

EXHIBITOR BROCHURE

12-14
OCTOBER
2019
ATHENS • GREECE

FOODTECH 

FOOD PROCESSING & PACKAGING EXHIBITION

ORGANIZED BY: **FORUM SA** 328 Vouliagmenis Ave., 173 42 Athens, Greece | T: +30 210 5242100 | E: sales@forumsa.gr

SUPPORTED BY  **FachPack** | **Beviale Family**



▶ A TRADE SHOW TARGETED AT THE FOOD INDUSTRY

FOODTECH, a new international trade show, is the answer to the F&B sector's need for modernization and constant technological update, and a surefire way to help industry companies move forward; a trade show specifically targeted at the production, processing, packaging and handling technologies of Food & Drinks, and directed to owners and executives from the sector's productive and commercial enterprises.

The very first FOODTECH, a premium and 100% F&B-targeted trade show, will be held on October 12, 13 and 14, 2019 at the Metropolitan Expo, the largest and best exhibition center in Greece. At FOODTECH, thousands of food and beverage professionals will gather to make deals and form partnerships.

The trade show intends to become the meeting point for hundreds of Greek and international exhibitors and a real pole of attraction for thousands of trade visitors from Greece as well as the global marketplace, at least as far as the region of Southeast Europe is concerned.

WHO EXHIBITS AT FOODTECH

FOODTECH is expected to attract as exhibitors leading suppliers from Greece and the world, which produce or import technology and processing products and services for the Food & Beverage industry. Their goal, to help professionals bring food products to the market in a faster, safer and more efficient way. FOODTECH will, in turn, help exhibitors build brand awareness, expand market share, and generate sales leads.

FOODTECH 2019 KEY FIGURES*



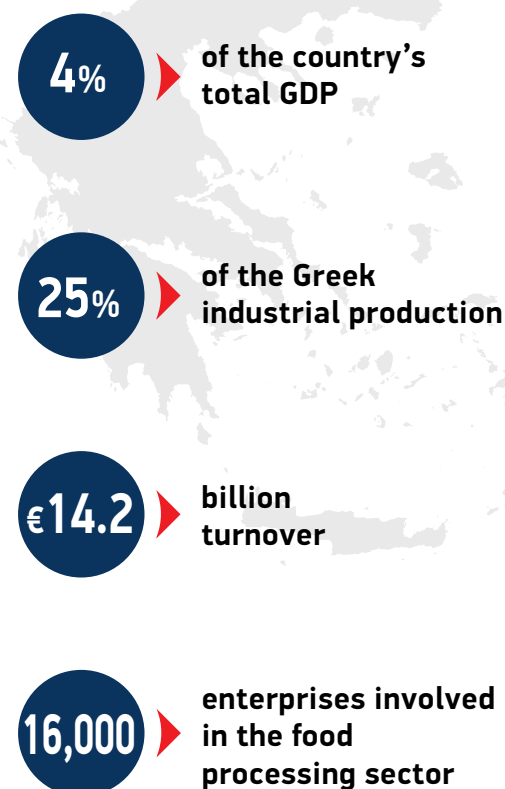
*Forecast

▶ WHY EXHIBIT

Exhibiting at FOODTECH means securing the opportunity to meet qualified buyers playing a significant role in the global marketplace for the development of new business. Specifically:

- ▶ You will be able to showcase your products and services to thousands of trade visitors from Greece as well as abroad and reach significant trade agreements. You'll meet new contacts and solidify relationships with current customers.
- ▶ You will come into contact with targeted international buyers. FOODTECH is expected to attract at least 150 decision makers from some of the world's most successful F&B companies, who will hold approximately 2,500 b2b meetings with the fair's exhibitors.
- ▶ With thousands of professionals with purchasing authority in attendance, you will generate far more qualified leads in three days at FOODTECH than in weeks of sales calls, at a far more economical price.
- ▶ FOODTECH takes place in October, the perfect time for your customers to attend and, when they are ready, to make purchases that sync with their budget cycles.
- ▶ The strategic location of Greece makes it a key trade center in Southeast Europe and the Middle East, as well as a gateway to the Balkan marketplace, while the port of Piraeus is of great importance in the EMEA region.
- ▶ Within a challenging and competitive environment –on both national and international level–, the Greek F&B industry makes a major effort to return to growth, based on the development of innovative & competitive products. Hence, it invests in the constant improvement of production methods, operations and distribution systems; proof that Greece is offering great opportunities for investments and business ventures.

THE GREEK F&B INDUSTRY AT A GLANCE





▶ EXHIBITOR CATEGORIES

FOODTECH exhibitors are leading equipment suppliers from Greece and the rest of the world in the following sectors of the Food & Beverage industry:

- ▶ Machinery & processing equipment for Food & Drinks
- ▶ Filling & bottling machinery for liquid foods and alcoholic beverages
- ▶ Automation & robotic systems, information technologies
- ▶ Raw materials, additives for F&B production
- ▶ Machinery, equipment for primary and secondary packaging
- ▶ Labelling, coding, marking machinery & equipment
- ▶ Industrial gas, ventilation, air conditioning and heating technology
- ▶ Flexible packaging & Labels
- ▶ Paper, glass, plastic & tin packaging products
- ▶ Weighing systems & technologies
- ▶ Systems for product handling, storage & transportation. Air compressors
- ▶ Cold store. Heating and cooling systems
- ▶ Hygiene & cleaning systems. Waste removal, recycling
- ▶ Certification, marketing & branding companies.
- ▶ Authorities, trade press, associations



CREATING NETWORKS & BUSINESS OPPORTUNITIES

▶ FOODTECH 2019 will offer its exhibitors a variety of networking opportunities to help you build relationships with your most important –as well as potential– customers in a more informal setting. So, if you are looking for the right partner for your company, FOODTECH will provide great networking, as well as an opportunity to meet with new business connections and catch up with peers. Not to mention that you can use the show's Matchmaking program – an intuitive online platform– to easily and personally reach your customer base and arrange for face-to-face b2b meetings by your stand.



▶ WHO VISITS FOODTECH

Food and Beverage professionals from the entire range of food production and manufacturing are expected to attend FOODTECH.

- ▶ Dairy & cheese industries and artisanship
- ▶ Olive mills & olive oil and table olive processors
- ▶ Meat, poultry, meat products and meat preparations industries and artisanship
- ▶ Frozen food industries
- ▶ Bakery & confectionery product industries and artisanship
- ▶ Ready meals and canned products industries
- ▶ Sauces, dressings. Bio foods
- ▶ Fruit & vegetable packaging plants
- ▶ Fish, catches & cured fish production units
- ▶ Pasta, pulse, spice & herb producers & processors
- ▶ Honey, nuts, jam, halva and confectionery producers & processors
- ▶ Wineries, breweries & distilleries
- ▶ Water, juice, soda and beverage bottling companies. Coffee roasters
- ▶ Organized retail. Food & Beverage wholesale



150 HOSTED BUYERS
2,500 B2B MEETINGS

- ▶ FOODTECH 2019 is expected to attract a significant number of key foreign buyers from selected target markets, with 150 of them attending the show as Hosted Buyers that will hold more than 2,500 b2b meetings with Greek exhibitors. Pre-arranged b2b meetings will take place both at a specially-designed area or at the exhibitors' stands. The total cost of inviting and accommodating the Hosted Buyers will exceed €100,000.

€380,000
in promotional
actions!



FOODTECH intends to attract target visitors through an intensive promotional campaign in the order of €380,000, that will bring strong visibility on international markets. In fact, to ensure maximum return in terms of image and new contacts for exhibitors, the targeted promotional activities are designed to maximize coverage and exploit multiple media platforms. Namely, the trade show's promotional program will be implemented through a variety of mediums, such as website, audio-visual, digital and video content, social media, Google ads, and other promotional materials.



Participation fees

One-sided stands (ground trace)

- a. From 20 to 50 m² €150.00/m²
- b. From 51 to 90 m² € 145.00/m²
- c. From 91 to 150 m² € 140.00/m²

Additional charges:

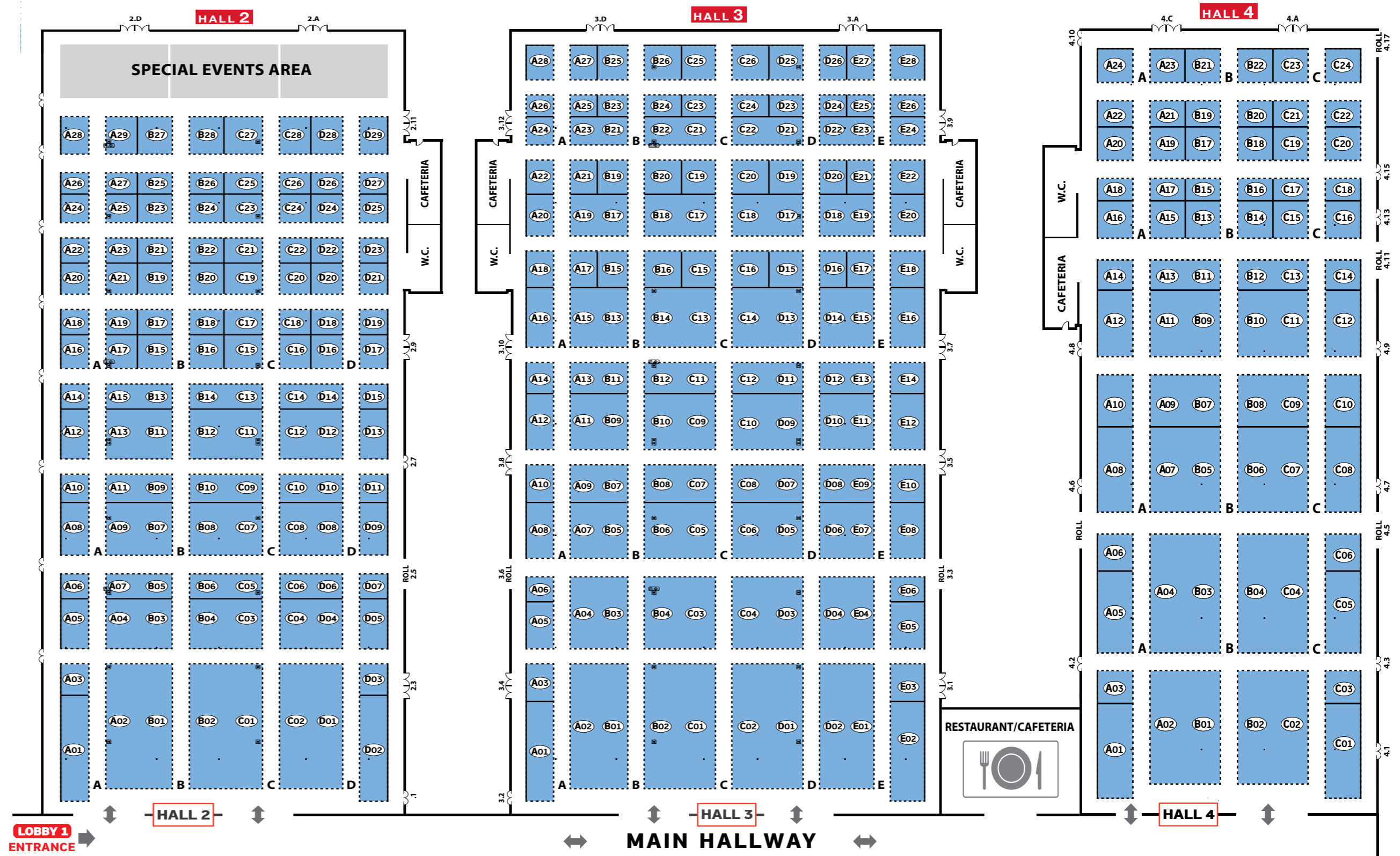
- 1. For every additional side €5.00/m²
- 2. Carpeting € 3.50/m²
- 3. Basic structure stand* €16.50/m²
- 4. Listing in the Exhibitor Catalogue €100.00

* The basic structure stand includes white melamine panels 3m in height, fascia and signage. Each basic structure stand will be given a socket outlet and lighting spots 100W/3 m².

Exhibitor benefits

Rental price includes the following:

- Availability of exhibition spaces for the setting up, operation and dismantling.
- Brand new carpeting to all indoor common areas of the exhibition center.
- Free use of pallet trucks and highlifters during the setting up and dismantling of stands.
- Free use of single-phase current 100W/3 m².
- Security and cleaning services.
- Free parking for exhibitors.
- Secretarial services for exhibitors (free internet access, e-mails, fax).
- Fully-equipped medical post.
- Free access cards for exhibitor employees.
- Free print and online invitations for each exhibitor, according to their stand surface area.



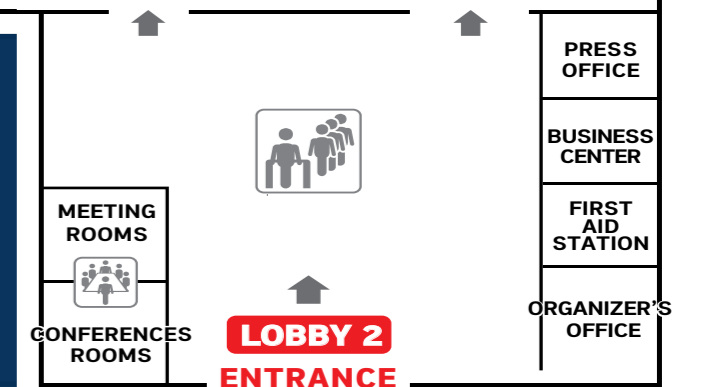
A state-of-the-art exhibition center

Metropolitan Expo is the largest and most modern exhibition venue in Greece, designed to the highest standards and covering a total of 55,000 m² of exhibition space. It is located near the Athens International Airport "Eleftherios Venizelos" and minutes away from the Metro and Suburban Railway stations. In addition, it is just 2 minutes away from the Airport and 35 minutes from downtown Athens.



Floorplan analysis

The 1st FOODTECH will cover three Halls (Halls 2,3 & 4) of the Metropolitan Expo exhibition center and an exhibition space of approximately 25,000 m². More than 300 exhibitors are expected to participate, while products will not be presented in groups in order for visitors to find something of interest in each Hall. FOODTECH will use both entrances of the exhibition center (Lobby 1 & Lobby 2, as shown in the floorplan). All special events will take place in Hall 2.



FOODTECH 2019

FOOD PROCESSING & PACKAGING EXHIBITION

Opening Dates & Times

OCT
12

SATURDAY
10.00 - 19.00

OCT
13

SUNDAY
10.00 - 19.00

OCT
14

MONDAY
10.00 - 18.30

www.foodtech.gr

UNDER THE AUSPICES:

Ministry of Rural Development and Food, Federation of Hellenic Food Industries (SEVT)
Association of the Greek Manufacturers of Packaging & Materials (AGMPM) Hellenic Labeling Association (ELSET),
Hellenic Association of Food Technologists (EL.A.F.T) Association of Greek Exporting Companies and Handlers of Fruit,
Vegetables and Juice (INCOFRUIT HELLAS) Association of Hellenic Plastic Industries (AHPI), Association of Greek Meat Processing Industries (SEVEK)
Association of Hellenic Olive Oil Standardization Industries (SEVITEL), Greek Cold Storage & Logistics Association, Hellenic Association Logistics