

VISITOR 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: foodtech@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 ATTENDS FOODTECH

FOODTECH 2019 is expected to attract as visitors Food and Beverage professionals from the entire range of food production and manufacturing (including CEOs, owners, plant managers, quality control supervisors, R&D managers, engineers, logistics managers, procurement support, etc.). Visiting FOODTECH means connecting with innovative technology solutions and securing successful sales strategies.

FOODTECH 2019 KEY FIGURES*



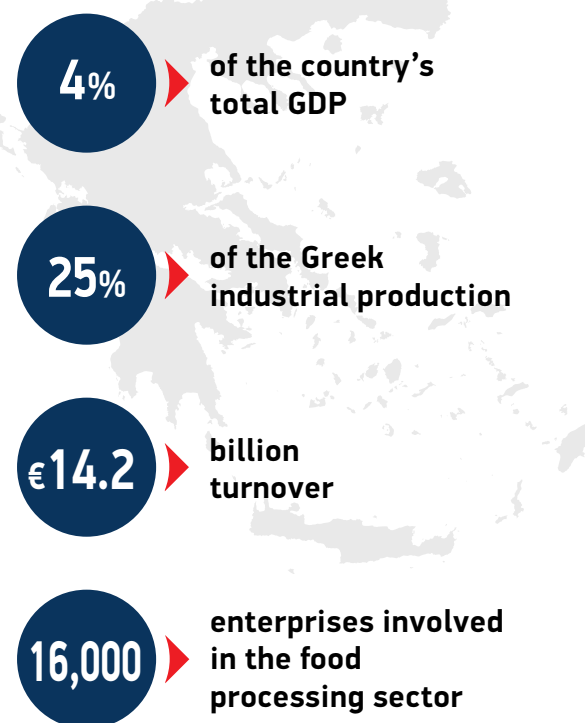
*Forecast

▶ WHY VISIT

Your visit to FOODTECH 2019 comes with a plethora of commercial benefits. Namely, it will help you:

- ▶ **Meet over 220 Greek and international exhibitors**, converse with them, compare prices and reach significant trade agreements.
- ▶ **Get to know an extensive range** of products and services from Greece and abroad, all under one roof.
- ▶ **Discover products and innovative solutions** that will help you differentiate from your competition and make your business more profitable. Suppliers have solutions that can be applied across multiple food and beverage sectors. As a result, you never know what you may find that could increase your efficiency and expand your revenue streams.
- ▶ **Be informed on the latest market trends**, connect with experts and explore the possible ways to make your ideas a reality. You can help you company enter a new and exciting era of F&B production.
- ▶ **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.
- ▶ **October, when FOODTECH takes place every two years**, is the perfect time to plan and budget your capital projects for the coming year.

THE GREEK F&B INDUSTRY AT A GLANCE



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 with impressive facilities, covering a total of 55,000 m² of exhibition space. It is located near the Athens International Airport “Eleftherios Venizelos” in Spata, Attica, just 2 km after the airport buildings and only a few minutes from the Metro and Suburban Railway stations. In addition, it is just 2 minutes away from the Airport, 35 minutes from downtown Athens, 15 minutes from the Athens/Thessaloniki National Road, and 30 minutes from the Athens/Patras – Tripoli National Road.



▶ 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

EXPANDING PERSONAL NETWORKS & BUSINESS OPPORTUNITIES

▶ FOODTECH 2019 will offer its trade visitors a variety of networking opportunities to foster connections with both exhibitors and other visitors. So, if you are looking for new technologies and trends to integrate into your business, 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 meeting face-to-face with trade show exhibitors and holding b2b meetings through the show's Matchmaking program –an intuitive online platform– will help build solid business relationships.



▶ VISITOR PROFILE

F&B professionals from the entire range of production and manufacturing (CEOs, plant managers, quality control supervisors, R&D & logistics managers, etc.) will attend FOODTECH.

- ▶ Dairy & cheese industries and artisanships
- ▶ Olive mills & olive oil and table olive processors
- ▶ Meat, poultry, meat products and meat preparations industries and artisanships
- ▶ Frozen food industries
- ▶ Bakery & confectionery product industries and artisanships
- ▶ 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

AN INTERNATIONALLY-ORIENTED TRADE SHOW

▶ The vision of FORUM SA, the show's organizing company, is to turn FOODTECH into one of the largest and most significant international trade shows dedicated to F&B Technology and Processing. To create a compelling exhibition that aspires to become the meeting point –at least, as far as the region of Southeast Europe is concerned– for hundreds of Greek and international exhibitors and a real pole of attraction for thousands of trade visitors from Greece and the global marketplace. By always building on extraversion, all processes are already in place to make FOODTECH 2019 a benchmark through innovations, inspiration, information and investment opportunities to be offered on an international scale.





▶ A COMPREHENSIVE HOSTED BUYER PROGRAM

FOODTECH has designed a comprehensive **Hosted Buyer Program** to attract the very highest caliber of buyers from across the globe, looking to do business in the Southeast of Europe. The program offers the opportunity for prominent professionals from within the F&B industry to attend exclusive pre-arranged meetings, gain inspiration, discover all the latest innovations in the sector, and conduct new business deals in an efficient and business-oriented environment. It is worth mentioning that approximately 2,500 b2b meetings between the 150 buyers who will join the show's Hosted Buyer Program and Greek as well as international exhibitors will take place during the 3 days of the fair. Attending **FOODTECH** as a Hosted Buyer is an extremely cost effective and time-efficient way to source and grow your network of reliable and high quality international suppliers. Take full advantage of all its benefits:

- ▶ **2 nights paid hotel accommodation**
- ▶ **Part of your round-trip economy air ticket covered**
- ▶ **Access to the Matchmaking platform to pre-arrange face-to-face meetings with exhibitors**

MORE THAN 500 INTERNATIONAL TRADE VISITORS

▶ **Approximately 500 international decision makers** from a multitude of countries are expected to visit the very first edition of **FOODTECH** in October 2019. Of those, 150 will participate in the Hosted Buyer program of the trade show and will come from target markets, such as the Balkans and the Mediterranean basin (Egypt, Morocco, Algeria, Tunisia, Jordan, Lebanon, Israel, Albania, Croatia, Serbia, Bosnia & Herzegovina, Romania, Slovenia, etc.), as well as from the entire range of food production and manufacturing.



▶ WHO QUALIFIES AS HOSTED BUYER

To qualify for the **FOODTECH 2019** Hosted Buyer Program, you need to show genuine purchase responsibility and attend a minimum number of b2b meetings pre-scheduled through an online matchmaking program. In addition, you must fall under one of the following categories:

- ▶ Dairy & cheese industries and artisanships
- ▶ Olive mills & olive oil and table olive processors
- ▶ Meat, poultry, meat products and meat preparations industries and artisanships
- ▶ Frozen food industries
- ▶ Bakery & confectionery product industries and artisanships
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EXTENSIVE KNOW-HOW IN TRADE SHOW ORGANIZATION

▶ **FORUM SA** has been successfully operating in the fields of trade shows and publications for more than 30 years. As a result of its dual entrepreneurial activity, which entails the communication support of each fair by trade magazines, the company is recognized as a pioneer in Greece. Thanks to its experienced and expert staff, FORUM SA has in-depth knowledge of the needs and challenges faced by the Food & Beverage sector and is in the unique position to provide its clients with the appropriate insight and solutions. Furthermore, FORUM SA has been running an impressive Hosted Buyer program for the last 6 years as part of its FOOD EXPO trade show and can guarantee the successful outcome of the one created for FOODTECH.

€380,000
 in promotional actions!



▶ **FOODTECH** intends to attract visitors through an intense 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, such as website, audio-visual, digital and video content, social media, Google ads, and other promotional materials.

FOODTECH 2019

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PLAN YOUR VISIT NOW!

Join our Hosted Buyer Program

For further information, please contact our team

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Opening Dates & Times

OCT
12

SATURDAY
10.00 - 19.00

OCT
13

SUNDAY
10.00 - 19.00

OCT
14

MONDAY
10.00 - 18.30

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