

18 » 20
MARCH
ATHENS - GREECE
2023



foodexpo Greece

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



food Greece
expo
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.

Thousands of key buyers from Greece & worldwide

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 2023 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 2023 Forecast Key Figures



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

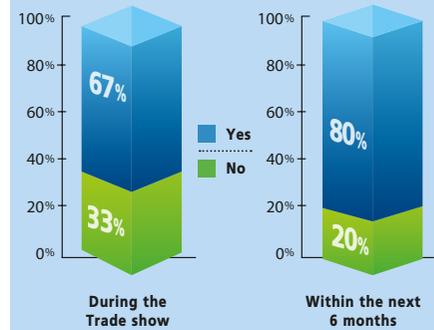


"We consider our participation at FOOD EXPO 2022 a great commercial success and we are planning to participate to the next edition in 2023 with a bigger pavilion."

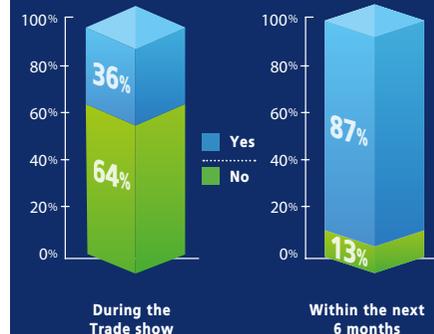
Mayank Sharma, ASSOCHAM / INDIA EXHIBITOR

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.




18-20 MARCH 2023
ATHENS • GREECE

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

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 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.

Exhibitor participation intent*



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

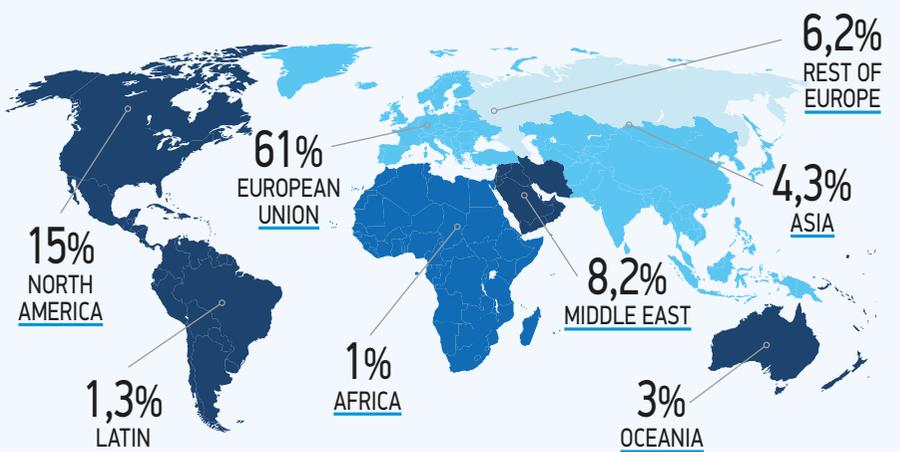
Visitor attendance intent *



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

*Survey by ALCO

FOOD EXPO 2023 Int'l Visitors by Region*



*forecast

"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

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.

ATHENS METROPOLITAN EXPO

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. Listing in the Exhibitor Catalogue	€ 100.00
3. Basic stand structure	€ 20,00/m ²
4. Carpeting	€ 5,00/m ²

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 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 m².



**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 facia 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 10,50 m ²	€ 2,520 + VAT
c. Stand 15,00 m ² (two sided corner)	€ 3,600 + VAT

SEE THE EXHIBITION FLOOR PLAN >>

foodexpo

— Digital Edition



The digital edition of FOOD EXPO 2023

The digital platform will be activated in parallel with the physical trade show and will bring in contact the exhibitors with food traders from all around

The commercial success of the digital platform over the past two years, as well as the new conditions that have been developing in the field of long-distance commercial contacts, have created the need to establish the digital platform as an additional service of the physical exhibition. Thus, in 2023, in parallel with the physical exhibition, from 18 until 20 March, the digital platform will operate again and will bring the exhibitors in contact with Greek and int'l traders in order to hold b2b meetings via video call.

Exhibitors will have the opportunity to create a personalized profile of their business, where their products and services are presented with photos, videos and other promotional material. At the same time, buyers will be able to search for the products of their choice by category, exhibitor name, product and country.

Digital edition only: Participate with €500

If an exhibitor participates at the physical exhibition the additional cost in order to use the digital platform is €200+VAT. Companies not participating as exhibitors in the physical trade show may still be part of FOOD EXPO's digital platform. In this case, the participation fee is €500 + VAT. Once exhibitor participation is assured under contract, they will be given access to the digital platform.

Be a digital exhibitor and get significant commercial benefits

 <p>You will have the chance to connect with the domestic and global food & beverages market.</p>	 <p>The platform has multiple search filters, aiming at maximizing the display of the exhibitor products.</p>	 <p>Your participation at the digital platform enhances the growth of your export activity to new markets.</p>	 <p>2,500 Greek & 1,500 int'l buyers are expected to sign up at the platform and arrange meetings with the exhibitors.</p>
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Be part of the most dynamic regional trade show

Book a stand NOW!

www.foodexpo.gr

OPENING DATES AND TIME



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