

07-10 NOV 2025

ATHENS • GREECE

EXHIBITOR BROCHURE



NEXT-GEN IN  
F&B

FOODTECH 

INTERNATIONAL FOOD PROCESSING EXHIBITION

Supported by



POWTECH  TECHNOPHARM

ALONGSIDE

 **Global Pack**  
INTERNATIONAL PACKAGING EXHIBITION

FORUMSA. Member of NürnbergMesse Group

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NÜRNBERG  MESSE

Organized alongside



FOODTECH will be held alongside GLOBAL PACK, the International Packaging Exhibition. FOODTECH exhibitors will have the opportunity to get in touch with the GLOBAL PACK target audience who will visit the two exhibitions to discover under the same roof, from leading suppliers, not only packaging solutions, but also cutting-edge technologies and innovative solutions for the production and processing of food and beverages.



91%

of the visitors of 2023 event renewed their appointment with the exhibitors for the 2025 organization.

Visitor Survey 2023

## A pivotal destination for the leaders in Food and Beverage manufacturing & processing

The premium international trade show focusing on the production, processing, and handling technologies of Food & Beverages, FOODTECH, is the perfect place to debut your innovative solutions and latest products that are setting new industry standards. Here you will meet visitors from all sectors of the F&B industry, from dairy and meat, beverages and vegetarian products to baked goods and frozen foods and you can reach customers outside your core target group, but highly interesting. Grab the opportunity to exhibit at the 2025 edition, which will be held on November 7-10th at Metropolitan Expo, Athens - Greece, and get connected with top buyers from the F&B sector.

### Organized by **FORUM SA.**

FORUM SA, is the leading trade fair organizer in Greece, with 36 years of successful presence. It has in its portfolio some of the biggest and most important trade shows in S.E. Europe: HORECA, FOOD EXPO, OENOTELIA, ARTOZA, XENIA, GLOBAL PACK, FOODTECH, ATHENS COFFEE FESTIVAL, WORLD OF BEER FESTIVAL. It's also member of the German exhibition group NürnbergMesse Group, which organizes - among others- the exhibitions FACHPACK, POWTECH - TECHNOPHARM, BRAU BEVIALE.

**The outcome of the B2B meetings during the trade show, was very good.** We will come back at FOODTECH 2025.

**Bettina Hainzlschmid**  
Manager Trade Fairs & Exhibitions  
BAYERN INTERNATIONAL

**Romania was participating at FOODTECH with seven companies.** We had more than hundred B2B meetings at the booth.

**Peter Wolf**  
Managing Partner  
IN PULSE CONSULTING PARTNER

**The target audience is exactly what we're after.** It was a great event and we had the opportunity to present to them our new products.

**Kostas Gkinis**  
Sales Director  
MAKELIS

## Seize your share in a constantly growing manufacturing market

- **Reach your target audience.** With 9/10 attendees having strong buying power, the trade show delivers real business opportunities.
- **Open up to the dynamic Greek F&B industry** - 16,000 enterprises and €14,2 billion turnover.
- **Showcase your expertise & services at decision makers** from the emerging markets of the Southeast Europe and the Mediterranean.
- **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.

## 15,180 Industry executives

visited FOODTECH 2023



GLOBAL PACK - FOODTECH 2023  
total number of visitors

350  
Exhibitors

20,000  
Visitors

30,000 sq.m  
Exhibition  
Area

Forecast FOODTECH-  
GLOBAL PACK 2025



**FOODTECH** Workshops & Seminars

**Present your products at Workshops & Seminars Stage**

Are you looking for new ways to reach a dynamic and targeted audience of the F&B industry? FOODTECH now gives you the opportunity - with an appealing package deal- to book a time slot in the Workshops & Seminars stage program and to present your company's products or modern services to the executives who will visit the trade show and the stage!

**350 Hosted Buyers**  
**5,250 B2B Meetings**

The exhibitors will have the opportunity to meet with key buyers (Factory Managers, Production Engineers, Quality Control Managers, R&D managers, Logistics managers, Procurement Managers, etc.) from countries with a robust and very dynamic Food and Beverage industry. We will welcome executives with purchasing power from the Balkans, Middle East, North Africa and many more from around the world.

**75%**

of the exhibitors stated that they feel optimistic for the **conclusion of additional agreements with Hosted Buyers** after the trade show.

Exhibitor Survey 2023

**Exhibitor Categories**

The companies exhibiting at FOODTECH are leading global manufacturers, importers and suppliers of Technology & Processing products and services concerning the food and beverage industry, mostly from the following categories:

- Food & Beverage processing machinery and equipment
- Bottling & filling machines for liquid food and beverages
- Automations, robotic systems and Information technology programs
- Raw materials & additives for F&B production
- Industrial gases
- Stainless steel constructions
- Tanks and silos
- Weighing systems and technologies
- Product handling & transport systems
- Air compressors
- Cooling - heating systems, freeze chambers
- Cleaning and disinfection machinery & systems
- Waste management
- Certification, marketing & product design companies
- Organizations - Associations - Press

**A targeted & dynamic media plan €350,000**

We have prepared an advertising program with a budget of € 350,000 in order to enhance the brand awareness of FOODTECH in Greece and abroad and ensure the maximum possible attendance.

**46% TV**  
Two-week campaign aired on national and regional channels.

**22% RADIO**  
Radio advertising in the top 14 stations in the region of Attica and Thessaloniki for a period of 15 days.

**22% DIGITAL MARKETING**  
A comprehensive and targeted digital campaign (Newsletter, Social media, Display και Google Ads).

**10% PRINT**  
Advertisements and advertorials in the b2b press and newspapers with high circulation.

**Visitor Categories**

Owners and executives from across the spectrum of food and beverage production businesses:

- 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 and confectionery producers & processors
- Wineries, breweries & distilleries
- Water, juice, soda and beverage bottling companies.
- Coffee roasters
- Organized retail. Food & Beverage wholesale



## Participation cost

One sided stand (ground trace)

1. From 20 up to 50 sq.m	€ 160,00 /sq.m
2. From 51 up to 90 sq.m	€ 150,00 /sq.m
3. From 91 up to 250 sq.m	€ 145,00 /sq.m

### Additional charges:

1. For every additional side	€ 5,00/sq.m
2. Carpeting	€ 5,00/sq.m
3. Basic stand structure*	€ 25,00/sq.m
4. Back side (sq.m)	€ 25,00
5. Register in the exhibitor catalogue (hardcopy)	€ 200,00
6. Register at the B2B matchmaking platform	€ 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 100 W/3 m2.
- Security and cleaning services.
- Free parking for exhibitors.
- Secretarial services for exhibitors (e-mails, fax).
- Fully-equipped medical office.
- Free access cards for exhibitor employees.
- Free online invitations.



## Business

### DESCRIPTION:

**Structure:** Aluminium grey colored frame 3,50 m height.

**Panel:** White color 3,00 m. height and 2 transparent lighted boxes (1,00 m. x 3,00 m.) with printings (0,91 m. x 2,38 m. and 0,91 m. x 0,45 m.).

### Equipment:

- 1 round table 0,80 m. diameter, 3 chairs (white) and 1 stool.
- White curved infodesk with print 1,47 m. x 0,946 m. and 1 brochure holder with 3 A4 slots.
- 1 LED 100 floodlight per 4 sq.m. and one grounded socket 500 W.
- 2 signages with the exhibitor name 2,00 m. x 0,50 m.

**COST: 70 €/M<sup>2</sup>**



**Build your stand** with the help of FORUM TOTAL SOLUTIONS

Our team is here to propose to you stands of modern design at the most competitive prices on the market, for your participation in FOODTECH 2025!



Scan the QR code in order to complete the Book a stand form.

## Floor Plan analysis

FOODTECH will take place alongside Global Pack, the new packaging exhibition. FOODTECH stands will be located in Hall 2, while the GLOBAL PACK stands in Halls 3 & 4. Approximatel 350 exhibitors are expected to participate in both trade shows, whose stands will cover a total area of 30,000 sq.m. Visitors will enter from both entrances of the exhibition center (see layout) and will have the opportunity to visit both exhibitions.



## 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 6,250 free of charge parking spots.

## Getting there

- **BY METRO - SUBURBAN RAILWAY:** Free shuttle bus service every 20 minutes between the exhibition center and «Doukissis Plakentias» metro station.
- **BY OASA BUS:** All the express public buses servicing the Athens International Airport "Eleftherios Venizelos" (X92-Kifissia, X93-Kifissos-Liosia, X94-Syntagma, X96-Piraeus, X97-Dafni) and from there using the free shuttle bus service, every 20 minutes, from the designated exhibition bus station to the exhibition center.
- **BY CAR:** Via Attiki Odos Expressway, 2 km after the terminals at Eleftherios Venizelos airport ( GPS Coordinates: 37O57' 10.00" NORTH 23O57' 29.00" EAST)

# FOODTECH

INTERNATIONAL FOOD PROCESSING EXHIBITION

## Book a stand

T: 210 5242100 • e-mail: sales@forumsa.gr



www.foodtech.gr

### Dates & Times

NOV  
07

FRIDAY  
10.00 - 18.00

NOV  
08

SATURDAY  
10.00 - 18.00

NOV  
09

SUNDAY  
10.00 - 18.00

NOV  
10

SUNDAY  
10.00 - 18.00

### Under the auspices

- Greek Ministry of Rural Development and Food
- Association of Hellenic Meat Processing Industries
- Federation of Hellenic Food Industries
- Hellenic Association of Food Technologists
- Ass. of Hellenic Industries for the Standardization of Olive Oil
- INCOFRUIT HELLAS (Association of Greek Companies for Export, Distribution of Fruits, Vegetables and Juices)