

 **10-13**  
**FEB**  
ATHENS • GREECE



**HO|RE|CA|**  
Hotel  
Restaurant  
Cafe **2023**



A WORLD CLASS TRADE SHOW

## INFO



### A constant for tourism & foodservice industry!

Since its first edition in 2006, HORECA has been bringing together all business forces of the hospitality industry, changing the landscape for hotels and foodservice businesses and opening up new paths for the modernization of the Greek touristic product. Throughout this period of time, HORECA has been the largest business forum and the single most important destination for potential investors in our country's tourism industry.

The next HORECA will take place on 10-13 February 2023, with the participation of 560 exhibitors and 60,000 visitors, and yet again it will be the most visited trade show in Greece, confirming its role as a catalyst in the development of Greek hospitality and foodservice industry.

#### Forecast figures



HORECA plays a crucial role in the development of our country's tourism industry and the upgrade of the Greek touristic product.

Vassilis Kikilias / Minister of Tourism



HORECA helps boost business in the hospitality sector and offers opportunities for investments and synergies based on quality, sustainability and innovation.

Alexandros Vassilikos / President of Hellenic Chamber of Hotels (HCH)



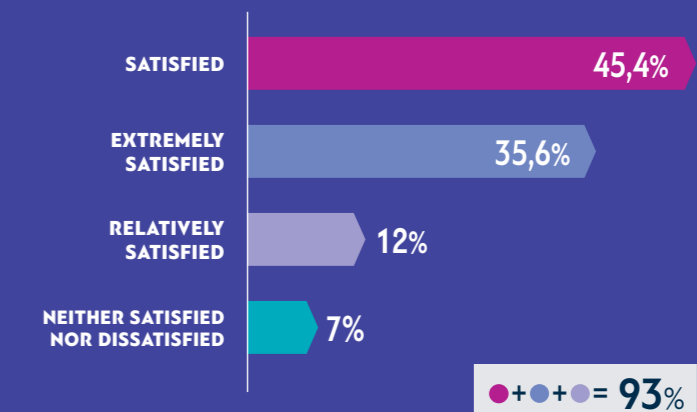
HORECA plays a significant role in the provision of information to professionals interested in upgrading their tourism business.

Yiannis Retsos / President of Greek Tourism Confederation (SETE)

### EXHIBITORS - VISITORS SURVEY

The survey was conducted digitally from 22/2 to 04/03/2022 and involved a large and representative sample of 1,820 HORECA 2022 visitors and 200 exhibitors. It is worth highlighting that more than 80% of survey participants were the decision makers in their business.

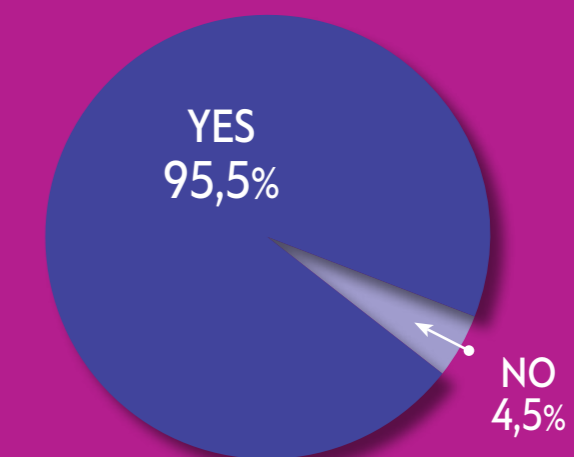
#### Visitor satisfaction



97,5%

of exhibitors that participated in the survey stated that they are likely to extremely likely to participate in HORECA 2023 as well.

#### Intention to visit HORECA 2023



According to the same survey, an impressive 95,5% of visitors stated that they are likely to extremely likely to also visit HORECA 2023.

## INFO



## EXHIBITORS & EXHIBITS

### COFFEE & BEVERAGES

- ▶ Coffee, beverages
- ▶ Coffee accompaniments, syrups
- ▶ Tea, water, soft drinks
- ▶ Beers, spirits
- ▶ Wine
- ▶ Sherbets, smoothies
- ▶ Energy drinks

### FOOD SERVICE

- ▶ Meat products
- ▶ Raw materials for cooking
- ▶ Animal fats, vegetable oils, cheese
- ▶ Charcuterie
- ▶ Bakery products
- ▶ Ice cream, waffles
- ▶ Ready meals

### HOTEL

#### EQUIPMENT-FURNITURE

- ▶ Furniture, sitting areas
- ▶ Mattresses, Linen
- ▶ Furniture textiles
- ▶ Curtains
- ▶ Floors, Doors, Frames
- ▶ Bathroom equipment
- ▶ Amenities
- ▶ Patios, shading systems, lighting
- ▶ Air-conditioning, swimming pools, spa

#### WEB MARKETING - POS PACKAGING - DISPOSABLES

- ▶ Web Marketing
- ▶ Telecommunication
- ▶ POS, computerization
- ▶ Packaging materials

### ▶ Menus-Price lists

- ▶ Cleaning machinery & materials
- ▶ Delivery equipment

#### KITCHEN MACHINERY F&B EQUIPMENT

- ▶ Kitchen machinery
- ▶ Ovens (all types)
- ▶ F&B equipment
- ▶ Serving utensils
- ▶ Table equipment
- ▶ China, cutlery
- ▶ Catering & buffet equipment
- ▶ Fridge-displays (all types)
- ▶ Shop furniture
- ▶ Bar furniture
- ▶ Scales, platform scales
- ▶ Ice machines, deep fryers

## VISITORS



- ▶ Hotels, Hostels, Villas
- ▶ Rental rooms
- ▶ Agrotourism establishments
- ▶ Coffee shops - Snack cafés
- ▶ F&B franchises
- ▶ Restaurants, grills, taverns
- ▶ Operation Managers & Hotel Managers, F&B Managers
- ▶ Executive Chefs, Cooks
- ▶ Catering companies
- ▶ Canteens, fast food restaurants, pizza restaurants
- ▶ Pastry & ice-cream production units
- ▶ Bakery Cafés
- ▶ Bakery & pastry industries and small industries
- ▶ Food wholesalers
- ▶ Ship catering
- ▶ Machinery & equipment trade
- ▶ Construction companies
- ▶ Architects - Engineers - Interior designer

## Special Events



GREEK BREAKFAST

The Hellenic Chamber of Hotels will present Greek breakfast options with local products from all Regions of the country.



BUSINESS LAB

Distinguished guests will present the optimum solutions for the management and promotion of F&B and hospitality enterprises.



BEER & SPIRITS SHOW

This stage will host the Championships organized by the Hellenic Bartenders Association and expert presentations on the new trends in this sector.



COFFEE EVENTS

Talented baristas will compete for a place at the top during the Greek Coffee Championships organized by the SCA.



GASTRONOMY FORUM

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

450,000€

will be HORECA's advertising budget in order to boost its promotion through all the advertising channels

## 6th International Hospitality Forum

During HORECA trade show, the Hellenic Chamber of Hotels will organize the 6th International Hospitality Forum, which aspires to become the top forum for dialogue, knowledge and knowhow exchange in the hospitality industry in Greece.



## FLOOR PLAN EXHIBITION SPACE & STANDS

### PARTICIPATION FEES

Ground trace, one side only (includes the floor space without any stand constructions)

- a. From 20 to 50m<sup>2</sup> € 190,00/m<sup>2</sup>
- b. From 51 to 90m<sup>2</sup> € 180,00/m<sup>2</sup>
- c. From 91 to 150m<sup>2</sup> € 175,00/m<sup>2</sup>
- d. From 151 to 250m<sup>2</sup> € 170,00/m<sup>2</sup>

#### Extra charges:

- 1. Entry in the list of exhibitors € 200.00
- 2. Additional sides: € 5.00/m<sup>2</sup>
- 3. Basic stand structure\* € 20.00/m<sup>2</sup>
- 4. Carpet € 5.00/m<sup>2</sup>
- 5. Background only (per meter): € 20.00/m<sup>2</sup>

\*The basic stand structure includes 3-meter-long white melamine panels and a white fascia board displaying the company's name. Every basic stand is equipped with an electrical socket and one 100W spotlight per 3 m<sup>2</sup> of stand space.

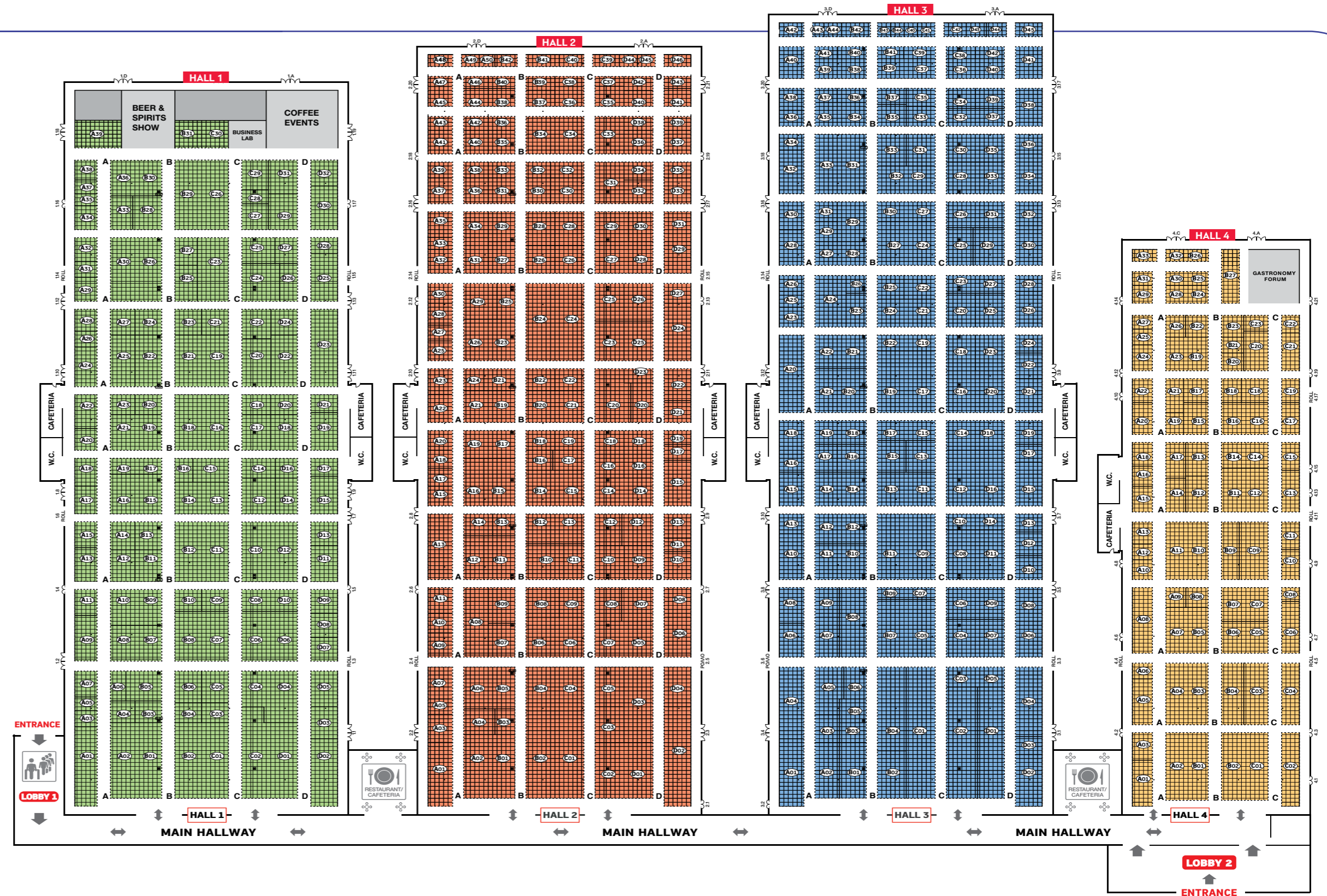
### EXHIBITOR BENEFITS

The price includes:

- Access to the exhibition venue during preparation, operation and dismantling of the stand.
- New carpeting fitted throughout the communal spaces of the exhibition center.
- Single-phase power supply 100W/3 m<sup>2</sup>
- Cleaning and guarding of exhibition stands outside official opening hours
- Free parking on site
- Admin support (free Internet access, e-mails, fax).
- Fully equipped medical station
- Highlifters and pallet trucks provided during preparation and dismantling of the stands
- Free entry passes for the exhibitor's stand employees
- Free digital invitations for exhibitors – the exact number will depend on stand surface.

### ATHENS METROPOLITAN EXPO

It is the most contemporary exhibition center in Greece expanding over a total surface of 55,000 m<sup>2</sup>. It is located 1 km away from the International Airport El. Venizelos, just a few minutes away from the metro and suburban train station and has got 5,500 free parking spots. Moreover, it is certified according to TUV Austria Covid Shield- Principal Level, which ensures that the exhibition center has the right mechanisms, resources and infrastructure in place in order to prevent and avoid the spread of coronavirus at its premises. Finally, central air-condition control ensures that all units all around the expo center will be providing 100% fresh air.



#### HALL 1 EXHIBITS

- Coffee • Beverages
- Coffee accompaniments, syrups
- Beers • Spirits • Wines
- Water • Soft drinks • Juices
- Energy Drinks • Tea
- Ice cream • Waffles • Sherbets • Smoothies
- Coffee machines & grinders • Dispensers

#### HALL 2 EXHIBITS

- Kitchen machinery & equipment
- Ovens - BBQ • Fridge-displays (all types)
- Table equipment
- Catering & buffet equipment
- Construction • Swimming pools - Spa
- Living areas • Cash registers • POS
- Cleaners • Disposables

#### HALL 3 EXHIBITS

- Hotel furniture • Living areas
- Furniture textiles • Curtains
- Linen • Mattresses • Carpets - Rugs
- Patios & shading systems
- Lighting systems • Amenities
- Security systems • Safes
- Web Marketing - Digital Technologies

#### HALL 4 EXHIBITS

- Mass catering • Animal fats - Vegetable oils
- Cooking products & raw materials
- Meat & Meat products
- Cheese • Charcuterie • Sauces - Dressings
- Frozen dough • Bakery products
- Fresh salads • Ready meals
- Frozen fish

# HO|RE|CA|

## OPENING HOURS & DATES

**10**  
**FEBRUARY**  
**FRIDAY**  
10.00 - 19.00

**11**  
**FEBRUARY**  
**SATURDAY**  
10.00 - 19.00

**12**  
**FEBRUARY**  
**SUNDAY**  
10.00 - 19.00

**13**  
**FEBRUARY**  
**MONDAY**  
10.00 - 18.30

**UNDER THE AUSPICES:** • MINISTRY OF TOURISM • HELLENIC CHAMBER OF HOTELS • GREEK TOURISM CONFEDERATION  
• HELLENIC HOTELIERS FEDERATION • ATHENS-ATTICA & ARGOSARONIC HOTEL ASSOCIATION • CHEFS' CLUB OF GREECE • SCA GREECE  
• PANHELLENIC ASSOCIATION OF CATERING EQUIPMENT BUSINESSES

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