



18-20 March 2017
METROPOLITAN EXPO
ATHENS • GREECE

The Mediterranean Food Experience!

The largest Food & Beverage trade show in Southeast Europe!

Held in conjunction with
oenotelia 



1,200

exhibitors



45,000m²

exhibition area



60,000

trade visitors

from 28,000 companies



2,500

international visitors



650

hosted buyers
from 64 countries



11,500

b2b meetings took place

between hosted buyers and exhibitors



PROFILE

FOOD EXPO is the largest
Food & Beverage trade show ever held
in Greece
and in Southeast Europe!



PROFILE

FOOD EXPO is one of
the largest and most significant
international Food & Beverage trade shows
worldwide!



EXHIBITOR PROFILE

FOOD EXPO brings together companies that **manufacture or market Food & Drinks**, and wish to **boost and expand** their presence in the **Greek marketplace**, while **raising** their **international profile**.



EXHIBITOR PROFILE

FOOD EXPO presents a unique **opportunity**
for **medium-sized Greek companies** to come into contact with
key international buyers
they wouldn't be able to meet otherwise.



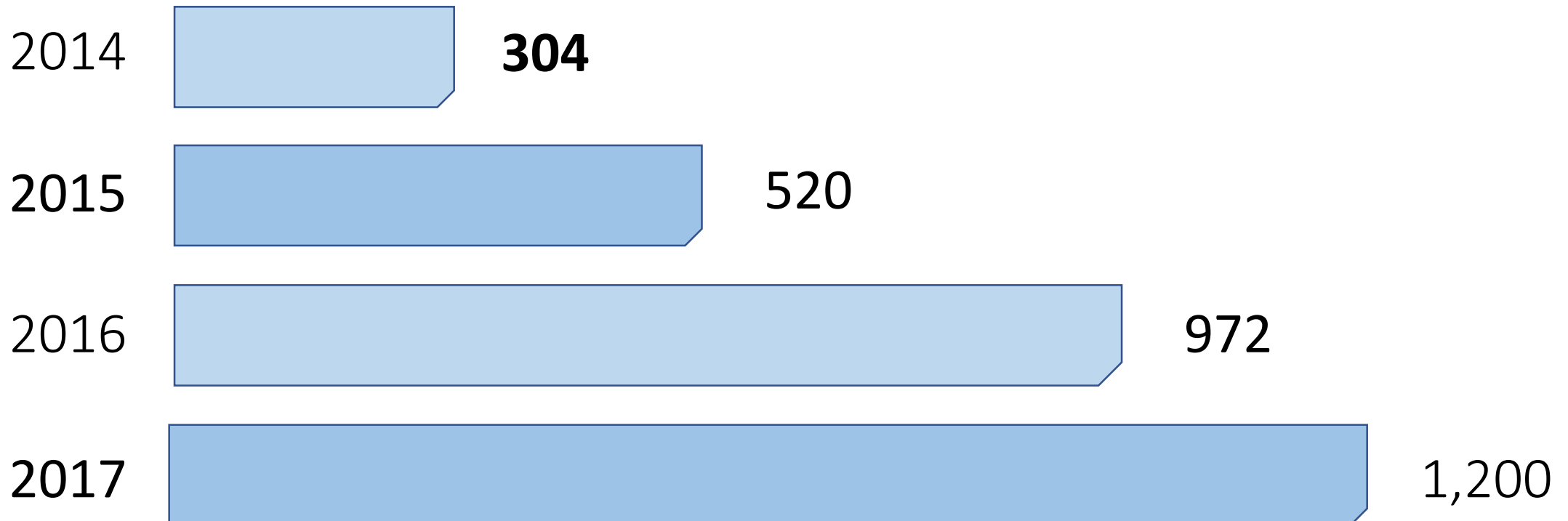
EXHIBITOR NUMBERS EVOLUTION

400%

increase in the number of exhibitors
in only four years



EVOLUTION OF EXHIBITOR NUMBERS





EXHIBITOR PROFILE

75%

of exhibitors

are Food & Beverage producers



EXHIBITOR PROFILE

83%

of exhibitors
come from all Greek regions



EXHIBITOR PROFILE

8%

of exhibitors

come from countries all around the world



EXHIBITOR PROFILE

For the first time ever,
a Food & Beverage trade show in Greece
welcomed **156 exhibitors** from **25 countries!**



EXHIBITOR PROFILE

Spain was the partner country

of the 4th FOOD EXPO 2017



17 producers

were part of the Spanish national pavilion



VISITOR PROFILE

60,000 trade visitors from 28,000 companies

from the Organized Retail, Wholesale and Foodservice sectors

attended the 4th FOOD EXPO 2017.



VISITOR PROFILE

Visitors - Key areas of activity

19%

Organised
retail
businesses

16%

Food
Service
Professionals

13%

Food
Traders &
Distributers

12%

Food &
Beverage
Producers



VISITOR PROFILE

92%

of visitors

were key buyers in their respective companies



VISITOR PROFILE

45%

of visitors

came from all regions of Greece



VISITOR PROFILE

4%

of visitors
came from abroad



VISITOR PROFILE

For the first time ever, a Food & Beverage
trade show in Greece

attracted **2,500 international buyers!**



VISITOR PROFILE

International Visitors by Region





VISITOR PROFILE

650 key international buyers from **64 target markets** were part of the FOOD EXPO Hosted Buyer Program.

It is the most extensive Hosted Buyer program ever held in Greece!



COMMERCIAL EFFECTIVENESS

93%

of FOOD EXPO 2016 exhibitors
were **satisfied** from their participation

Survey: IPSOS/OPINION



COMMERCIAL EFFECTIVENESS

37%

of FOOD EXPO 2016 exhibitors
closed **deals** during the three days of the trade show

Survey: IPSOS/OPINION



COMMERCIAL EFFECTIVENESS

87%

of FOOD EXPO 2016 exhibitors
closed deals in the next six months

Survey: IPSOS/OPINION



COMMERCIAL EFFECTIVENESS

95%

of FOOD EXPO 2016 **visitors**
expressed their **satisfaction** with the trade show

Survey: IPSOS/OPINION



OENOTELIA international Wine & Spirits trade show

was held alongside FOOD EXPO 2017 for third year in a row.

OENOTELIA is a purely professional fair with international orientation, where the best of the Greek vineyard is presented.



The joint hosting of FOOD EXPO and OENOTELIA
offers a comprehensive view of the rich gastronomy
and wine products of the Greek land,
while bringing together local wine producers with international buyers.



SPECIAL EVENTS

The FOOD EXPO **special events** corroborate the fair's role as the leading **trade & social forum** for the Greek **Food & Beverage** sector!



SPECIAL EVENTS

The **MEDITERRANEAN FOOD EXPERIENCE** event showcases the **quality and gastronomic superiority** of the **Greek and Mediterranean Food & Drinks**.



SPECIAL EVENTS

Talented chefs, including the presidents from **10 chefs' associations from the Mediterranean**, created innovative dishes using local products from **8 Greek regions, as well as from Spain, the fair's partner country.**



SPECIAL EVENTS

MEAT FORUM, was at the centre
of the new, specially-created meat section,
where the leading **meat and meat product** businesses
took part.



SPECIAL EVENTS

FOOD EXPO WORKSHOPS hosted seminars on **branding, marketing** and the **promotion** of Greek Food & Drinks at the local and international marketplace.



SPECIAL EVENTS

The 6th International Congress on Food Technology

took place on March 18-19, as part of the 4th FOOD EXPO Greece.

Members of the scientific community from 12 countries were present.

The Congress was organized by the Hellenic Association of Food Technologists.



AUSPICES

FOOD EXPO is the only exhibition that is ever held
under the auspices of the
Federation of Hellenic Food Industry.



foodExpo Greece

AUSPICES



HELLENIC REPUBLIC
Ministry of Rural Development
and Food



Panhellenic Exporters Association



SEVITEL
GREEK ASSOCIATION OF INDUSTRIES
AND PROCESSORS OF OLIVE OIL



Association of Greek
Meat
Processing
Industries



UNION OF HELLENIC
CHAMBERS OF COMMERCE



COMMERCIAL
AND INDUSTRIAL
CHAMBER
OF ATHENS



Exporters'
Association of Crete



GREEK COLD
STORAGE & LOGISTICS
ASSOCIATION





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