

HOSTED BUYER PROGRAM

08
-10
2025
ATHENS • GREECE

MARCH



foodexpo ^{Greece}

THE LEADING F&B TRADE SHOW IN SOUTHEAST EUROPE

Alongside
oenotelia

about us

FOOD EXPO presents global trends and innovations that shape the future of the F&B sector



"Visit FOOD EXPO 2025 and unlock high-value business connections"

Thanasis Panagoulas, *President of BOD & CEO of FORUM S.A*

Are you looking for specialty food and beverages to stay ahead of the competition? Are you aiming to forge powerful business connections that lead to real, tangible results?

FOOD EXPO 2025 is the trade show that you must visit! Whether you work in retail, catering, hospitality, or the import sector, don't miss the chance to meet and chat with **1,300 Greek and international suppliers** and unlock exclusive partnerships. FOOD EXPO is aimed exclusively at the key professionals of the food and beverage sector and offers a unique business experience during the three days of the trade show. All your peers will be there to network and apply their business expansion plans forward. Why would you be the one who misses out?



1,300
Exhibitors



35,000
Visitors



50,000 sq.m.
Exhibition Area

Forecast

FOOD EXPO really impressed me! With over a thousand companies from all over Europe and Asia, it has exceeded my expectations."

Ch. Muhammad Azam Asad
CEO, ADAM INTERNATIONAL LTD,
Glasgow and Pakistan / Hosted Buyer

Attending FOOD EXPO as a first-timer has been remarkable; I've not only met my objectives but also discovered potential for innovation for future projects."

Kamal Ashour
Reliability Improvement Expert, EFFEM - MARS
WRIGLEY Confectionery, Egypt / Hosted Buyer

Why visit FOOD EXPO 2025

- **The trade show will bring together** under one roof 1,300 leading food and beverage companies, showcasing 50,000+ products from more than 80 countries.
- **Industry experts and** visionary leaders, will meet you at the exhibitors' booths in order to inform you about new ideas & products transforming the F&B industry.
- **FOOD EXPO is organized** alongside OENOTELIA, where 200 of the industry's best suppliers -wineries and distilleries- will showcase their latest products and services.
- **Attend B2B meetings** with Greek and international exhibitors, evaluate competing solutions across every product category and make business deals.
- **Discover traditional** Greek, Mediterranean food and drinks as well as ethnic products from all over the world and give your business a competitive edge.

INTERNATIONAL VISITOR SURVEY 2024

Confirming international visitors' expectations

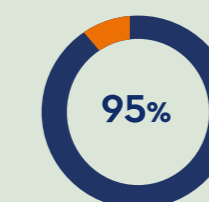
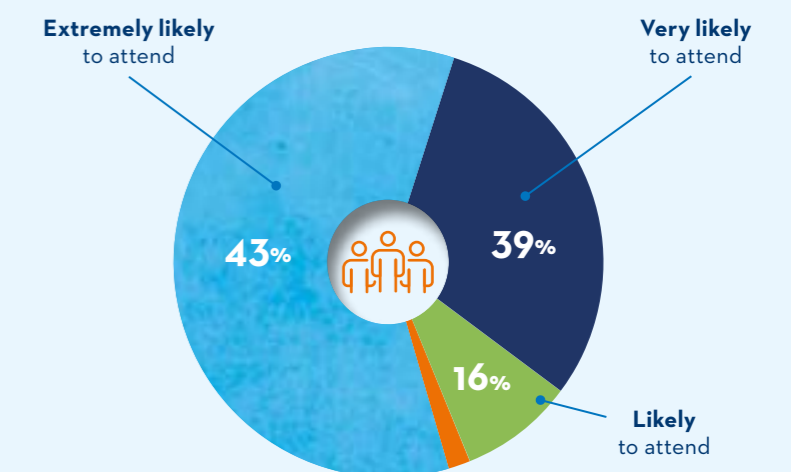
Visitors expressed satisfaction with the excellent range and quality of the products they discovered at FOOD EXPO 2024, as well as the large number of exhibitors.



said they were satisfied by the trade show

The global F&B community will reunite at FOOD EXPO 2025

98% of the international visitors expressed their intention to attend FOOD EXPO 2025, confirming the trade show as the largest annual F&B sourcing event in Southeast Europe.



of the int'l visitors who came to the trade show **found the suppliers and products** they were looking for.

Online satisfaction survey results, March 2024

exhibitors & exhibits

— **FOOD EXPO** welcomes 1,300+ suppliers -global brands and regional producers- from across the Food & Beverage sector —



Products that are showcased

- Dairy & Cheese
- Olive oil - Olives
- Aromatic plants, Herbs
- Meat, Poultry, Sausages, Meat Products
- Frozen foods & Vegetables
- Fish, Molluscs, Shellfish
- Ready meals
- Canned foods
- Pasta, Cereals, Pulses
- Confectionery, Baked & Pastry Goods
- Nuts
- Dried fruits
- Ice cream, Sweets
- Jams, Honey, Halva, Spreads
- Coffee, Beverages, Beers
- Waters, Juices, Soft drinks, Tea
- Fresh Fruits & Vegetables
- Dressings, Sauces, Dips
- Plant Based
- Seasonings, Condiments
- Organic Food & Beverages
- Free From, Super Foods - Vegan
- Wine, Spirits, Wine equipment
- National Pavilions (organised by chambers, governmental bodies, etc)

I'm very impressed by the organization and the wide range of products. I found numerous Greek interesting food items, perfect for the Indian market."

Dinesh Kumar
Founder

ÉLAN DISTRIBUTION, India / Hosted buyer

FOOD EXPO is one of the largest and most vibrant expos i have ever been to, offering a diverse array of companies and high-quality products.

Dr. Raz Hamami
OWNER

RH VENTURES, Israel / Hosted Buyer


250
Int'l Exhibitors


22
National Pavilions


35
Countries

Forecast

B2B Matchmaking Platform: Connects the exhibitors with Hosted Buyers

The established online networking platform of FOOD EXPO will be available again for the 2025 edition, so that all exhibitors are able to upload their corporate profiles and products that are going to showcase at the trade show. The international food traders who will attend the show via the Hosted Buyers' Program will have the opportunity to create their own profiles and seek products that they are interested in as well as pre-schedule b2b meetings with exhibitors of their interest.



oenotelia

The ideal business platform for major wine & spirits dealers and importers

Thousand of professionals from the food and beverage retail, specialist retail, food service, hospitality and catering industry will meet at OENOTELIA, in order to discover producers from the greatest wine regions throughout the world, gain new information and enrich their product varieties. Nearly 200 of the industry's best suppliers -wineries and distilleries- will showcase their most current products and services to a stellar crowd of quality professionals from the food & beverage industry.


200
Exhibitors


16.000
Visitors


2.000+
Labels

Forecast

WINE TASTING AREA



Discovering the world's best wines at the Wine Tasting Area

The specially designed "Wine Tasting Area" of OENOTELIA gives a comprehensive overview of top wine products from all over the world. Trade visitors -specialist dealers, wholesalers, wine importers- will be able to discover and taste -served by special sommeliers- highly awarded wines and new labels in order to have a comprehensive overview and choose the ones that respond better to the needs of their business.

hosted buyer profile

— **Visit FOOD EXPO...**
Get inspired, discover the latest trends & innovations, meet your peers, grow your business —



"Join the elite group of **FOOD EXPO** Hosted Buyer program"

Aiming at revalidating the 15,000 + business meetings that took place in the previous edition of FOOD EXPO, the Hosted Buyers' loyalty and invitation programme will select 1.000 key buyers, importers and distributors from strategic countries from all over the world so that they can attend the show.

The hosted buyers will be selected using strict criteria and will be owners or major executives of large supermarket chains and minimarkets, traditional groceries and delicatessens, mass catering venues, hotels, as well as owners or executive chefs in restaurants.

Our bespoke Hosted Buyer Program offers you a personalised calendar of high-value business meetings, whilst effortlessly taking care of all their logistics needs in order to maximise their time and ROI. Don't miss the chance and contact us in order to enjoy the ultimate experience of the FOOD EXPO Hosted Buyer Program!

FOOD EXPO is undeniably a source of inspiration for everyone in the food industry. The sheer abundance of products is remarkable."

Beata Nicholson
CEO

UAB BEATOS VIRTUV, Lithuania / Hosted Buyer

My overall experience at the FOOD EXPO has been great. I highly recommend it to other professionals from the Food & Beverages sector."

Lada Rišan
NIKLA S.R.O.
Czech Republic / Hosted Buyer


3,500
Int'l Visitors


1,000
Hosted Buyers


15,000
B2B meetings

Forecast

Who qualifies as a Hosted Buyer

The hosted buyers are submitted to thorough evaluation process. To qualify for the FOOD EXPO 2025 Hosted Buyer Program, buyers need to show genuine purchasing interest and be owners or executives from the following business categories:


- Supermarkets,
- Hypermarkets
- Cash & Carry
- Delicatessen Stores
- Foodservice companies
- Wholesale companies
- Convenience store chains
- Catering businesses
- Restaurant chains
- Hotel chains

HOSTED BUYER PROGRAM


Join our Hosted Buyer Program


FOOD EXPO brings the F&B industry together and provides a forum for face-to-face meetings and establishment of business relationships. FOOD EXPO has designed a comprehensive Hosted Buyer Program for key international Food & Beverage traders. With all or part of their travel and accommodation expenses paid for, qualified Hosted Buyers simply have to show genuine purchase responsibility and attend a minimum number of B2B meetings (at a specially-designed area or at the exhibitors' stands).


Enjoy Exclusive Benefits for Free


 **Travel**
Full or partial airfare reimbursement according to the available price.

 **Accommodation**
Up to 2 or 3 nights' accommodation (room only) at a 4 or 5-star hotel.

 **Access to Trade Show**
Fast lane priority every time you arrive at the exhibition.

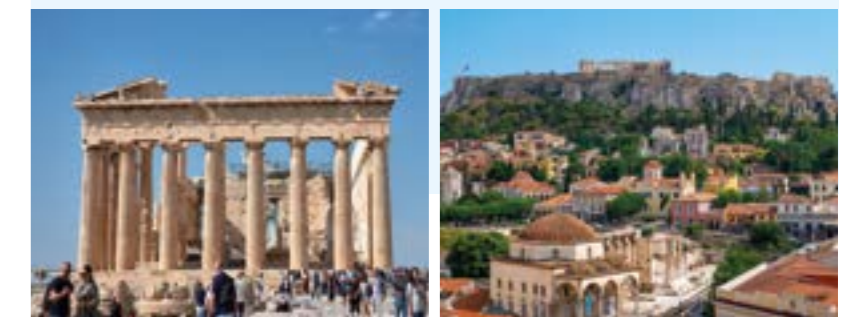
 **Access to Buyer's Lounge**
Privileged access to lounge, with lunch & free Wi-Fi.

 **B2B Meetings**
Fast lane priority every time you arrive at the exhibition.

 **Transportation**
Shuttle buses will transfer you to the exhibition center and back.

Enjoy a free city tour

FOOD EXPO Hosted Buyer Program is offering you the chance to explore the beauty, historic sights and culinary treasures of Greece. Be part of the program and enjoy a day tour to Acropolis and other picturesque destinations in the City of Athens.





foodexpo

Greece

THE LEADING F&B TRADE SHOW IN SOUTHEAST EUROPE

JOIN NOW THE HOSTED BUYER PROGRAM

Τηλ: +30 210 5242100 • e-mail: foodexpo@forumsa.gr

For further information, please contact our team

Filippos Papanastasiou

Director Int'l Development

T.: +30 6983 903 043

E.: fp@forumsa.gr

Ioanna Lalia

Hosted Buyers Manager

T.: +30 6986 915 407

E.: il@forumsa.gr

Christina Bonoti

Hosted Buyers Coordinator

T.: +30 6981 624 810

E.: chm@forumsa.gr

Despina Tsirikou

Hosted Buyers Coordinator

T.: +30 6973 777 733

E.: dt@forumsa.gr

08

MARCH

SATURDAY
10.00 - 18.00

09

MARCH

SUNDAY
10.00 - 18.00

10

MARCH

MONDAY
10.00 - 18.00