

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

**"Join us, taste and experience
what's trending in the world of
food and beverages this year"**

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. The trade show is returning 9-11 March 2024, providing buyers from all over the world with the perfect opportunity to discover what's new in the global food and beverage market, source among 50.000 products, build commercial relationships with 1,300 Greek and international exhibitors -market leaders- and learn how to stay ahead of competition. Thousands of your food and drink peers have already benefitted from visiting over the last years - you don't want to be the only one to miss out on innovative suppliers, insightful sessions, and making meaningful business connections. Join us, taste and experience what's trending in the world of food this year!



1.300
Exhibitors



35.000
Visitors



50.000 m²
Exhibition Area

Forecast



"My impression concerning the scheduled b2b meetings was really good. For a visitor that comes from a foreign country, it's very easy to attend this trade fair. We discovered a lot of products."

Laurent Delberghe
Sales Director
TRANSGOURMET/ France

"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
Owner VICTORY
SUPERMARKET LTD / Israel

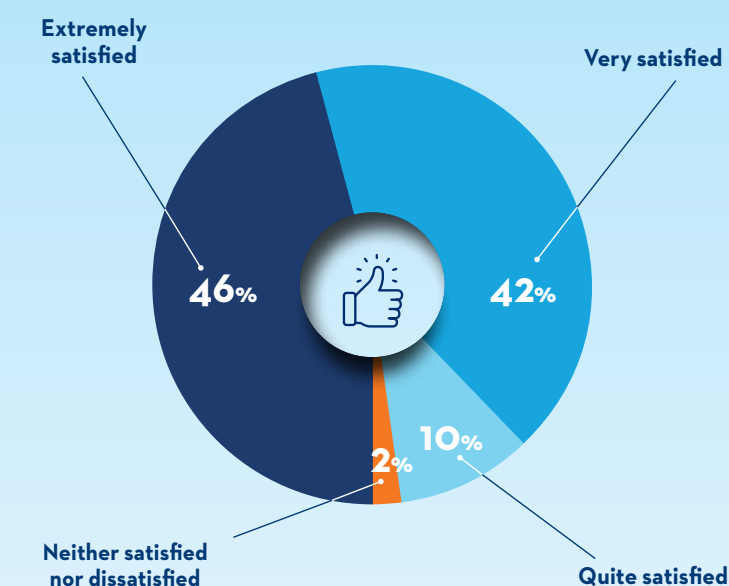
Why visit FOOD EXPO 2024

- **The trade show will bring together** under one roof 1,300 leading food and beverage companies, showcasing 50,000 products from more than 80 countries.
- **Industry experts and** visionary leaders, will meet you at the exhibitor's booths in order to inform you about new ideas & products transforming the F&B industry.
- **FOOD EXPO is organized** alongside OENOTELIA, where 190 of the industry's best suppliers -wineries and distilleries- will showcase their most current products and services.
- **Attend B2B meetings** with Greek and international exhibitors, evaluate competing solutions across every product category and make business deals.
- **Discover traditional**, local and modern Greek and Mediterranean food and drinks and give your business a competitive edge.

VISITOR SURVEY BY ALCO

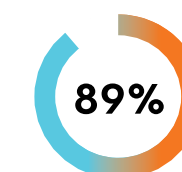
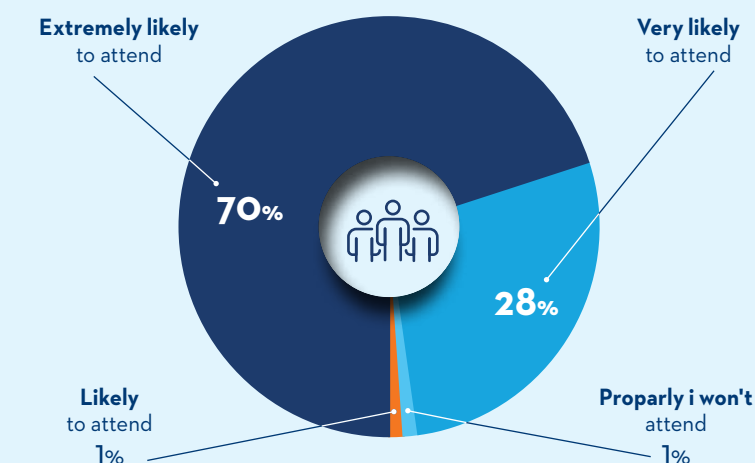
Confirming the visitors' expectations

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.

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)



"The Hosted Buyers Program is simply brilliant. I consider FOOD EXPO a massive success. I've found great products and compared to last year, I noticed that the number of exhibitors increased."

Aqeel Shahzad
COO HIGHTOWER
INTERNATIONAL Ltd /Israel

"During my visit at FOOD EXPO i found family businesses with a long history and famous brands with quality products. My visit to the exhibition had a significant commercial outcome."

Alina Skalyga
Head of Marketing & Development
PARMIGIANO GROUP / Kazakhstan

B2B Matchmaking Platform: Connects the exhibitors with Hosted Buyers

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 products that they are going to showcase at the trade show. The international food traders that will visit the trade show through the Hosted Buyers Program will have the opportunity to use the platform in order to find the exhibitors and products that they are interested for and arrange b2b meetings in advance with the exhibitors of their choice.



The ideal business platform for major wine & spirits dealers and importers

Thousand of professionals from the food and beverage retail, specialist retail, food service, hospitality and catering industry will meet at OENOTELIA, in order to discover producers from the greatest wine regions throughout the world, gain new information and enrich their product varieties. 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.



190
Exhibitors



16.000
Visitors



4.000m²
Exhibition Area

Forecast

WINE TASTING AREA



Discovering 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 responde more to the needs of their businesses.



280
Int'l Exhibitors



22
National pavilions



40
Countries of origin
Forecast

exhibitors & exhibits



05



Visit FOOD EXPO...

Get inspired, discover the latest trends & innovations, meet your peers, grow your business



Join the elite group of FOOD EXPO Hosted Buyer program

With the challenge of revalidating the 13,000 + business meetings that took place in the previous edition of FOOD EXPO, the Hosted Buyers' loyalty and invitation programme will select 900 key buyers, importers and distributors from strategic countries from five continents so that they can attend the show. The hosted buyers will be selected using strict criteria and will be owners or major executives of large supermarket chains and minimarkets, traditional groceries and delicatessens, mass catering venues, hotels: as well as owners or chefs in Greek and Mediterranean cuisine restaurants. All your competitors and peers will be there to network and move their business expansion plans forward, why would you be the one who misses out?



4.000
Int'l visitors



900
Hosted Buyers



13.500
B2B meetings

Forecast



Georges Pelsser
Procurement Manager
ARWEM FOOD GROUP / Belgium

T Sanjay Wadhvani
Director
WANIS INTL FOODS LTD /UK

Who qualifies as a Hosted Buyer

The hosted buyers are selected using strict criteria. To qualify for the FOOD EXPO 2024 Hosted Buyer Program, buyers need to show genuine purchasing interest and be owners or executives from the following business categories:

- Supermarkets,
- Hypermarkets
- Cash & Carry
- Delicatessen Stores
- Foodservice companies
- Wholesale companies
- Convenience store chains
- Catering businesses
- Restaurant chains
- Hotel chains

JOIN NOW
the Hosted Buyer program

**CLICK
HERE**

HOSTED BUYER PROGRAM

Join our Hosted Buyer Program & Unlock exclusive benefits

FOOD EXPO brings the F&B industry together and provide a forum for face-to-face meetings and establishment of business relationships. 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).



FREE
Travel



FREE
Accommodation



FREE ACCESS
to the Trade Show



FREE ACCESS
to Buyer's Lounge



B2B
Scheduled Meetings



FREE
Transportation

Enjoy a free city tour

FOOD EXPO Hosted Buyer Program is offering you the chance to explore the beauty, historic sights and culinary treasures of Greece. Be part of the program and enjoy a day tour to Acropolis and the Temple of Poseidon at Sounio, two of the most picturesque destinations.



hosted buyers program



foodexpo Greece

THE LEADING F&B TRADE SHOW IN SOUTHEAST EUROPE

JOIN NOW!

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MARCH

SATURDAY

10.00 - 19.00

10

MARCH

SUNDAY

10.00 - 19.00

11

MARCH

MONDAY

10.00 - 18.30