7-9 MARCH 2020
ATHENS · GREECE

VISITOR BROCHURE

Greece foodexpo

THE LEADING F&B TRADE SHOW IN S.E. EUROPE

1,350 EXHIBITORS • **50,000** SQ.M • **75,000** VISITORS • **950** HOSTED BUYERS

ORGANIZED BY: FORUM SA | 328 Vouliagmenis Ave., | 173 42 Athens, Greece | T: +30 210 5242100 | W: www.foodexpo.gr | E: foodexpo@forumsa.gr

General Information

The leading F&B trade show in Southeast Europe!

With exhibitor and trade visitor numbers skyrocketing with each passing year, FOOD EXPO 2020 will once again be filled with great energy, top buyers, and of course fabulous food and drinks. The show will take place March 7-9, 2020 in Athens, Greece. Buyers from top names in retail & foodservice will attend in search of new products, new trends, new vendors, and new connections to help meet record consumer demand for Greek, Mediterranean and specialty food, in general.

At FOOD EXPO 2020, approximately 1,350 companies will be presenting the broad spectrum of products, fields of application and services on an exhibition space spanning 50,000 m², for buyers from the entirety of the F&B sector.

FOOD EXPO 2020: Forecast Key figures

1,350	75,000	50,000 m²
Exhibitors	Visitors	Exhibition space

> **"It is the second time that i visit FOOD EXPO and i am realy satisfied by the number and the quality of the exhibitors. I found a lot of the products that i was looking for."**
>
> Sebastian Rott
> **ALLES OLIVE / GERMANY**
> HOSTED BUYER

21% increase in international visitors at FOOD EXPO 2019, when compared to last year's trade show numbers

The elite of Greek and Mediterannean products!

During FOOD EXPO 2020, trade visitors will come across thousands of high quality and innovative Greek & Mediterranenan PDO & PGI products, showcasing their variety and high culinary and nutritional value that could give international businesses a competitive edge.

22,000
restaurants in the world use Greek ingredients

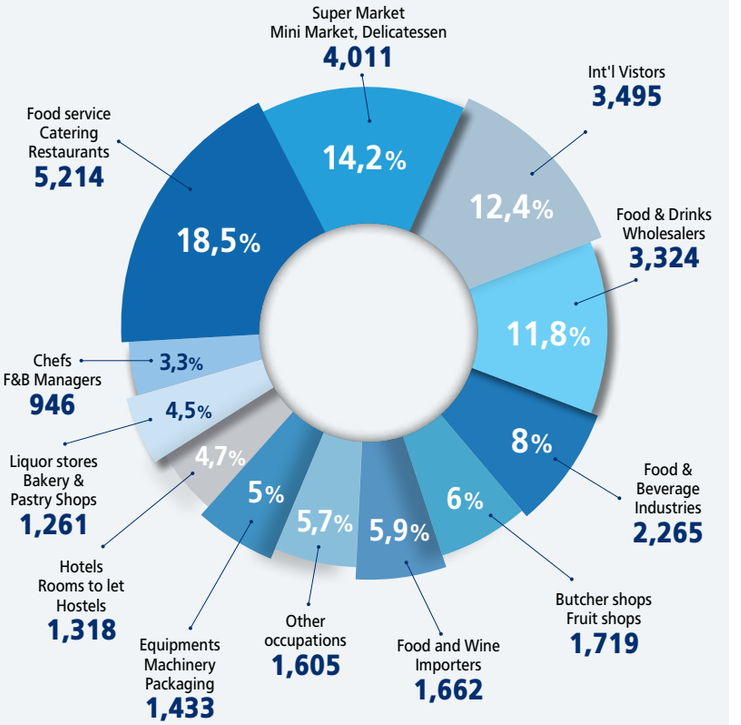
87%
of German consumers like Mediterranean foods

2nd
most popular dietary trend in the US

"FOOD EXPO is a great trade show for us to find new products. It is indeed a first class opportunity to meet different suppliers. We were realy satisfied."

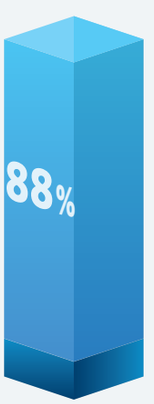
Farah Heraux
FOOD MATCH / USA
HOSTED BUYER

70,000 Visitors from 28,253 businesses

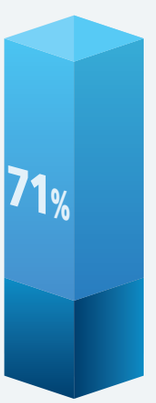


97% of Greek and int'l visitors declared they found FOOD EXPO 2019 of unexpectedly high quality and believe that is a must-visit trade show*

High turnout of quality Greek & int'l visitors*



of FOOD EXPO 2019 visitors are decisions makers in their respective businesses

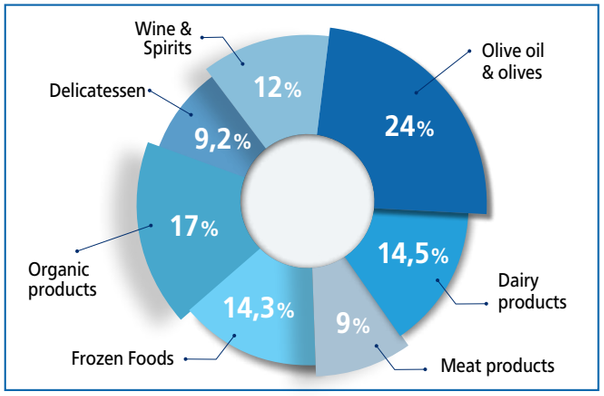


of FOOD EXPO 2019 visitors are business owners or CEOs

*** Data from ALCO survey*

Exhibitor Categories

Main product categories



oenotelia

A major wine & spirits Sector

Wineries and distileries from all over Greece will participate in OENOTELIA 2020, the premier Wine & Spirit trade show in the country. Visitors will meet with producers form all wine-growing regions of Greece and will discover the unique qualities of the Greek vineyard.

bio section

New sector with organic products

FOOD EXPO, responding to the need for a market of organic products, launches, a new section where visitors can find companies with organic and natural products.

> **FOOD EXPO 2019 was bigger than last year. I found a lot of interesting products and many Greek and foreign companies that could be potential suppliers.**
>
> Vijay K. Vasnani
> JAIPUR STAR LCC/ DUBAI
> HOSTED BUYER

foodexpo Greece

63% of the international visitors, have attended FOOD EXPO trade show, more than three times

1,350 Greek & int'l exhibitors at FOOD EXPO 2020

With at least 1,350 exhibitors from Greece and the rest of the world, FOOD EXPO 2020 is setting the bar high! It is worth noting that no other trade show in Greece –or the world– has grown so much and in such a short time in terms of size, reputation and commercial effectiveness. No wonder FOOD EXPO has consolidated its status as the leading international F&B trade show in Southeast Europe.

1,050
Greek exhibitors

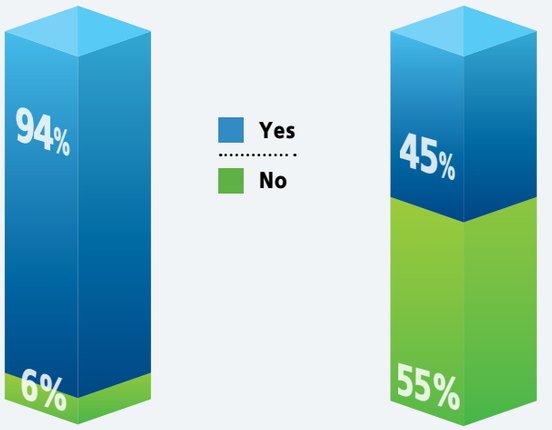
300
Int'l exhibitors

38
Countries of origin

"Our visit at FOOD EXPO 2019 was very fruitful. We found a lot of Greek products that we were interested and we closed deals with a lot of new suppliers."

Iulia Coca
RANDLER GROUP / ROMANIA
HOSTED BUYER

High commercial effectiveness for int'l visitors*

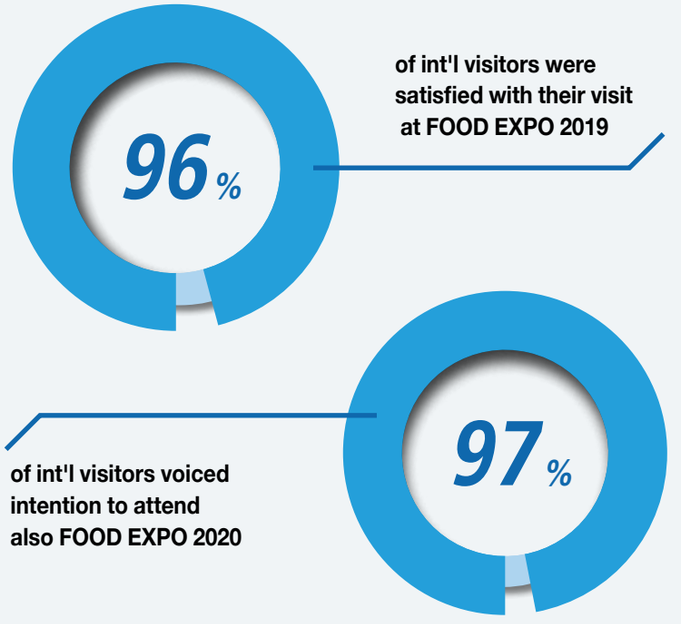


of int'l visitors closed deals during the trade show or intent to close deals in the near future with Greek exhibitors

of int'l visitors closed deals during the trade show or intent to close deals in the near future, with int'l exhibitors

57% of the interational visitors attended FOOD EXPO 2019 in order to meet with new suppliers and find new and innovative products*

Maximun international visitor satisfation*



of int'l visitors were satisfied with their visit at FOOD EXPO 2019

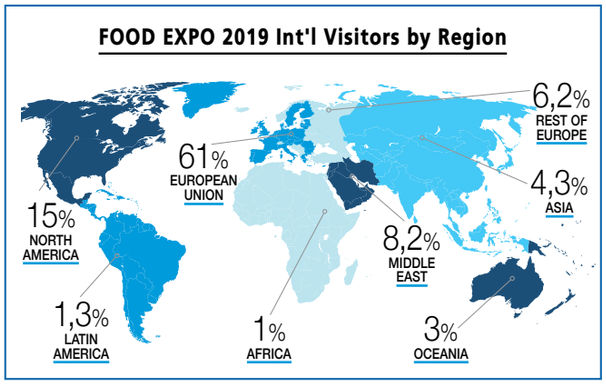
of int'l visitors voiced intention to attend also FOOD EXPO 2020

**** Data from ALCO survey*

International Visitors

5,000 international visitors
950 Hosted Buyers in 2020

FOOD EXPO 2020 will attract more than 5,000 int'l trade visitors from key target-markets for the Greek and Mediterranean products. 950 of them will join the trade show's Hosted Buyer Program and will conduct approximately 18,000 meetings with exhibitors.



FOOD EXPO 2020: Int'l Visitors Profile*

5,000	950	18,000
Int'l visitors	Hosted Buyers	B2B meetings

*forecast key figures

> **FOOD EXPO is a great opporunity for big international companies to find innovative products. We are satisfied with the outcome of the b2b meetings that we participated.**
>
> Arturs Janis Zemitis
> JILLS LTD / LATVIA
> HOSTED BUYER

foodexpo Greece

91% of the international visitors declared they found at FOOD EXPO 2019 what they were looking for and much more

Be a Hosted Buyer and enjoy exclusive benefits

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 attent a minimum number of B2B meetings that are pre-scheduled through an intuitive, online matchmaking platform.

FREE TRAVEL

FREE ACCOMMODATION

SCHEDULED B2B MEETINGS

> **This is the 3rd time I am visiting FOOD EXPO and i can say that it is a very well organized trade show. I have found two new companies that we have already close deals.**
>
> **Knut Kristiansen**
> **GOTTIS SA / NORWAY**
> HOSTED BUYER

Combine your visit to FOOD EXPO 2020 with a short break and discover Greece!

FOOD EXPO has designed full day tours that will help you live an authentic Greek experience! Take advantage of your visit to FOOD EXPO 2020 in order to explore the variety and quality of greek products and do business with suppliers from all over the world in a professional and efficient environment, while at the same time discovering Athens, its sights and its surroundings.

94% **of hosted buyers expressed their satisfation regarding the quality of the exhibitors with whom they conducted b2b meetings***

Free cruise to the Greek islands!

FOOD EXPO 2020 is offering its international visitors the chance to enjoy a day tour to the Saronic Gulf and explore the beauty, the historic sights and culinary treasures of three Greek islands.

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PLAN YOUR VISIT NOW!

Join our Hosted Buyer Program

OPENING DATES & TIMES

MARCH 7	MARCH 8	MARCH 9
SATURDAY	SUNDAY	MONDAY
10.00-19.00	10.00-19.00	10.00-18.30

For further information, please contact our team

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Athens Metropolitan Expo
An ultra modern exhibition center

FOOD EXPO GREECE 2020 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.