

09 - 11
MARCH 2024
ATHENS - GREECE



foodexpo Greece

Alongside
oenotelia

THE LEADING F&B TRADE SHOW IN SOUTHEAST EUROPE



FOOD EXPO presents global trends and innovations that shape the future of the F&B sector



"We are your springboard for success, your getaway to the markets around the world"

Thanasis Panagoulas
President & CEO FORUM S.A.

Over the past 10 years, FOOD EXPO has cultivated the credibility, loyalty, recognition, and support of the global food and beverage sector by being the biggest one-stop shop in the industry in the region of S.E Europe. FOOD EXPO 2024, is the place to raise brand awareness to more than 35,000 F&B professionals and build new partnerships with buyers from the Organized Retail, the Wholesale sector, the Hospitality and Catering industry and the Food Service sector, from all over the world. The 2024 event, will welcome a global line of 1,300 exhibitors, all of whom will place once again their trust at the FOOD EXPO brand and will benefit from the business outcome and valuable deals that the trade show offers to it's participants. So, if you are looking to conquer the Greek market, expand in Europe, or, even if you have your sight set on other markets around the globe, grab the opportunity and exhibit at FOOD EXPO 2024.



1.300
Exhibitors



35.000
Visitors



50.000 m²
Exhibition Area

Forecast

"The exhibition was great. Also, the hosted buyer's program was very important, because it gave us the chance to meet buyers from a great range of other countries besides Greece."

Chiara Petro
Director, Italian Trade Agency "ICE" in Bulgaria

"My goal by visiting the fair was to find fresh fish and yogurt and i was really glad that i found all the products I was looking for. During my visit at FOOD EXPO I got great ideas for my business."

Avi Ravid / Hosted Buyer
Owner VICTORY SUPERMARKET LTD / Israel

Expand your brand to new exciting markets

FOOD EXPO every year proves itself as a significant meeting place for the food industry professionals around the globe, who seek to discover the latest trends and innovations, all under one roof. Over 4.000 food traders from 80 countries have already put in their agenda the 2024 event. Furthermore, 900 key buyers will visit the trade show as part of the Hosted Buyer Program and will participate in more than 13.500 b2b meetings with the exhibitors.



THE GLOBAL F&B INDUSTRY MET AT FOOD EXPO 2023

31.369 Greek and international visitors

FOOD EXPO 2023, was once again a significant rendez-vous for food traders and F&B professionals, from Greece and all over the world, who generated high quality and effective business connections by experiencing exciting products from 1,300 exhibitors.



Invest at the high-growth Greek Market



90% of the professionals that visited FOOD EXPO 2023 are **Owners or General Managers or Purchasing Managers** of the businesses in which they operate.

general information



FOOD EXPO welcomes 1,300+ suppliers -global brands and regional producers- from across the Food & Beverage sector



Products that are showcased

- Dairy & Cheese
- Olive oil, Olives
- Aromatic plants, Herbs
- Meat, Poultry, Sausages, Meat Products
- Frozen foods & Vegetables
- Fish, Molluscs, Shellfish
- Ready meals
- Canned foods
- Pasta, Cereals, Pulses
- Confectionery, Baked & Pastry Goods
- Nuts
- Dried fruits
- Ice cream, sweets
- Jams, Honey, Halva, Spreads
- Coffee, Beverages, Beers
- Waters, Juices, Soft drinks, Tea
- Fresh Fruits & Vegetables
- Dressings, Sauces, Dips
- Plant based
- Seasonings, Condiments
- Organic Food & Beverages
- Free From, Super foods, Vegan
- Wine, Spirits, Wine equipment

- National Pavilions (organised by chambers, governmental bodies, etc)



Max Coello A.
Director
PROECUADOR in ITALY

Alina Skalyga / Hosted Buyer
Head of Marketing & Development
PARMIGIANO GROUP / Kazakhstan

Room for Growth

Do you want to organize a corporate event during the largest and most influential exhibition event for the F&B industry? FOOD EXPO, for the first time this, gives you the opportunity to host a networking event, product launch, sales performance review, management meeting, annual convention or another important corporate moment for you, during the trade show (see page 11).

B2B Matchmaking Platform

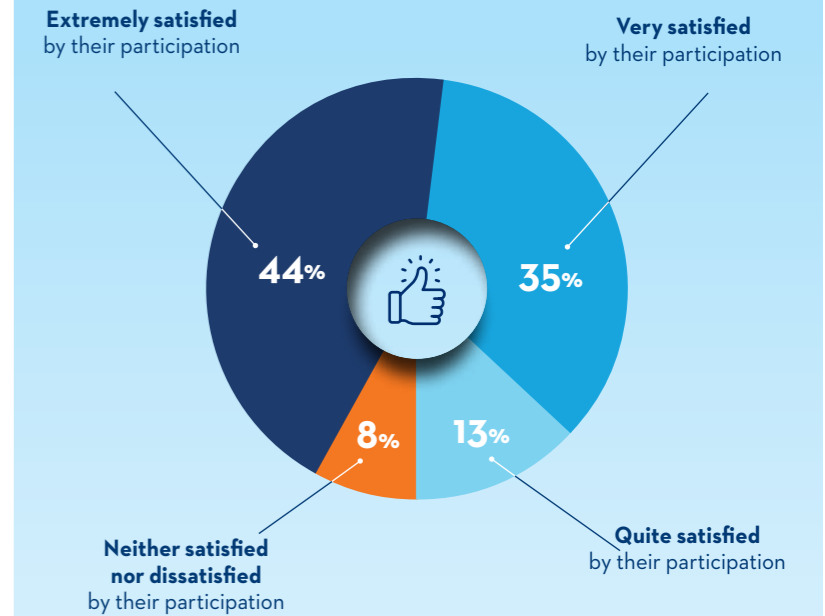
The established online networking platform of FOOD EXPO will be available again for the 2024 edition, so that every exhibitor, will be able to upload his company's profile and have pre-scheduled b2b meetings with Hosted Buyers during the exhibition.



EXHIBITOR SURVEY BY ALCO

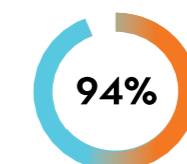
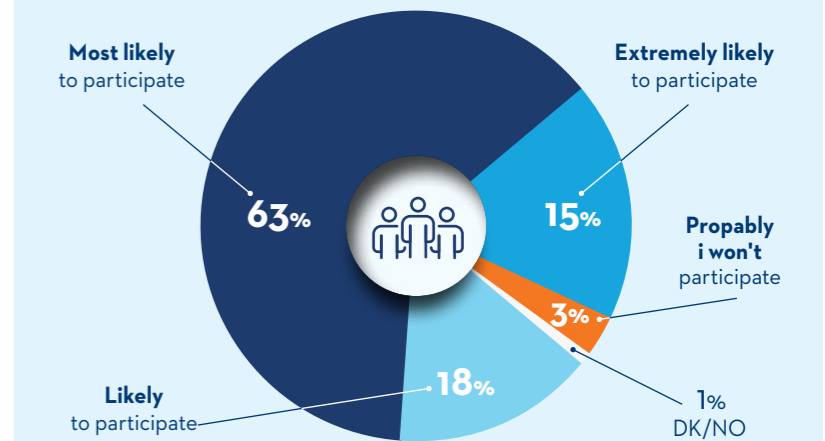
Deals & Networking sealed the trade show's success

FOOD EXPO 2023, offered to the exhibitors a great platform for new partnerships, deals, collaborations, signings and announcements. The results of the survey, that was conducted to 300 exhibitors, proves that right.



The exhibitors renew their rendez-vous at FOOD EXPO 2024

96% of exhibitors stated they are likely/extremely likely going to participate in FOOD EXPO 2024 as well.



of the exhibitors declared themselves optimistic for **the conclusion of additional agreements** after the end of the exhibition.



280
Int'l Exhibitors



22
National pavilions



40
Countries of origin
Forecast

exhibitors & exhibits



FOOD EXPO is bringing the decision makers of the international F&B industry community together



Owners & Executives

Of businesses that attend the trade show

- Super markets - Mini Markets
- Hyper markets
- Discount markets - Cash & Carry
- Food & Beverage Wholesale
- Convenience stores
- Delicatessen & Gourmet stores
- Coffee stores
- Hotels
- Liquor stores
- Stores with organic products
- Butcher and Fish shops
- Restaurants - Catering- Wine bars
- Bakery & Pastry stores
- Chefs - Sommeliers
- F&B Managers
- F&B Industries

International Visitors & Hosted Buyers

- Buyers from Super Markets, Hyper Markets, Cash & Carry, Delicatessen Stores
- Wine Importers
- Wholesalers
- Restaurant chains
- Distributors



4.000
Int'l visitors



900
Hosted Buyers



13.500
B2B meetings

Forecast

"We have designed new special products exclusively for the Greek market and FOOD EXPO gave us the opportunity to present them to thousand of professionals from the F&B sector."

Said Murat
Brand Manager
DAMAK FOOD/ Poland

"I was impressed by the number of companies that participated as exhibitors, as well as the excellent quality and variety of products. Some of them I saw for the first time at FOOD EXPO."

Cobi Bitton
CEO ISRAEL-GREECE
CHAMBER OF COMMERCE

foodexpo WEB APP

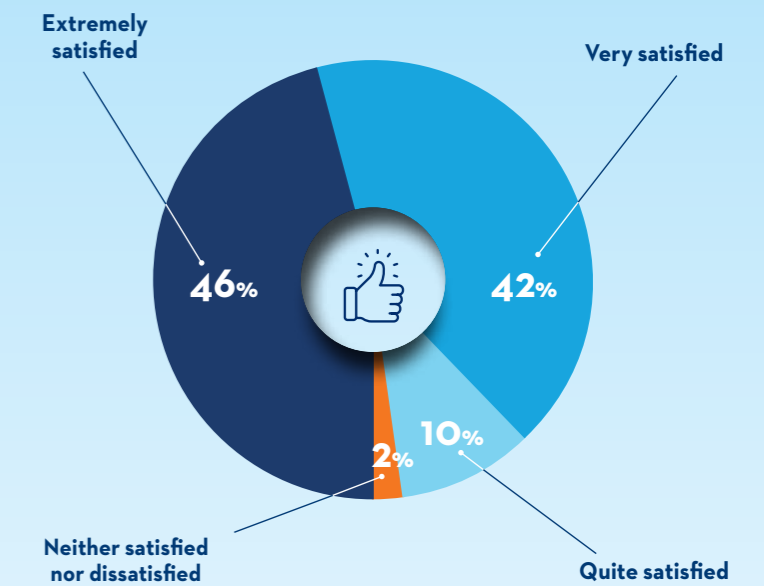
Your online direct communication with thousands of visitors

More than 60,000 food and beverage professionals will be informed via email and viber campaigns to download the FOOD EXPO 2024 web app. Through the app they will be able to search for the exhibitors they are looking for and find all the useful information about them in order not only to visit their stand immediately during the trade show, but also to contact them again after the end of the exhibition.

VISITOR SURVEY BY ALCO

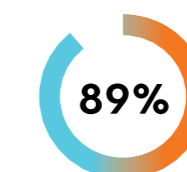
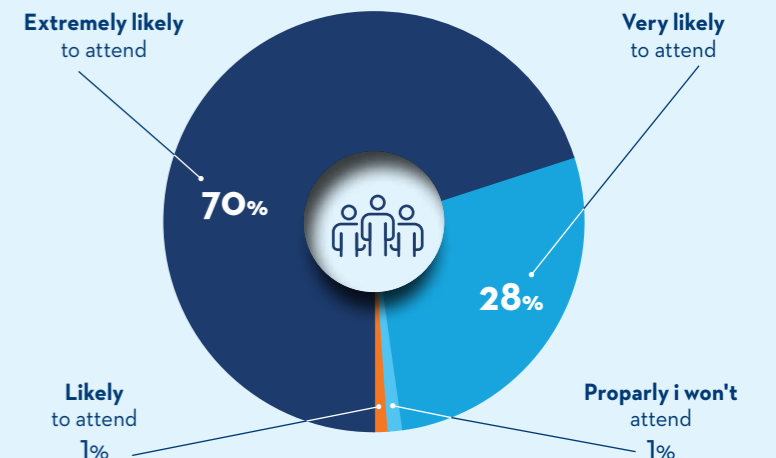
Confirming the visitors' expectations

The visitors expressed their satisfaction for the excellent range and quality of the products they discovered at FOOD EXPO 2023, as well as the large number of exhibitors.



The F&B professionals will reunite at FOOD EXPO 2024

The fact that 98% of visitors said they would also visit FOOD EXPO 2024, confirms that the trade show is the largest annual F&B sourcing event in S.E Europe.



of visitors stated that **they found at the exhibitors' stands the products** they were looking for their businesses.

exhibition's visitors



OENOTELIA is the ideal platform for brands, producers, major wine dealers, importers from all over the world



The central stage for the global key players in the wine & spirits industry

Once a year, thousand of professionals from the food and beverage retail, specialist retail, food service, hospitality and catering industry meet at OENOTELIA, one of the most important trade fairs for wines and spirits in the S.E Europe, in order to discover producers from the greatest wine regions throughout the world, gain new information and and enrich their product varieties. OENOTELIA has always been an essential trade fair in the exhibitors' calendar due to its' vast reach and number of Greek and international visitors attending. It is an opportunity for them to meet new partners, introduce their new releases and updates across their portfolio. Nearly 190 of the industry's best suppliers -wineries and distilleries- will showcase their most current products and services to a stellar crowd of quality professionals from the food & beverage industry. Will you join them?



Showcasing the world's best wines at the Wine Tasting Area

The specially designed "Wine Tasting Area" of OENOTELIA gives a comprehensive overview of top wine products from all over the world. Trade visitors -specialist dealers, wholesalers, wine importers- will be able to discover and taste -served by special sommeliers- highly awarded wines and new labels in order to have a comprehensive overview and choose the ones that answer more to the needs of their businesses.

We will welcome 700 wine professionals from all over the world

International wine buyers including 170 hosted buyers will attend OENOTELIA, from markets from all over the world like Canada, Cyprus, England, Germany, Japan, Netherlands, USA. Those buyers will get to come across and experience more than 2,000 labels from 200 wineries and distilleries that will participate as exhibitors. It is worth mentioning that the trade show's organizers provide the exhibitors with all the necessary services for the perfect presentation of their wines, completely free of charge (tasting glasses, ice, champagne glasses, spittoons).

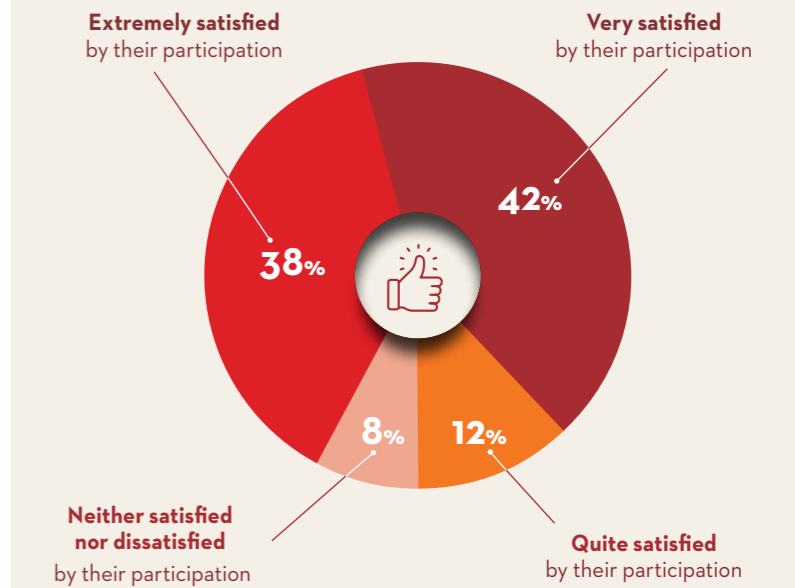


700 Wine Importers
170 Hosted Buyers
2.400 B2B Meetings

EXHIBITOR SURVEY BY ALCO

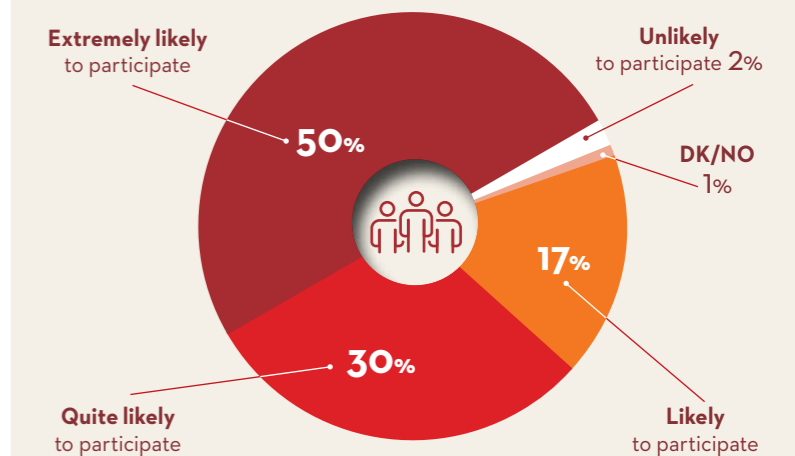
Commercial success story for the exhibitors

OENOTELIA stood out once again as a key trade show for wine and spirits with significant commercial efficiency. This is why 92% of the exhibitors declared satisfied with their participation.



The exhibitors choose OENOTELIA 2024

According to the same survey, the impressive percentage of 97% of exhibitors stated their intention to participate in OENOTELIA 2024.



93% of the exhibitors confirmed their **satisfaction from the profile of the professionals** they met during the trade fair.

190 Exhibitors
16.000 Visitors
4.000m² Exhibition Area
Forecast

general information

Participation fees

One sided stand (ground trace)

- a. From 9 to 30 sq.m 185,00 € /sq.m
- b. From 31 to 70 sq.m 180,00 € /sq.m
- c. From 71 to 120 sq.m 175,00 € /sq.m
- d. From 121 to 250 sq.m 170,00 € /sq.m

Extra charges:

- 1. Registration in all exhibitor listing 100,00 €
- 2. Participation in the digital platform and B2B meetings 200,00 €
- 3. Additional open side 5,00€ /sq.m
- 4. Basic booth structure* 25,00€ /sq.m
- 5. Carpet 5,00€ /sq.m
- 6. Plain wall (per linear meter) 25,00 €

* The basic structure includes a 3m high white melamine panel, company name printed at the fascia of the stand. Each stand is provided with a socket outlet and a 100Watt/3 sq.m. lighting spot.

Exhibitor benefits

- The rent price includes:
- Access to the exhibition venue during preparation, operation and dismantling of the booth.
 - New carpeting fitted throughout the communal spaces
 - Single-phase power supply 100W/3 m2
 - Cleaning and guarding of exhibition booths
 - Free parking on site for both exhibitors and visitors.
 - Admin exhibitor support (free internet access, e-mails, fax)
 - Fully equipped medical station
 - Provision of pallet trucks and other lifting equipment.
 - Visitor invitations and exhibitors free pass.

IMPORTANT NOTICE: The digital platform of FOOD EXPO 2024, will operate during the physical exhibition. The participation cost for a company that is not participating as exhibitor in the physical trade show is €500 .

Turnkey Business Stands

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

The Business booths are available in various sizes, the smallest of which has dimensions 3,0m x 3,0m. = 9,00 sq.m.

The rental prices for the booths are the following:

a. 9,00 m ² Booth	2.250€
b. 12,00 m ² Booth	2.625€
c. 15,00 m ² Booth (2-sided corner)	3.750€



Room For Growth

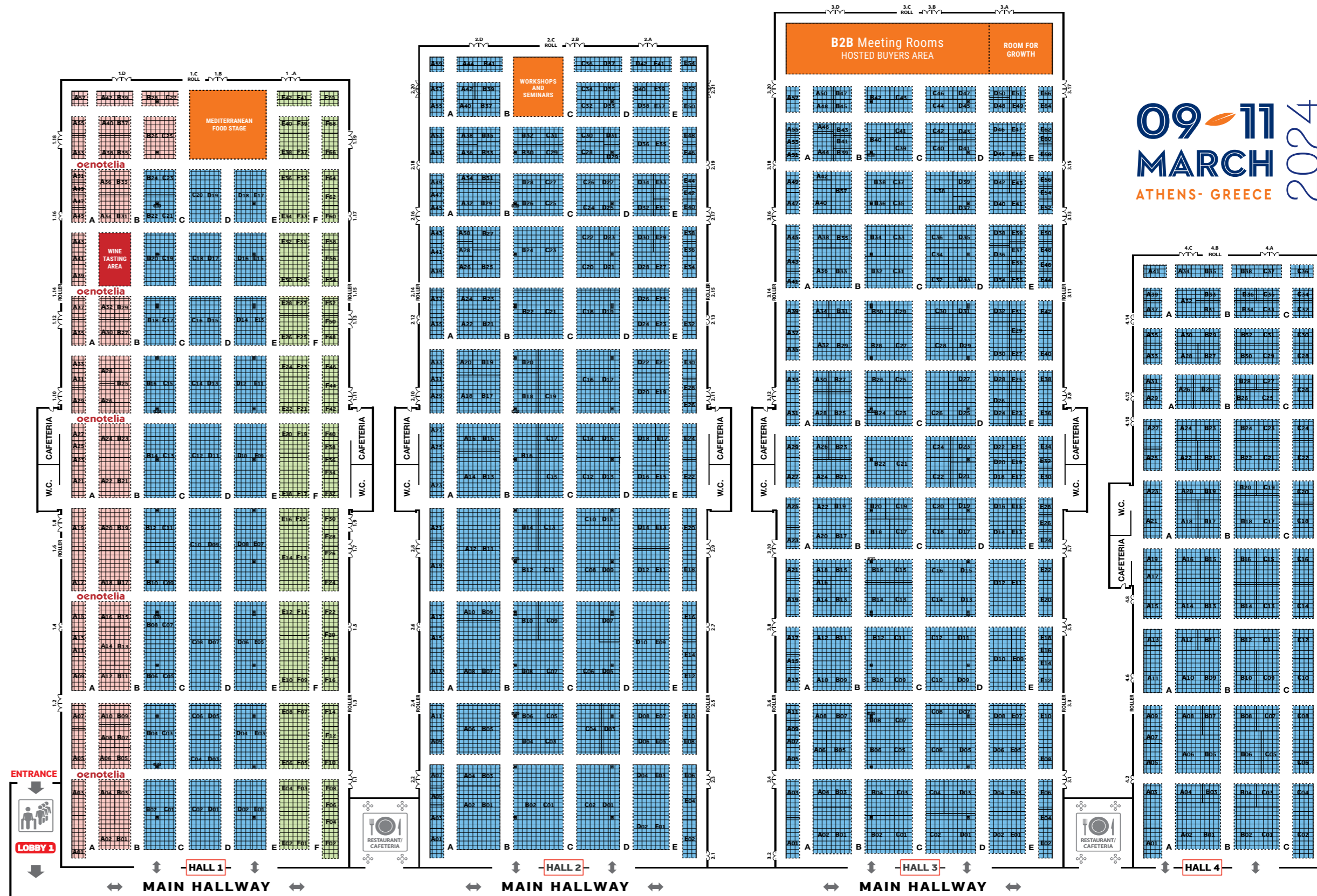
FOOD EXPO gives the opportunity to companies of the F&B industry to hold a corporate event during the exhibition, in a well-equipped space in Hall 3. The hall has a theatrical layout and a capacity of 50 people.

Cost: €2.500 / hour for exhibitors and €5.000 / hour for non exhibitors

The cost includes: Lectern, projection screen, sound system and wireless microphone.

Athens Metropolitan Expo

It is the most modern exhibition center in Greece, with a gross exhibition area of 55,000 sq.m. It is located at a distance of 1 km from the Athens International Airport "Eleftherios Venizelos" and a few minutes from the Metro and Suburban Railway station and has 5,500 free parking spaces. It also has been certified with the TUV Austria Covid Shield - Principal Level certification.



HALL 1

- **OENOTELIA**
 - Wines • Spirits • Sparkling wines
 - Oenological Equipment
 - Wine accessories
 - Glassware • Caps • Labels • Distillers
- **REGIONS OF GREECE - CHAMBERS - MUNICIPALITIES - COOPERATIVES**
- **INTERNATIONAL PAVILIONS**

HALL 2

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

HALL 3

- **FOOD & BEVERAGES**
 - Dairy & Cheese Products
 - Olive Oil • Olives & Olive Products
 - PDO & PGI Products
 - Delicatessen Products
 - Frozen Food, Fruit & Vegetables
 - Seafood • Salted Fish • Farmed Seafood
 - Ready Meals • Pasta • Cereal • Pulses
 - Dough Products & Bakery Ingredients
 - Water • Juices

HALL 4

- **FOOD & BEVERAGES**
 - Coffee • Water • Soft drinks
 - Juices • Confectionery
 - Cheese & Dairy Products
 - Olive Oil, Olives & Olive Products
 - Frozen food
 - Pastries & Dough Products
 - Pasta, Cereals

09-11 MARCH 2024
ATHENS - GREECE

exhibition floor plan



foodexpo Greece

THE LEADING F&B TRADE SHOW IN SOUTHEAST EUROPE

BOOK YOUR STAND NOW!

Τηλ: +30210 5242100 • e-mail: sales@forumsa.gr

International Sales Department

Katia Molfeta
Sales Director
T.: +30 6973 555 207
E.: km@forumsa.gr

Filippos Papanastasiou
Director Int'l Development
T.: +30 6983 903 043
E.: fp@forumsa.gr

Nikos Mastichiadis
Int'l Sales Manager
T.: +30 6936 681 899
E.: nm@forumsa.gr

9

MARCH

SATURDAY
10.00 - 19.00

10

MARCH

SUNDAY
10.00 - 19.00

11

MARCH

MONDAY
10.00 - 18.00