

29 MAY
to
1 JUNE
2021

ATHENS • GREECE



foodexpo ^{Greece}

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

FORUMS.A.

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

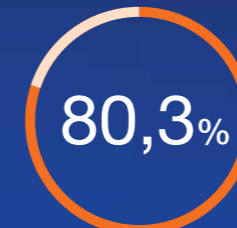
Member of NürnbergMesse Group

NÜRNBERG MESSE

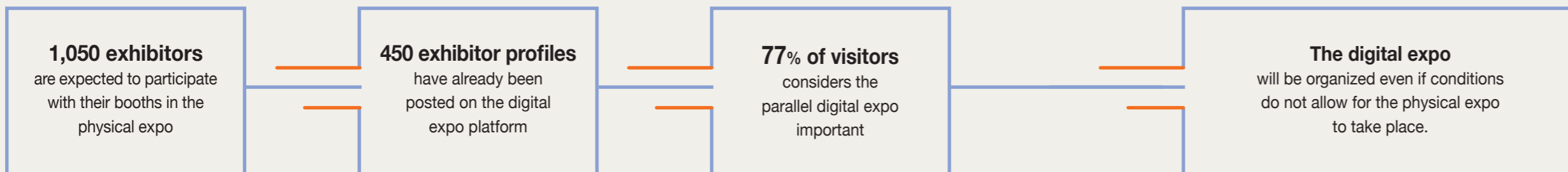


Food Expo makes a strong comeback!

Everything that has been happening for a year now has proven that the market needs trade shows. Trade shows are still the most important forum for commercial deals and cannot be easily substituted by digital actions and events. FOOD EXPO, an international trade show and an important event for the Greek food and beverage industry could not lie dormant for a long time. This is why we move decisively forward to organize the next FOOD EXPO, hoping that the conditions will allow this to take place in a safe way. At the same time with the physical expo, a digital expo will take place on a digital platform.



80,3% of exhibitors agree with the organizer's decision to postpone FOOD EXPO 2021 for 29 May - 1 June.



The physical expo

The physical expo, which will bear no difference compared to past expos, will be hosted once again in the Metropolitan Expo exhibition center. There will be larger corridors in between booths and the entire event will be organized in compliance with the health protocols and rules, to protect the exhibitors' and the visitors' health.

- Larger corridors in between booths
- Special protection measures for everybody
- Controlled arrival of visitors
- B2B meetings in safe environment

The digital expo

The electronic platform on which the digital expo will be organized will bring into contact the exhibitors with visitors who will not make it to the physical expo. The selection of the buyers who will receive a free access code for the platform will be made based upon strict criteria.

- Custom-made interactive platform
- Name-based or product-based search of exhibitors
- Platform up and running during the physical expo
- Video call & online chat between exhibitors & visitors



Exhibitors & Exhibits

- Dairy & cheese products
- Olive oil, olives & olive products
- PDO & PGI products
- Meat products, deli meats, gyro
- Frozen food & vegetable
- Organic food & beverage
- Fisheries, cured fish, fish
- Ready meals & treats
- Canned food
- Nuts, spoon sweets, sugar confections
- Jams, honey, halva
- Wines, drinks, liquors
- Coffee, beverages, beers
- Water, juices, soft drinks
- Ice creams, sweets
- Fresh fruit & vegetable
- Dressings, sauces, dips
- Spices, herbs, condiments



of Greek and foreign buyers who participated in the relevant survey think that the addition of the two new sections is important

61,6% of exhibitors stated that they will participate both in the physical and the digital expo

15,000 video calls are expected to be made by the Greek and foreign visitors of the digital expo

7,500 b2b meetings will be held by the 350 hosted buyers who will visit the physical expo

16,000 selected buyers from abroad and **14,000 from Greece** will receive a personal access code to visit the digital expo on the electronic platform

New section with organic & natural products

The organic products industry is one of the fastest growing industries globally. Responding to new market trends, FOOD EXPO launches a separate section for organic products. The exhibitors in this section will be able to present their products and come into contact with Greek and foreign visitors who are interested into introducing organic products in their businesses.



Fruit & vegetable in a separate section!

The increased demand for Greek fresh fruit and vegetable from Greek and foreign buyers led us to introduce a new section for these products. This new section will advertise the high quality of Greek products and is expected to welcome participation from several production and trade companies.





Visitor categories

Greek visitors

- Super markets-Mini markets
- Hyper markets-Discount markets
- Cash & Carry
- Food & beverage wholesale trade
- Traditional convenience stores
- Delicatessen & Gourmet stores
- Cafes - Snack bars
- Hotels - Hostels
- Liquor stores-Coffee shops-Confectioneries
- Organic product stores

- Meat and fish shops
- Restaurants-Catering-Wine bars
- Bakeries
- Chefs-Sommeliers
- F&B Managers

Foreign & Hosted Buyers

- Supermarkets and Hypermarkets buyers
- Food & Wine Importers
- Wholesalers
- Restaurants



of Greek and 84% of foreign visitors surveyed are willing to visit the physical trade show, held at Metropolitan Expo

350 Hosted Buyers will be hosted in the physical show

The organizer's aim is to forcefully but at the same time safely continue the Hosted Buyers program, attracting more than 350 important food traders from safe countries healthwise, who will hold b2b meeting with the exhibitors.



Attraction of foreign buyers to the digital expo

FOOD EXPO trade show will send out sms with free access code for the online platform, on which the digital expo will be organized, to 16,000 important and identified foreign buyers from its database. At the same time, the organizing company aims to attract to the digital expo even more food traders from all around the world, through a targeted campaign that will include the following:

- ✓ **Social Media**
Targeted campaign to attract food traders.
- ✓ **Email Marketing**
Newsletters to 30,000 international buyers.
- ✓ **Digital Advertising**
Promotion through advertising to F&B professionals throughout the globe.
- ✓ **Printed communication**
Printed ads in the industry's b2b magazines abroad.

60% of visitors believe that, by the end of May, conditions will be appropriate for the organization of the expo

71% of visitors from Greece are willing to also visit the digital trade show

12,000 barcode invitations to the physical expo will be sent to selected Greek buyers

72% of the foreign buyers participating in the same survey stated that, should the physical expo be canceled, they will definitely visit the digital one



A strong comeback by Oenotelia, too!

FOOD EXPO's return would not be complete without OENOTELIA, which has proven throughout these years to be the largest and the single trade show solely dedicated to wine and liquors in Greece. OENOTELIA will also have a physical and a digital version, via FOOD EXPO's electronic platform. As it runs in parallel with FOOD EXPO, wine companies will have the opportunity to promote and showcase their products and come into contact with thousands of significant Greek and international traders from retail, wholesale and foodservice –who will attend the exhibition either physically or digitally- and conclude significant commercial deals.



88,1% of Greek visitors believe that the synergies arising from the parallel organization of Oenotelia and FOOD EXPO are very important



Targeted promotion of FOOD EXPO in Greece and abroad

Having available a large - for the Greek context - advertising budget amounting to 550,000 Euros, FOOD EXPO 2021 will be promoted and advertised in a powerful and targeted manner.

43% TV
A 3-week campaign in all national TV broadcasters will be launched by the organizer so as to promote the expo throughout Greece.

18% DIGITAL MARKETING
Part of the budget will be invested in digital marketing & in specific Google, Facebook, Instagram, e-mail marketing and YouTube campaigns that will run for 4 months.

16% RADIO
The expo's radio spots will be broadcasted by the 14 most popular radio stations in Attica but also by selected radio stations in the rest of Greece.

14% BARCODE INVITATIONS
25,000 nominal electronic invitations to the physical expo will be sent to F&B professionals in the organizer's database.

9% PRINTED ADVERTISING
The expo will be promoted via ads and feature articles in the industry's magazines and popular Sunday financial newspapers.

Exhibition space booths floor plan

Exhibitor prices

Row stand, one side only (includes the floor space without any stand constructions).

- a. From 9 to 30 m² € 170,00/m²
- b. From 31 to 70 m² € 165,00/m²
- c. From 71 to 120 m² € 160,00/m²
- d. From 121 to 250 m² € 155,00/m²

Extra charges:

- 1. Additional sides € 5,00/m²
- 2. Carpet € 4,00/m²
- 3. Basic booth structure € 16,50/m²
- 4. Listing in the exhibitors catalogue € 100,00
- 5. Participation in the digital platform & LAN connection in the booth € 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 = 9.00m². The booth rent prices are the following:

- α. 9,00 m² Booth € 1,980 + VAT
- β. 10,50 m² Booth € 2,310 + VAT
- γ. 17,50 m² Booth (2-sided) € 3,850 + VAT

NOTE: The digital expo will be organized even if conditions do not allow for the physical expo to take place. In this case, the digital exhibitors will be charged with a lump sum of €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 m²
- 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.

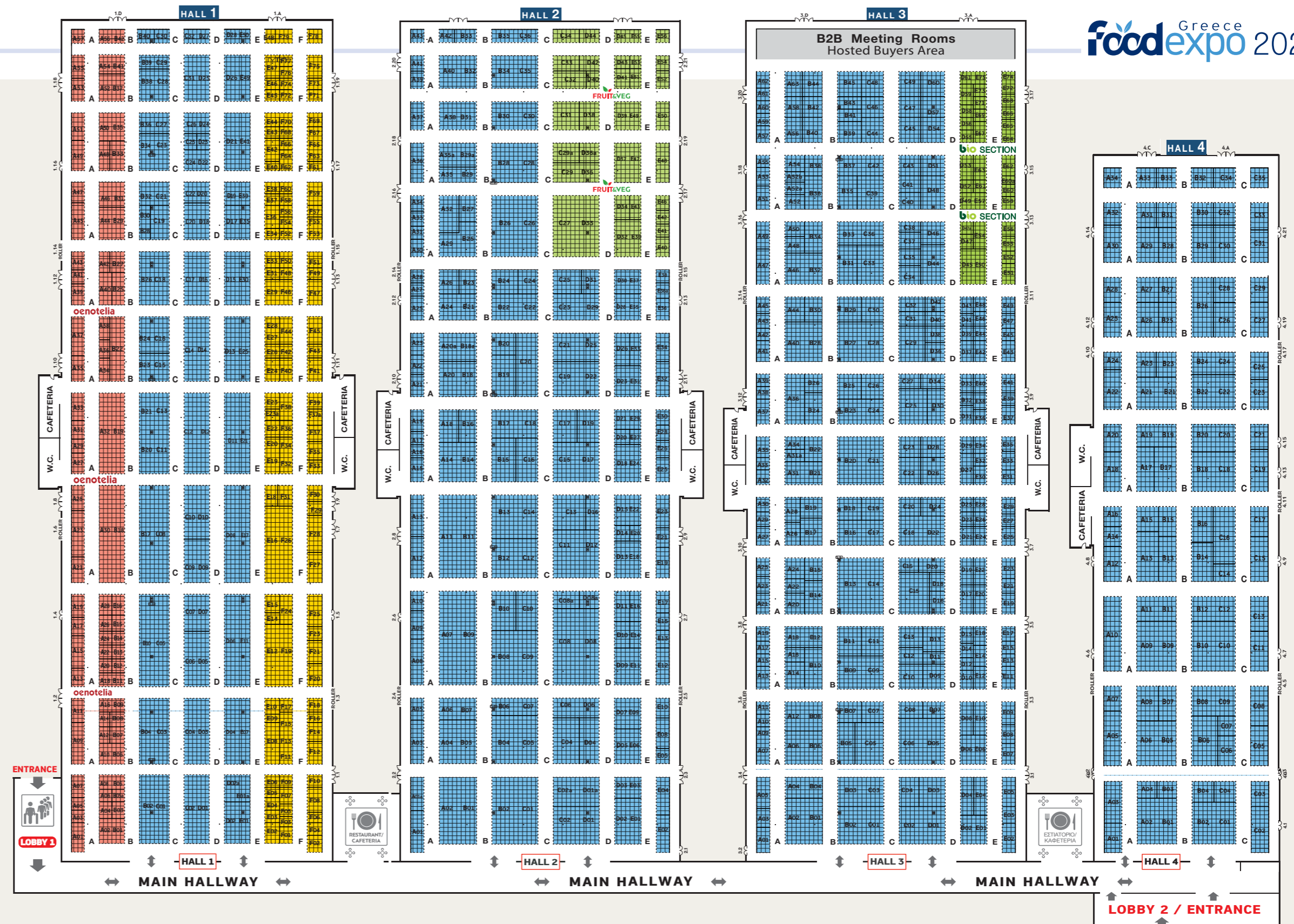


Ready made executive booth includes:

- 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 name (1,50x0,45m) • 2 HQI 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

Be part of the most dynamic regional trade show

Book a stand NOW!

www.foodexpo.gr



International Sales Department

- **Katia Molfeta**
Sales Director
T.: +30 6973 555 207
E.: sales@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

