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Unbelievable success of the 1st FOOD EXPO!

One great trade show has been born!

FOOD EXPO and its 337 exhibitors managed to attract more than 25.000 visitors from 10.500 companies from Greece and abroad! At the same time FOOD EXPO managed to arrange business meetings between 200 targeted foreign buyers who realized more than 700 pre-scheduled B2B meetings with FOOD EXPO exhibitors, more of which were concluded with business agreements!

The intense presence of this dynamic and diverse group of professionals from all over the world involved in the Food and Beverages industry constitutes the beginning of a unique event for the Greek reality: the institutionalization of an exhibition in our country with a solid export orientation, that will highlight the Mediterranean diet and nutrition and especially the Greek products internationally!

Absolutely satisfied exhibitors!

All exhibitors stated to be unanimously thrilled by the unexpectedly big success of FOOD EXPO. The success was such that the majority of the exhibitors have already expressed their disposition and willingness to participate in the next FOOD EXPO with even bigger stands! The remarkable recognition by the supply side of the market and simultaneously the outstanding response from the professionals and businessmen who visited the exhibition, demonstrated the dynamics of this certain sector and at the same time confirmed the need that existed for years for the introduction of a serious, correctly organized and targeted trade show for the Food and Beverages in our country with a clear export orientation.

700 b2b meetings with 200 targeted foreign buyers!

For the first time in our country an exhibition for the Food and Beverages worked for and created the necessary conditions to realize more than 700 pre-scheduled b2b meetings between 200 targeted international buyers and exhibitors at FOOD EXPO in the framework of the exhibition, the majority of which concluded with business agreements!

The flawless infrastructure and the perfect image of the exhibition, as well as the high quality of the Greek products amazed the hosted buyers who declared impressed by their visit at FOOD EXPO, by the contacts they made in the framework of the exhibition, but most of all by the notable quality of Greek food and beverages, most of which they discovered for the first time.

Among the hosted buyers could be singled out the American colossus H-E-B and its subsidiary "Central Market", a top gourmet food chain based in Texas, which will highlight Greece in the duration of 2015 as a country - top gastronomic destination, by putting on its shelves 700 different Greek products!

Impressive Parallel Events

• Greek-German Business Meeting

The Greek-German Business Meeting that took place under the auspices of the Greek-German Chamber of Commerce (DHW) was a huge success. During the meeting, the opportunities for exporting Greek products to the German market (retail, wholesale, horeca) were examined and analyzed. According to Tryphonas Kolitsopoulos, a member of the Board of Directors of DHW "the Greek-German business meeting took place in an attempt to inform the Greek companies interested in exporting about the opportunities of entering in the German market but also for attracting their attention to the mistakes and failures common for the businesses that try to enter this specific country and market".

Moreover, the programme for the certification of Greek restaurants in Germany was presented. It wears the quality sign "Greek Mediterranean Cuisine" while for its implementation, Chefs' Club Greece cooperated with DHW.

• "Greek Cuisine on Board"

The Piraeus Chamber of Commerce and Industry organized an event titled: "Greek Cuisine on Board". Executive managers from the shipping industry, the cruise industry as well as chefs and representatives from the supply market discussed the problems around the cruise supplies and looked for optimal ways in order to put the Greek Food and Beverages on the menu lists of the cruiser and sea-going ships.

• **MEAT FORUM 2014: A conference about the meat and its derivatives**

Wide participation of professionals from the meat market and famous scientists was noted at the conference for the meat trading and processing "Meat Forum 2014" held in cooperation with the Meat News magazine and with the support of the Association of Greek Industries for Meat Processing (SEVEK). Among the topics that stirred the most interest and induced essential discussions were the new provisions in the Greek regulatory code for Food and Beverages, the changes in the health provisions, the license-giving for shops, as well as a series of research and development activities.

• **Meeting for the Mediterranean Gastronomy**

Impressive success was noted at the 1st Meeting for the Mediterranean Gastronomy organized for the first time by the Chefs' Club Hellas and with the participation of renowned chefs from various Mediterranean countries. The meeting included live presentations of products and recipes from the Mediterranean and the region of the Northern Aegean, interesting lectures about the Mediterranean nutrition traditions and customs, the creation of a Mediterranean Gastronomy Map with meals from the embassies of the Mediterranean and a series of other events.

• **"Traditional food and technology"**

A scientific conference titled: "Traditional Greek Food and Food Technology: a coexistence in harmony" was held under the auspices of the Pan-Hellenic Union of Food Engineers (PETET). Famous scientists and representatives of the institutions took part in the intriguing discussions and lectures concerning all product categories as dairy products, Greek distilled spirits, traditional meat cold cuts and other.

• **Gastronomy and professional placement by "ARCHESTRATOS"**

The link between gastronomy and the opportunities for professional placement was presented at the thematic event organized by the developmental partnership "Archestratos", with the support of institutions and representatives of the food industry and food services.

See you in 2015!

For more information, please contact FORUMSA:

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EXHIBITION DAYS & TIME :

SATURDAY **14/3/2015 10:00-20:00** / SUNDAY **15/3/2015 10.00-20.00** / MONDAY **16/3/2015 10.00-19.30**

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