3rd INTERNATIONAL FOOD & BEVERAGES EXHIBITION

FoodExpo Greece

19 - 21 March 2016
METROPOLITAN EXPO
ATHENS GREECE

Alongside the Wine & Spirits exhibition oenotelia



The leading Food & Beverages exhibition in Southeastern Europe!

FOOD EXPO 2015 post show video

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EXHIBITORS BROCHURE

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The leading food & beverage Exhibition in Southeastern Europe.

With more than 22,000 sqm space, 580 exhibitors, 35,000 Greek and International visitors and an extensive turnout of important international buyers, FOOD EXPO GREECE has been established as the leading regional international food and beverage trade show in Southeastern Europe.

Based on this year's success, we move towards organizing the 3rd FOOD EXPO GREECE which will take place on March 19-21, 2016 at the largest exhibition center in the country, ATHENS METROPOLITAN EXPO. Maintaining the quality standards, investing in an even higher marketing budget, adapting to new technologies and applying innovative and decisive strategies in order to promote the trade show worldwide, FOOD EXPO 2016 will most certainly be a bigger success as it is expected that more than 720 exhibitors will participate while an even greater number of important Greek and international buyers will be visiting.

Your participation as an exhibitor in the 3rd annual FOOD EXPO GREECE 2016 will yield substantial commercial benefits for your company and will strengthen your commercial relations with the Greek and international marketplace.

Based on the above, we kindly request that you take into consideration the information within this brochure in order to decide on your participation in our FOOD EXPO GREECE 2016.

FOOD EXPO Key figures

Iteration	3
Venue	Athens Metropolitan Expo
Exhibition space (s.m.)	22,000 / 30,000*
Exhibitors	580 / 720*
National pavillions	9 / 15*
Visitors	35,000 / 42,000*
International visitors	850 / 1,100*
Hosted Buyers	290 / 420*
B2B Meetings	3,480 / 4,700*
Marketing Budget (€)	480,000 / 500,000 *

* *Forecast figures for FOOD EXPO 2016*

2nd FOOD EXPO GREECE, experienced a **72%** **exhibitor increase**, reaching a total number of **580**





290 hosted buyers attended more than **3.480 b2b meetings** with the exhibitors of **FOOD EXPO GREECE 2015**

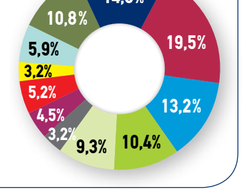


FOOD EXPO 2015 Visitor analysis

The 2nd FOOD EXPO attracted 30,000 professionals from 15,000 businesses of Organised Retail, Wholesale and Foodservice and proved that not only it is a trade show focused on exports, but also a trade show that meets the needs of the Greek market.

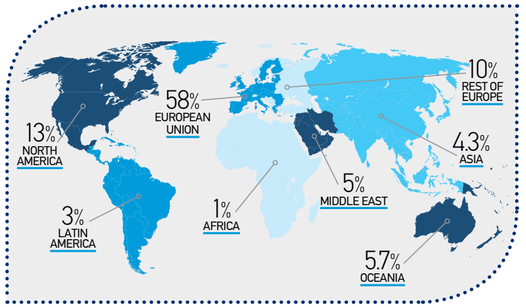
GREEK VISITORS BY TRADE

SUPER MARKET, CONVENIENCE STORES	2.225
FOOD COMMERCE	2.930
RESTAURANTS AND CATERING	1.994
FOOD INDUSTRIES, ARTISANS	1.569
CAFETERIAS, EATERIES, PIZZERIAS	1.398
MEAT, GAME AND POULTRY, GREENGROCERS	481
BAKERIES, LIQUOR STORES	672
HOTELS, GUEST HOUSES	780
CHEFS, F&B MANAGERS, SOMMELIER	480
EQUIPMENT AND TECHNOLOGIES	894
OTHER BUSINESSES	1.630
TOTAL No OF BUSINESSES	15.053



850 visitors from all over the world!

Implementing a plan of targeted actions, FOOD EXPO GREECE 2015 managed to attract a great number of key buyers from the international FOOD & BEVERAGE market. These buyers came from 39 countries and from all 5 continents.



"I am impressed by the quality of the products and I saw some innovations that surprised me. The organization of the show was excellent!"

Michael Schrammel GLATZ GmbH / AUSTRIA

Hosted Buyer

"At FOOD EXPO GREECE we met many new clients, especially supermarkets. We also saw a lot of international buyers from the U.S. and from all over the world."

Pinky Patuma / Kodanmal Group / THAILAND

Exhibitor

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Exhibitors and exhibits

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

Food & beverages

- 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

Food technology & store equipment

- Ingredients for Bakery - Confectionery
- Food-processing & packaging machinery
- Supermarket and convenience stores equipment
- Storage – Handling methods
- Industrial detergents • Disposables
- Refrigeration systems - Cold rooms
- Weighing & information systems

Why exhibit

- To be a part of the leading trade show in Southeastern Europe
- To establish contacts and explore potential business with key Greek and international wholesalers and retailers
- To discover high-quality and innovative food products
- To maintain and expand your clientele with the addition of dynamic new contacts
- To showcase and promote your new products and services
- To expand into the Greek and Mediterranean markets

89% of the 2nd FOOD EXPO exhibitors, **would participate** in next year's FOOD EXPO GREECE!





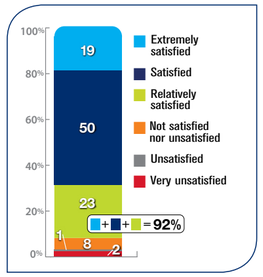
92% of exhibitors expressed **high levels of satisfaction** from participating in **FOOD EXPO 2015**



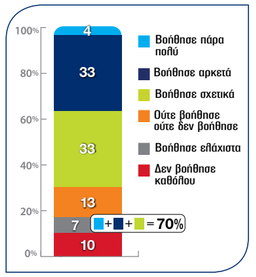
Maximum satisfaction for FOOD EXPO 2015 Greek & International exhibitors

According to a research performed by an independent company, IPSOS-OPINION SA, 92% of the exhibitors were satisfied by the organization of the trade show.

SATISFACTION FROM PARTICIPATING



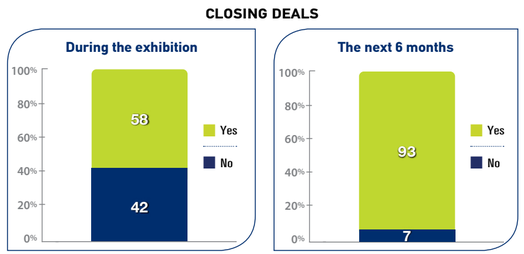
COMMERCIAL EFFECTIVENESS



High commercial effectiveness

The commercial effectiveness and the dynamic character of FOOD EXPO are confirmed by the percentage of exhibitors that closed deals during FOOD EXPO (58%) and those that expect to do so in the next 6 months (93%)

CLOSING DEALS



"I found the organization of FOOD EXPO really impressive! The show was very interesting, with many products which could be introduced to the Chinese market."

Richard Zhang / SHANGHAI CITY SHOP - CHINA

Hosted Buyer

"I was interested in the Greek exhibition and the good future about the Food & Beverage market in Greece. So, I'm really happy to be here and I can say I will be here next year!"

Ingra Moon / OKF Corporation / SOUTH KOREA

Exhibitor

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Key facts and figures of the Greek Food & Beverages market

Greek economy is currently going through a stabilization phase, accomplishing a 1.9% growth for 2015, with 2016 growth numbers projected at 2.9%. At the same time, according to recent figures from the Hellenic Statistical Authority, the average annual consumption of Food & Beverages per capita amounted to €2,500, which is significantly higher than the average European consumption per capita, which amounts to €1,700.

Additionally, tourist arrivals in Greece in 2015 are expected to exceed 25 million, and estimations for 2016 predict more than 28 million arrivals.

GREECE a dynamically growing retail and foodservice market

The Greek food market and foodservice industry are the fastest-growing in the whole of the Mediterranean. Due to its extended tourism period and the continuous needs emerging from that fact, the Greek food market can be an innovating place to expand. Some of its key figures are:

6,500	Wholesalers, Importers, Distributors	30,000	Mini Markets
4,000	Total branches from 30 S/M chains	40,000	Accommodation facilities
4,500	Stand-alone S/M	65,000	Catering businesses
		25,000	Snack Cafe

Athens, an ideal location!

The strategic location of Greece makes it a key trade centre for Southeast Europe, the Balkans and the Middle East. Thanks to their growing purchasing power, the countries in these regions constitute major food markets. Athens is located within a 3 hour flight radius from all of Europe as well as the rest of the countries in the region. The tourism season of Athens makes it an ideal location for an international tradeshow.









93% of the exhibitors were satisfied to **extremely satisfied** with the marketing expenditure



Alongside the Wine & Spirits exhibition
oenotelia

Synergies from the joint organization of FOOD EXPO and OENOTELIA

OENOTELIA 2015 rightly earned the leading title in wine trade shows by utilizing the multiple synergies that were born from running side by side with FOOD EXPO GREECE.

OENOTELIA 2016 will maintain once again a high level of quality with its pure professional character. With the ongoing support from the industry's institutional organizations, with a higher promotional budget, and more international buyers attending, OENOTELIA will consolidate its reputation as the leading trade forum for the Greek wine & spirits market as well as the only distribution channel for Wine & Spirits producers wishing to penetrate the global market.

Marketing budget will exceed 480,000€

The 3rd FOOD EXPO GREECE ad campaign will make use of the effective lines of communication and in conjunction to targeted promotional actions will establish its dynamic nature as the leading trade show and maximize its commercial efficiency as well as its attendees.

- **Television** More than 1,200 tv commercials on all national broadcasting stations
- **Radio** More than 8,500 radio commercials on the largest stations in Attica, as well as 30 regional stations all over Greece.
- **Online** Online targeted actions (newsletters, google ads, remarketing) in Greece and 15 key international markets
- **SMS** More than 35,000 sms texts

"I found wines I have never tried before, really interesting, with a nice story behind. It would be really useful to visit again FOOD EXPO GREECE."

Erika Gallon AMOROSSO FINE WINES / CHINA

Hosted Buyer

"The 2nd FOODEXPO was a pleasant surprise! It was strongly structured, had a high level of visitors from Greece and, of course, key foreign buyers."

Vassilis Souliotis / PALIRROIA SA / GREECE

Exhibitor

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Visitors profile

Tens of thousands of Greek trade visitors from the Organised retail, Wholesalers and Organic foodservices professionals are expected to visit the 3rd FOOD EXPO in 2016 along with more than 1,100 international buyers. The Greek and international visitor's categories are as follows:

Visitors from Greece

- **Super markets-Mini Markets**
- **Cash & Carry-Discount markets**
- **Food & Beverage Wholesale**
- **Traditional General Stores**
- **Delicatessen & Gourmet stores**
- **Meat mongers - Fish mongers**
- **Organic products stores**
- **Restaurants - Catering - Wine bars**
- **Hotels - Hospitality**
- **Cafeterias - Eateries**
- **Liquor Stores - Coffee shops**
- **Bakeries**
- **Chefs • F&B Managers • Sommelier**
- **Food & Beverage Industries**

International Visitors & Hosted Buyers

- **Super Market & HyperMarkets buyers**
- **Food and Wine Importers**
- **Wholesaelers / Distributors**
- **Foodservers**
- **Delicatessen Stores**
- **Brokers-Agents**
- **Restaurants with Greek & Mediterranean cuisine**

More than 1,100 international buyers in FOOD EXPO 2016!

FOOD EXPO Greece has created a Hosted Buyer Program for key international Food & Beverage buyers.

With a series of targeted initiatives and a budget that will exceed 200,000€, FOOD EXPO Greece is expected to attract more than 1,000 international buyers, 300 of which will be included in a comprehensive hosted buyer program that will cover travel and accommodation expenses.

The hosted buyers are obliged to attend 10-12 B2B meetings with FOOD EXPO exhibitors of their choice, by using the match-making platform that will be available from 31/10/2015 at the exhibition website.

For the first time, organized presence of Greek buyers

For the first time in a Food & Beverage trade show in Greece, buyers from the largest super market companies as well as wholesalers will have their own personal space, in which b2b meetings with exhibitors of their choice will take place.





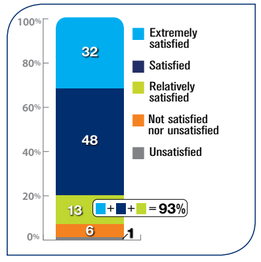
420 Hosted Buyers will visit FOOD EXPO 2016 and will attend more than **4.700 b2b meetings**



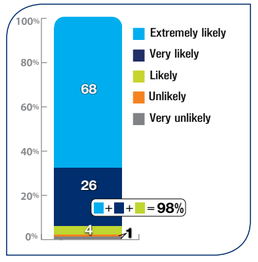
94% of visitors plan to attend FOOD EXPO GREECE 2016

The research, conducted by the independent research company, IPSOS - OPINION SA, revealed high levels of satisfaction among visitors and that most of them — an astonishing 98% — expressed their desire to visit the 3rd FOOD EXPO GREECE 2016!

DEGREE OF SATISFACTION FROM VISITING



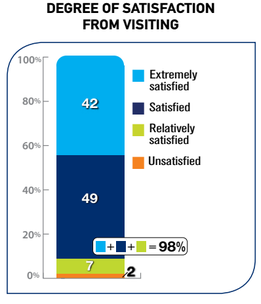
LIKELIHOOD OF VISITING THE NEXT FOOD EXPO 2016



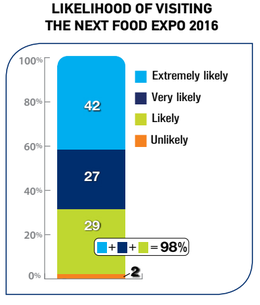
International visitors were impressed!

A contributing factor to FOOD EXPO's success can be attributed to the fact that 98% of international visitors were satisfied to extremely satisfied and willing to visit again the trade show next year.

DEGREE OF SATISFACTION FROM VISITING



LIKELIHOOD OF VISITING THE NEXT FOOD EXPO 2016



"The quality and the organization of FOOD EXPO GREECE was fantastic! I would like to come again and discover more amazing products!"

Olivier Wittman MILLISSIME Inc / USA

Hosted Buyer

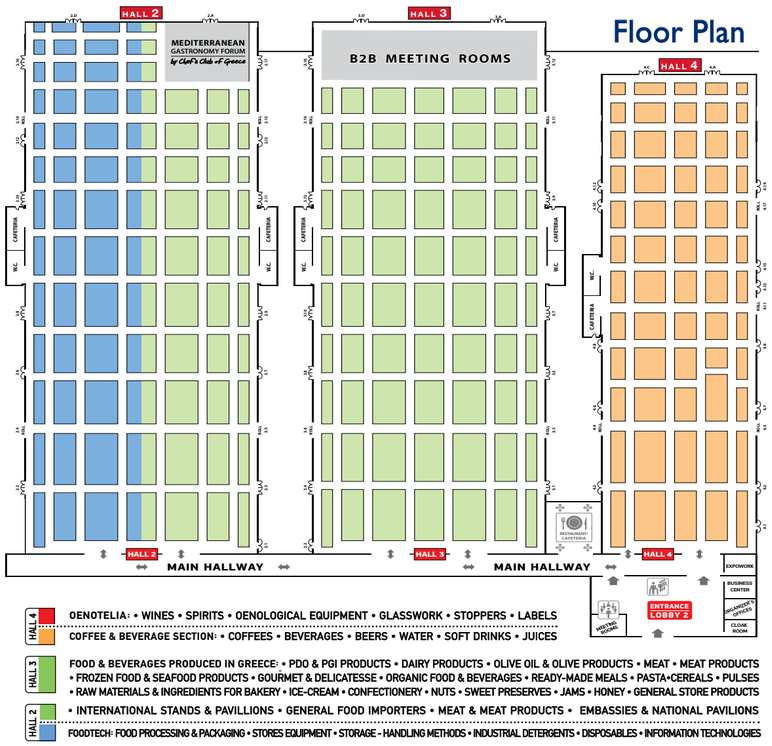
"I think FOOD EXPO was very beneficial. We had a lot of b2b meetings and we've actually closed a lot of contracts in the local market. We are definitely coming back next year!"

Dimitri Koritsas / Beverage & Co / SERBIA

Exhibitor

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Floor Plan



Participation fees

One sided stands (ground trace)

α. From **9**	to	**30** m²	€ **145,00**/m²
β. From **31**	to	**90** m²	€ **140,00**/m²
γ. From **91**	to	**250** m²	€ **137,00**/m²

Additional charges

1. For every additional side (per m²)	€ **5,00**/m²
2. For carpet	€ **3,50**/m²
3. For basic structure	€ **15,00**/m²

Business stands ready to use, starting from 1,385 euros!

For FOOD EXPO GREECE exhibitors who wish to have the best exposure at the lowest cost, highly appealing and functional ready to use business stands are in offer.



Rental cost of business stand

a. **7,50** m² stand	€ **1.385** +VAT
b. **9** m² stand	€ **1.665** +VAT
c. **12,00** m² stand	€ **2.220** +VAT
d. **15,00** m² stand (two open sides)	€ **2.775** +VAT



ATHENS METROPOLITAN EXPO
An ultra modern exhibition center

The 3rd 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.

Expand
into the Greek and the Global Food & Beverage market!

FOOD EXPO 2016
Book a stand NOW!
Fill out the application form

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