

12-14
MARCH
2022

ATHENS • GREECE



foodexpo Greece **COVID FREE**

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

FORUM S.A.

328 Vouliagmenis Ave. • 173 42 • Athens - Greece • T: +30 210 5242100 • W: www.foodexpo.gr • E: foodexpo@forumsa.gr

MEMBER OF NÜRNBERGMESSE GROUP

NÜRNBERG MESSE

Reunite with the F&B Industry live & in person



FOOD EXPO, the largest Food & Beverage trade show in Southeast Europe and one of the most significant of its kind internationally, is staging a strong comeback between 12-14 March 2022, at the Metropolitan Expo exhibition center! Featuring 1,350 exhibitors from Greece and the rest of the world and 2,500 key food traders, FOOD EXPO 2022 is consolidating its leading position in the wider region of Southeast Europe, while further strengthening its international reach. Your visit will give you the chance to source first hand fine & specialty products and discover under one roof all the F&Bmarket trends, in a covid-free environment.

COVID FREE To ensure that the trade show will take place in a safe environment, we have implemented a detailed set of enhanced COVID-19 health and safety measures and protocols.

1,350
Greek and int'l exhibitors

50,000 m²
Exhibition area

700
Hosted Buyers

Greek F&B sector THE DAY AFTER

The Food & Beverage industry has been impacted by the COVID-19 pandemic; However, the Greek F&B sector has withstood the challenge and has been recording strong exports all along the crisis, while imports are also picking up.



€5,4
increase in retail turnover for the first half of 2021



50%
sales growth on alcoholic beverages, the last year



8,6%
increase in supermarket sales since April 2020

Why Visit



Within three days, you will meet, under the same roof, 1,350 exhibitors, compare prices and conclude direct commercial agreements.



With the Mediterranean Diet and specialty foods gaining momentum, you will discover first hand the Panorama of Greek & Mediterranean specialty foods and beverages.



Collected in four halls, you will find big brands but also small local producers, whose products cover a great range that will fulfill the needs of the consumers of your market and make your business competitive.



You will acquire knowledge, information on the industry's developments and you will stay up to date with the latest trends & innovations in the F&B sector.

35

main product categories will be showcased at FOOD EXPO 2022 from the 1,350 exhibitors.

The digital platform

FOOD EXPO Digital platform will give you the chance to pre-arrange your b2b meetings with exhibitors of your choice, in order to meet them in person during the trade show. Or, in case you will not be able to attend the show, you can contact them online and participate in video meetings with them, during and 10 days after the trade show.



Custom-made online platform



Name-based or product-based search of exhibitors



Customized visitor profile page



Video call & online chat between exhibitors & visitors

Exhibitors Categories



FOOD EXPO GREECE brings together Greek and international Food & Beverage professionals, who manufacture, import and market products in the following categories:

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ■ Alcoholic Beverages ■ Canned Food & Ready Meals ■ Confectionery, Baked & Pastry Goods ■ Dairy – Cheese Products ■ Fats & Seed Oils ■ Food Equipment ■ Fruits & Vegetables ■ Jams – Honey – Nuts ■ Olive Oil – Olives ■ Pats – Pulses – Cereals ■ Various ■ Chambers - Administrative Regions ■ Wine – Greek Varieties ■ Wine – Other Categories ■ Free From ■ Vegan | <ul style="list-style-type: none"> ■ Aromatics Plants – Herbs ■ Coffee – Beverages ■ Consulting Services ■ Ethnic Products ■ Fish, Molluscs & Shellfish ■ Frozen Products ■ Health & Food Products ■ Meat – Poultry – Sausages – Meat Products ■ Bio Products ■ Seasonings – Condiments – Sauces ■ Water – Soft Drinks – Juices ■ National Pavilions – Embassies ■ Wine – International Varieties ■ Award Winners ■ Special Products ■ Organic |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

New sectors



Organic food is one of the fastest growing sectors internationally. Responding to market trends, FOOD EXPO is launching a new, special section with organic products.



The increased demand for fresh fruit and vegetables from Greek and international buyers, has led to the creation of a new sector for these products.

Visitors



The visitors are professionals from the following categories:

- Super Markets / Hyper Markets / Cash & Carry
- Discount Markets / Mini Markets
- Food & Wine Importers
- Wholesalers / Distributors / Brokers
- Traditional grocery stores / Delicatessens
- Organic product stores
- Restaurants / Catering / Wine bars
- Hotels / Hostels / F&B Managers / Chefs
- Cafeterias / Lounge Bars / Pastry & Bakery shops
- Liquor stores / Coffee grinders / Confectionery

Dynamic Hosted Buyer Program

FOOD EXPO has designed a comprehensive Hosted Buyer Program to attract the highest caliber of buyers from across the globe, looking to do business in Southeast Europe. With all or part of their travel and accommodation expenses paid for, qualified hosted buyers simply have to attend a minimum number of B2B meetings that are pre-scheduled through an online matchmaking platform.



FREE Travel



FREE Accommodation



FREE ACCESS to buyers' lounge



B2B Scheduled meetings



FREE ACCESS to the trade show



FREE Transportation

12,000

b2b meetings are expected to take place between hosted buyers and FOOD EXPO exhibitors.



Hosted Buyer Free Day 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 Acropolis Museum and the Temple of Poseidon at Sounio, three of the most picturesque destinations.

foodexpo Greece

PLAN YOUR VISIT NOW!

Join our Hosted Buyer Program

OPENING DATES & TIMES



FOR FURTHER INFORMATION, PLEASE CONTACT OUR TEAM

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

• **Ioanna Lalia**
Int'l Visitors Team
T.: +30 6986915407
E.: il@forumsa.gr

• **Ioanna Polichronopoulou**
Int'l Visitors Team
T.: +30 6981624810
E.: ip@forumsa.gr

• **Evelina Bournousouzi**
Int'l Visitors Team
T.: +30 6973777733
E.: ebo@forumsa.gr



ATHENS METROPOLITAN EXPO

An ultra modern exhibition center

FOOD EXPO GREECE 2022 will be held at the METROPOLITAN EXPO, located next to the Athens International Airport "El. Venizelos". Free shuttle buses will transfer visitors to and from the trade show.