

08-11
FEB
2019
METROPOLITAN EXPO

HO|RE|CA| 2019



A WORLD CLASS TRADE SHOW!



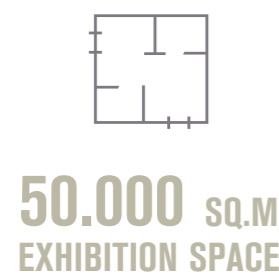
GENERAL INFORMATION



The trade show that surpassed the boundaries of Greece!

Breaking all its previous records, HORECA confirms the fact that it is not merely the largest trade show in Greece, but that its reputation has surpassed the borders of the country, rightfully establishing it as one of the largest and most comprehensive trade shows of its kind, internationally! The next, 14th HORECA, with the participation of 580 exhibitors, 50,000 sq.m. of exhibition area, with renewed special events and the support of all industry institutions, will once again be the most important trade forum and central investment hub for the improvement of the services and infrastructure of the Greek Tourism Product.

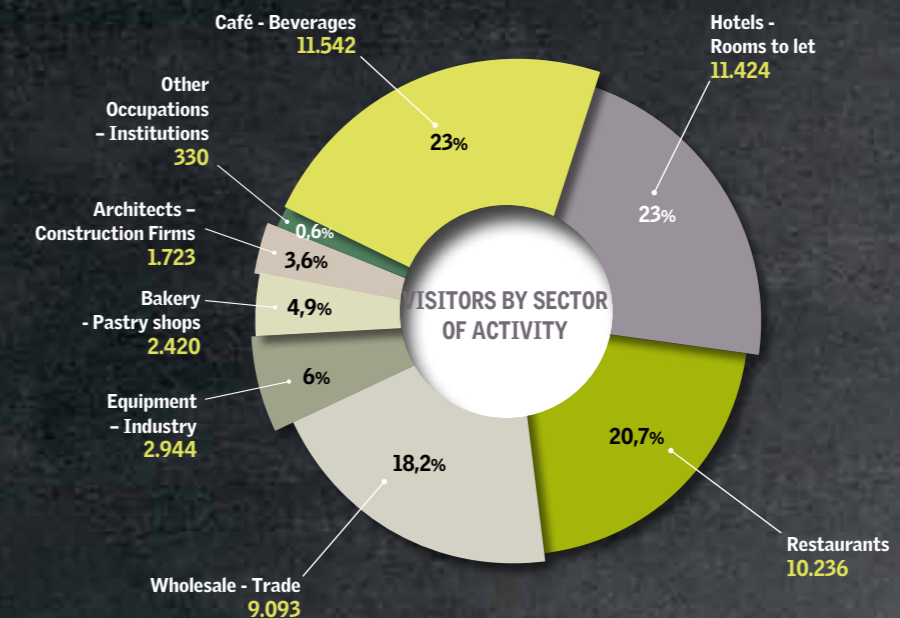
HORECA 2019 Forecast Key Figures



96%
of exhibitors that participated in 2018 they have declared their intention to participate also in HORECA 2019

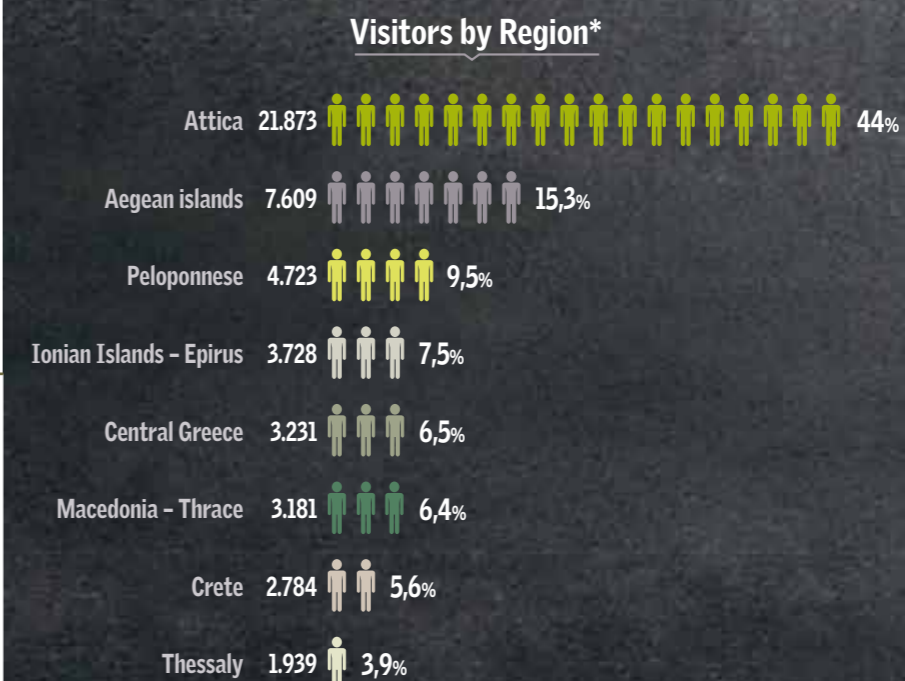
125,000 quality visitors!

The increase of quality visitors in HORECA 2018 was impressive. The exhibition was attended by 125,000 professionals from 49,712 businesses from the Hotel and wider Foodservice industry.



56% of visitors came from regional Greece

The number of entrepreneurs and professionals from the Hospitality and Restaurant industry from regional Greece was impressive.



*Number of total businesses

"HORECA exhibition not only embraces Greece's Tourism Industry but also contributes to the promotion of the Greek Tourism Product."

Elena Kountoura
MINISTER OF TOURISM

"I believe that someone who does not attend HORECA cannot a factor in the Foodservice industry or in the general Hotel Equipment market."

Konstantinos Michalos
THE FOOTBALLER SA

**EXHIBITORS
& EXHIBITS**



Exhibitor Categories



COFFEES - BEVERAGES

- Coffees, Beverages
- Coffee Accompaniments, Syrups
- Tea, Water, Refreshments
- Beers, Beverages
- Wines
- Sorbets, Smoothies
- Energy Drinks



FOOD SERVICE - MEAT PRODUCTS

- Meat Products
- Cooking Materials
- Fats, Oils, Cheeses
- Sausages
- Bakery Products
- Ice Cream, Waffles
- Fast Food



HOTEL EQUIPMENT - FURNITURE

- Furniture, Seats
- Mattresses, Linen
- Furnishing Fabrics – Curtains
- Floors, Doors, Frames
- Bathroom equipment, Amenities
- Patios, Shading, Lighting
- Swimming Pools, Spa



KITCHEN & CATERING EQUIPMENT

- Kitchen Equipment
- Catering Supplies
- Serving Utensils
- Catering & Buffet Equipment
- Refrigerators - Showcases
- Furnitures for Mass Catering Businesses

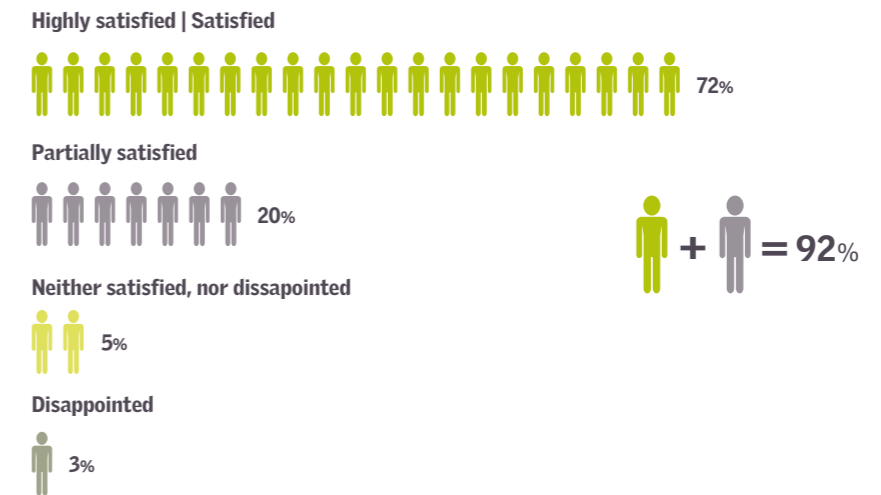


WEB MARKETING POS - CONSUMABLES

- Telecommunications
- POS, Computerization
- Cleaning Equipment & Materials
- Packaging Materials & Supplies
- Menus-Price lists

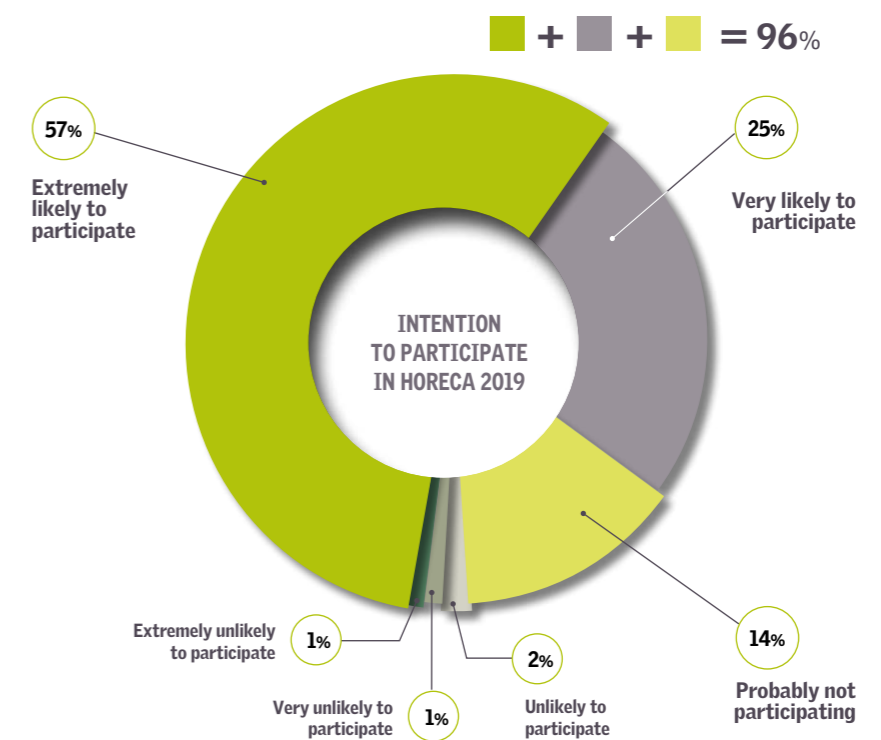
Exhibitors declared their complete satisfaction*

The results of the visitor satisfaction survey clearly show that the suppliers of the Hotel industry and Mass Catering fields believe that HORECA is the leading commercial exhibition of its kind.



96% of exhibitors intend to participate in HORECA 2019*

The huge commercial effectiveness of their participation in HORECA 2018 resulted to the vast majority of exhibitors expressing their intention to participate again in HORECA 2019.



*Data from the Ipsos / Opinion survey

"The HORECA has been selected by the HCH as the permanent venue for holding our annual General Assembly. And this choice is very deliberate."



Alexandros Vassilikos
HCH PRESIDENT

"This is a very successful exhibition. It is a truly targeted trade show, with a multitude of professional visitors."



Yiannis Katsougris
ATHENIAN BREWERY SA

VISITOR PROFILE



Visitor categories

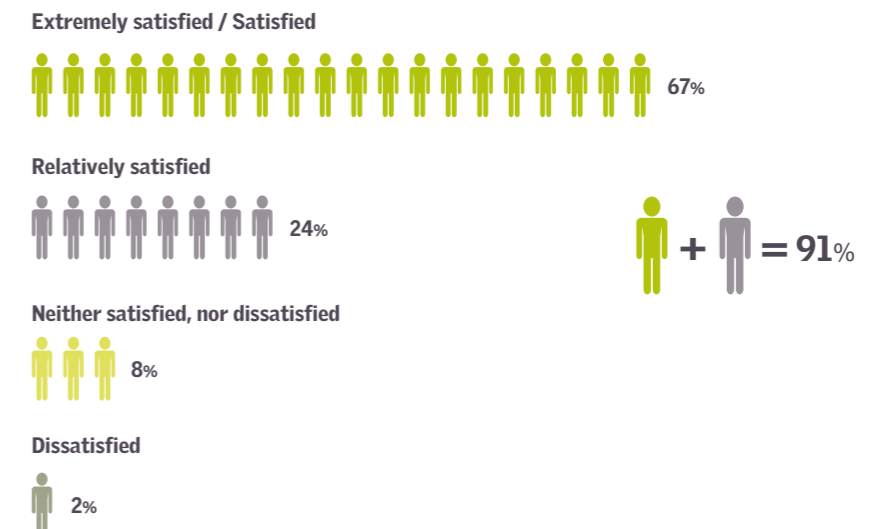
Having consolidated its reputation as the premier Hotel and Foodservice industry event in Greece among professionals, HORECA always attracts a huge number of industry entrepreneurs and professionals from Greece, but also from the wider region.

- Hotels
- Hospital executives & Health Tourism executives
- Canteens
- Architects - Decorators
- Rented Rooms, Hostels-Villas
- Café-bars – Snack Cafés
- Fast Food - Pizzerias
- Construction Companies
- Agro-tourism units
- Restaurant – Café Chains
- Confectionary – Ice Cream Workshops
- International Hosted Buyers
- Operation Managers - Hotel Managers
- Catering Companies
- Bakery Cafés
- Bakery, Confectionary Manufacturers
- F&B Managers
- Restaurants
- Food Wholesalers
- Cafés - Bars
- Grill Houses
- Ship/boat suppliers
- Executive Chefs
- Tavernas – Ouzeri
- Entertainment – Leisure Venues
- Organized Retail
- Machinery Trading

90%
of HORECA 2018 visitors stated that is extremely likely or very probable to visit HORECA 2019

Visitors declared their complete satisfaction*

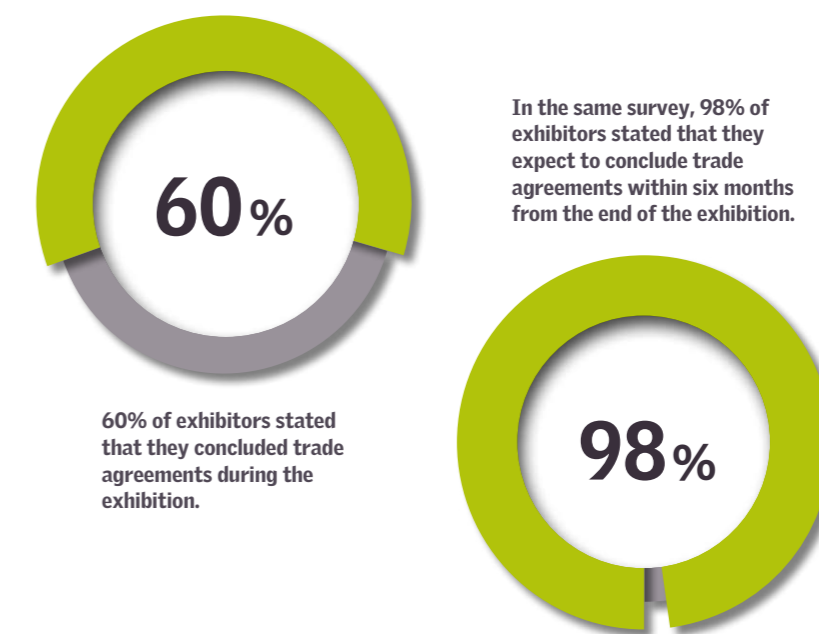
91% of HORECA visitors stated that they were extremely or very satisfied by their visit to the exhibition, praising the high level of the organization and the impeccable presence of exhibitors.



* Data from the survey by Private Review

Huge commercial effectiveness*

Almost all exhibitors who participated in HORECA 2018 concluded trade agreements during the exhibition, or they expect to close deals the next 6 months, according to the survey conducted by IPSOS/OPINION.



* Data from the survey by Ipsos/Opinion

"HORECA is an important exhibition, which for its first edition, 14 years ago, significantly contributes to informing Greece's Tourism industry."

Yiannis Retsos
SETE PRESIDENT

"It is extraordinary that with each year, the quality of exhibitors as well as the level of innovations at the HORECA trade show is continuing to improve."

Theofanis Lekos
NESTLE PROFESSIONAL



HORECA's advertising budget will exceed 550,000 euros!

The size, intensity and quality of HORECA 2019's promotion will once again be consistent with the dynamics and growing momentum of the exhibition, as well as the enormous role it plays in the development of the Greek Tourism industry. With an unprecedented campaign, totaling more than €550,000, the organizing company aims to attract tens of thousands of quality visitors and further consolidate its name and reputation to all visitors and representatives from the Hotel and Foodservice industries.

ADVERTISING ALLOCATION EXPENDITURE 2019



94%
of visitors who attended HORECA 2018 expressed their satisfaction with the content of the special events.

Special Events



HORECA 2019 will host the most important institutional meeting of Greek Hoteliers, the annual General Assembly of the HCH.



The Hellenic Chamber of Hoteliers will present the new regions participating in the "Greek Breakfast" program.



Digital Hoteling goes under the microscope of the "WEB HOTEL", where all of its aspects will be investigated, analyzed and presented.



Innovative presentations by distinguished bartenders will be at the heart of the Beer & Spirits show, along with the Panhellenic Competitions by the HBA.



The aim of the event, which will be held under the auspices of the Hellenic Association of Brewers, is to promote beer culture to sector professionals.



The crème de la crème of the Greek Coffee industry is highlighted through lectures, demonstrations, and SCA Greece's Panhellenic Competitions.



Gastronomic presentations, discussions and innovative cooking shows will monopolize the interest of Foodservice professionals.

"Our appointment at HORECA 2019 reaffirms the fact that the benefits of the Greek Hotel industry trickle down to dozen other professional fields."



Grigoris Tasios
HHF PRESIDENT

"Participation in HORECA is extremely important for any sector companies, wishing to launch a new product or introduce innovations."



George Tzavaras
UNILEVER FOOD SOLUTIONS

PLAN OF EXHIBITION SPACE & STANDS

Participation fees

One sided stands (ground trace)

- a. From 20 to 50 m² € 180,00/sqm
- b. From 51 to 90 m² € 170,00/sqm
- c. From 91 to 150 m² € 165,00/sqm
- d. From 151 to 250 m² € 160,00/sqm

Additional charges:

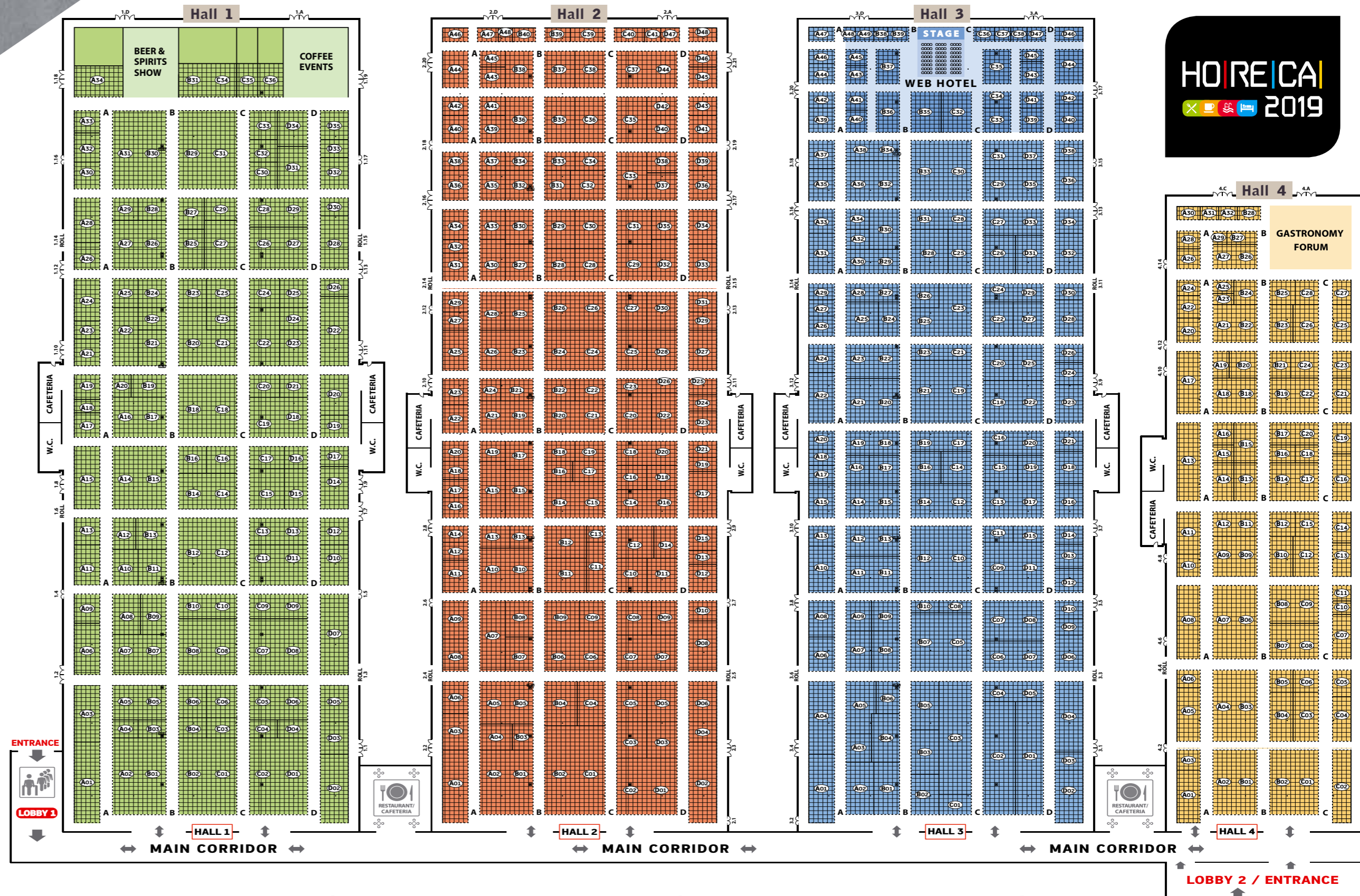
- 1. Exhibitor's catalogue registration € 100,00
- 2. For every additional side (per m²) € 5,00/sqm
- 3. For basic structure* € 16,50/sqm
- 4. For carpet € 3,50/sqm
- 5. For back sides (current meter) € 15,00

* Basic structure includes 3 meter (height) melamine panels of white color, façade and sign. Furthermore, every basic structure stand/pavilion will be provided with a schuko socket and a spotlight 100W/3 m².

Exhibitor amenities

The rental price includes the following:

- Full access to the premises of the trade show in order to prepare, operate and dismantle the fixtures.
- New carpet fitted in all common areas of the exhibition center.
- Single phase power supply 100 Watt /3m²
- Guarding and cleaning services for the trade show premises.
- Free parking for exhibitors.
- Administrative support for exhibitors (free Internet access, email, fax).
- Fully equipped medical practice with a doctor on call.
- Provision of pallets and lift-trucks.
- Free access cards for the employees of the exhibitors.
- Free hand-written and electronic invitations for exhibitors, depending on the surface of their stands.



Athens Metropolitan Expo

The METROPOLITAN EXPO is the largest and the most modern center for exhibitions, conferences and events in Greece. It is located right next to the Eleftherios Venizelos airport. It has been designed with the highest standards, ensuring the functionality, flexibility and aesthetic integrity of its facilities. Due to its location, access to the Metropolitan Expo is more than easy, with a variety of travel options, including by Metro, bus, car and even airplane. It is situated at the end of Attiki Odos, just 1 km after the "El. Venizelos" airport, which is connected to the Metropolitan Expo by bus, in 5 minute intervals.



HALL 1

- Coffees • Beverages
- Coffee and Garnish Syrups
- Beers • Spirits • Wines
- Waters, Soft Drinks, Juices
- Tea • Energy Drinks • Ice Creams
- Waffles • Water Ices, Smoothies
- Coffee Machines & Grinders • Dispensers

HALL 2

- Kitchen Equipment - Machinery • Furnaces
- Store Equipment - Window Displays
- Table Equipment • Catering & Buffet Equipment • Construction • Building
- Renovation • Pools-Spas • Living Areas
- Atriums • Wireless Ordering Systems (POS)
- Cleaning - Consumables

HALL 3

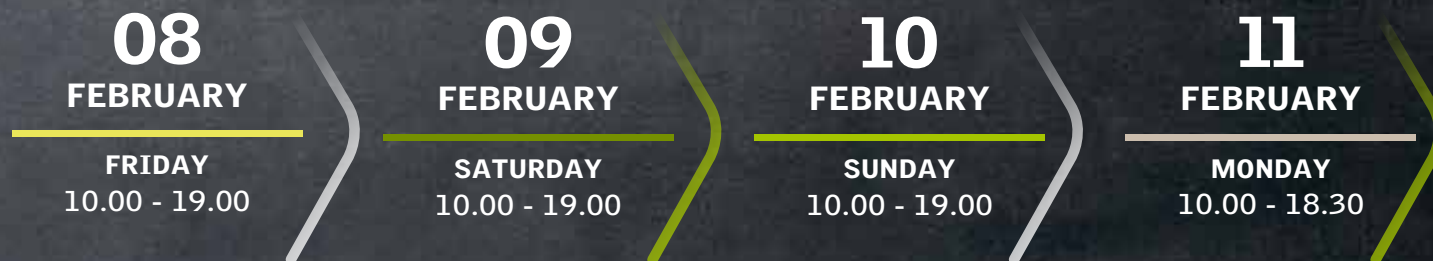
- Hotel Furnishings • Living Areas
- Furnishing Fabrics • Curtains • Linen
- Mattresses • Fitted Carpets - Carpets
- Atriums & Shading Systems
- Lighting • Amenities
- Security Systems • Safes
- Web Marketing - Digital Technologies

HALL 4

- General Catering • Fats - Oils
- Cooking Products & Raw Materials
- Meat Products • Cheeses
- Cured Meats • Sauces - Dressings
- Frozen Dough & Bakery Products
- Fresh Salads • Ready Meals
- Frozen Foods & Seafood



OPENING HOURS & DATES



UNDER THE AUSPICES OF: • THE MINISTRY OF TOURISM • THE HELLENIC CHAMBER OF HOTELS • THE GREEK TOURISM CONFEDERATION (SETE)
• THE HELLENIC HOTELIERS FEDERATION • THE ATHENS-ATTICA HOTELS ASSOCIATION • THE CHEF'S CLUB OF GREECE • SCA GREECE

www.horecaexpo.gr