



**18 | MARCH
20 | 2023**

ATHENS - GREECE



food ^{Greece}**expo**

The leading F&B trade show in S.E Europe




18-20 MARCH 2023
ATHENS • GREECE

An international exhibition of great magnitude

FOOD EXPO is currently the most important food and beverage commercial forum in Greece and in Southeastern Europe.

FOOD EXPO Greece has proved itself to be an unmissable trade fair for decision makers in the food & beverage industry from across the world. This year's edition, which will be held 18-20 March 2023, in Athens, Greece promises to be more inspiring than ever. Your participation will give you the opportunity to strengthen your brand into new markets and meet the right retailers, buyers, and importers to develop your export business.

The fair that highlights Mediterranean & specialty foods

As always, FOOD EXPO 2023 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.

FOOD EXPO 2023 Forecast Key Figures



28,600 visitors attended
FOOD EXPO '22

- | | | |
|--------------|--------------|--|
| 6.379 | 22,3% | <ul style="list-style-type: none"> • Super market • Delicatessen • Mini market |
| 6.100 | 21,3% | <ul style="list-style-type: none"> • Food & Beverage Trade |
| 5.949 | 20,8% | <ul style="list-style-type: none"> • Foodservice • Catering • Coffee industry |
| 3.175 | 11,1% | <ul style="list-style-type: none"> • Butcher shops • Groceries • Liquor store |
| 2.224 | 7,8% | <ul style="list-style-type: none"> • Hotels • Villas • Rental rooms |
| 2.088 | 7,3% | <ul style="list-style-type: none"> • International food traders |
| 1.341 | 4,7% | <ul style="list-style-type: none"> • Other activities |
| 1.341 | 4,7% | <ul style="list-style-type: none"> • Equipment • Machinery • Packaging |

The day after of the high-growth Greek f&b sector

The Greek f&b sector remains a strong economic growth indicator even during these difficult economic and social global conditions.

As a high-income economy, based on the service and the industrial sector, as well as a tourist hotspot and gateway to more than 100 million consumers in Southeastern Europe, Greece is a dynamic market, all year round, with a high appetite for food and beverages imports.

It is a fact that the Greek F&B sector has withstood the challenges and has been recording strong exports, while imports are also picking up. In addition, the expected return of Greek tourism to levels even higher than 2019 are also a proof that Greece is offering great opportunities for investments and business ventures.



15,000

food retail businesses
operate in Greece



34%

of monthly income
is spent on F&B



12,9%

raise in F&B imports
in 2021

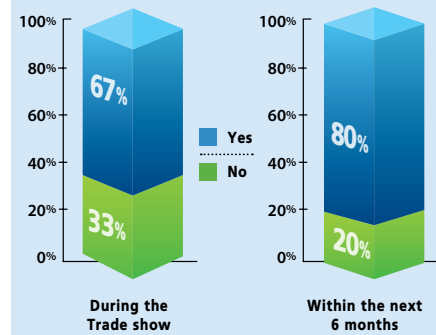


"We consider our participation at FOOD EXPO 2022 a great commercial success and we are planning to participate to the next edition in 2023 with a bigger pavilion."

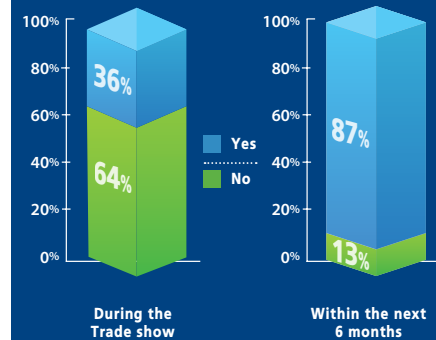
Mayank Sharma, ASSOCHAM / INDIA
EXHIBITOR

High commercial effectiveness for FOOD EXPO 2022 exhibitors*

Closing Deals with Greek Food Traders



Closing Deals with Int'l Food Traders



*Survey by ALCO

FOOD EXPO Greece A strong global brand

Registering a considerable 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 2023 they will find the perfect platform for showcasing their products.



Greek and int'l exhibitors expected to reach 1,300

The largest trade forum for F&B in S.E Europe will attract a large number of exhibitors who will showcase their products to thousands of food traders.

FOOD EXPO has managed to rise to the top of the Food & Beverage exhibitions in Greece and become one of the most important and influential in the wider region of Southeast Europe. In the next FOOD EXPO 2023 more than 280 international exhibitors from 30 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 ALCO, the staggering majority of FOOD EXPO 2022 exhibitors expressed their enthusiasm with the trade show's size and scope, while 95% revealed their intention to participate at the next iteration in 2023.

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 2023 advertising expenditure will exceed €450,000 in digital campaigns and targeted advertisements in the press, radio and television.

FOOD EXPO 2022 Maximum Exhibitor Satisfaction*



*Survey by ALCO

3,400 int'l visitors, 850 hosted buyers at FOOD EXPO 2023

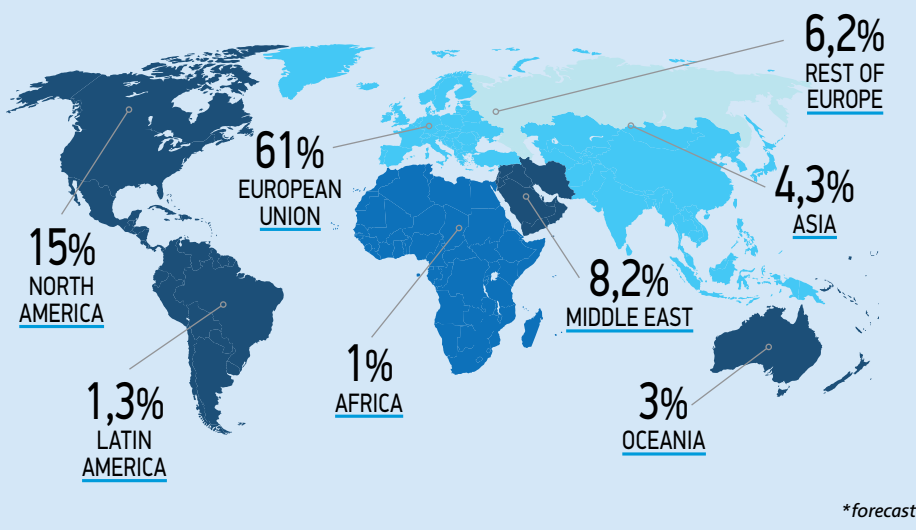
FOODEXPO is an exhibition that fully fulfills the commercial needs of international companies wanting to expand into the Greek and global marketplace.

With a view to consolidating its brand at an international level, FOOD EXPO 2023 is investing the impressive amount of €450,000 in a series of promotional actions in order to attract more than 3,400 international trade visitors from key target-markets. In addition, approximately 850 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.

850 hosted buyers from 83 countries

The 850 hosted buyers will be selected using strict criteria and are owners or major executives in large supermarket chains and minimarkets, traditional groceries and delicatessens, mass catering venues, hotels: and also even owners or executive chefs in restaurants. It is worth noting that they will come mainly from 83 major target markets for Greek and Mediterranean food and beverages.

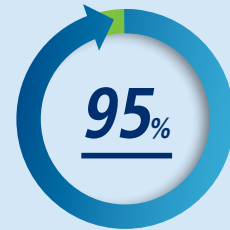
FOOD EXPO 2023 Int'l Visitors by Region*



"At FOOD EXPO 2022 we met important buyers from Greece, central Europe, Asia and the Middle East. We are happy with the commercial results of our participation to the B2B meetings."

Mano Zaal, VANLOMMEL / BELGIUM
EXHIBITOR

Exhibitor participation intent*



of Greek & int'l exhibitors expresses their intention to participate in FOOD EXPO 2023

Visitor attendance intent *



of Greek & int'l visitors expresses their intention to also visit FOOD EXPO 2023

*Survey by ALCO

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 2023 iteration of the show is expected to attract approximately 850 hosted buyers, whose travel and accommodation expenses will be covered. In this framework, during the FOOD EXPO, more than 17,500 B2B meetings will take place between exhibitors and traders from all around the world.



foodexpo Greece
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Participation fees

One sided stands (ground trace)

a. From 9 to 30 m ²	€ 180,00/m ²
b. From 31 to 70 m ²	€ 175,00/m ²
c. From 71 to 120 m ²	€ 170,00/m ²
d. From 121 to 250 m ²	€ 165,00/m ²

Additional charges

1. For every additional side (per m ²)	€ 5,00/m ²
2. Basic stand structure	€ 20,00/m ²
3. Carpeting	€ 5,00/m ²
4. Listing in the Exhibitor Catalogue	€ 100,00
5. Participation in the digital platform and B2B meetings	€ 200,00

Special Offer

Free 3-Night Accommodation

When booking a 20 sq.m. or larger stand, international exhibitors will receive complimentary 3-night accommodation for one person (single room + breakfast at a FOOD EXPO affiliated hotel).

Special offers are applicable only for individual participations.

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.



**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 9,00 m ²	€ 2.160 + VAT
b. Stand 12,00 m ²	€ 2.880 + VAT
c. Stand 15,00 m ² (two sided corner)	€ 3.600 + VAT

[SEE THE EXHIBITION FLOOR PLAN >>](#)



Be part of the most dynamic regional trade show

Book a stand NOW!

www.foodexpo.gr

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OPENING DATES AND TIME

