






  
**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 visit at the trade show will give you the perfect opportunity to discover what's new in the global f&b market, source thousands of innovative products, build commercial relationships with 1,300 exhibitors and learn how to stay ahead of competition.

### The fair that highlights Mediterranean & specialty foods

As always, FOOD EXPO 2023 will be the main platform for the int'l food industry interested in Greek and Mediterranean products and specialty foods. So, you can source from one of the widest range of Greek and Mediterranean F&B products, at the most competitive prices for your business.

## Why visit FOOD EXPO 2023

- ✓ To discover the variety and high nutritional and culinary value of Greek and Mediterranean products and give your business a competitive edge.
- ✓ To explore new products that will fulfill the needs of consumers in your home country.
- ✓ To stay up-to-date with the latest trends and innovations in the F&B sector.
- ✓ To connect with suppliers and business partners.

### FOOD EXPO 2023 Forecast Key Figures



## Greek & Mediterranean products, destined for the world

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

The Mediterranean diet is the utmost example of a diet that never goes out of style; it has stood the test of time and it is still considered one of the healthiest of all. The last years, hygienically challenging, have pushed consumers to focus on well-being and turn to high quality food for their nutrition. This growing enthusiasm for a healthier diet highlights the great need for the professionals of foodservice and food retail sectors, to choose Greek and Mediterranean products for their businesses. FOOD EXPO 2023 is totally in line with those needs and expectations of food traders across the globe and will place particular emphasis on thousands of high quality products from Greece and all other Mediterranean countries.



**60%**

is the increase of Greek F&B exports in the last decade



**1st**

Mediterranean diet named best in the world for 2022



**26%**

of global olive supply is covered by Greece

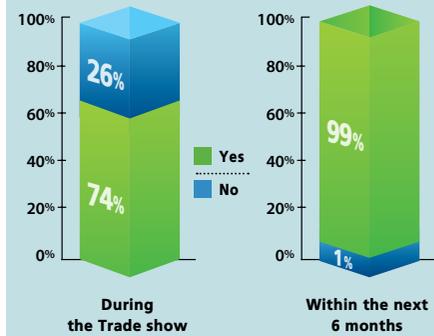


*"At FOOD EXPO 2022 we found companies with products that interest us - olive oil and olives. It was a really great exhibition which gave us great opportunity for networking."*

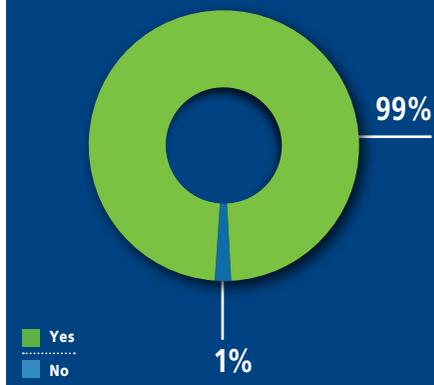
Pablo Alvarez, SYLSTORE  
 Costa Rica / HOSTED BUYER

### High commercial effectiveness for FOOD EXPO 2022 visitors\*

#### Closing Deals with Exhibitors



#### Cover of their business needs



\*Online survey via Typeform

### Unique products take center stage

Understanding the growth potential and high culinary and nutritional value of Greek and Mediterranean PDO & PGI products, FOOD EXPO 2023 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 will be impressed with the variety and quality of products on offer, some of which they will come to know for the first time.



  
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## Int'l visitors voice their satisfaction over FOOD EXPO

According to an online survey, the majority of international visitors that attended FOOD EXPO 2022 were fascinated by the show's exhibitors and exhibits.

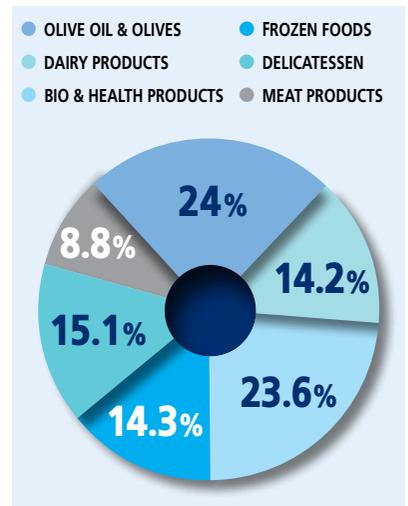
Most of the 2,000 international food traders, and among them the 750 Hosted Buyers that visited FOOD EXPO 2022 were particularly impressed with the trade show's size and scope. In addition, more than 17,000 pre-scheduled B2B meetings between Hosted Buyers and exhibitors were held during the three days of the fair, helping both parties establish fruitful commercial relations.

### High commercial effectiveness

According to a survey conducted via Typeform from the trade show's organizing company, 98% of the int'l visitors of FOOD EXPO 2022 expressed their satisfaction with the fair. Also, 26% confirmed they closed deals during the the exhibition, and 94% expect to finalize deals within the next 6 months, while 95% stated their intention to visit the next edition.

## Main product categories

At FOOD EXPO 2023 you will find a great number of companies producing and marketing the following:



### FOOD EXPO 2022 Int'l visitor satisfaction survey\*



\*Online survey via Typeform

## Join the Hosted Buyer Program and enjoy its exclusive benefits

Every year, the trade show brings the F&B industry together and provide a forum for face-to-face meetings and building 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) 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

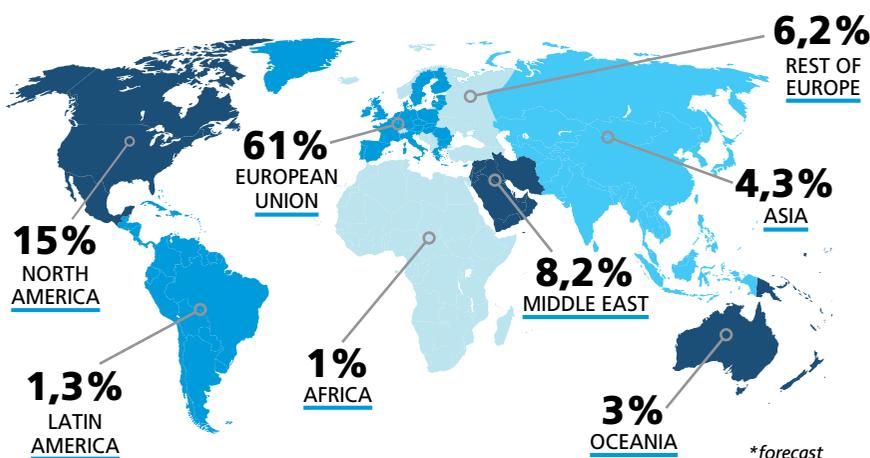
By joining the Hosted Buyer Program, you enjoy the following benefits:

- ✓ Round trip economy air ticket
- ✓ Up to three nights' accommodation (room only) at a 4 or 5-star hotel
- ✓ Free transportation with the trade show's shuttle bus from the hotel to the exhibition center and vice versa
- ✓ Free Hosted Buyer badge giving you access to the trade show with fast lane priority
- ✓ Privileged access to Hosted Buyer lounge

## 3,500 international food traders expected at FOOD EXPO 2023

With a view to consolidating its brand at an international level, FOOD EXPO 2023 aims to attract more than 3,500 international trade visitors from key target-markets. In addition, approximately 850 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 2023 exhibitors.

### FOOD EXPO 2023 Int'l Visitors by Region\*



### FOOD EXPO 2022 Maximum visitor satisfaction\*



of int'l visitors were satisfied from their visit to the trade show



of int'l visitors expressed their intention to visit FOOD EXPO 2023

\*Online survey via Typeform

## Who qualifies as a FOOD EXPO Hosted Buyer

To qualify for the FOOD EXPO 2023 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



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

Wineries and distilleries from all over Greece will participate in OENOTELIA 2023, the leading int'l exhibition of Wine & Spirits in Greece.

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 trade show that will take place together with FOOD EXPO 2023, 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, Greek wines have started 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 2023 Forecast Key Figures





Join the Hosted Buyer Program

[www.foodexpo.gr](http://www.foodexpo.gr)

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OPENING DATES AND TIME

