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Greece

Promotion Opportunities

Olympic Opportunities

2001

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Report Highlights:

The Hotel, Restaurant and Catering sector will need to double its supply of food products in time for the Olympics. More than 11.5 million meals will be served in the Olympic facilities during the Olympics and the Special Olympics.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Rome [IT1], GR

I. General

The announcement of Athens as the city to be awarded the summer Olympics of 2004, renewed the image of Greece as a center of international culture and sports on the one hand, and on the other marked the start of the 'golden period' for one of the most dynamic sectors of the Greek economy: the hotel, restaurant and catering sectors. Greece is the smallest country that ever undertook the responsibility of organizing Olympic Games since 1896 when the first Olympics of the modern era were held in Athens. This challenge of implementing one of the most ambitious projects the country has ever undertaken, provides Greece the opportunity to undergo a multifaceted cultural and infrastructural reshaping.

The budget for the Athens 2004 Olympic Games has reached 3.4 billion dollars. In addition to this, several billion dollars in additional construction and improvements related to the Olympics (hotels, resorts, roads, and leisure facilities) are also expected. Driving much of this development is the tourism industry, which is expecting to expand to 25 million visitors annually (up from a current 12.5 million) at the time of the games. An example of this is the new international airport, inaugurated in March, which is already improving tourist travel as well as creating a demand for new foods in its restaurants and landscaping materials for the facilities.

II. The Athens 2004 Olympics in Numbers:

The Olympics will be held August 13-29, 2004 and the Special Olympics September 17-28, 2004.

Game Participants:

- 200 countries - Presidents, Prime Ministers and other officials
- 200 National Olympic Committees
- 28 International Federations
- 28 National Federations

Games:

- 28 Olympic Sports
- 296 Athletic Contests

Olympic Venues:

- Olympic Cities: Athens, Thessaloniki, Patras, Volos, Heraklion (Crete)
- 36 Olympic Venues
- 60 Training Places

Customers and Estimated Figures for the Games

Groups	Olympics	Special Olympics	Total	Meals To Be Served
Athletes and escorts	17,000	7,000	24,000	2,000,000
Olympic and Special Olympics Family Members	8,000	1,750	9,750	250,000
Employees and Volunteers	150,000	30,000	180,000	2,000,000
TOTAL	175,000	38,750	213,750	4,250,000
Judges and Referees	3,000	1,250	4,250	150,000
Sponsors and guests	18,000		18,000	600,000
Media representatives	20,000	3,000	23,000	550,000
Ticket holders	5,500,000	500,000	6,000,000	6,000,000
TOTAL	5,541,000	504,250	6,045,250	7,300,000
GRAND TOTAL				11,550,000

Data on the Olympic Village:

- 3 Restaurants
- 250 cooks and 250 assistant cooks
- 2,000-2,500 employees
- 50,000 meals per day
- 100 tons of food will be consumed per day
- 54 tons of garbage will be generated
- capacity of preparation of 6,000 meals per hour in the main restaurant

Consumption according to estimates of the Olympic Organizing Committee in the Olympic Village during the Olympics. Calculations are based on previous Olympic events:

- 1,500 recipes
- 150,000 lt of milk
- 300,000 eggs
- 25 tons of cheese
- 300 tons of fruits and vegetables
- 36,000 dozens of croissants and pies
- 25,000 loafs of bread
- 85 tons of seafood
- 35 tons of poultry
- 120 tons of meat
- 3,000,000 of non-alcoholic beverages
- 750 lt tomato sauce
- 5.2 tons of mushrooms
- 2,000,000 lt of drinking water
- 10 tons of pasta
- 32 tons of rice
- 35 tons of potatoes

To satisfy these needs, the Organizing Committee will contract for the food preparation with a caterer. Within the first 3 months of 2002 the bid for catering services will be announced and within the year, or early in 2003, the contractor will be named. Sources within the Organizing Committee report that most probably a European or a U.S. caterer will be awarded the contract in cooperation with a Greek caterer. Mergers and acquisitions in the catering sector have been reported to strengthen this belief. The caterer will supply raw material for food preparation under the auspices of the Organizing Committee. During 2003 food trials will commence to guarantee quality and seamless implementation of food preparation during the Games. The budget for the Food Services Division is estimated at drs 45,000,000,000, approx \$118.4 million dollars, including mainly equipment.

One of the goals already established by the Organizing Committee is to promote the Greek, namely Mediterranean, diet during the Olympics. The slogan 'Healthy, Greek and with a Smile', seems to be the prevailing message.

III. Opportunities for U.S. food products

Post is in constant communication with the HRC industry and with importers to increase their awareness of U.S. products and to update them, as well as government authorities, on food safety developments and new issues. In addition we are in close contact with the Organizing Committee to inform U.S. companies and suppliers about opportunities for U.S. companies and products in conjunction the Olympics.

Greek HRC representatives are not very familiar with the U.S. products than can meet the expanding demand for the 2004 Olympics. Now, at the end of 2001, is the ideal time to increase awareness of the variety and quality of U.S. products and to create linkages with importers and exporters in the Greek hotel, restaurant and catering sector.

Products with best market prospects include:

- y Seafood products - mainly frozen
- y Nuts
- y Frozen foods (dough, french fries, vegetables)
- y Dairy products - yogurt, ice cream
- y Vegetable oils
- y Pulses
- y Cereals
- y Snack foods - salted and sweet
- y Raw material for the confectionary/bakery industry including cookie and cake mixes
- y Organically-grown products

IV Import Regulations

As a member of the European Union (EU), Greece complies with EU regulations regarding food imports. New-to-market food products will require prior approval by the Supreme Chemical Laboratory, but products complying with the terms, regulations and provisions of the current Food Code do not require special permits or action in order to be imported and marketed in Greece. Regarding seafood products, these must be accompanied by veterinary certificates and must also originate from production facilities which are included on the list of EU-approved plants. The code of the approved plant should be included in the label. The same requirement applies to dairy products. Currently the EU prohibition on U.S. hormone raised beef is not applicable on cruise ships carrying flags of countries that do not prohibit importation of U.S. hormone raised beef.