



14-16 MARCH 2015
METROPOLITAN EXPO
ATHENS-GREECE



**Food & Beverage from Greece,
the Mediterranean and the rest of the World**
for the Greek and the global food market!



FOOD EXPO GREECE 2015 An outstanding institution!

The huge success of the 1st FOOD EXPO GREECE laid the foundation for the establishment of a great institution for Food & Beverages exhibitions in Greece. FOOD EXPO received widespread acclaim from the industry's businesses and affirmed the necessity for such a large scale international exhibition that not only meets the needs of the domestic market, but also fully serves the exporting aspirations of Greek Food & Beverages businesses.

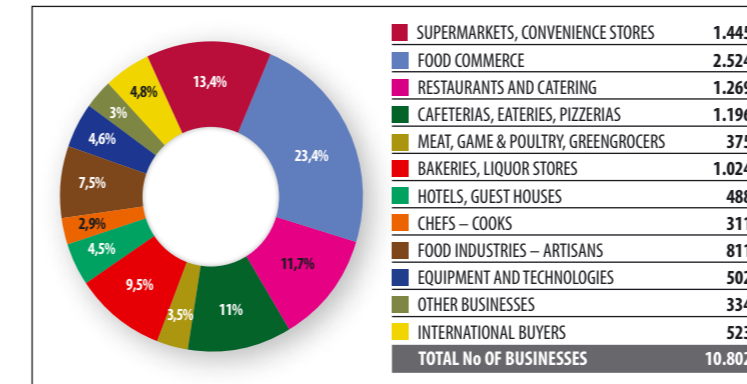
By utilizing its 25 year long experience in organising specialised and successful trade exhibitions, FORUM S.A. shall uphold the highest standards of organisation and shall provide the exhibition with an equally high marketing budget. Furthermore, by implementing new strategies attracting business attendees from all over Greece, as well as important buyers from major international markets, FORUM S.A. shall set the stage ensuring that the 2nd FOOD EXPO GREECE will have even greater attendance and commercial success, worthy of the expectations of the entire industry.

Your attendance at the 2nd FOOD EXPO GREECE as an exhibitor shall yield the highest commercial benefits for your business and shall strengthen your commercial bonds with the tens of thousands of Food & Beverage entrepreneurs that will be visiting the trade show.

ATTENDANCE FIGURES Of the previous iteration

The first event was a great success and raised the expectations bar high. 337 exhibitors were gathered in 15,000 m² of exhibition space, while 25,000 unique visitors representing 10,800 businesses attended the show. 523 foreign major purchase decision makers also attended the exhibition, conducting a minimum of 900 B2B meetings with the exhibitors.

FOOD EXPO 2014 / VISITORS BY TRADE



25,000
Greek and international food professionals attended the 1st FOOD EXPO 2014

“ Our visit to the FOOD EXPO GREECE was an exceptional experience. We were in search of high-end specialty products and indeed we found them at this exhibition. For a first iteration, it was truly a job well done. Thank you for giving us the opportunity to attend and to establish such important contacts. ”

Mauro Sanchez, HEB Markets Group, USA

A leading International Food & Beverages Exhibition in Southeast Europe.

Our vision for FOOD EXPO GREECE is the establishment of a leading international exhibition for the Food & Beverages industry, hosting hundreds of participating Greek and international exhibitors, and welcoming thousands of key trade visitors from all the major global markets. A commercial hub that will showcase and promote products of Greece, the Mediterranean, and the whole world, thus creating a leading event for Food & Beverages in Southeast Europe.



Facts & figures	
Iteration	2nd
Venue	Metropolitan Expo
Location	Athens, Greece
Organised by	FORUM SA
Frequency	Annual
Exhibition space	20,000 m ²
Exhibitors	337
National stands	7
International exhibitors	35
Visitors (businesses)	10,802
International visitors	523
Marketing expenditure	450,000 €



FOOD EXPO GREECE 2015 Exhibitors and exhibits

FOOD EXPO GREECE will be attended by Greek and international delegates who manufacture, import and market products of the following categories:

- ▶ Dairy & cheese products
- ▶ Olive oil • Olives & Olive products
- ▶ PDO and PGI products
- ▶ Organic food & beverages
- ▶ Meat • Meat products • Delicatessen
- ▶ Frozen food & Vegetables
- ▶ Seafood • Cured fish • Farmed seafood
- ▶ Ready-made meals & Delights
- ▶ Pasta • Cereals • Pulses
- ▶ Raw materials • Ingredients for Bakery
- ▶ Ice-cream • sweets
- ▶ Confectionery • Nuts
- ▶ Sweet preserves • Jams • Honey
- ▶ Alcoholic Drinks • Wines • Spirits
- ▶ Coffees • Beverages • Beers
- ▶ Water • Juices • Soft drinks
- ▶ Fresh fruits & Vegetables
- ▶ Canned Food
- ▶ Ingredients for Bakery-Confectionery
- ▶ Food-processing & packaging machinery
- ▶ Supermarket and convenience stores equipment
- ▶ Storage – Handling Methods
- ▶ Industrial detergents • Disposables
- ▶ Chambers • Administrative regions
- ▶ Certification Bodies & Accreditation Services
- ▶ National Pavilions • Embassies

FOOD EXPO GREECE 2015 Visitor Profile

Tens of thousands of Greek food professionals from Organised Retail, Wholesale and Foodservice are expected to attend the 2nd FOOD EXPO GREECE 2015. Using a comprehensive promotion and incentives system, the organisers expect to attract more than 1,000 international purchase decision makers. The visitors will be comprised of owners and executives of commercial and manufacturing businesses of the following categories:

- ▶ Supermarkets - Convenience Stores
- ▶ Cash & Carry-Discunt markets
- ▶ Food & Beverage Wholesale
- ▶ Traditional General Stores
- ▶ Delicatessen & Gourmet stores
- ▶ Meat mongers – Fish mongers
- ▶ Greengrocers
- ▶ Organic products
- ▶ Confectionary stores
- ▶ Restaurants – Catering
- ▶ Hotels – Hospitality
- ▶ Cafeterias - Eateries
- ▶ Wine bars – Restaurants
- ▶ Liquor Stores – Coffee shops
- ▶ Bakeries
- ▶ Chefs-Sommelier
- ▶ F&B Managers
- ▶ Food & Beverage Industries

Over **1.000** international purchase decision makers are expected to attend the 2nd FOOD EXPO

“I believe it is a very interesting exhibition. We came upon many interesting products, but we were particularly impressed by some characteristically Greek products that are not so well-known, such as dried fruit. Greek F&B has the potential to take the States by storm. It's only a matter of Greek exporters setting up the proper groundwork for that to happen.”

Reva Star, FOOD MATCH INC USA

Special sector with PDO, PGI and Branded Greek Products

PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) products can take the lead in the global food market and become the spearhead of Greek Food & Beverages exports around the world. This time, FOOD EXPO GREECE shall gather PDO, PGI and branded Greek products in a single, unified space. Our goal is to give Greek producers the opportunity to showcase these unique products and to establish contacts not only with the domestic market, but also with the world market.



Greek and international exhibitors!

More than 500 Greek, Mediterranean and even more broadly international exhibitors are expected to participate in FOOD EXPO GREECE, either individually or in the form of national pavilions. This way, the exhibition shall have a truly international scope and radiance, and shall constitute a major commercial forum for the broader region, attracting thousands of major international buyers.



Oenotelia

Running jointly with the Wine and Spirits exhibition



oenotelia

Greek wine meets the world market!

Running jointly with the 2nd FOOD EXPO GREECE, the 1st OENOTELIA will be hosted at a specifically designated area in Hall 3, in extremely appealing and functional stands. Oenotelia is a strictly professional exhibition, explicitly aimed at entrepreneurs and executives of Organised Retail, Wine and Spirits Wholesale, Hospitality and Foodservice. The exhibitors of Oenotelia will be comprised of Greek wine and spirits producers and commercial entrepreneurs, as well as wine making equipment and technologies businesses.

Throughout the duration of the Oenotelia show, wine tastings, wine list recommendations, wine pairing seminars, as well as a multitude of wine education events, which will provide the stage through which Greek wines will be introduced and promoted to Oenotelia visitors.

25 international wine buyers will attend Oenotelia!

OENOTELIA - FOOD EXPO GREECE Dual show synergies

Tens of thousands of food professionals from Organised Retail (supermarkets, liquor stores, convenience stores etc.), Wholesale and Foodservice (hospitality, restaurants, catering, etc.) attend FOOD EXPO GREECE. The dual mounting of the exhibitions will be the cause of vast synergies, since Oenotelia wine exhibitors will thus be presented with the opportunity to establish contacts with FOOD EXPO attendees, most of whom are major purchase decision makers for their respective products.



Free provisions to OENOTELIA exhibitors

- Glasses, ice, spittoons, and jugs for each exhibitor
- Refrigerator (Minibar)
- Continuous supply of each stand with clean glasses throughout the day
- Tasting – Seminar room for showcasing products from all the exhibitors

The configuration of the area where OENOTELIA will take place will be tailored to fully meet exhibitors' needs.

FOOD EXPO GREECE 2015 Parallel Themed Events

Conference: Greek food takes on global markets

How easy is it for Greek Food & Beverages to make their way into major global markets? How does one identify world-spanning export opportunities? Experts provide answers to questions of producers, food processors, traders and exporters.

International Forum on Mediterranean Food & Gastronomy

During a three-day meeting, internationally renowned gastronomers, top chefs and experts from all around the Mediterranean will meet to showcase the export potential and high value of Greek and Mediterranean Food & Beverage.

PDO & PGI conference

To what extent has the comparative advantage of PDO & PGI products been commercially utilized? Prominent and mass producers of PDO & PGI products give their take.

Dairy and Cheese: the decade to come

Symposium on the future of the dairy industry, on the subjects of, inter alia, "The role of equipment in the quality of the end-product", "Secrets to improving competitiveness".

3 billion euros was the value of Greek Food & Beverage exports in 2013, a 5% increase on 2012 figures

“FOOD EXPO was, in every respect, a flawlessly organised trade show, and was of immense interest to us operating in the Polish market. We conducted a plethora of stimulating meetings with Greek producers and suppliers, and we were introduced to a vast variety of products.”

Jacek Pikul, ITALMEX Poland



Parallel Events





FOOD EXPO GREECE 2015 Exposure and promotion

The 2nd FOOD EXPO GREECE 2015 will be supported by a comprehensive, scalable and highly effective communication program, which will spread word of the exhibition to all Greek F&B professionals, as well as to international target markets. With a marketing budget that exceeds 450,000 euros, combined with targeted promotional activities, FOOD EXPO GREECE shall have the maximum possible attendance and commercial effectiveness.

TV Campaign

- Over 1,000 TV spots will bombard the frequencies of all nationwide TV networks, achieving more than 2,500 GRPs, so that every food professional watches any given TV spot at least 5 times!

Radio Campaign

- More than 7,500 radio spots will be broadcasted on major radio stations in Attica, as well as on 25 additional stations in 9 other prefectures of Greece!

Print Campaign

- Press ads shall be placed on all major Greek and international trade journals (covers, advertorials, interviews etc.)

Outdoor Campaign

- Buses, trolleys, subway
- Exposure at specific sites of the Athens International Airport

Online Marketing

- The online campaign shall fully cover Greece, as well as 13 additional target countries (USA, Canada, Australia, France, Germany, etc.), making use of the entire arsenal of internet tools, such as: Google Adwords • Frame Ads • Pop - ups • Text ads • SEO (search engine optimization) • E-mail ads • Social media marketing • Re-marketing

E-Mail Campaigns

- Mailing of online Invitations
- Mailing of online Newsletters

SMS Campaign

- 30,000 text messages will be sent to the attending Greek food professionals and international buyers.

Invitations

- More than 40,000 Barcoded nominal invites will be mailed to food professionals, with the addition of 200,000 handwritten invitations.

FOOD EXPO GREECE 2015 Why exhibit

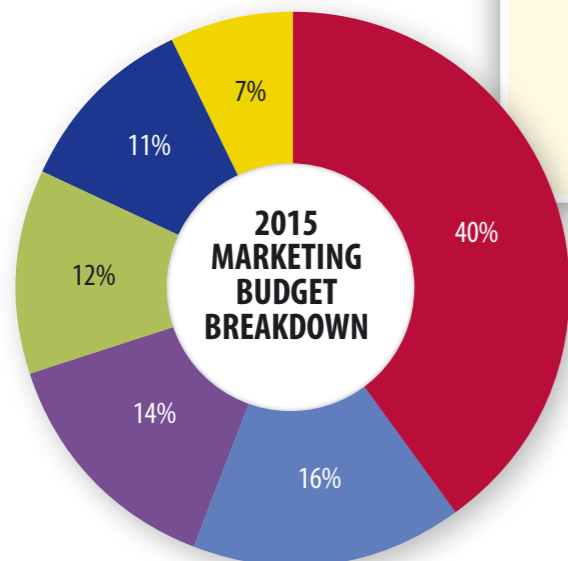
FOOD EXPO GREECE is a strictly professional trade show which primarily focuses on the Greek Food & Beverage market. Moreover, its strongly extrovert character offers its exhibitors the prospect of expanding their export opportunities to major international F&B markets. In this sense, participating in the 2nd FOOD EXPO GREECE will guarantee:

- **Making contact, networking, getting acquainted with and exploring potential business and commercial partnerships with key trade representatives of Greek F&B Wholesalers and Retailers.**
- **Networking and establishing business relations with prominent supermarket purchase decision makers and wholesalers from major international target markets.**
- **Enhancing and increasing your sphere of trade contacts, as well as expanding your clientele with the addition of dynamic new clients.**
- **Showcasing and promoting your new products and services and improving your corporate identity.**

Marketing expenditure for FOOD EXPO GREECE 2015 exposure shall exceed **450,000 €**

“FOOD EXPO is a trade show of international standards, and we were considerably interested in the products of the exhibitors. Our company operates in Italy and collaborates with supermarkets and wholesalers who supply delicatessen shops and restaurants, while we also directly stock the majority of Greek stores.”

Christos Mavroidis, PANEMBORIKI ITALY



- TV campaign (40%)
- Radio campaign (16%)
- Outdoor ads (14%)
- Press ads (12%)
- On line ads-social media (11%)
- Mobile ads (7%)





Participation cost

FOOD EXPO GREECE 2015 EXHIBITION FLOOR PLAN

PARTICIPATION COST

One sided stands (ground trace)

a. From 9 m ² to 30 m ²	€145.00/m ²
b. From 31 m ² to 70 m ²	€140.00/m ²
c. From 71 m ² and over	€135.00/m ²

Additional charges

1. For carpet	€3.50/m ²
2. For basic structure*	€15.00/m ²
3. For backs	€15.00/m
4. Exhibitor catalogue registration	€100.00
5. For renting a standing fridge	€100.00

* The basic structure includes 2.5 meter high melamine panels of beige colour, façade and fascia panel. A Euro (schuko) socket and a 100W/3m² spotlight are provided in each basic structure pavilion.

PROVISIONS TO EXHIBITORS

- ▶ Provision of exhibition areas for set up, operation and dismantling
- ▶ New carpets in all areas
- ▶ 100 W/3m² single-phase power supply
- ▶ Exhibition security and cleaning
- ▶ Free exhibitor and visitor parking
- ▶ Exhibitor administrative support (free internet access, e-mails, fax)
- ▶ Fully equipped and manned medical centre
- ▶ Provision of pallet trucks and lifting gear
- ▶ Free invitations and free passes for exhibitor staff

Working days & hours

SATURDAY	14/3/2015	10.00 - 20.00
SUNDAY	15/3/2015	10.00 - 20.00
MONDAY	16/3/2015	10.00 - 19.30

SHELL STANDS

Ranging from 1,080 € to 2,160 €

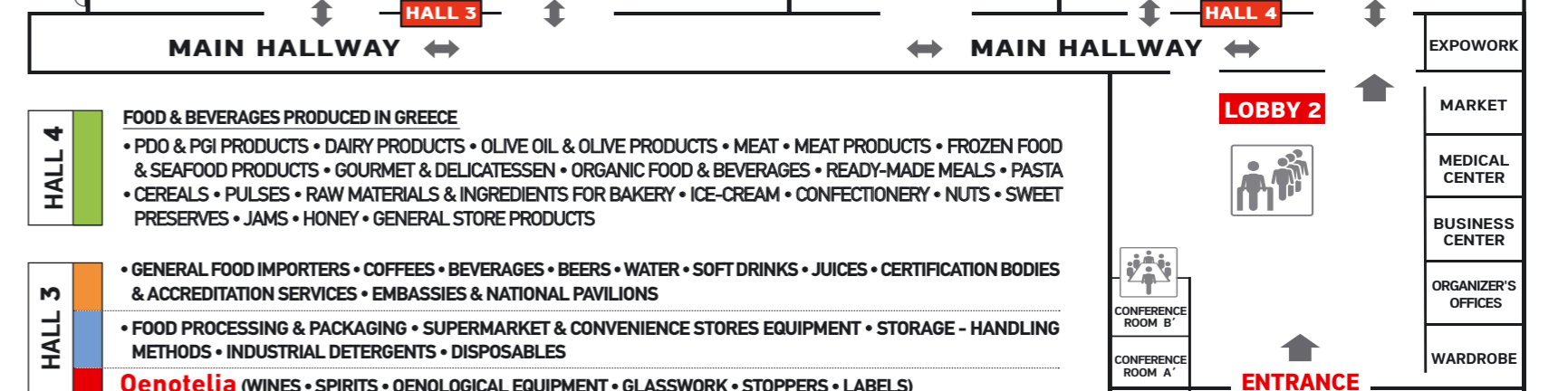
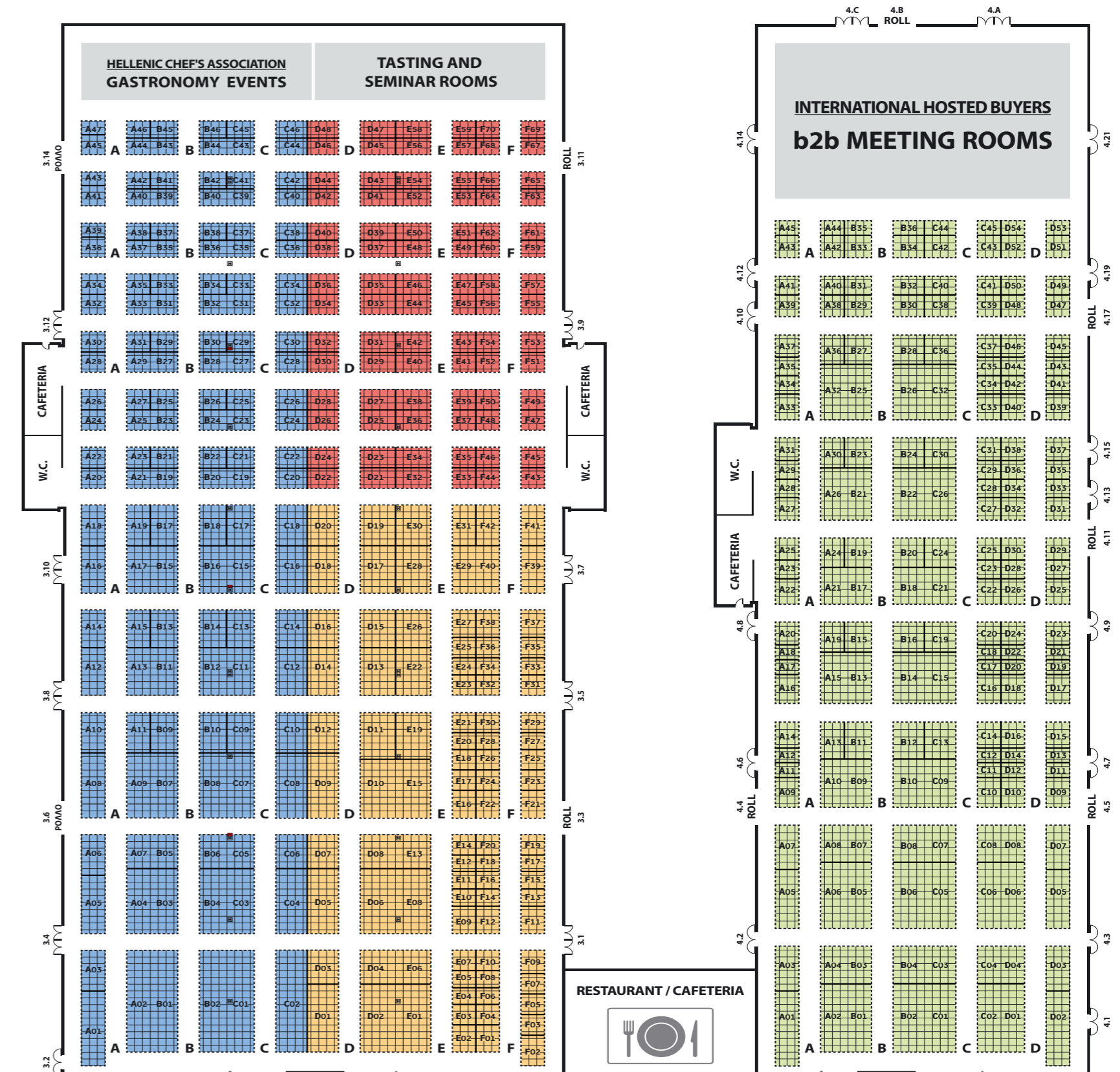
For FOOD EXPO GREECE exhibitors who wish to have the best exposure at the lowest cost, highly appealing and functional ready-made executive stands are in offer. Exhibitors opting for the executive stands will not have to bother with constructing or decorating them, they will simply have to bring in and exhibit their products at the trade show.

Ready-made executive stands can be placed at both halls of the exhibition area, and are available in four different sizes priced as follows:

a. 6.00 m ² stand	1,080 € +VAT
b. 7.50 m ² stand.	1,350 € +VAT
c. 9.00 m ² stand.	1,620 € +VAT
d. 12.00 m ² stand (two open sides)	2,160 € +VAT



Ready-made stands include: aluminum structure • 3m high PVC panels • 10cm high raised floor with carpet • 1 glass round table • 3 seats • 3 shelves • 2 cabinets • lighting • fascia panel with exhibitor brand name (1x0.5m)



ATHENS METROPOLITAN EXPO An ultra modern exhibition center

The 2nd FOOD EXPO GREECE will take place at METROPOLITAN EXPO which is located at Athens International Airport "Eleftherios Venizelos" in Spata, Attica, just 2 km after the Airport buildings and a few minutes from the station of the Metro and Suburban Railway. At the Airport (arrivals' level, exit 2), there is the exhibition center's bus station; free shuttle buses will transfer visitors to and from the trade show every 10 minutes.





Book a stand
now!

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UNDER THE AUSPICES AND WITH THE SUPPORT OF:

- Ministry of Rural Development and Food • Panhellenic Exporters' Association
- Union of Hellenic Chambers • Hellenic Association of Food Industries
- Greek Association of Industries and Processors of Olive Oil • Exporters' Association of Crete
- Association of Greek Meat Processing Industries • Hellenic Chef's Association

