



# 11th EXPOTROF

The B2B Fine Food Exhibition

01-03  
FEBRUARY 2025



M.E.C.

Μεσογειακό Εκθεσιακό Κέντρο





**EXPOTROF - The B2B Fine Food Exhibition**, after a successful decade of promoting **premium Greek products**, continues to cater to the dynamic food and beverage industry, serving as the global hub for international food traders.

The upcoming **EXPOTROF** event, scheduled from **Saturday, February 1st to Monday, February 3rd, 2025**, at **MEC Peania**, will feature numerous producers showcasing their top-notch products exclusively to representatives from retail, catering, tourism, and hotel sectors.

Esteemed buyers from all five continents seeking high-quality healthy products converge at EXPOTROF, creating pathways for premium Greek products. Simultaneously, major wholesale and retail chains scout for producers to bolster their partnerships.



If you are a provider of competitive products and services in the food and beverage sector, we extend an invitation to join the premier team dedicated to promoting premium Greek goods.



EXPOTROF showcases companies specializing in the production, import, and trade of premium high-value products.

## Products presented

- Alcoholic beverages
- Soft drinks Juices
- Dried Fruits & Vegetables
- Aromatic Plants - Herbs
- Organic Products
- Award Winning Products
- Dairy Products
- Cheese products
- Cereals
- International participations
- Olive Oil - Olive Products
- Pasta
- Coffee - Beverages
- Selected Wines
- Legumes
- Honey - Jams
- Nuts
- Spices
- Consulting services



## Professional categories visiting the exhibition

The categories of the targeted professional audience visiting the exhibition are:

- Delicatessen & fine food shops
- Food and beverage wholesalers of quality food and beverages
- Butchers, Fishmongers, Grocery stores
- Hotels, Boutique hotels, Luxury apartments
- Bars, Bakeries, Bakeries, Confectioneries, Coffee shops
- Professionals / company representatives from abroad

# B2B Hosted buyers

## Testimonials



Giovanni Lombardo – Amphora Pte Ltd – Singapore

“EXPOTROF offers top-notch, healthy products that captivate the Singaporean audience seeking unique, wholesome options. Each year, EXPOTROF never fails to showcase exceptional quality products.”

Spyridoula Kagiaoglou - REVELA D - Germany

“EXPOTROF features premium, small-batch products perfect for hotels, bistros, restaurants, and delis aiming to offer customers high-nutrition choices.”



## Previous event 2024 meetings details



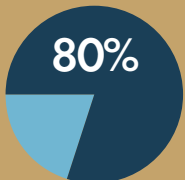
800+  
meetings with  
international buyers



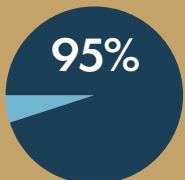
200+  
meetings with  
supermarket chains

### Exhibitor Satisfaction Survey

The exhibitors expressed their confidence in EXPOTROF, affirming their complete satisfaction with the visitors and the business deals they sealed.



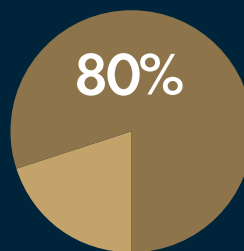
Over 80% of exhibitors expressed full satisfaction with the caliber of buyers, while



over 95% affirmed reaching their participation goals.

### Customer Satisfaction Survey

Buyers lauded the exceptional variety and quality of products found at EXPOTROF.



80% of the buyers have confirmed their intention to participate in the upcoming event within the hosted buyers program.



## Parallel Events

EXPOTROF - The Greek Fine Food Exhibition offers a diverse culinary program of parallel events rich in knowledge, information, and technique annually. The 11th EXPOTROF events are designed to showcase Greek gastronomy and the exhibitors' products.

### 1. COOKING GREECE

Join Head Chef Giorgos Tsaparas as he introduces esteemed colleagues on stage, showcasing the latest gastronomic trends and traditional recipes from across Greece at «**Cooking Greece**».

### 2. FOOD EXPERT STORIES

Gastronomy, marketing, and social media luminaries share insights on global culinary trends in «**Food Expert Stories**».

### 3. 11th EXPOTROF TV

**EXPOTROF Web Tv** presents live interviews with producers, catering executives, and representatives from the organized retail and wholesale sectors during the exhibition.

### 4. WINE WALK

Guests can indulge in tasting and exploring the exquisite wines showcased by the producers at the **Wine Walk** wine tasting pavilion.

### 5. OLIVE OIL BAR

A unique corner at the professional exhibition dedicated to presenting exhibitors' finest extra virgin olive oils for tasting.

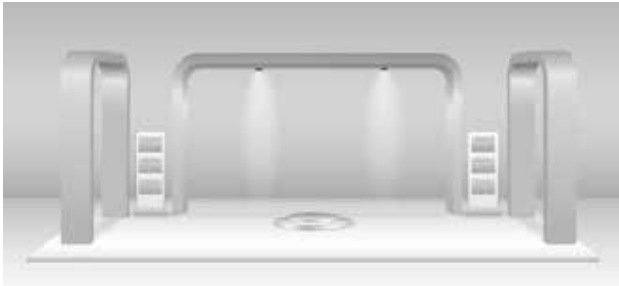
### 6. AFFA

The **Athens Fine Foods Awards (AFFA)** by EXPOTROF 2025 will be showcased at the 11th EXPOTROF event. For more details, visit [www.affa.gr](http://www.affa.gr)

# Types and Costs of Pavilions

## 1. A. Ground Trace

COST: 140€/m<sup>2</sup>



Empty ground space is given  
The space is formed by the exhibitor  
All trade stands must be self-supporting

## 2. Basic Exhibition Structure

COST: +30€/m<sup>2</sup>



**FLOORING:** CARPET ALMA ELEA LIGHT BEIGE  
**STRUCTURE:** OCTANORM ALUMINIUM SYSTEM (H:2,50m)  
**FILLING:** BLACK LEATHER PANELS IN COMBINATION WITH OSB  
**SIGN:** SIGN WITH THE NAME OF THE EXHIBITOR  
**EQUIPMENT:**

- ALUMINIUM INFODESK IN COMBINATION WITH OSB: 1 PC,
- ROUND TABLE: 1 PIECE (from 9 m2 and above),
- CABINETS: 3 PIECES (from 9 m2 and above)
- VITRINES (3 WINDOWS): 1 PIECE,
- SHELVES (100X30cm): 2 PIECES.

**ELECTRICS:**

- 500W 1-SETTING FRYER: 1 PC.
- HQI PROJECTORS: 3 PCS.

*\*NOTE: Furniture equipment is configured according to the square meters of the stand as follows:*  
From 9sqm - 20sqm: infodesk 1pcs, stool 1pcs, table 1pcs, chairs 3pcs, showcase 1pcs, shelves 2pcs.  
From 24sqm - 30sqm: infodesk 1pcs, stool 1pcs, table 1pcs, chairs 3pcs, showcase 1pcs, shelves 5pcs.  
From 32sqm and over: infodesk 2pcs, stool 2pcs, table 2pcs, chairs 6pcs, showcase 1pcs, shelves 5pcs.

## 3. Premium Structure

Manufacturing available in 5 colors:  
Grey, Blue, Orange, Green, and Red.

COST: +80€/m<sup>2</sup>



**FLOORING:** CARPET ALMA ELEA LIGHT GREY  
**STRUCTURE:** WOODEN PANEL OF MDF (H:3,00m)  
**PAINT:** WHITE MASONRY & ELEMENTS IN GREY COLOUR  
**GRAPHICS:** EXHIBITOR'S NAME ON SELF-ADHESIVE CUT VINYL: 3 PCS., POSTER 150X300 cm IN SELF-ADHESIVE VINYL: 1 PIECE  
**EQUIPMENT:**

- WOODEN TABLE 200X50X105cm: 2 pcs.
- WOODEN VITREE SURFACE 50X50X180cm: 1 PIECE
- WOODEN SHELVES 100X20cm: 3 PIECES
- WALL-MOUNTED WALLPAPER A4: 3 PCS.

**ELECTRICS:**

- 500W 1 POSITION FRYER: 1 PC.
- HQI PROJECTORS: 4 PCS.

*\*Available from 12sqm to 24sqm.*

## A. Digital platform ΕΞΠΟΤΡΟΦ *online* <sup>®</sup>

FACILITIES - BENEFITS		COST
<ul style="list-style-type: none"> <li>• Develop a comprehensive company profile showcasing company details, photos, price list, certifications, and awards.</li> <li>• Conduct unlimited online appointments with both Greek and international buyers.</li> </ul>		<b>499€ + VAT</b>
<ul style="list-style-type: none"> <li>• Package renewal</li> </ul>		<b>249€ + VAT</b>
<b>Client EXPOTROF</b>	<ul style="list-style-type: none"> <li>• Enjoy all the perks of the yearly subscription</li> <li>• Feature in the exhibitor list</li> <li>• Promotional spotlight on the exhibition's social media channels</li> </ul>	<b>249€ + VAT</b>

\* Prices do not include VAT 24%

## B. Supplementary Sponsorship 11th EXPOTROF

### 1. B2B Square Sponsorship - Price: 3,000€ (1 Slot)

- Logo displayed prominently at the B2B meetings venue
- Option for advertising signage in the room and TV projection in the B2B area (TV provided)
- Full-page listing in the exhibitors' directory.

### 2. Sponsorship of a promotional bag with sponsor brochures - Cost €3.000 (1 Place)

- Distribution at the entrance of the exhibition of a bag with information material and various promotional gifts

### 3. Web Tv - Cost 300€

- **Live Exhibitor Interview:**  
Engage in a live exhibitor interview lasting 5-10 minutes in a specially curated exhibition area, featuring skilled journalists and high-definition cameras.
- **Distribution of Digital Assets:**  
Share the interview video with all supporters for sharing on various platforms such as social media and websites.

### 4. Sponsorship Lanyard - Cost 3000€

- Print sponsor logos on the back of the entrance cards.

### 5. Wine walk sponsorship – 3.000€

- Logo displayed at the wine tasting square
- Option for advertising signage in the venue and TV projection in the tasting area (TV provided)
- Full-page inclusion in the exhibitors' list.

### 6. Olive oil Bar sponsorship – 3.000€

- Logo visibility at the olive oil tasting square:
- Option for advertising signage within the room and TV projection in the tasting area (TV provided)
- Full-page listing in the exhibitors' directory.

### 7. Cooking Greece – 300€ (20 places)

- Displaying a logo on the event walls, featuring promotions on sponsored shelves, showcasing products at culinary events, and presenting at the event through loudspeakers. Additionally, sending products to gastronomy journalists for press coverage leading up to the exhibition.

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## Exhibition hours:

SATURDAY	February 1	10.00 - 20.00
SUNDAY	February 2	10.00 - 20.00
MONDAY	February 3	10.00 - 17.00

PARTICIPATE AT [www.expotrof.gr](http://www.expotrof.gr)



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