

12-15
NOVEMBER
2021
ATHENS • GREECE

UNDER THE AUSPICES OF THE HELLENIC
BAKERS' & CONFECTIONERS' ASSOCIATIONS

Alongside the exhibition
FOODTECH 

artoza

INTERNATIONAL TRADE FAIR FOR THE BAKERY & PATISSERIE SECTORS



Shaping the future
of Bakery & Pastry Industry!



A KEY EXHIBITION

FOR THE BAKERY AND PASTRY SECTORS, ARTOZA is not only a shining star in the world of exhibitions for almost 30 years now, but also the most significant commercial platform where the most important trade contacts and agreements are shaped, between the supply market and the Bakery & Pastry professionals in Greece and the wider Balkan region.

Your chance to attend the largest, most comprehensive baking & pastry event in the Balkan region, discover the latest trends, innovations and the game-changing insights, feel the unbeatable sense of community and learn from top baking and pastry professionals, only comes around once every two years. Seize the opportunity to connect with people and ideas that will present you the biggest opportunities for success. Plan now to join these industry leaders in Athens, Greece, November 12-15, 2021.

30 Years	13,000 m ² Exhibition Space	80 Exhibitors	20,000 Visitors
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The Greek Bakery & Pastry industry at a glance



Why Visit

-  Nearly 80 leading manufacturers and suppliers are here, ready to provide you with the complete spectrum of products & services.
-  You will converse with the exhibitors about the real needs of your business, get valuable solutions and conclude direct commercial agreements.
-  See under one roof the industry's newest advances, and shop and compare the full array of baking supplies, ingredients, packaging materials & systems and equipment from leading manufacturers and suppliers.
-  Industry experts and leaders will share valuable ideas and strategies that you can implement in order to improve your product, optimize your production and increase your sales and profits.

85% of professionals, participating on a survey, stated that with their visit at ARTOZA 2019, achieved their commercial goals

Important synergies from the parallel organization of ARTOZA and FOODTECH

The Greek exhibition industry welcomes a new powerful duo, with the simultaneous organization of ARTOZA and FOODTECH, the premium trade show for the F&B industry. So, the visitors will also have the opportunity to discover up close all the latest production, processing, packaging, storage and distribution technologies for the Food & Beverage industry that will be featured at the FOODTECH trade show.



Safety is always our top priority and in order to ensure that the trade show will take place in a safe environment, entrance will be exclusively permitted with a Vaccination or Recovery certification.



EXHIBITORS AND EXHIBITS

- Bakery, Confectionery and Ice Cream Raw Materials - Ready-to-use Mixes
- Butter - Margarines etc.
- Bakery - Patisserie Flours - Flour mixtures
- Chocolate and Confectionery products
- Bulk Ice Cream and Ice Cream products
- Off-the-shelf and sold-by-weight sweet pastries - Syrup-soaked sweet pastries
- Frozen Dough Products
- Coffee & Hot Beverages - Coffee Machines
- Bakery and patisserie ovens
- Machines for the productio of bakery and patisserie products
- Machines for packaging bakery and patisserie products
- Pizza and pasta machines
- Machines for producing phyllo pastry sheets and shredded phyllo (kataifi), etc.
- Various tools and utensils
- Bakery and Patisserie Furnishing and Decoration
- Pastry and Ice Cream display cases
- Pastry and Ice Cream Decorations
- Packaging materials – Consumables
- Freezing/cooling systems and equipment. Cold rooms
- Warehouse Equipment - Storage Systems
- Cash register systems / Scales
- Provision of Services (ISO, HACCP etc.)
- Sector Organizations and bodies - Other services
- Vocational bakery-patisserie schools
- Trade Press

HIGH COMMERCIAL IMPACT

ARTOZA is the meeting place for bakers, pastry chefs, restaurateurs, café owners, hotel professionals, and caterers as well as decision makers from the food retail market due to the high commercial benefits that offers them. As a matter of fact, 94% of professionals who visited the 2019 trade show, expressed their satisfaction regarding the quality of the exhibitors and the quantity of the exhibits and 84% stated that they closed deals during and after the trade show.

VISITORS



- Owners of bakeries & patisseries
- Owners of patisserie workshops
- Owners and staff of facilities producing bakery, patisserie, ice cream, pastry and chocolate products
- Raw material merchants & suppliers
- Machinery and supply merchants
- Bakery-patisserie artisans
- Pizza & cheese pie workshop owners
- Chefs, cooks and food & beverage managers
- Catering companies
- Liquor stores, coffee dealers, sweet shops
- Cafes, snack bars, fast food & pizza restaurants
- Restaurant - coffee shop chains

DYNAMIC HOSTED BUYER PROGRAM

ARTOZA has designed a comprehensive Hosted Buyer Program for the key international Bakery & Pastry professionals. With all or part of their travel and accomodation expenses paid for, qualified hosted buyers simply have to show genuine purchase responsibility and attend a minimum number of B2B meetings that are pre-scheduled through an online matchmaking platform. Join the Hosted Buyer Program now and enjoy the following exclusive benefits:



FREE Travel



FREE Accommodation



FREE ACCESS to buyers' lounge



B2B Scheduled meetings



FREE ACCESS to the trade show



FREE Transportation

86%

of the participants on a survey believe that in November the conditions will allow the safe organization of the physical trade show

The trade show's digital platform

Alongside the physical trade show, the ARTOZA digital platform will also operate. The platform will bring exhibitors in contact with trade professionals who will not be able to attend the exhibition in person. You will be able to explore online a plethora of products, participate in b2b meetings with the exhibitors via video call, leave your business card and take exhibitors business card.



73% of industry's professionals that participated at an online survey, stated that they will use the digital platform of the exhibition, should they be unable to visit ARTOZA in person.

Plan your visit now!

Join our Hosted Buyer Program

For further information, please contact our team

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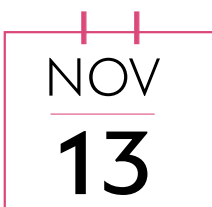
17th
artoza 2021

INTERNATIONAL TRADE FAIR FOR THE BAKERY & PATISSERIE SECTORS

Opening Days & Times



FRIDAY
11.00 - 19.00



SATURDAY
10.00 - 19.00



SUNDAY
10.00 - 19.00



MONDAY
10.00 - 18.30

www.artoza.com