

VISITOR BROCHURE

16-18
MARCH
2019
ATHENS • GREECE



food ^{Greece} **expo**

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

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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 m², 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.

Specialty foods from a special land!

Greece is a country steeped in exceptional history, tradition, and culture. It is a land with temperate climate, fertile soils, and plenty of sunshine, all of which ensure excellent growing conditions for fine products of high culinary, dietary and nutritional value. In addition, Greek food manufacturing companies are constantly looking into the future, upgrading their infrastructure and production lines to ensure the best possible goods.

FOOD EXPO 2019 Forecast Key Figures



Specialty and Mediterranean food gaining global momentum!

The elite of Greek and Mediterranean products are the true stars of FOOD EXPO, giving international buyers the chance to get to know their variety and flavors.

With the Mediterranean Diet on UNESCO's Intangible Cultural Heritage of Humanity list since 2013, Greek food on the rise for several years now, and the global specialty food market likely to grow at a CAGR of over 5% during the 2017-2021 period, it seems that FOOD EXPO is totally in line with the needs and expectations of food traders all across the globe. As such, FOOD EXPO 2019 will place particular emphasis on thousands of high quality and innovative products from Greece and all other Mediterranean countries, underlining the fact that they could give any business a competitive edge.



22,000

restaurants in the world
use Greek ingredients



87%

of German consumers
prefer Mediterranean foods

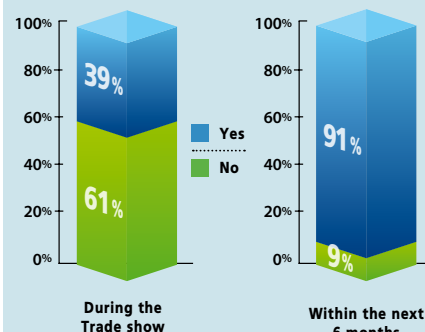


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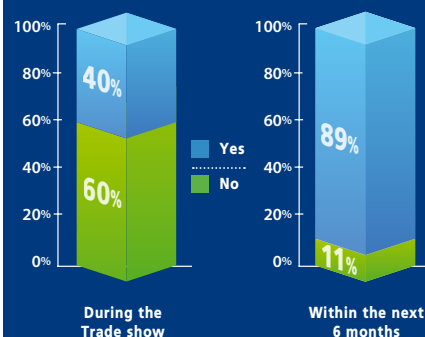
most popular dietary
trend in the US

High commercial effectiveness for FOOD EXPO 2018 visitors*

Closing Deals with Greek Exhibitors



Closing Deals with Int'l Exhibitors



*Survey by IPSOS/OPINION



"I have visited SIAL, ANUGA, PLMA and several other fairs and I think that FOOD EXPO is at the same level. The way that b2b meetings are organized is really unique."

Ahmed Sherif, ORKIDIA / AUSTRIA
HOSTED BUYER

Unique products take center stage

Understanding the growth potential and high culinary and nutritional value of Greek and Mediterranean PDO & PGI products, FOOD EXPO 2019 has collected most of them under one roof. It has also managed to achieve greater international exposure for them, promoting their quality and added value among buyers from around the world, who were quite impressed with the tremendous variety and quality of products on offer, some of which they came to know for the first time.



Int'l visitors voice their satisfaction over FOOD EXPO

According to an IPSOS-OPINION survey, the majority of international visitors that attended FOOD EXPO 2018 were fascinated by the show's exhibitors and exhibits.

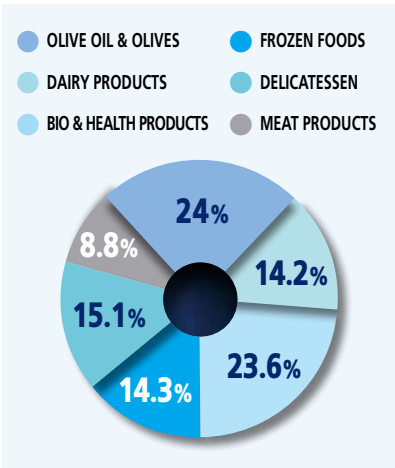
Most of the 2,930 international food traders, and among them the 800 fully Hosted Buyers that visited FOOD EXPO 2018 were particularly impressed with the trade show's size and scope. In addition, more than 15,000 pre-scheduled B2B meetings between Hosted Buyers and exhibitors were held during the three days of the fair, helping both parties establish fruitful commercial relations.

High commercial effectiveness

According to a survey conducted by IPSOS-OPINION on behalf of the trade show organizing company, 98% of the int'l visitors of FOOD EXPO 2018 expressed their satisfaction with the fair. Also, 25% confirmed they closed deals during the the exhibition, and 80% expect to finalize deals within the next 6 months, while 97% stated their intention to visit the next edition.

Main product categories

At FOOD EXPO 2019 you will find a great number of companies producing and marketing the following:



FOOD EXPO 2018 Int'l visitor actions at a glance*



*Survey by IPSOS/OPINION

Join the Hosted Buyer Program and enjoy its exclusive benefits

FOOD EXPO has had tremendous appeal within a short period of time, and has already been a fixture in the calendars of major international buyers!

FOOD EXPO has designed a comprehensive Hosted Buyer Program for key international Food & Beverage traders. With all or part of their travel and accommodation expenses paid for, qualified Hosted Buyers simply have to show genuine purchase responsibility and attend a minimum number of B2B meetings (at a specially-designed area or at the exhibitors' stands) that are pre-scheduled through the Matchmaking Platform, an intuitive online platform allowing visitors to easily book meetings in advance with exhibitors of their choice.

Discover the Program benefits

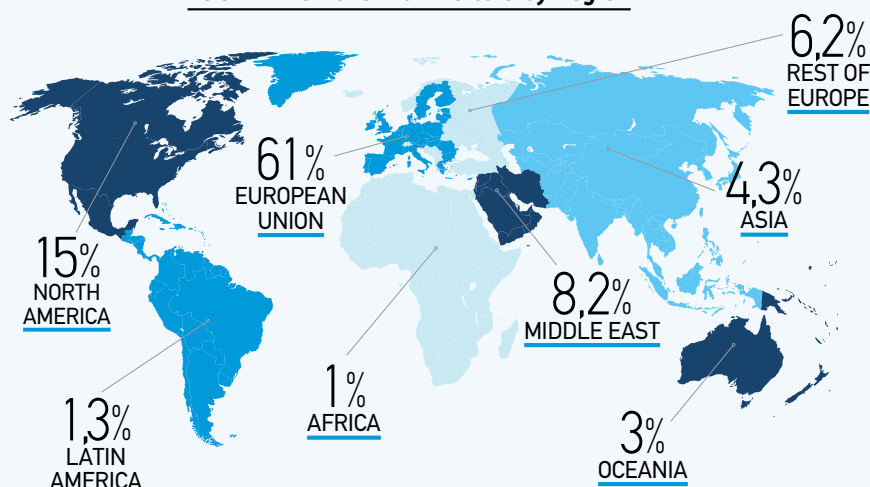
By joining the Hosted Buyer Program of the trade show, you enjoy the following benefits:

- ✓ 2 or 3 nights hotel accommodation
- ✓ Round trip economy air ticket
- ✓ Complimentary day cruise to the Greek islands
- ✓ Access to the Int'l buyers Meeting Area.

4,000 international food traders expected at FOOD EXPO 2019

With a view to consolidating its brand at an international level, FOOD EXPO 2019 is investing €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. These Hosted Buyers are expected to hold more than 17,500 b2b meetings with FOOD EXPO 2019 exhibitors.

FOOD EXPO 2018 Int'l Visitors by Region



FOOD EXPO 2018 Maximum visitor satisfaction*



**of visitors
were satisfied from
their visit to the trade show**



**of visitors expressed
their intention to visit
FOOD EXPO 2019**

*Survey by IPSOS/OPINION

Who qualifies as a FOOD EXPO Hosted Buyer

To qualify for the FOOD EXPO 2019 Hosted Buyer Program, buyers need to show genuine purchasing interest and fall under one of the following categories:

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

Combine business with pleasure Live an authentic Greek experience!

Visit FOOD EXPO 2019 in order to explore the variety and quality of Greek products and, at the same time, experience the true flavor of Greece.

Take advantage of your visit to FOOD EXPO 2019 to find out more about the great variety and exceptional quality of Greek products and do business with suppliers from all around the world in a professional and efficient environment. In addition, why not enjoy some downtime to discover Athens and its surroundings, and live an authentic Greek experience? Explore the legendary archaeological sites, the delicious Greek gastronomy, the warmth of the people? FOOD EXPO is offering its international visitors the chance to experience the beauty, historic sights and culinary treasures of the Greek islands. Enjoy a day cruise to the Saronic Gulf and explore three of the most picturesque destinations—Hydra, Poros and Aegina—only a short distance from Athens.

Discover the real Greece. Plan your trip now!

FOOD EXPO welcomes you in Athens, one of the most attractive and intriguing capitals of Europe. Despite being one of the oldest cities in the world, Athens is a sophisticated 21st century metropolis with plenty to offer; from fascinating archaeological sites to a wealth of museums to shopping areas to beautiful scenic surroundings to a magnificent seaside.



"FOOD EXPO 2018 was larger and better organized than ever before. We are very close to signing several deal this year. We will definitely come back next year."

Ashu Garg, AAMAYA IMPEX / INDIA
HOSTED BUYER

FOOD EXPO 2018 Hosted Buyer satisfaction*



99%
of hosted buyers
were satisfied from their visit
to the trade show



95%
of hosted buyers
expressed their intention
to visit FOOD EXPO 2019

*Survey by IPSOS/OPINION

Free cruise to the Greek islands!

Explore Greece's culture, ancient history and beautiful islands by taking the complimentary day cruise FOOD EXPO is offering its international visitors. Sail from Athens to Poros, Hydra and Aegina in the Saronic Gulf and enjoy free time to stroll, sightsee and discover the distinct flavors of each island.





oenotelia
Special Wine Section

The Wine & Spirits trade show promoting the unique Greek wines!

Wineries and distilleries from all over Greece will participate in OENOTELIA 2019, the 5th iteration of the premier Wine & Spirits trade show in the country.

Confirming its reputation as a trade show with international allure, Oenotelia showcases and promotes not only wine and spirits from Greece but also from the entirety of the Mediterranean region. During the three days of the 5th Oenotelia that will take place together with FOOD EXPO 2019, Greek and international visitors will have the chance to meet with producers from all wine-growing regions and discover the unique qualities of the Greek vineyard, as well as its phenomenal indigenous varieties.

Greek wines gaining international recognition

Greek wines are made from unique, indigenous varieties, they pair well with cuisines from all over the world, and they offer an excellent ration of price to quality. That is why, finally, Greek wines have begun to create some critical mass, and trend-setting markets are already infatuated with their character.

The special character of the Greek vineyard

The Greek vineyard has a long history and is one of the oldest in the world. Due to its privileged geographical position as well as the climate of the region, Greece produces a wide array of wines, each with distinct characteristics and aromas. As a result, the wines of Greece blend together a centuries-old tradition with modern viticultural, and oenological practices, offering buyers exceptional and highly versatile indigenous varieties that show impressive potential in the global markets.

OENOTELIA 2019 Forecast Key Figures



180
Exhibitors



3,200 m²
Exhibition Space



150
Wine Importers



2,250
b2b meetings

PLAN YOUR VISIT NOW!

Join our Hosted Buyer Program

OPENING DATES & TIMES

16

MARCH

SATURDAY

10.00-19.00

17

MARCH

SUNDAY

10.00-19.00

18

MARCH

MONDAY

10.00-18.30



For further information, please contact our team

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Athens Metropolitan Expo **An ultra modern exhibition center**

FOOD EXPO GREECE 2019 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.

