

EXHIBITOR BROCHURE

13-16

NOVEMBER

2021

ATHENS • GREECE

FOODTECH

FOOD PROCESSING & PACKAGING EXHIBITION

ALONGSIDE

artoza 

Organized by FORUM SA - Member of NürnbergMesse Group • 328 Vouliagmenis Ave. • Agios Dimitrios • 173 42 • T. 210 5242100 • sales@forumsa.gr • www.foodtech.gr

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Future solutions in the food Industry



FOODTECH '21: SAFETY & INCREASED TURNOUT ARE TOP PRIORITIES

Greece's COVID-19 vaccination program has made an impressive start, and the country seems to be achieving its targets set for immunization, which by the end of August 2021 is expected to cover more than 70% of the population. As a result, a strong wall of immunity and, subsequently, the necessary health conditions will be created for the safe organization of the FOODTECH trade show on November 13-16, 2021 at the Metropolitan Expo exhibition center.

The expected—according to the relevant survey—high turnout of the exhibition, as well as the co-organization of the ARTOZA trade show, makes FOODTECH 2021 the most significant commercial and technological event, a key meeting point and a center for investment options, for all productive and supply businesses in the Food & Beverage sector.

25,000 m²
Exhibition space

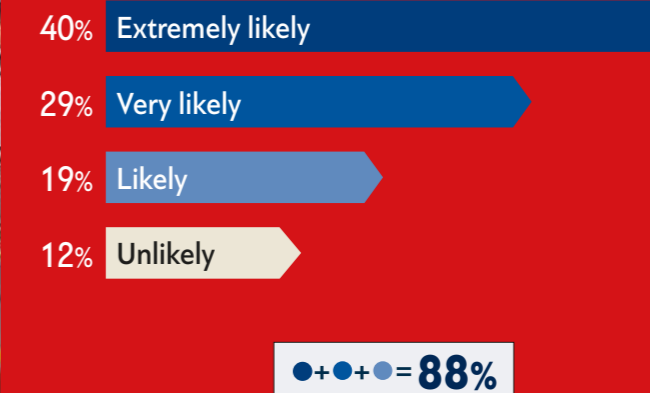
250
Exhibitors

20,000
Visitors

VISITOR SURVEY

The survey took place during one of the most difficult periods of the pandemic (17/3 to 5/4 /2021) to a large and representative sample of 820 potential trade show visitors. It should be noted that 53% of them had not visited the 1st FOODTECH event in 2019.

Intention to visit



88% of participants in the online survey stated that will likely visit FOODTECH 2021.

70% of professionals that had not visited the previous exhibition said they would attend FOODTECH 2021, according to the survey.

“The organization of FOODTECH 2021 is very important for the modernization and development of the Greek Food & Beverage businesses”.

Evangelos Kaloussis, Chairman of SEVT

“We wholeheartedly support FOODTECH 2021, as we believe that it will significantly contribute to the further advancement of Food and Beverage packaging”.

Dimitris Mantis, Chairman of AGMPM

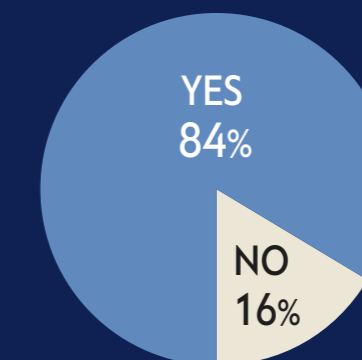
“EL.A.FT supports FOODTECH 2021, a valuable trade show for the food technology industry, especially during these challenging times.”

Ioannis Smarnakis, President of EL.A.FT

79%

of respondents believe that in November the health conditions will allow the safe organization of the trade show.

Synergies from the simultaneous organization of FOODTECH & ARTOZA



84% of respondents believe that the co-organization of the FOODTECH and ARTOZA trade shows will maximize the benefits of their visit to the exhibition.

Introducing the new era in Food & Beverages



EXHIBITORS & PRODUCTS

FOODTECH 2021 is expected to attract as exhibitors the leading manufacturers, importers and suppliers of Technology & Processing products and services from Greece and the world across the following sectors of the Food & Beverage industry:

- Food & Beverage processing machinery and equipment
- Bottling & filling machines liquid food and beverages
- Automations, Robotics systems and Information technology programs
- Raw materials & Additives for F&B production
- Machinery, equipment and materials for primary and secondary packaging
- Labeling, coding and traceability machinery and equipment
- Industrial gases, air conditioning and ventilation of production areas
- Flexible packaging & labels
- Paper, glass, plastic & tinplate packaging
- Weighing systems and technologies
- Storage, handling & transportation systems, air compressors
- Cooling - Heating Systems, Freeze chambers
- Cleaning and disinfection machinery & systems. Waste management
- Certification, marketing & product design companies. Organizations, Associations, Press

300
HOSTED BUYERS

The organizing company intends to attract more than 300 significant international buyers, from countries with low disease burden and high immunization rate in the wider region, who are expected to hold a total of 4,500 b2b meetings with FOODTECH exhibitors.

VISITORS

- 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 product industries
- Sauces, dressings. Bio foods
- Fruit & vegetable packaging plants
- Fish, catches & cured fish production units
- Pasta, pulses, etc. 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

DIGITAL EDITION

The digital format of FOODTECH 2021 will take place in tandem with the physical aspect of the show through a tailor-made digital platform, that will offer significant commercial benefits to both exhibitors as well as visitors that will not be able to attend the trade show in person. Therefore, 30,000 free login codes to the platform will be sent to Greek and international buyers.

-  Tailor-made interactive platform
-  Search by product category
-  Access to exhibitor profiles even after the end of the trade show
-  Video call & online chat between exhibitors and visitors

25,000

personalized barcoded invitations will be sent to targeted industry business people and executives.

€300,000 promotional budget



46% TV

TV spots on all nationwide stations will be aired for a period of 20 days.



22% RADIO

Spots on the 14 major radio stations in the region of Attica and Thessaloniki for a period of 15 days.



22% DIGITAL MARKETING

A comprehensive and targeted digital campaign (Newsletters, Social media, Display και Google Ads).



10% PRINT ADVERTISEMENT

Extensive advertisements in the b2b press and major Sunday newspapers.

STRONG INTERNATIONAL ORIENTATION
FOODTECH is expected to be a pivotal trade meeting with the participation of hundreds of Greek and international exhibitors, as well as thousands of visitors from Greece and abroad.

FLOOR PLAN

Participation Cost

One sided stand (ground trace)	
a. From 20 to 50 m2	€ 150,00/m ²
b. From 51 to 90 m2	€ 145,00/m ²
c. From 91 to 150 m2	€ 140,00/m ²

Additional charges:

1. For every additional side	€ 5,00/m ²
2. Carpeting	€ 4,00/m ²
3. Basic stand structure*	€ 17,00/m ²
4. Back side (sq.m)	€ 20,00
5. Listing in exhibitors' printed catalogue & participation at the digital edition	€ 200,00

* 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 100 W/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 online invitations for each exhibitor, according to their stand surface area.

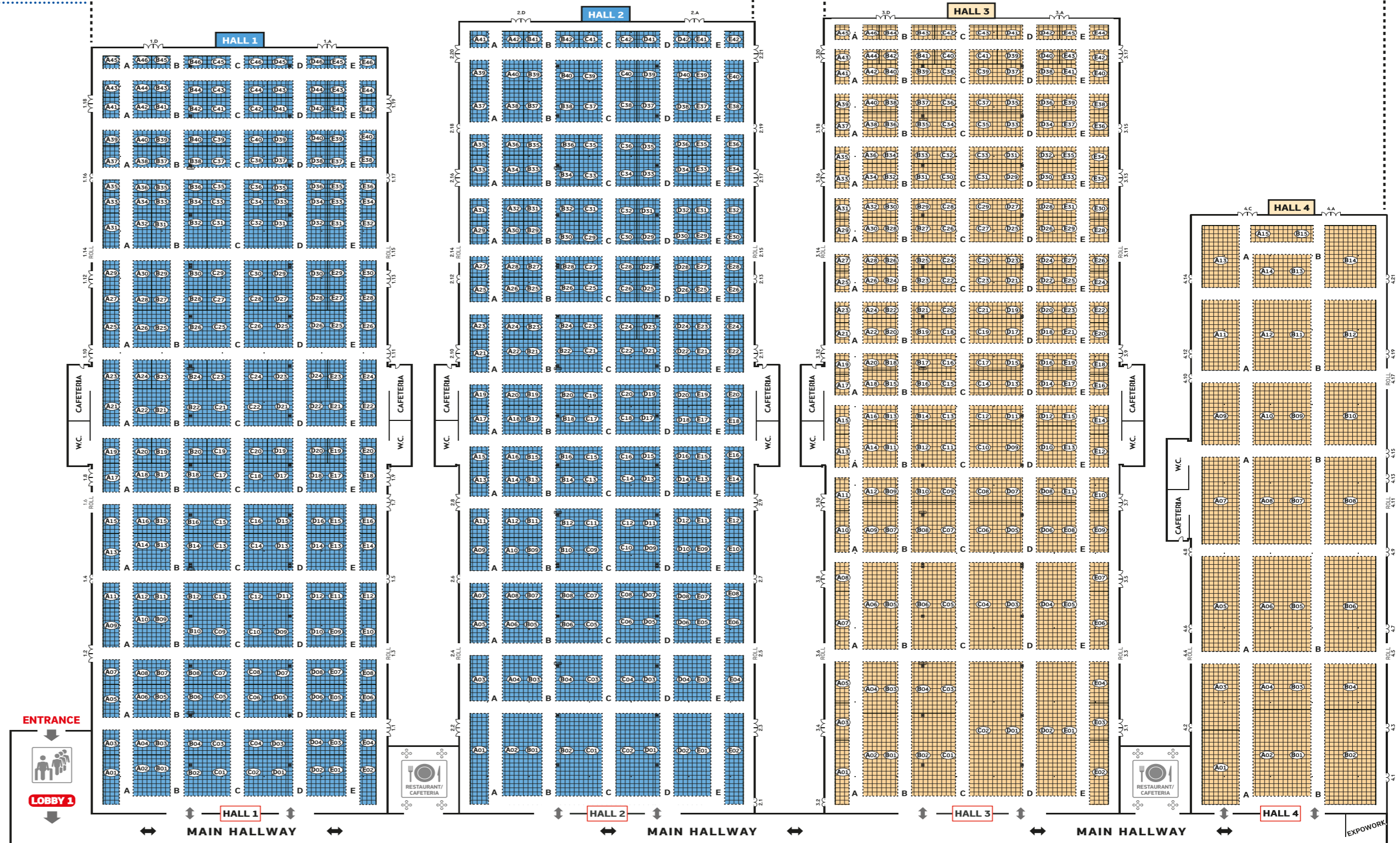
COVID SHIELD certification for FORUM SA

FORUM SA, the FOODTECH organizers, adapted to the COVID-19 pandemic conditions, and guided by the safety and health of its exhibitors and visitors, was certified by TUV Austria Hellas with the "CoVid-Shield" Certification Scheme, regarding the preparation and organization of trade shows.



Athens Metropolitan Expo

It is the largest and most modern exhibition venue in Greece, with an impressive 55,000 sq.m. of exhibition space. Located at the Athens International Airport Eleftherios Venizelos, it is easy to access by bus, car, Metro or Suburban Railway and offers 5,500 free of charge parking spots. In order to ensure the health safety of its employees and visitors and guarantee the business activity of the hosted exhibitions, it has been certified by TUV Austria Hellas with the "CoVid-Shield" Certification Scheme. In addition, during the trade shows, the exhibition center will operate air conditioning and extractor fan with 100% fresh air for optimal space ventilation.



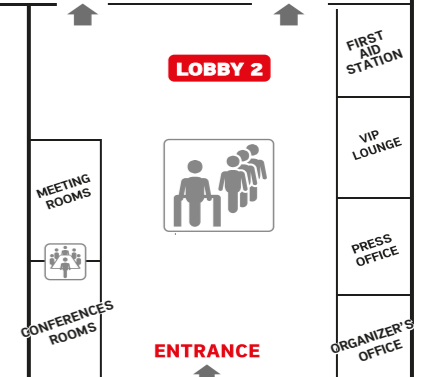
FLOOR PLAN ANALYSIS



The 2nd FOODTECH will take place alongside the ARTOZA trade show and is expected to cover a total of mixed exhibition area of 25,000 m² in Halls 1&2. More than 250 exhibitors are expected to participate. Visitors to FOODTECH will be able to enter the exhibition grounds from two access points (see floor plan).



The 17th ARTOZA will take place alongside the FOODTECH trade show and is expected to cover a total of mixed exhibition area of 20,000 m² in Halls 3&4, while more than 220 exhibitors are expected to participate. Visitors to ARTOZA will be able to enter the exhibition grounds from two access points (see floor plan).



FOODTECH 2021

FOOD PROCESSING & PACKAGING EXHIBITION

Opening Days & Times

NOV
13

SATURDAY
10.00 - 19.00

NOV
14

SUNDAY
10.00 - 19.00

NOV
15

MONDAY
10.00 - 19.00

NOV
16

TUESDAY
10.00 - 18.30

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Under the auspices:

- **MINAGRIC** (Ministry of Rural Development & Food)
- **AGMPM** (Ass. of the Greek Manufacturers of Packaging & Materials)
- **ΣEVEK** (Association of Hellenic Meat Processing Industries)
- **ELSET** (Hellenic Labelers Association)
- **EEL** (Hellenic Logistics Association)
- **AHPI** (Association of Hellenic Plastic Industries)
- **SEVT** (Federation of Hellenic Food Industries)
- **HAFST** (Hellenic Association of Food Scientists & Technologies)
- **SEVITEL** (Ass. of Hellenic Industries for the Standardization of Olive Oil)
- **GCSLA** (Greek Cold Storage & Logistics Association)
- **INCOFRUIT HELLAS** (Association of Greek Companies for Export, Distribution of Fruits, Vegetables and Juices)