

# COMPANY PROFILE



**FORUM S.A.**  
| TRADE SHOWS • PUBLICATIONS

FORUMSA: 328 Vouliagmenis Avenue, Ag. Dimitrios - Greece, 173 42  
T: +30 210 5242100, F: +30 210 5246581, E: [info@forumsa.gr](mailto:info@forumsa.gr)  
Member of NürnbergMesse Group

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# OUR COMPANY



**Nikos Choudalakis /CEO**

## COMPANY PROFILE



**31 years of operation**



**8 trade shows**



**4 trade magazines**



**65 employees**



**3,650 customers**



**17,500,000 € \***  
**turnover**

\*2019 revenue forecast

## 31 years of dynamic growth

For more than 31 years, FORUM SA has been successfully operating in the fields of trade shows and professional magazine publications with respect and with a sense of responsibility towards its partners and clients. Today, FORUM organizes 8 international trade shows and publishes 4 trade magazines.

Since its establishment in 1988, FORUM S.A. has come a long way towards the development and expansion of its activities. Its high-quality and wide-circulation magazines have become valuable tools of communication, while its trade shows are considered among the most important commercial fora for professionals of their respective industries.

## The largest trade show organizing company in Greece

According to an industry survey by ICAP, FORUM holds a 23% share of the market and ranks 1st in the list of companies of the industry based on its turnover and EBITDA. Lastly, according to ICAP's research "Business Leaders in Greece" for 2017, FORUM is in the 431st place in the list of the 500 most profitable companies.

## OUR VISION

We are pioneers in our sector  
We develop the trends

We look to the future with optimism and faith for our abilities, always walking ahead of our time, creating and leading developments, in the areas of our responsibility.

At the same time, we never cease upgrading our services, committed to our goal, with a high sense of responsibility and commitment to our partners.

## OUR VALUES

Consistency, reliability  
and respect towards  
our clients

The triptych of respect, consistency and reliability to our customers and suppliers has established us 31 years ago as one of the leading companies in the field of trade shows and trade publications. All of our actions are governed by:

- Personal and entrepreneurial ethos.
- Creation of unbreakable relationships with our partners.
- Innovation and continuous leadership.
- High quality service, with respect to our customers.
- Attachment to the goal.

## OUR STRATEGY

Maximizing benefits for  
our clients

FORUM's great success lies in the establishment of the dual business model of organizing successful exhibitions and supporting them with the publication of b2b magazines. This highly successful model, coupled with our extensive and targeted advertising display, results in maximizing the benefits for our customers.

When we say "100%", we mean "110%"  
and we strive for "120%"

### PRIVATELY OWNED OFFICES

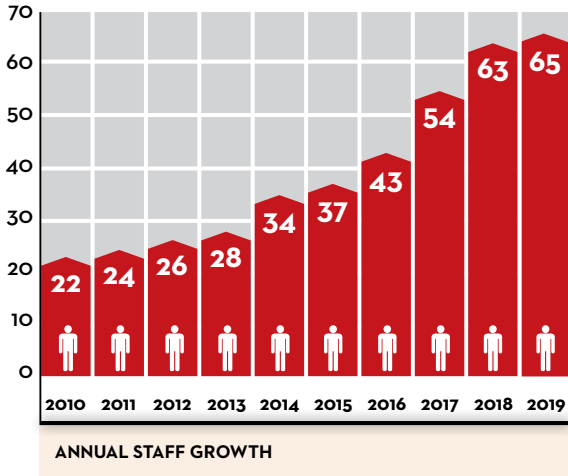


# OUR TEAM

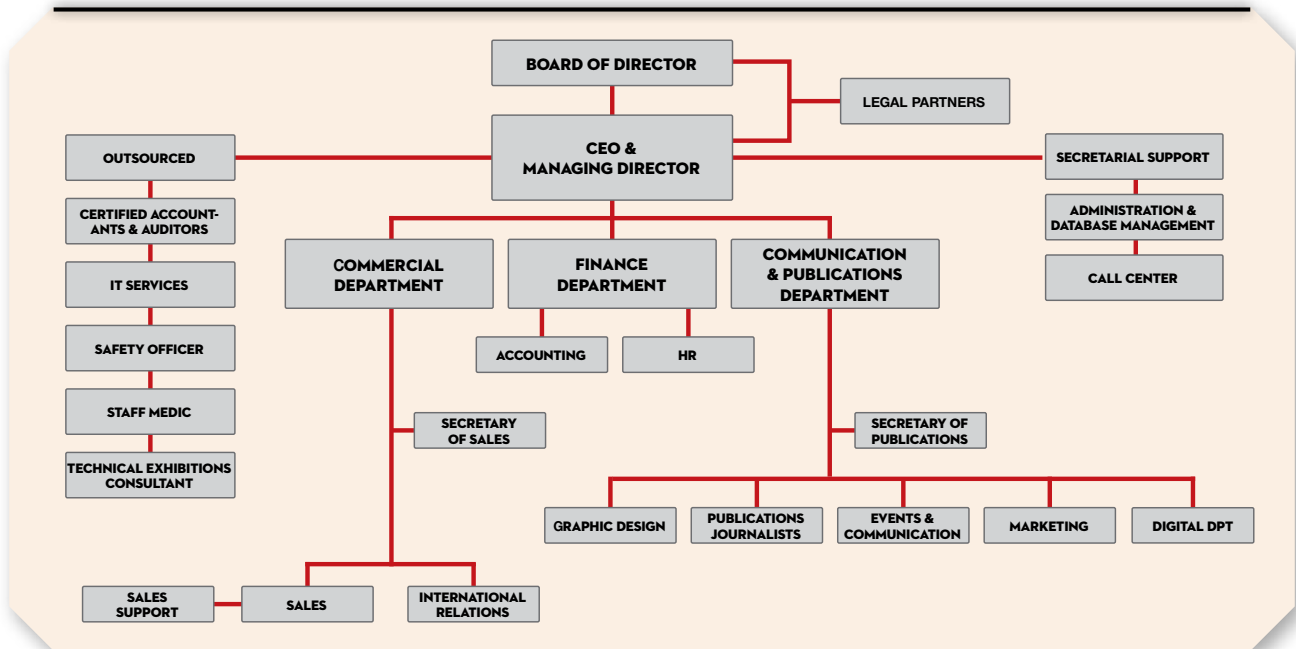
We envision the future and we invest in our people

Forum SA, recognizing the value of Human Capital as one of the most important and competitive advantages, implements policies and initiatives that aim at efficiently attracting, developing and retaining its employees.

Currently, we employ more than 65 people that constitute a team of experienced professionals. The evolution and satisfaction of our people is a key commitment of the management since the first day of the company's establishment.



# ORGANIZATIONAL CHART



# FINANCIAL DATA

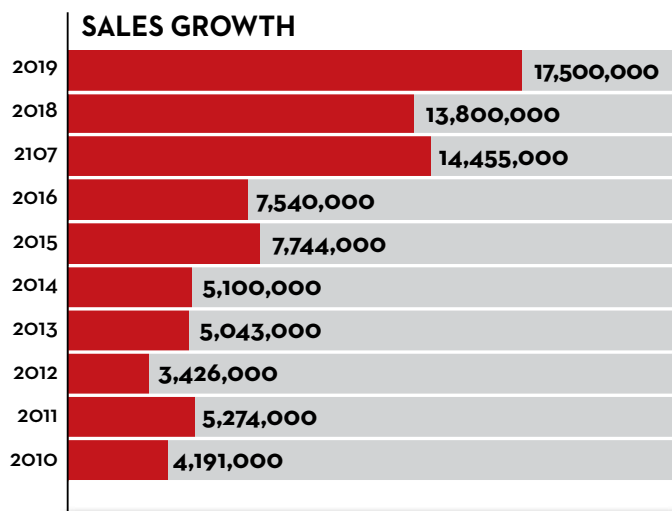
## 31 years of healthy economic growth

In a highly competitive environment, FORUM SA has managed, with the consistency, prestige and transparency that characterises all its functions, to become one of the leading companies in its sector, and today it is one of the 500 most profitable Greek companies, ranking 431st in 2017.

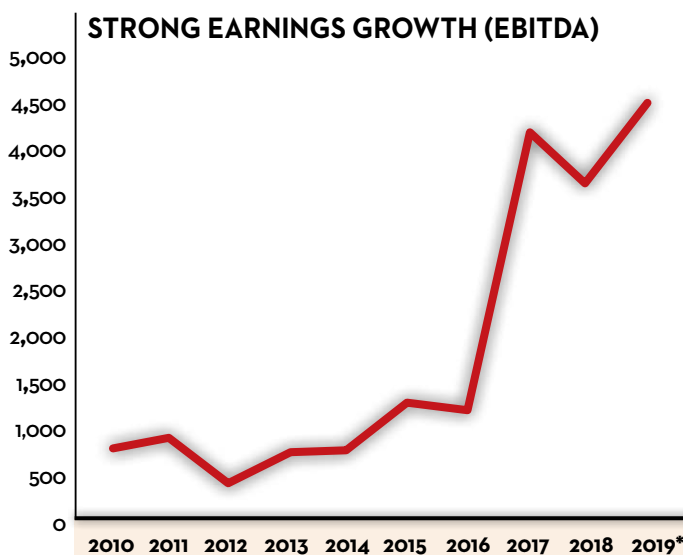


ANNUAL ECONOMIC REPORT* (2010-2019)	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019**
<b>Total Sales</b>	4,191	5,274	3,426	5,043	5,100	7,744	7,540	14,455	13,800	17,500
<b>Key metrics:</b> Earnings Before Interest, Taxes, Depreciation and Amortization - EBITDA	729	845	359	705	715	1,273	1,251	4,147	3,650	4,500

\*IN THOUSAND EUROS \*\* FORECAST REVENUE 2019



THE DROP IN SALES IN 2018 IS DUE TO THE FACT THAT ARTOZA IS ORGANIZED EVERY TWO YEARS

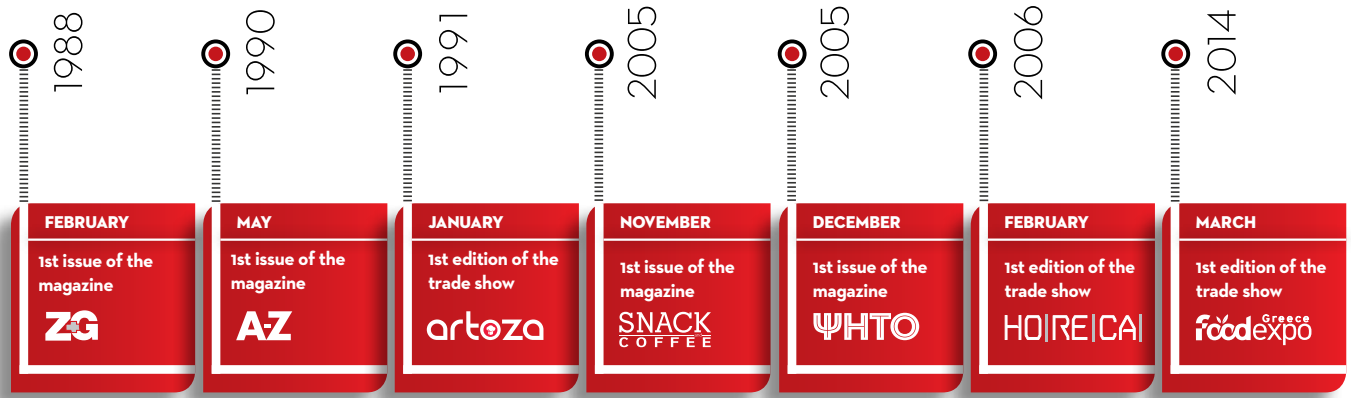


\*forecast

# MILESTONES



*From its establishment in 1988 to this day, the company's course has been dotted with innovations that have changed the map of trade shows and publications in Greece.*





# OUR EXHIBITIONS

8 Internationally recognized exhibitions



## ARTOZA

The largest international exhibition of Bakery, Confectionery and Ice Cream in the Balkans and one of the most recognized of its kind internationally.



## HORECA

A world-class exhibition on catering and hotel equipment and food service units.



## FOOD EXPO

The leading Food and Beverage trade show in Southeast Europe and one of the most important of its kind internationally.



## OENOTELIA

A specialised wine and spirits trade show of purely professional character and international orientation. Organized alongside FOOD EXPO.



## XENIA

A premium exhibition aimed exclusively at hoteliers, as well as professionals and entrepreneurs of the country's tourism industry.



## ATHENS COFFEE FESTIVAL

The great festival for coffee and its culture. It targets industry professionals, home baristas and the wider public.



## FOODTECH

An international trade show 100% focused on the production, packaging, storing and handling technologies of Food & Beverages.



## BIO FESTIVAL

A premium festival that focuses on organic products and eco living. It targets professionals and consumers alike.





www.artoza.com

Years of organization: **30**  
 Venue: **Athens Metropolitan Expo**  
 Frequency: **Every 2 years**

## The largest exhibition of Bakery & Confectionery in the Balkans



Among the most influential and specialized exhibitions in Greece and in the wider Balkan region, ARTOZA boasts a 30-year unmatched course.

ARTOZA is the platform for the most important commercial contacts between the supply market and the bakery and confectionery professionals in Greece and in the wider region. With its huge recognition and appeal, it brings together executives and owners from thousands of Bakery, Confectionery and Ice Cream companies.



**25,000 sq.m**  
 Exhibition  
 Space



**270**  
 Exhibitors



**40,000**  
 Visitors



**€ 250,000**  
 Marketing  
 Budget

# HORECA

www.horecaexpo.gr

Years of organization: **15**  
 Venue: **Athens Metropolitan Expo**  
 Frequency: **Annual**

## The largest trade show in Greece!



Every year, HORECA, the biggest exhibition in Greece and one of the biggest and best of its kind internationally, confirms its huge reputation by attracting tens of thousands of trade visitors, while operating as the most effective commercial forum as well as a platform of innovative developments for the Hotel and wider Catering sectors.

Horeca is considered a symbol and has been associated in the minds of professionals of the industry as the top exhibition institution for Hotels and Food Service in Greece.



**50,000 sq.m**  
 Exhibition  
 Space



**550**  
 Exhibitors



**126,000**  
 Visitors



**€ 550,000**  
 Marketing  
 Budget



Years of organization: **7**  
Venue: **Athens Metropolitan Expo**  
Frequency: **Annual**

## The leading F&B trade show in Southeast Europe



No other exhibition in Greece or the world for that matter, has attained the size, reputation and commercial efficiency that FOOD EXPO has achieved in such a short time. From its 3rd iteration, FOOD EXPO managed to consolidate its reputation as the biggest trade show ever organized in Greece and the largest and most significant of its kind in South eastern Europe.



**50,000 sq.m**  
Exhibition  
Space



**1,300**  
Exhibitors



**70,000**  
Visitors

## The top Wine and Spirits trade show in Greece!



OENOTELIA is without a doubt the only purely professional exhibition of wine and spirits organised in Greece. With the support of all institutions, with targeted advertising and focused not only on the Greek b2b market, but also on the important foreign markets for the Greek wine, OENOTELIA proves to be the most important wine trade show in Greece.



www.xenia.gr

Years of organization: **3**  
 Venue: **Athens Metropolitan Expo**  
 Frequency: **Annual**

## At the heart of Tourism Industry



Xenia, a premium exhibition targeted at the hotel industry, is the most important pillar for the development of our Greece's tourism industry.

With the participation of the largest and most important suppliers of the sector and with every thematic area enriched, it is a comprehensive exhibition that covers the needs of every modern hotel. With the motto 'The Hospitality Experience' and a number of innovative thematic events, Xenia is an important point of experience, trends and inspiration for all Hospitality professionals.



**50,000 sq.m**  
 Exhibition  
 Space



**500**  
 Exhibitors



**37,000**  
 Visitors



**€ 450,000**  
 Marketing  
 Budget





Years of organization: **1**  
Venue: **Athens Metropolitan Expo**  
Frequency: **Every two years**

## The new trade show on food production & packaging



FOODTECH is a premium trade show targeted at the production, packaging, storing and handling technologies of Food & Beverages.

It is addressed to owners and executives (factory managers, production engineers, food technologists, quality control officers, R&D managers, logistics managers etc.) from the entire range of productive and commercial Food & Beverage enterprises. There participate as exhibitors suppliers from Greece and abroad with Technology and Equipment products and services of the Food & Beverage sector.



**25,000\*** sq.m  
Exhibition  
Space



**300\***  
Exhibitors



**18,000\***  
Visitors



**€ 380,000**  
Marketing  
Budget

\*\*\*2019 forecast figures



[www.athenscoffeefestival.gr](http://www.athenscoffeefestival.gr)

Years of organization: **4**  
 Venue: **Technopolis City of Athens**  
 Frequency: **Annual**

## The focal meeting point for professionals and coffee aficionados!



The ATHENS COFFEE FESTIVAL is a big festival for coffee and its culture and is addressed to professionals and to the consuming public.

It has been established as one of the most important commercial and social events for the culture of quality coffee. It is the ultimate meeting point for the industry's businesses and a significant forum for exchanging ideas for the coffee and food service professionals, and a big celebration for coffee lovers. It presents all the new trends that dominate in the modern international market and is under the auspices of SCA Greece.



**6,000 sq.m**  
 Exhibition  
 Space



**120**  
 Exhibitors



**32,000**  
 Visitors



**€ 100,000**  
 Marketing  
 Budget



Years of organization: **2**  
 Venue: **Technopolis City of Athens**  
 Frequency: **Annual**

## The new festival for organic products and eco living!



It is a premium festival on organic products and eco living, addressed both to the professionals of the industry and to consumers.

Visitors have the opportunity to contact leading commercial enterprises and processing industries, smaller producers and retail shops, the products of which are certified as organic, or are in the process of passing certification, or natural products as well as products with organic raw materials. There, new trends, brand new products, innovations and original ideas are presented.



**2,700 sq.m**  
 Exhibition  
 Space



**70**  
 Exhibitors



**7,500**  
 Visitors



**€ 100,000**  
 Marketing  
 Budget

## A-Z (Bakery - Confectionery)

The biggest and most prestigious bakery and confectionery magazine in Greece, with an uninterrupted presence of 29 years, with a perfect appearance, rich and valid material. It is issued 9 times a year and covers all the latest news on the sectors of Bakery, Confectionery, Chocolate making and Ice cream.



**9,000**  
recipients  
via mail

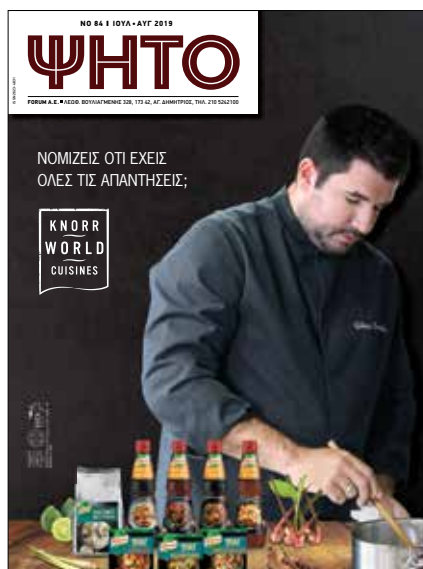


**11,500**  
recipients  
via e-mail

## OUR MAGAZINES

## PSITO

A bimonthly luxury publication that informs food service businessmen and professionals on all the latest trends, developments and news from the Greek and international markets. It focuses on businesses that deal almost exclusively with meat, such as steak houses, tavernas, grill houses, etc.



**7,500**  
recipients  
via mail

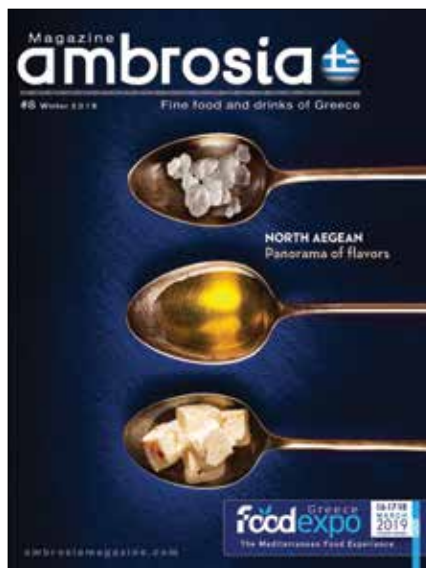


**10,500**  
recipients  
via e-mail



## AMBROSIA magazine

The magazine that takes Greek Food & Beverages to markets all across the world, exclusively published in English! It is published twice a year and mailed to 5,000 selected international buyers and sent in digital form to 43,000 specific enterprises worldwide, while 2,000 issues are distributed to industry trade shows abroad.



**5,000**  
recipients  
via mail



**43,000**  
recipients  
via e-mail

## OUR MAGAZINES

## SNACK & COFFEE

The biggest magazine for coffee and food service, the paper form of which is delivered on a bimonthly basis to more than 7,500 professionals of the industry, while 40,000 more recipients receive its electronic version. The absolute source of information for every coffee and food service professional.



**7,500**  
recipients  
via mail



**40,000**  
recipients  
via e-mail

A large red speech bubble with a white tail pointing towards the bottom right. Inside the white tail is the Forum S.A. logo.

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