills the commercial needs of international companies wanting to expand into the Greek and global marketplace.**

With a view to consolidating its brand at an international level, FOOD EXPO 2019 is investing the impressive amount of €700,000 in a series of promotional actions. The objective, to attract more than 4,000 international trade visitors from key target-markets. In addition, approximately 900 of them will be part of the show's Hosted Buyer Program that brings qualified buyers and sellers together with a high likelihood to book real business with each other through pre-arranged face-to-face meetings during the course of the show.

### 2,930 int'l visitors from 74 countries at FOOD EXPO 2018

More than 2,930 major international buyers from 74 countries attended FOOD EXPO 2018, 800 of whom participated in the show's Hosted Buyer Program, aimed at professionals from international high-level companies. It is worth mentioning that approximately 15,000 b2b meetings between the buyers who joined the program and local as well as international exhibitors took place during the 3 days of the fair.

**FOOD EXPO 2018 Int'l visitors by Region**



*"Our participation in FOOD EXPO 2018 gave us the opportunity to meet new customers not only from Greece but also from all over the world and to close important deals with most of them."*

Monyo Todorov, **BON OIL / BULGARIA**  
EXHIBITOR

### Exhibitor participation intent\*



**of Greek & int'l exhibitors expressed their intention to participate in the next FOOD EXPO**

### Visitor attendance intent \*



**of Greek & int'l visitors expressed their intention to visit next year's iteration**

\*Survey by IPSOS/OPINION

## A comprehensive Hosted Buyer program

FOOD EXPO has created an extensive Hosted Buyer Program for major international Food & Beverage traders. Following a series of targeted initiatives, the 2019 iteration of the show is expected to attract approximately 900 hosted buyers, whose travel and accommodation expenses will be covered. In this framework, during the 6th FOOD EXPO, more than 17,500 B2B meetings will take place between exhibitors and traders from all around the world.



## Participation fees

One sided stands (ground trace)

a. From 9 to 30 m <sup>2</sup>	€ 165,00/m <sup>2</sup>
b. From 31 to 70 m <sup>2</sup>	€ 160,00/m <sup>2</sup>
c. From 71 to 120 m <sup>2</sup>	€ 155,00/m <sup>2</sup>
d. From 121 to 250 m <sup>2</sup>	€ 150,00/m <sup>2</sup>

Additional charges

1. For every additional side (per m <sup>2</sup> )	€ 5,00/m <sup>2</sup>
2. Listing in the Exhibitors Catalogue	€ 100,00
3. Basic stand structure	€ 16,50/m <sup>2</sup>
4. Carpeting	€ 3,50/m <sup>2</sup>

## Special Offer

Free 3-Night Accommodation

When booking a 15 sq.m. or larger stand, international exhibitors will receive complimentary 3-night accommodation for one person (single room + breakfast at a FOOD EXPO 2019 affiliated hotel).

Special offers are applicable only for individual participations.

## Turnkey Business \* stands from 1,840 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 2,5x3,5 m = 8,75 m<sup>2</sup>.



\*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 facade of the stand (1,50x0,45 m) • 2 HQ1 150W floodlights • 1 power strip

## Business stand rental costs

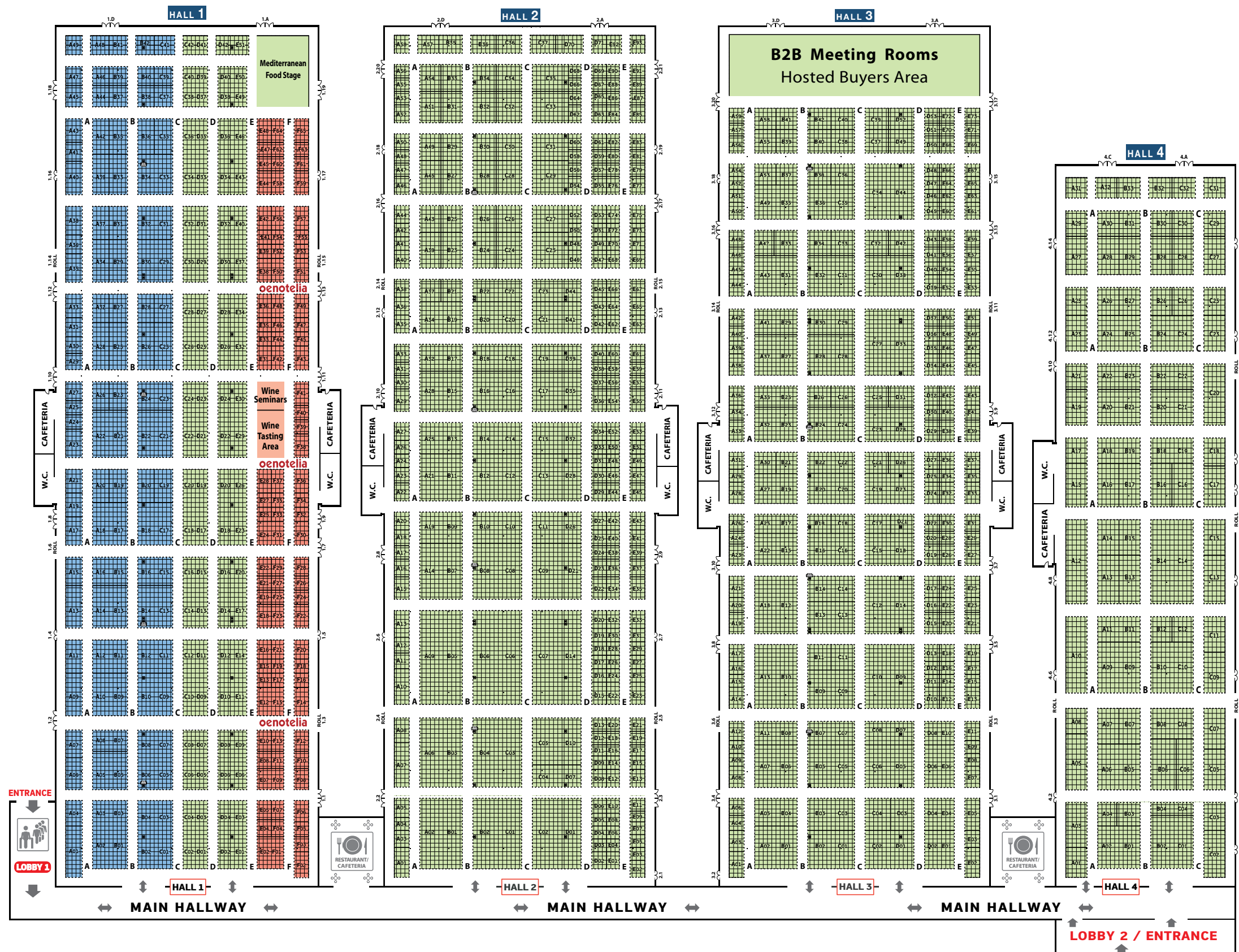
a. Stand 8,75 m <sup>2</sup>	€ 1,840 + VAT
b. Stand 10,50 m <sup>2</sup>	€ 2,200 + VAT
c. Stand 17,50 m <sup>2</sup> (two sided corner)	€ 3,670 + VAT

## OPENING DAYS & TIMES

SATURDAY	16/3/2019	10.00 - 19.00
SUNDAY	17/3/2019	10.00 - 19.00
MONDAY	18/3/2019	10.00 - 18.30

## Athens Metropolitan Expo An ultra modern exhibition center

The 6th FOOD EXPO 2019 will take place along with the 5th OENOTELIA at the METROPOLITAN EXPO exhibition center, a state-of-the-art building located close to the Athens International Airport "Eleftherios Venizelos" in Spata, Attica, 2km from the airport terminals and just a few minutes from the Metro and suburban railway station. It has also 2 parking lots offering 5,500 free parking spots.



### Hall 1

**OENOTELIA:** Wines • Spirits • Sparkling wines  
• Oenological Equipment • Glassware • Caps  
• Labels • Wine Accessories • Distillers

**REGIONS - CHAMBERS - MUNICIPALITIES - COOPERATIVES**

**FOOD TECHNOLOGY - PACKAGING:** Food Processing & Packaging Machinery • Refrigeration Systems • Weighing & Information Systems • Packaging • Industrial Detergents

### Hall 2

**FOOD & BEVERAGES - MEAT PRODUCTS - NATIONAL PAVILIONS**

• Meat & Meat Products • Delicatessen  
• Cold Cuts • Gyros • Dairy & Cheese Products  
• Olive Oil • Olives  
• Frozen Food • Fish & Seafood • Fruit & Vegetables  
• Canned Food • Ready Meals & Delights  
• Pasta • Cereal • Pulses • Dressings • Sauces • Dips  
• Spices • Seasonings • Herbs  
• Dough Products & Bakery Ingredients • Ethnic Foods

### Hall 3

**FOOD & BEVERAGES - B2B MEETING AREA**

• Dairy & Cheese Products  
• Olive Oil • Olives & Olive Products • PDO & PGI Products  
• Organic & Traditional Food & Beverages  
• Frozen Food, Fruit & Vegetables  
• Seafood • Salted Fish • Farmed Seafood  
• Ready Meals • Pasta • Cereal • Pulses  
• Dressings • Sauces • Dips  
• Spices • Seasonings • Herbs  
• Dough Products & Bakery Ingredients  
• Confectionery • Water • Juices • Refreshments

### Hall 4

**FOOD & BEVERAGES**

• Dairy & Cheese Products  
• Olive Oil • Olives & Olive Products  
• PDO & PGI Products • Organic & Traditional Food • Frozen Food, Fruit & Vegetables  
• Seafood • Salted Fish • Farmed Seafood  
• Ready Meals • Pasta • Cereal • Pulses  
• Dressings • Sauces • Dips • Spices • Herbs  
• Dough Products & Bakery Ingredients  
• Coffee • Confectionery  
• Water • Juices • Refreshments

**Be part of the most dynamic regional trade show**

**Book a stand NOW!**

**www.foodexpo.gr**



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