

INTERNATIONAL EXPO

# FOOD & DRINKS

by **Detrop**

**HELEXPO**



ΔΙΕΘΝΗΣ  
ΕΚΘΕΣΗ  
ΤΡΟΦΙΜΩΝ &  
ΠΟΤΩΝ

**31-10**  
**2-11**

2025

**THESSALONIKI**  
INTERNATIONAL  
EXHIBITION & CONGRESS  
CENTER, **GREECE**



***Eat locally,  
think globally***

PROFESSIONALS ONLY



[foodanddrinks-expo.gr](http://foodanddrinks-expo.gr)

ORGANIZED BY

**HELEXPO**



*Food & Drinks comes with a new design, including topical exhibition units, and a new philosophy tailored to the contemporary demands of gastronomy lifestyle, aiming to highlight the rich Mediterranean diet and the most modern production methods prevailing in the industry.*

## **Food & Drinks International Expo by Detrop A new approach to gastronomy!**

### **The profile of the exhibition**

The international Food & Drinks exhibition is the authentic successor of the Detrop & Oenos exhibitions, which, after concluding a nearly 50-year journey, make way for a more modern form of organization for the food and beverage sector.

The exhibition event, enriched with a plethora of informative and gustatory events, will provide domestic and foreign producers with the opportunity to showcase their business profiles and expand their export activities through a targeted program of commercial contacts to attract international markets.

It is the only certified international food and beverage exhibition in Greece according to the standards of the Global Association of the Exhibition Industry (UFI).



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**2024**

**250**  
Exhibitors

Exhibitors from  
**19**  
countries

**10.214**  
Visitors

Visitors from  
**33**  
countries

**60+**  
Parallel  
Events

**800+**  
B2B  
Meetings

# Themed Lounges

**Drinks & Wine**  
by Oenos

**Meat**

**Dairy**

**Herbs & Honey**



**Golden Olive**

**All about Café**

**Fish**

**Pack & Tech**

**Global  
& Local**

INTERNATIONAL EXPO



# Themed Lounges



## Golden Olive



Olive  
Olive oil  
Packaging  
Olive growing & processing machines & equipment  
Olive nutrition & cultivation products  
Olive tourism  
Public bodies & services

## Drinks & Wine

by Oenos



Wines  
Distillates – spirits  
Beers  
Beverages  
Liqueurs  
Fruit juices – soft drinks etc.

## All about Café



Coffee blends  
Coffee products  
Coffee machines & packaging  
Coffee processing machines & equipment  
Chocolate drinks  
Snacks  
Cookies  
Bakery products  
Cereal & nutrition bars

## Meat



Meat  
Meat products  
Poultry  
Cold cuts

## Fish



Fish  
Seafood  
Crustaceans  
Shellfish  
Cured & smoked products  
Canned products etc.

## Dairy



Milk  
Milk products  
Yoghurt  
Cheese  
Butter etc.

## Pack & Tech



Machinery & equipment  
Packaging  
Tools  
Horeca equipment  
New technologies  
Commercial vehicles (LVC)  
Services etc.

## Herbs & Honey



Honey  
Bee products  
Herbs  
Essential oils and flower essences  
Bee & herbs cosmetics etc.

## Global & Local



Grocery products  
Deli products  
Frozen food  
Group participations  
International participations  
Public services

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# Trade Visitors & Hosted Buyers

The Greek food and beverage industry is returning to its regular pace, with the International Expo for Food & Drinks by Detrop focusing on further strengthening the strong professional ties between international markets, by giving a priority on attracting new important Trade Visitors and Hosted Buyers. HELEXPO in collaboration with the Association of Greek Industries (SBE) - member of the Enterprise Europe Network - are organizing a B2B meeting event on a suitable configured space at Food & Drinks 2024, after matchmaking through a special digital platform.

## Visitor Categories

Detrop Expo 2025 aim to visit High Level Importers and sector Professionals from countries like: Germany, Belgium, India, Italy, Switzerland, Norway, Sweden, Austria, France, Poland, Spain, Romania, Hungary, Netherlands, Great Britain, USA, Denmark, Slovenia, Luxemburg, Turkey, Egypt, United Arab Emirates, Saudi Arabia, Portugal, Canada, Japan, Albania, Bulgaria, Cyprus

### More specifically:

- Importers experienced in the Greek product market
- Importers from all over the world searching for partnerships with Greek companies
- Distributors who can supply major chains and store large quantities of products
- Supermarket chains from the domestic and international markets
- Delicatessen Chains
- Organic Product Importers
- Organic deli product stores
- Online sales channels (E-SHOPS)
- Food bloggers



# Participation Cost

<p><b>TYPE</b> <b>1</b></p>	<p>Renting the space without equipment includes: Delimited space with floor markings and cleaning. Does not include electricity supply and connection. Power supply and connections costs €35/kw.</p>		<p><b>COST</b> €/sq.m. from <b>105,00</b></p>
<p><b>TYPE</b> <b>2</b></p>	<p><b>Includes:</b> Panel walls, fascia sign with the company name , the stand number sign, beige carpet, basic cleaning, 1 desk, 1 small table, 3 chairs, <b>POWER SUPPLY/ LIGHTS:</b> 2x5 spotlights and 1 socket 500W (per 16 sqm.), power supply.</p>		<p><b>COST</b> €/sq.m. <b>25,00</b></p>
<p><b>TYPE</b> <b>3</b></p>	<p><b>1-3 OPEN SIDES</b> <b>FLOOR:</b> beige carpet, <b>STRUCTURE:</b> Octanorm Aluminium System (H:2.50 m) &amp; black panels OSB, Exhibitor's name in oval sign, <b>FURNISHING:</b> 1 Infodesk with aluminium structure OSB, 1 showcase (contains 3 glass shelves), 1 stool, 1 glass table, 3 chairs. The furnishing is for a space 12-24sqm. For a space 25-47 the furnishing will get double. <b>POWER SUPPLY &amp; LIGHTS:</b> 1 socket 500W per 16sqm, 5 spotlights led per 8sqm, basic power supply.</p>		<p><b>COST</b> €/sq.m. <b>65,00</b></p>
<p><b>TYPE</b> <b>4</b></p>	<p><b>1-3 OPEN SIDES</b> <b>FLOOR:</b> grey carpet, <b>STRUCTURE:</b> Octanorm Aluminium System (H:2.50 m) with black panels, Exhibitor's name in oval sign, <b>FURNISHING:</b> 1 Infodesk, 1 stool, 1 table, 3 chairs. <b>POWER SUPPLY &amp; LIGHTS:</b> 1 socket 500W per 16sqm, 5 spotlights led per 8sqm, basic power supply.</p>		<p><b>COST</b> €/sq.m. <b>40,00</b></p>

\* The rental price depends on the final open sides of the stand.

\* The above prices do not include 24% VAT

## DISCOUNTS

• From 24-49 sq.m. 10%

• From 50-99 sq.m. 15%

• From 100 sq.m. or more 20%

Discounts refer to the space rent (Type 1)

## EXHIBITOR AMENITIES



### The rental price includes:

- Participation in the B2B meetings held with Hosted Buyers & trade visitors
- Provision of exhibition spaces for preparation, operation, and dismantling
- New carpet floor in all the public spaces
- Cleaning services and security
- Operations - customer service support
- Free Wi-Fi during the show days
- Fully equipped clinic staffed by a physician
- Free visitor badges and free entry pass for exhibitors
- Free parking pass at exhibition centre premises for exhibitors and visitors

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## Side Events



- Food tasting events
- Food Experts' Awards **#FEA**
- International Competitions of Oil & Olive Oil



- Seminars, Masterclasses & Workshops





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# Fair Layout



## Working hours

Friday 10:00-19:00  
Saturday 10:00-19:00  
Sunday 10:00-18:00

## Further Information

### Event Organizer

Contact Project manager: Araxia Ganapetian  
T: +30 2310 291 135 E: aga@helexpo.gr  
Antigoni Gkerou T: +30 2310 291 201 E: agk@helexpo.gr

- TIF HELEXPO ADMINISTRATION BUILDING
- CONFERENCE CENTRE "N. GERMANOS"
- CONFERENCE CENTRE "I. VELLIDIS"
- EVENT HALL "AIMILIOS RIADIS"
- FIRST AID
- ENTRANCE-INFORMATION

Free parking for exhibitors and visitors



THESSALONIKI INTERNATIONAL EXHIBITION & CONGRESS CENTRE

UNDER THE AUSPICES



[foodanddrinks-expo.gr](http://foodanddrinks-expo.gr)  
[foodanddrinks@helexpo.gr](mailto:foodanddrinks@helexpo.gr)

