

11-14  
FEB  
2022  
ATHENS • GREECE

HO|RE|CA|  
2022



A WORLD CLASS TRADE SHOW

**FORUMSA.**  
TRADE SHOWS PUBLICATIONS

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## Helping restart the Tourism and Foodservice industry

The HORECA trade show is called upon to host the most important event in its 16-year history. Reacting to the urgent need to heal the scars of Covid-19, the next HORECA will take place from 11-14 February 2022 and will be an important springboard for the recovery of the Hospitality and Foodservice industry, while, at the same time, act as a catalyst for the reshaping of Greek Tourism.

The expected –according to a relevant survey– high number of visitors at the exhibition, together with the businesses’ need to evolve and adapt to the new reality, ensure the great commercial success of HORECA, which will shape a promising future for the hospitality and foodservice in Greece.



HORECA is a landmark exhibition for Greek Tourism and its contribution to the development of the sector will continue after the pandemic.

Harry Theoharis / Minister of Tourism



HORECA 2022 is emerging as a new starting point for Greek hospitality, offering all the necessary tools the sector needs.

Alexandros Vassilikos / President HCH



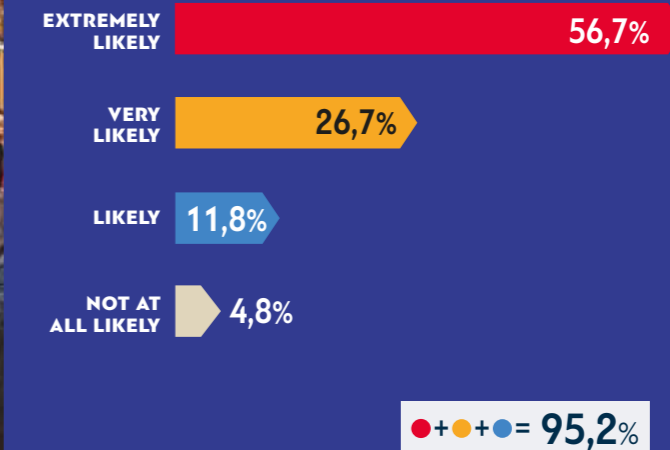
Now, more than ever, there is an urgent need to participate in HORECA, to support and relaunch the Foodservice sector.

Panagiotis Moraitis / President SEEME

## VISITOR SURVEY

The survey was conducted from 26/5 to 3/6/2021 with the participation of 1,600 potential trade visitors to HORECA. It is worth noting that, of these, 89,8% are owners and decision makers.

### Intention to visit the trade show

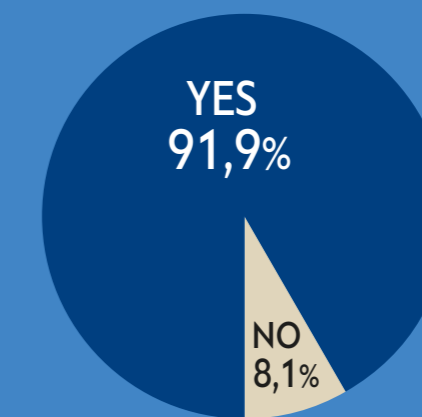


**90%**

of visitors believe that in February, the conditions will be right for the safe organization of the exhibition.

73% of the companies that participated in the visitor survey are based outside the Prefecture of Attica.

## An urgent need to hold HORECA



91,9% of survey respondents agree that the organization of HORECA 2022 is necessary to restart the Tourism and Foodservice sector in Greece.



## EXHIBITORS & PRODUCTS

### COFFEE & BEVERAGES

- Coffee, Drinks
- Coffee accompaniments, Syrups
- Tea, Water, Soft Drinks
- Beer, Beverages
- Wines
- Sorbets, Smoothies
- Energy Drinks

### FOODSERVICE / MEAT PRODUCTS

- Meat Products
- Cooking Ingredients
- Oils, Fats, Cheeses
- Cold Cuts
- Bakery Products
- Ice Cream, Waffles
- Ready Meals

### HOTEL EQUIPMENT – FURNITURE

- Furniture, Seating
- Mattresses, Linen
- Upholstery Fabrics
- Curtains
- Floors, Doors, Window Frames
- Bathroom Equipment
- Amenities
- Patios, Shading, Lighting
- Air Conditioning, Pools, Spas

### WEB MARKETING-POS-PACKAGING-CONSUMABLES

- Web Marketing
- Telecommunications
- POS, Computerization
- Packaging Materials
- Menus-Price Lists

- Cleaning Equipment & Materials
- Delivery Equipment

### KITCHEN & CATERING EQUIPMENT

- Kitchen Equipment
- All types of Ovens
- Catering Equipment
- Serving Utensils
- Tabletop Equipment
- Dinnerware, Flatware
- Catering & Buffet Equipment
- Refrigerators-All types of Showcases
- Store Furnishings
- Bar Equipment
- Scales, Grates & Griddles
- Ice Makers, Deep Fat Fryers

## VISITORS

- Hotels, Hostels, Villas
- Rented Accommodation
- Agritourism businesses
- Cafeterias - Snack Cafés • Bakery Cafés
- Restaurant & Coffee Shop Chains
- Restaurants, Grill Houses, Tavernas, etc.
- Hotel Operation Managers, Directors & F&B Managers
- Executive Chefs, Cooks
- Catering Companies
- Canteens, Fast Food, Pizzerias
- Bakery, Confectionary & Ice Cream Manufacturers
- Bakery & Confectionary Workshops
- Food Wholesale • Ship Catering
- Machinery & Equipment Trade
- Construction Companies
- Architects - Engineers - Interior Designers

## Special Events



The Hellenic Chamber of Hotels will present the best Greek breakfast options from Regions across Greece.



Distinguished speakers will present ideas and solutions for the successful management and promotion of businesses in the sector.



Bartenders and market practitioners will highlight innovative products and new trends dominating the industry.



Presentations and workshops will introduce all the new products and innovations in the coffee industry.



Live cooking shows and masterclasses will outline the contribution of gastronomy in the promotion of Greek tourism.

450,000€

will be the advertising budget of HORECA 2022 and will be aimed towards the dynamic promotion of the trade show

16% of HORECA visitors usually attend one or more special events

## The General Assembly of the Hellenic Chamber of Hotels at HORECA



The annual meeting of Greek hoteliers will once again be held for the 10th consecutive year during the course of HORECA 2022. It will deliberate the problems facing the industry and the challenges emerging in the post-Covid era.



**FLOOR PLAN**  
EXHIBITION SPACES  
& STANDS

**PARTICIPATION COST**

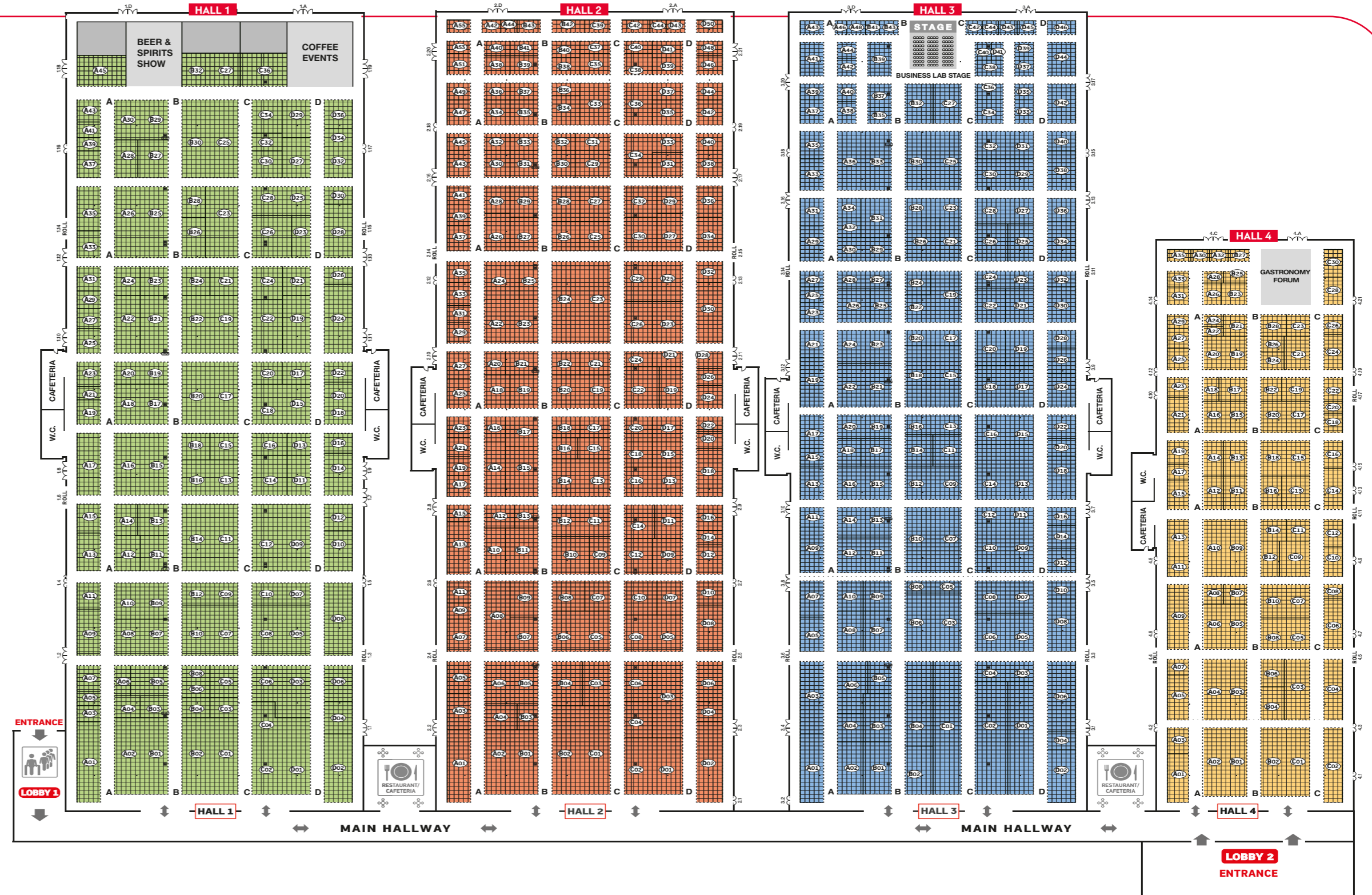
- One sided stand** (ground trace)
- a. From 20 to 50 m<sup>2</sup> € 185,00/m<sup>2</sup>
  - b. From 51 to 90 m<sup>2</sup> € 175,00/m<sup>2</sup>
  - c. From 91 to 150 m<sup>2</sup> € 170,00/m<sup>2</sup>
  - d. From 151 to 250 m<sup>2</sup> € 165,00/m<sup>2</sup>

- Additional charges:**
- 1. Listing in exhibitors' printed catalogue € 200,00
  - 2. For every additional side € 5,00/m<sup>2</sup>
  - 3. Basic stand structure\* € 17,00/m<sup>2</sup>
  - 4. Carpeting € 4,00/m<sup>2</sup>
  - 5. Back side (sq.m) € 20,00
  - 6. Participation at the digital edition & wired internet connection at your stand € 100,00

\*The basic structure stand includes white melamine panels 3m in height, fascia and signage. Each basic structure stand will be given a socket outlet and lighting spots 100W/3 m<sup>2</sup>

**EXHIBITOR BENEFITS**

- Rental price includes the following:
- Availability of exhibition spaces for the setting up, operation and dismantling.
  - Brand new carpeting to all indoor common areas of the exhibition center.
  - Free use of pallet trucks and highlifters during the setting up and dismantling of stands.
  - Free use of single-phase current 100 W/3 m<sup>2</sup>
  - Security and cleaning services.
  - Free parking for exhibitors.
  - Secretarial services for exhibitors (free internet access, e-mails, fax).
  - Fully-equipped medical post.
  - Free access cards for exhibitor employees.
  - Free invitations for each exhibitor, according to their stand surface area.



**COVID SHIELD CERTIFICATION FOR FORUM SA**

FORUM SA, adapted to the COVID-19 pandemic conditions, and guided by the safety and health of its exhibitors and visitors, was certified by TUV Austria Hellas with the "CoVid-Shield" Certification Scheme, regarding the preparation and organization of trade shows.



**ATHENS METROPOLITAN EXPO**

It is the largest and most modern exhibition venue in Greece, with an impressive 55,000 sq.m. of exhibition space. Located at the Athens International Airport Eleftherios Venizelos, it is easy to access by bus, car, Metro or Suburban Railway and offers 5,500 free of charge parking spots. In order to ensure the health safety of its employees and visitors and guarantee the business activity of the hosted exhibitions, it has been certified by TUV Austria Hellas with the "CoVid-Shield" Certification Scheme. In addition, during the trade shows, the exhibition center will operate air conditioning and extractor fan with 100% fresh air for optimal space ventilation.



**HALL 1 SECTORS**

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

**HALL 2 SECTORS**

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

**HALL 3 SECTORS**

- 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 SECTORS**

- 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

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## OPENING HOURS & DATES

**11**  
FEBRUARY  
FRIDAY  
10.00 - 19.00

**12**  
FEBRUARY  
SATURDAY  
10.00 - 19.00

**13**  
FEBRUARY  
SUNDAY  
10.00 - 19.00

**14**  
FEBRUARY  
MONDAY  
10.00 - 18.30

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

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