

# food EXPO Greece

INTERNATIONAL FOOD AND BEVERAGE EXHIBITION



## More than 1,200 exhibitors at the FOOD EXPO 2017!

**Presenting new products, services and innovative business ideas, exhibitors at the FOOD EXPO 2017 will once again take center stage at the four Halls of the METROPOLITAN EXPO, which will be especially tailored to welcome them from Greece and abroad.**

Most of the FOOD EXPO exhibitors comprise Greek export-oriented companies, however the trade show includes the participation of many foreign businesses from various countries, demonstrating the exhibition's fundamentally international character. It is worth mentioning that in 2016, FOOD EXPO saw a spectacular 162% increase in exhibitor participation, compared with its first iteration, bringing their total number to 970!



The 4th FOOD EXPO is expected to increase its exhibitor number by 400%, compared with its first iteration



In 2017, FOOD EXPO—maintaining its high quality standards, investing in a huge marketing budget for Greek standards, and applying innovative overseas promotional strategies—will be even more successful in terms of participation, since more than 1,000 Greek and 200 foreign exhibitors are expected to take part! Up to now more than 650 companies from the Food & Beverage industry have confirmed their participation at the exhibition.



### **Nothing has been left to chance!**

With strategic planning and coordinated actions in target markets for Greek Food & Beverages,

FOOD EXPO 2017 guarantees the most comprehensive presence and visibility for exhibitors, in order to ensure maximum return on their investment to their participation.

Among other reasons, this will be achieved in great extent due to the implementation of the innovative FOOD EXPO Hosted Buyer Program, which aims to attract over 650 key international buyers, who will hold more than 11,500 b2b meetings with exhibitors, in the exhibitor's stands or in the specially designed b2b meeting rooms.

It is no coincidence then, that FOOD EXPO—in such a short time period—has already been established as the largest and most important Food & Beverage Exhibition, not only in Greece, but in the wider region of Southeast Europe.