

INTERNATIONAL EXPO

FOOD & DRINKS

by **Detrop**

HELEXPO



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

31.10-2.11.2025



***Eat locally,
think globally***

PROFESSIONALS ONLY



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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ΔΙΕΘΝΗΣ
ΕΚΘΕΣΗ
ΤΡΟΦΙΜΩΝ &
ΠΟΤΩΝ



2024

250
Exhibitors

Exhibitors from
19
countries

10.214
Visitors

Visitors from
33
countries

60+
Parallel
Events

800+
B2B
Meetings

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Themed
Lounges

Drinks & Wine
by Oenos

Meat

Dairy

Herbs & Honey

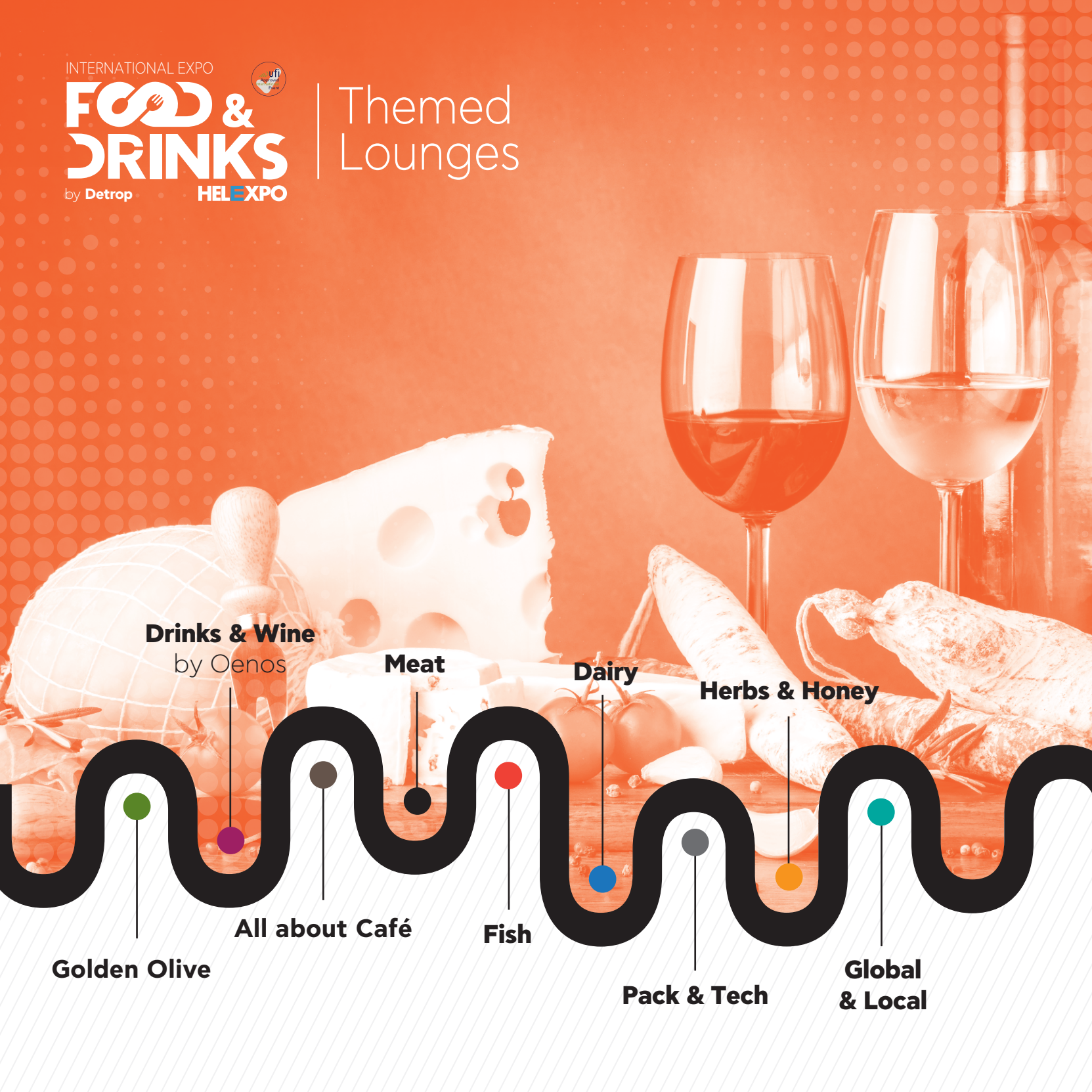
Golden Olive

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

TYPE
1

Space only without equipment includes: Delimited space with floor markings and cleaning. Does not include electricity supply and connection. Power supply and connections costs €35/kw.

COST
€/sq.m.
from
105,00

TYPE
2

Includes: Panel walls, fascia sign with the company name, the stand number sign, beige carpet, basic cleaning, 1 desk, 1 small table, 3 chairs, **POWER SUPPLY/ LIGHTS:** 2x5 spotlights and 1 socket 500W (per 16 sqm.), power supply.



COST
€/sq.m.
30,00

TYPE
3

1-3 OPEN SIDES

FLOOR: beige carpet, **STRUCTURE:** Octanorm Aluminium System (H:2.50 m) & black panels OSB, Exhibitor's name in oval sign, **FURNISHING:** 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. **POWER SUPPLY & LIGHTS:** 1 socket 500W per 16sqm, 5 spotlights led per 8sqm, basic power supply.



COST
€/sq.m.
65,00

TYPE
4

1-3 OPEN SIDES

FLOOR: grey carpet, **STRUCTURE:** Octanorm Aluminium System (H:2.50 m) with black panels, Exhibitor's name in oval sign, **FURNISHING:** 1 Infodesk, 1 stool, 1 table, 3 chairs. **POWER SUPPLY & LIGHTS:** 1 socket 500W per 16sqm, 5 spotlights led per 8sqm, basic power supply.



COST
€/sq.m.
40,00

* 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 only (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





Working hours

Friday 11:00-20:00
 Saturday 10:00-20:00
 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



Free parking
for exhibitors
and visitors



THESSALONIKI INTERNATIONAL EXHIBITION & CONGRESS CENTRE

UNDER THE AUSPICES



HELLENIC REPUBLIC
Ministry of Rural Development
and Food



HELLENIC REPUBLIC
Ministry of Interior
(Sector Macedonia Thrace)



REGION OF
CENTRAL
MACEDONIA



CITY OF THESSALONIKI

foodanddrinks-expo.gr
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THE BANK
OF TIF-HELEXPO



OFFICIAL
ENERGY PROVIDER



OFFICIAL
AIR CARRIER SPONSOR



TELECOMMUNICATION
PROVIDER



OFFICIAL DATA CENTER
INTERNET PROVIDER



OFFICIAL
CAR PROVIDER



ORGANIZED BY