

# MARKET EXPO

FOOD | BEVERAGE | DELI

5-7/10/2018



Discover Southeast Europe  
& East Mediterranean  
region F & B market

[www.marketexpo.gr](http://www.marketexpo.gr)

# Market Expo

## Enter the dynamic F & B market of Southeast Europe & East Mediterranean region



**Market Expo** is a specialized food and beverage trade exhibition and one of the most important meeting points in the Southeast Europe and East Mediterranean region for food professionals, taking place each October, at Metropolitan Exhibition Centre in Athens, Greece.

**Market Expo**, along with **Kiosk Expo**, the specialized exhibition for kiosks and small retail companies, **from 5th to 7th of October 2018**, will represent this year an unmissable event with innovation and the latest food trends. The show will attract buyers from the German market through the hosted buyers programme, expanding extroversion of regional businesses and highlighting the international character of the exhibition.

**The regional F & B market** and the sector's importance on tourism and hospitality industries makes Market Expo a strategic hub for export development and the gateway to the European market.



Along with **Expo Kiosk**  
tobacco, confectionery,  
convenience store products





# Exhibitors Profile in Market Expo

Producers, Importers or Distributors of:

- Charcuterie, dairy products and delicatessen
- Traditional farming delicacies
- Wine, beverages, soft drinks, water,
- Bakery and Patisserie products
- Snacks & Drinks
- Frozen Foods
- Groceries
- Prepared and ready meals
- Non-food products (cleaning products, paper, plastic & foil, health care, personal & baby care)
- Professional equipment

5-7/10  
2018

EXHIBITION CENTRE  
METROPOLITAN  
EXPO

# Food and Beverage:

## Cultural tradition meets business innovation

The food and beverage industry is one of the most important sectors of Greek entrepreneurship and along with tourism they consist the great twin pillars of Greek economy.

Greece as the safe bridge between three continents is ideally positioned to respond to the industry's development needs and demands. Countries around Middle East and North Africa, due to the regional construction development and the increased tourism, which are both highlighting the rising of the Western style consumerism, are ready to expand their identities and economies. Furthermore East Mediterranean region is highly dependent on food and beverage imports, due to low agricultural capacity, a key factor that makes the region's F & B market even more an ideal export orientation.

Food and beverage as an expression of culture is a matter of great importance for a region with so vast historical heritage such as Southeast Europe and East Mediterranean. The convergence of a multiannual cultural tradition and business innovation becomes the future for the whole region and unlocks great market potential unthinkable up today.

Beacon of this future is Market Expo which every October draws all the attention from thousands of professionals of the industry and brings together markets from all over the world.







# Visitors of Market Expo

**Market Expo attracts** trade professional visitors from various industry sectors, including:

- Super Markets
- Mini Markets
- Wholesales/Distributors
- Super Market chains
- Delicatessens
- Department Stores
- Cash & Carry
- Grocery Stores
- Liqueur Stores
- Organic-Bio products
- Canteens
- Patisseries
- Bakeries
- Hotels
- Restaurants
- Catering
- Chefs
- F & B managers



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# Why Exhibit in Market Expo?

## **Business opportunities**

Market Expo is a unique chance to increase your business opportunities. Recognized as one of the biggest F & B platforms in Southeast Europe and East Mediterranean region, provides the perfect opportunity to meet face to face with potential clients.

## **B2B meetings**

Under the hosted buyers programme, showcase your products to a high quality audience from European buyers. This October Market Expo will focus on the German market, with the participation of retail and catering hosted buyers.

## **Branding**

With a large number of attendees, Market Expo provides increased exposure in the sector. Showcase your products to a highly engaged, high-spending audience who attend the show with the intention of discovering new brands, new products and to make purchases.

## **Networking**

Benefit from the continuous networking at the show and increase your network of business contacts.

## **Trends**

Share your knowledge, discuss ideas and discover new market trends. Market Expo attracts visitors who want to discover and learn about new products, brands, ideas and trends

## **National media and marketing coverage**

Benefit of Market Expo's extensive strategic marketing campaign, and make an impact in the media.



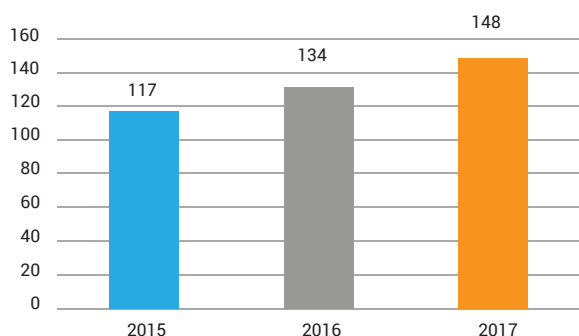
## Why visit Market Expo?

Because it is one of the most important F & B exhibition in the Southeast Europe and East Mediterranean region for...

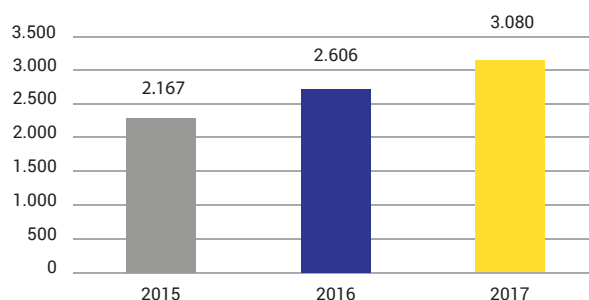
- Introducing high quality products and innovative approaches to the industry
  - Presenting the latest food trends from across the region.
- Offering an ideal environment for new contacts and refreshing existing ones.
- Hosting international exhibitors and prominent hosted buyers from the German market.
  - Offering high quality of services to the visitors.

# Show Statistics

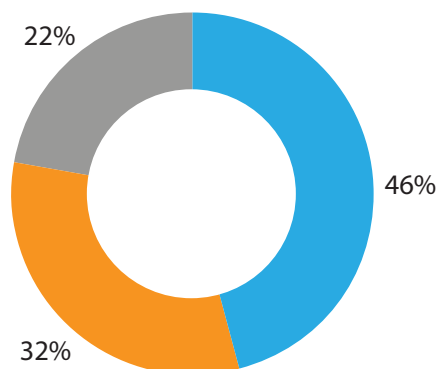
NUMBER OF EXHIBITORS



NUMBER OF TRADE VISITORS

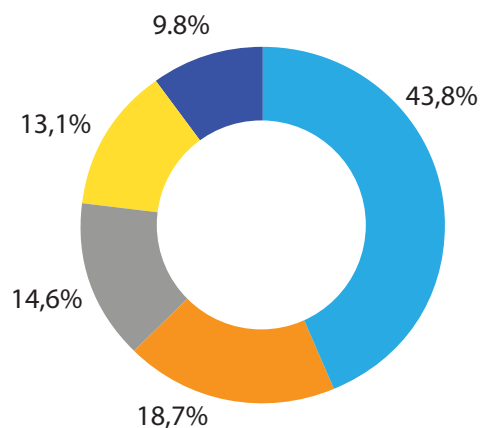


## Analysis per product interest



- Food 46%
- Beverages 32%
- Non Food 22%

## Visitors analysis per activity



- Mini Markets, Convenient Stores 43.8%
- Restaurants, Hotels 18.7%
- Supermarkets, Chain Stores 14.6%
- F and B Managers 13.1%
- Bakeries, Liquor Stores Kiosks 9.8%

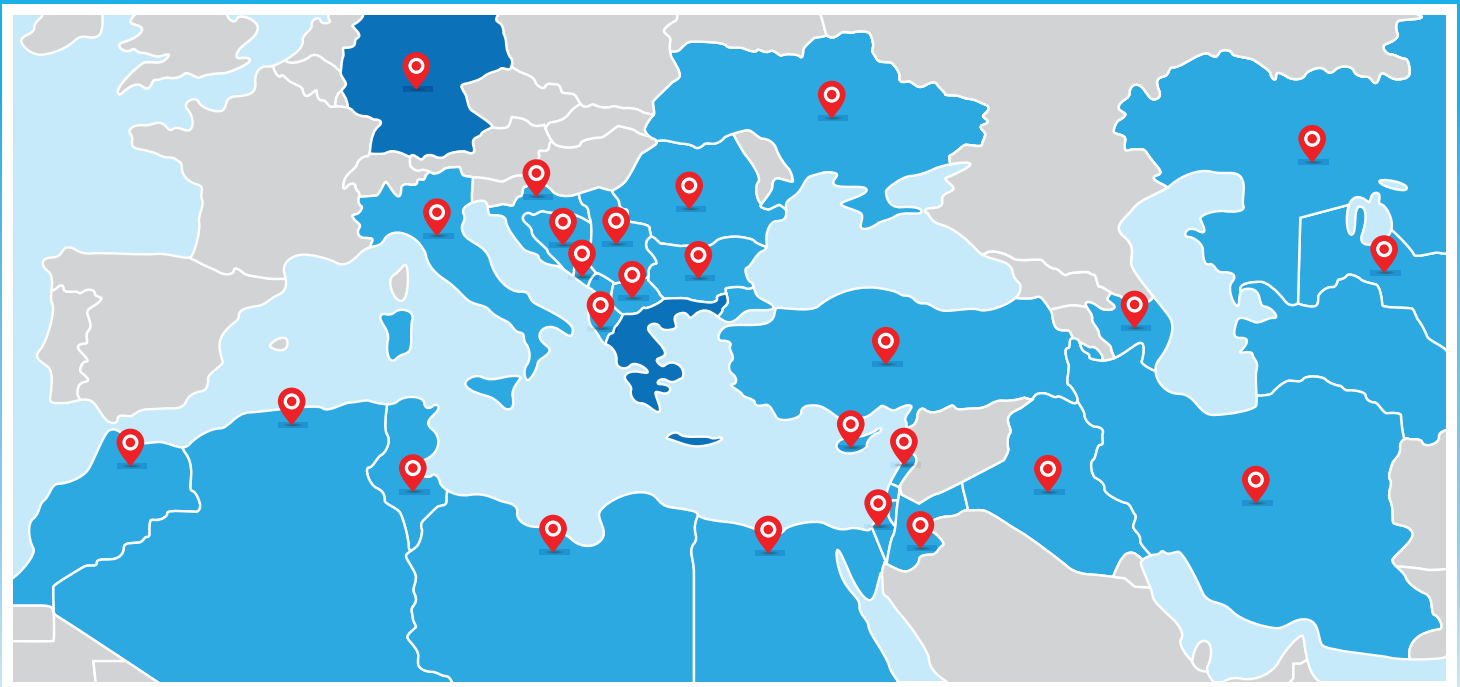
# B2B meetings: Focus Germany

## Hosted Buyers Programme

Market Expo will assist participating companies to meet the right people with pre-arranged, targeted appointments dedicated to get buyers and exhibitors to meet. B2B meetings during Market Expo will help exhibitors to maximize the impact of their participation and increase the chances of making high-quality business connections.

Through its network of international partners and through the hosted buyers programme, Market Expo gives exhibitors the opportunity to meet face-to-face with the decision makers from the German F & B industry. Due its large population and economic profile, Germany is a competitive market for international F & B sector. In addition, Germany is one of the main importers of Greek products while more than 38% of Greek exports to Germany consists of food and beverage and the potential of further increase is high.

### ATHENS AN EXHIBITION HUB FOR INTERNATIONAL BUYERS



#### Guest country: Germany

Albania, Algeria, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Egypt, FYROM, Iran, Iraq, Israel, Italy, Jordan, Kazakhstan, Lebanon, Libya, Montenegro, Morocco, Romania, Tunisia, Turkey, Turkmenistan, Serbia, Ukraine, Uzbekistan

#### ORGANIZATION



Tel.: (+30) 2 111 801 801, [www.rota.gr](http://www.rota.gr)

#### EXHIBITION CENTRE METROPOLITAN EXPO EXHIBITION CENTRE

ATHENS INTERNATIONAL AIRPORT EL. VENIZELOS, [www.metropolitanexpo.gr](http://www.metropolitanexpo.gr)