9th EXPOTROF

The Greek Fine Food Exhibition

4 - 6 FEBRUARY 2023

M.E.C.
Μεσογειακό Εκθεσιακό Κέντρο

ORGANIZER

RM INTERNATIONAL
ORGANIZING EXHIBITIONS

EXPOTROF F2B

The award-winning exhibition **EXPOTROF** is moving into a new era of **Food to Business (F2B)** actions, aimed at strengthening Greek production and entrepreneurship. In 2023 EXPOTROF - The Greek Fine Food Exhibition aspires to address two essential issues of the food market:
1) the continuous growing need for products of high nutritional and taste value and
2) the need to develop new distribution channels.
From **Saturday 04 to Monday 06 February 2023**, the 9th EXPOTROF - The Greek Fine Food Exhibition welcomes the Greek producers of the most premium Greek products to MEC Peanias in a three-day event full of business meetings and educational culinary events.

Why to take part in the 9th EXPOTROF - The Greek Fine Food Exhibition?

Privileges and Benefits from participating in EXPOTROF

- Exposure of your products in Greece and abroad
- Prospects for concluding trade agreements focusing on the Greek market
- Possibility of receiving orders during the exhibition as well as making retail sales
- Meetings and trade agreements between professionals in the field
- B2B meetings with buyers – visitors from major international markets.
- Promotion of the local products
- Opportunity for small to mid-size enterprises and Greek producers to be presented to the general public

Who are expected to visit the 9th EXPOTROF this year

The categories of targeted audiences that are expected to visit this year's exhibition are the following:

- Delicatessen & fine food shops
- Bio and Organic Products shops
- Wholesalers of quality Food & Beverage
- Butchers, Fishmongers, Grocery Shops
- Hotels, Boutique hotels, Luxury apartments
- Liquor stores, bakeries, pastry shops, coffee workshops
- Thousands of consumers who are gastronomy aficionados, looking for the best products for their table and their loved ones

50.000 visitors

350 Greek producers

3500 Premium products

Buyers square

EXPOTROF became the first purely F2B exhibition of artisanal products of small production and delicatessen products in Greece. In this context, the wholesale (super market), retail (grocery stores, delicatessen), Tourism (Hotels, villas, yachting etc) and Catering (Restaurants, bars, wine) buyers will have the opportunity to meet the producers directly.

In addition, all producers will have the opportunity to showcase their products for free and online, through the specially designed platform **www.thedelifair.gr**, for a whole year and to talk with businesses from Greece and abroad through virtual B2B meetings.

Thematic Sections

At the **9th EXPOTROF - The Greek Fine Food Exhibition**, Greek products showcase through the thematic sections, which aim at their best and most targeted promotion.

- Olive oil
- Cheese
- Honey and derivatives
- Drinks and Spirits
- Wine
- Beer
- Cold cuts
- Award winning AFFA products
- Biological products
- Premium Greek products

B2B Actions

A special culinary experience will take place from **04 to 06 February 2023** at the **MEC of Paianias**. The participants of the exhibition have the opportunity to attend open space professional seminars and targeted workshops aimed at informing professionals in the sector.

As part of EXPOTROF, tasting and food pairing activities are held, giving visitors the opportunity to taste the excellent products of Greek producers. The beloved event «Cooking Greece» and chef Kostas Bougiouris present recipes from all over Greece.

As part of the 9th EXPOTROF, the Athens Fine Foods Awards (AFFA) 2023 quality and taste awards will be awarded

Trade stands Rental costs

1. Free Stand

up to 18m^2 > 95€/m^2

Free space is given. The space is formed by the exhibitor
All trade stands must be self-supporting. All constructions and shorings must remain within the limits of the stand

2. Standard Trade Stand

6m^2 > 720€
9m^2 >990€
12m^2 >1200€
15m^2 >1500€
18m^2 >1800€

It is possible to cover the booth with self-adhesive vinyl. (Cost of creative and printing not included in the price)

FLOOR	Alma Elea light beige carpet.
STRUCTURE	Octanorm aluminum system, 2.50m high.
PAYMENT	Panels of black leatherette in combination with OSB Exhibitor's name
INSCRIPTION	Name of Exhibitor
EQUIPMENT	aluminum Infodesk combined with OSB, 1 pc. Stool, 1 pc. Round table, 1 pc. (from 9 sqm and above) Chairs, 3 pcs. (from 9 sqm and above) Showcase (3 glass shelves), 1 pc. Shelves, 100x30cm, 2 pcs.
ELECTRICAL	Socket 500W, 1 position, 1 pc. HQI 3 pcs

3. Premium

15m² >2400€
18m² >2880€

FLOOR	Alma Elea light grey carpet.
STRUCTURE	3m high MDF wooden panels.
PAINT	Plastic color: White masonry & elements in shades of gray - blue - orange - green - red
GRAPHICS	Exhibitor name on self-adhesive vinyl, 3 pcs. Poster 150x300cm in self-adhesive vinyl, 1 pc.
EQUIPMENT	Wooden infodesk 120x50x105cm, 1 pc. Stool, 3 pcs. Wooden bench 200x50x105cm, 2 pcs. Floor wooden showcase 50x50x180cm, 1 pc. Glass shelves, 100x20cm, 3 pcs. Wall-mounted A4 file, 3 pcs.
ELECTRICAL	Socket 500W, 1 position, 1 pc. HQI 4 pcs..

Equipment options may vary depending on the Premium booth type

3A - OLIVE OIL

3B - HONEY

3C - WINE, SPIRITS

3D - CHEESE

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4-6 FEB.23

REGISTER AT www.expotrof.gr

Opening hours of the exhibition:

SATURDAY	4 February	10.00 - 20.00
SUNDAY	5 February	10.00 - 20.00
MONDAY	6 February	10.00 - 19.00

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