



# Strong comeback with physical presence



Recent events confirm that the market still needs physical exhibitions since they are the most important forums for the development of trade contacts and cannot be substituted by any other form of actions and activities.

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 3,500 key food traders, FOOD EXPO 2022 is consolidating its leading position in the wider region of Southeast Europe, while further strengthening its international reach.


250 major businesses, putting their trust in the dynamic of the trade show, will participate with the same stands they had at the now cancelled –due to Covid-19– 2020 iteration of the fair.

**1,350**  
Greek and int'l exhibitors

**55,000**  
Greek and int'l visitors

**50,000 m<sup>2</sup>**  
Exhibition area

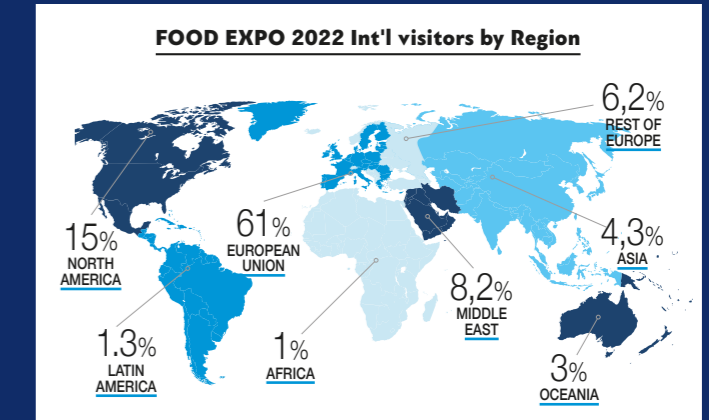
 **FOOD EXPO is the most important trade show for the Food & Beverage industry in Greece and contributes to the int'l outreach of companies in the sector.**  
*Spilios Livanos / Minister of Rural Development & Food*

 **Extroversion is a clear priority for our industry. That's why SEVT, recognizing its importance for the food sector, will be present in FOOD EXPO 2022.**  
*Evangelos Kaloussis / Chairman of SEVT*

 **FOOD EXPO is making a dynamic comeback with a physical event, and we will all be there to support the most important sector of the Greek economy.**  
*Dr Georgios Konstantopoulos / President of SEVE*

**900 Hosted Buyers**  
**3,500 international trade visitors**





The trade show's organizers, through a series of promotional activities, aim to attract 3,500 international buyers from target markets for the Greek Food & Beverages; of these, the 900 most important will join the exhibition's Hosted Buyer Program, whose total cost will exceed €600,000. The hosted buyers will hold over 17,500 B2B meetings with FOOD EXPO 2022 exhibitors.



**500.000€** will be the advertising expenditure for the promotion of the trade show through TV, radio, and internet.

## The show's digital platform

The resounding success of FOOD EXPO Digital 2021 proved that a well-organised online platform can act as an additional service to the physical trade show. The digital platform of FOOD EXPO 2022 will be activated 10 days after the end of the bricks and mortar exhibition and will allow visitors –mainly international buyers– who are unable to attend the event, to get in touch with the exhibitors.

-  Custom-made online platform
-  Name-based or product-based search of exhibitors
-  Access to exhibitors' profiles
-  Video call & online chat between exhibitors & visitors

# Exhibitors & Exhibits



- Dairy products
  - Cheese products
  - Olive oil, olives, olive products
  - Frozen food
  - Pasta, Cereals, Legumes
  - Aromatic plants, Herbs
  - Spices, Seasonings
  - Sauces, Dressings, Dips
  - Fresh fruit & vegetables
  - Canned food
  - Ready meals
  - Fish, Cured fish, Molluscs, Shellfish
  - Meat products, Gyros
  - Cold cuts
  - Fats & various oils
  - Canned fruit
- Confectionery & Bakery products
  - Honey, Jams, Dried nuts
  - Organic, Bio and Natural products
  - Health Food Products
  - Vegan products
  - Free From products
  - Water, Juices, Soft drinks
  - Coffee & Beverages
  - Alcoholic drinks
  - Wine – Greek varieties
  - Wine – International varieties
  - Wine equipment
  - PDO & PGI products
  - Regions of Greece, Chambers of Commerce
  - Consulting services
  - International Pavilions, Embassies

## 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



### Greek trade visitors

- Hyper Markets · Super Markets · Cash & Carry
- Discount Markets - Mini Markets
- Food & Beverage wholesale
- Traditional grocery stores · Delicatessens
- Organic product stores
- Restaurants · Catering · Wine bars
- Butchers · Fishmongers · Greengrocers
- Hotels · Hostels · F&B Managers · Chefs
- Cafeterias · Lounge Bars · Pastry & Bakery shops
- Liquor stores – Coffee grinders · Confectionery

### International Visitors & Hosted Buyers

- Super Markets · Hyper Markets
- Food Servers
- Food & Wine Importers
- Wholesalers · Distributors · Brokers
- Delicatessen stores

## Greek F&B sector The day after

The Food & Beverage industry has been impacted by the COVID-19 pandemic; However, as things are slowly getting back to a new normal, fresh business models are emerging, and opportunities are starting to pop up. 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. Not to mention that retail is reporting a 5.4% increase in turnover for the first half of 2021.

5,4% increase  
in retail turnover  
for first half of '21

50% sales growth  
on alcoholic  
beverages

8,6% increase on  
supermarket sales  
since April 2020

150

WINE IMPORTERS from all over the world, will participate at the Hosted Buyer program of OENOTELIA.

# oenotelia



## Oenotelia stages grand comeback in 2022

FOOD EXPO's comeback would not be possible without Oenotelia, which thanks to its strictly professional nature, its high level of quality and the participation of the most significant businesses that produce the finest wines and spirits, will meet the expectations of the wine market.



# Exhibition space booths floor plan

## Exhibitor prices

One sided stand (ground trace)

a. From 9 to 30 m <sup>2</sup>	€ 170,00/m <sup>2</sup>
b. From 31 to 70 m <sup>2</sup>	€ 165,00/m <sup>2</sup>
c. From 71 to 120 m <sup>2</sup>	€ 160,00/m <sup>2</sup>
d. From 121 to 250 m <sup>2</sup>	€ 155,00/m <sup>2</sup>

Extra charges:

1. Additional sides	€ 5,00/m <sup>2</sup>
2. Carpet	€ 4,00/m <sup>2</sup>
3. Basic booth structure	€ 17,00/m <sup>2</sup>
4. Listing in the exhibitors catalogue	€ 100,00
5. Participation in the digital platform and B2B meetings	€ 200,00

## Ready-made booths

For exhibitors that wish to upgrade their presence at the minimum cost, we offer ready-made executive highly appealing and functional booths. These booths are available in various sizes, the smallest being 3X3m = 9.00m<sup>2</sup>. The booth rent prices are the following:

a. 9,00 m <sup>2</sup> Booth	€ 1.980 + VAT
b. 10,50 m <sup>2</sup> Booth	€ 2.310 + VAT
c. 17,50 m <sup>2</sup> Booth (2-sided)	€ 3.850 + VAT

**IMPORTANT NOTE:** The digital platform of FOOD EXPO 2022, which will be activated 10 days after the end of the bricks and mortar exhibition, will also be open to companies that will not participate as exhibitors in the physical trade show. In this case, the participation fee is €500 +VAT.

## 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 m<sup>2</sup>
- 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 instruments.
- Visitor invitations and exhibitors free pass.

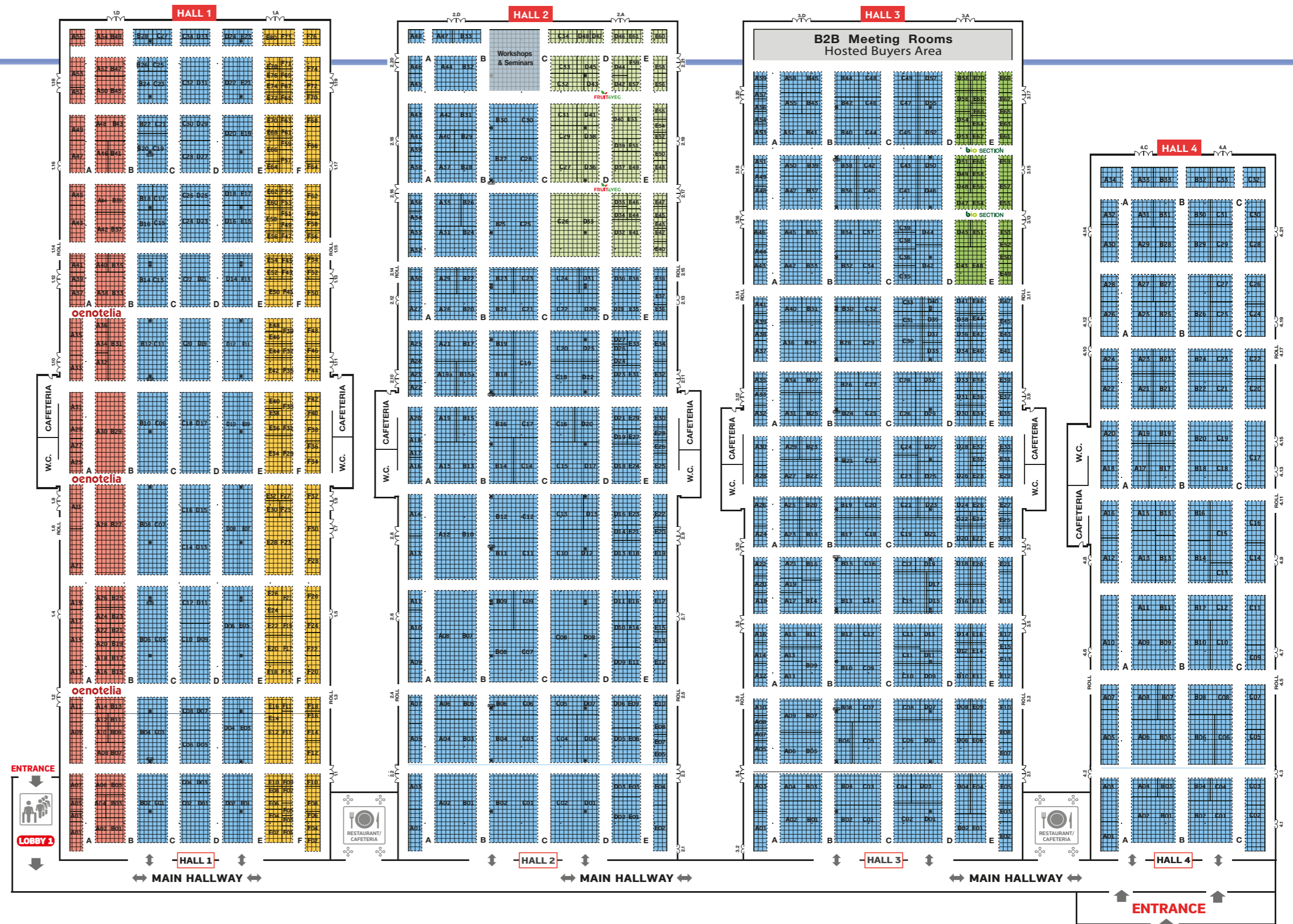


### Ready made executive booth includes:

- Aluminium structure with white and grey aluminium PVC
- PVC Divider • Grey Carpet • 1 Table • 3 Seats • 1 Stool
- 3 Shelves • 1 Cabinet with a self • 1 infodesk • Front display with the exhibitor's namer (1,50x0,45m.) • 2 HQ 150 W Projectors • 1 Power Strip

## Athens Metropolitan Expo

The 7th FOOD EXPO, together with OENOTELIA, will be deployed in all 4 halls of the METROPOLITAN EXPO exhibition center, which is located next to the "Eleftherios Venizelos" airports and has 5,500 free parking spots. It is TUV AUSTRIA COVID SHIELD certified and it is also fitted with an air conditioning-ventilation system with fresh and moist air for the best possible ventilation of all areas.



### 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

#### ■ FOOD & BEVERAGES - 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

#### ■ FRUIT & VEGETABLES (FRUIT & VEG SECTION)

### Hall 3

#### ■ FOOD & BEVERAGES - B2B MEETING AREA

- 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

#### ■ BIO PRODUCTS (BIO SECTION)

### Hall 4

#### ■ FOOD & BEVERAGES

- Coffee • Confectionery
- Water • Juices • Refreshments
- 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
- Dressings • Sauces • Dips • Spices • Herbs
- Dough Products & Bakery Ingredients

# foodexpo Greece

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## 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

### OPENING DATES & TIMES



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