

Dear Sir/ Madam,

The last edition of **FOOD EXPO Greece**, in March 2018, has confirmed its reputation as a *leading exhibition* for the **Mediterranean food experience**.

The success was tremendous, and the numbers prove it! You may find:

- The **post show report** of **FOOD EXPO Greece 2018**, by [clicking here](#).
- The **exhibitor's brochure** for the next edition of **FOOD EXPO Greece**, by [clicking here](#).

In this coming edition of **FOOD EXPO Greece**, we would like to invite Ukraine to showcase its food products, culture and cuisine in the show, by exhibiting in the show with a national pavilion.

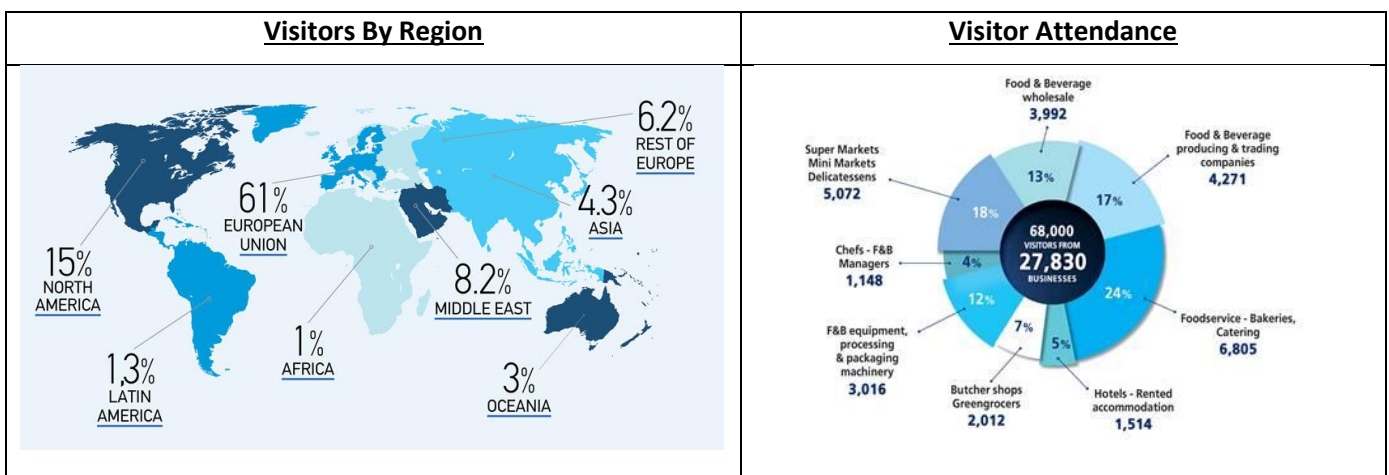
FOOD EXPO Greece 2019 key figures at a glance:

- **1,350** Greek and international exhibitors,
- **250** international exhibitors,
- **50,000m²** exhibition space,
- **70,000** Greek and international visitors,
- **5,000** international Visitors,
- **900** Hosted Buyers,
- **17,500** prescheduled b2b meetings with exhibitors.

Our Hosted Buyer Program is fully funded by **FORUM SA**, the organizing company. We cover travel and accommodation expenses for selected key international companies (Super Markets, Importers, Distributors, Food Servers, Wholesalers, etc), from all over the world and they prearrange (via our matchmaking platform) and attend b2b meetings with exhibitors of their choice, during the show.

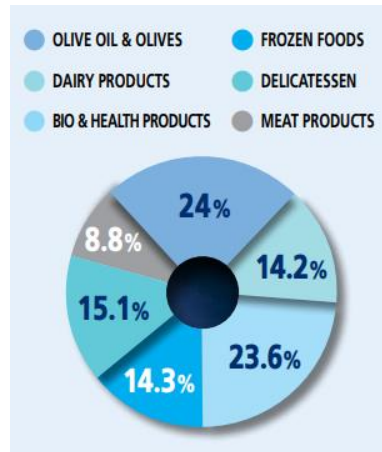
In the **last edition** we had:

- **1,303 exhibitors** (You may find the exhibitor list here: <http://www.foodexpo.gr>)
- **12 National Pavilions** (Belgian, Cypriot, Italian, Polish, S. Korean, Spanish, Turkish, etc.)
- **Bulgaria as the Honored Country** (241.00m², 16 exhibitors)
- **800 Hosted Buyers** with **15,000 b2b meetings!**



Exhibitor Categories

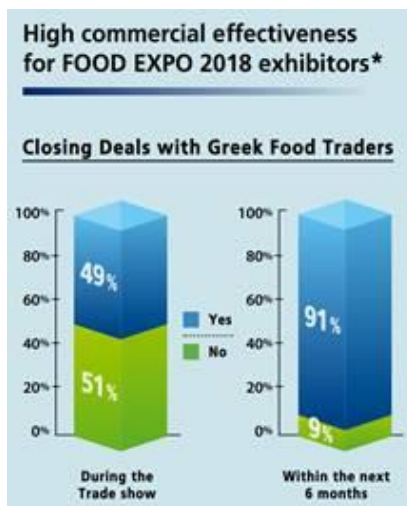
FOOD EXPO Greece brings together Greek and international Food & Beverage professionals, who manufacture, import and market products in the following categories:



In the above categories are also included:

Sweet Preserves • Raw materials • Food Ingredients • Ingredients for Bakery • Ice-cream • Confectionery • Pasta • Cereal • Legumes • Spices • Condiments • Herbs • Ready-made Meals & Delights • Dough Products • Spreads (Jams, Honey, etc) • Dressings (Sauces, Dips) • Fresh Fruit & Vegetables • Seafood (Cured fish, Farmed seafood, etc) • Canned Food • Nuts • Beverages (Water, Coffee, Soft drinks, Beers, Wine, etc)

Commercial Effectiveness



*Survey by IPSOS/OPINION



The Economy in Greece / Port of Piraeus

According to the latest projections, the growth rate in 2018 is estimated at 2.5%. In addition, tourism has rebounded with about 30 million tourists in 2017, while even more are expected in 2018; proof that Greece is shaping to become a significant player in the region, offering *great opportunities for investments and business ventures*.

Furthermore, the 2017 financial figures about the Greek market:

- **€ 4.65 billion** of **total F&B imports** in Greece.
- **30%** of the **monthly income** is spent **on F&B**.
- **€2,500** is the **per capita consumption** of F&B products.



Last but not least, Greece is a great portal to Europe, with Piraeus Port being the most promising port in the EMEA region:

- Is being run by the Greek subsidiary of COSCO.
- COSCO controls the 80% of Greek rail cargo, up to central Europe.
- Geographical Position; Proximity in Europe, Middle East, Africa & Black Sea.
- Multiple arrivals from China/Far East.
- Extensive Feeder Network with EMEA Ports.
- etc

As a result, the Greek food market can just be the perfect place for the expansion of international businesses!

The Organizing Company

Our company, **FORUM SA**, has been operating for the past 30 years in the fields of **Professional Trade Shows and Publications**, by organizing **8 International Trade Shows** and publishing **5 professional magazines** for the F&B sector and the wider Hospitality & Catering industry.

Our shows, in alphabetical order, are:

- **ARTOZA 2019** (22/2 – 25/2); The biggest exhibition for the Bakery & Pastry industry in the Balkans.
- **ATHENS BIO FESTIVAL 2019** (11/5 – 13/5); Our newest project, promoting bio, organic & free-from products.
- **ATHENS COFFEE FESTIVAL**; The biggest coffee event in Greece, dedicated to coffee and its surrounding culture.
- **HORECA 2019** (9/2 – 12/2); The most important trade show for the Hotel & Foodservice industry in Greece.
- **FOOD EXPO Greece 2019** (16/3 – 18/3); The leading Food and Beverages trade show in SouthEast Europe.
- **FOODTECH 2019** (12/10 – 14/10); The only exhibition in Greece dedicated to *Food Processing / Technology / Packaging / Innovation*.
- **OENOTELIA 2019** (16/3 – 18/3); Alongside FOOD EXPO Greece, is a purely professional wine and spirits exhibition.
- **XENIA**; A premium exhibition, exclusively targeted at professionals from the hotel and wider hospitality industry.

Following the above, we believe that **FOOD EXPO Greece**, is the best business platform for companies in the Food & Beverage sector to establish contacts and explore potential business with **key Greek and international** wholesalers and retailers.

With your support, the associations and manufacturers will appreciate the trade potential of the Greek market and will be interested to join!

Best Regards,

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