

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
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POLICY

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Greece

Exporter Guide

2011

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Report Highlights:

This report offers updated information for U.S. companies interested in exporting food and agricultural products to Greece, including an overview of the country's economic situation, market structure, export requirements, and best product export opportunities.

Post:
Rome

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SECTION I. MARKET SUMMARY

Greek Economy Overview

With a population of approximately 11 million, and a Gross Domestic Product (GDP) of about \$305 billion, Greece is a relatively small country. Greece adopted the Euro as its new common currency in January 2002. Greece has a capitalist economy with the public sector accounting for about 40 percent of GDP and with per capita GDP about two-thirds that of the leading euro-zone economies. The Greek economy grew by nearly 4 percent per year between 2003 and 2007, due partly to infrastructural spending related to the 2004 Athens Olympic Games, and in part to an increased availability of credit, which has sustained record levels of consumer spending.

However, the economy went into recession in 2009 because of the world financial crisis, tightening credit conditions and Athens' failure to address a growing budget deficit triggered by falling state revenues and increased government expenditures. The economy contracted by 2 percent in 2009 and 4.8 percent in 2010. Greece violated the EU's Growth and Stability Pact budget deficit criterion of no more than 3 percent of GDP from 2001 to 2006, but finally met that criterion in 2007-08, before exceeding it again in 2009, with the deficit reaching 15.4 percent of GDP and 10.6 percent in 2010. In response to Greece's fiscal crisis, the government passed two austerity programs designed to cut the budget deficit to 7.6 percent of GDP by the end of 2011. These included a hike in the top rate of the VAT, an increase in excise taxes and a steep cut in the pay of civil servants. Pension reforms also included a limit on early retirement, an increase in the retirement age to 65 for both men and women and an index linking benefits to prices.

By May 2011, it appeared highly likely that the original deficit target of 7.6 percent in 2011 would not be met. In an effort to plug a newly emerging deficit shortfall of €2 billion, the government agreed in September 2011 to levy an emergency tax on private property in 2011 and 2012. To appease its creditors, the government prepared a new economic-recovery program, including asset sales and spending cuts of €76 billion. In the evening of Tuesday, 6 December, Greece issued austerity measure for 2012 in order to display the government's commitment to meet its public spending with regard to its foreign creditors, the European Union (EU) and the

International Monetary Fund (IMF). The 2012 budget foresees a fourth year of recession with the economy contracting by 2.8 percent. It also projects a primary surplus of 1 percent of gross domestic product (excluding interest payment on debt). The 2012 budget will cut wages, increase taxes, and lay off thousands of civil servants and is expected to reduce public deficit to 9 percent of GDP in 2011. The new coalition government set up on 11 November by Lucas Papademos will pledge to introduce the second Greek bailout (decided upon in October 2011), which will provide the country with a second loan of some €130 billion by 2014. Greece's long-term goal is to cut the government deficit to less than 3 percent of GDP by 2014 and bring it down to 1 percent by the end of 2015.

Structure of the Economy

Greece has a predominately service economy, which accounts for over 78 percent of GDP. Tourism provides 15 percent of GDP. Immigrants make up nearly one-fifth of the work force, mainly in agricultural and unskilled jobs. Almost 9 percent of the world's commercial shipping is Greek-owned, making the Greek commercial fleet the largest in the world. Other important sectors include food processing, tobacco, textiles, chemicals (including refineries), pharmaceuticals, cement, glass, telecommunication, and transport equipment. Agricultural output has steadily decreased in importance over the last decade, accounting now for only 5 percent of total GDP compared to a 17 percent in the early 1990's.

Key Demographic Trends

As of July 2011, Eurostat estimates the population of Greece at 10,760,136. Of those, 61 percent live in urban areas, whereas only 28.4 percent live in rural areas. The population of the two largest cities in Greece, Athens and Thessaloniki, almost reached 4.2 million this year. A large number of immigrants live in Greece, estimated at over one million. About 65 percent have come from Albania. Most Greeks nowadays recognize Albanian's contribution to the Greek economy. There are smaller numbers of immigrants from Bulgaria, Serbia, Romania, Pakistan, Ukraine, Belarus, Georgia, Poland, Egypt, Palestine, Ethiopia, Bangladesh, Afghanistan, Philippines, and China. The largest percentage of immigrants is mainly occupied in farming and fisheries sectors, the private building industry, and public works. Greece, being suffering the most from illegal immigration pressure, is a strong supporter of EU Policies for a sustainable development of agriculture in Africa and Asia in order to end poverty and hunger and reduce migration to other parts of the world, in particular Europe.

SECTION II. EXPORTER BUSINESS TIPS

Trade Regulations, Customs, and Standards

As a member of the EU, the Common Agricultural Policy (CAP) governs Greece's agricultural sector. Similarly, Greece employs the same tariffs and border measures as the other EU member states. Product imported into Greece must meet all Greek and EU food safety and quality standards, as well as labeling and packaging regulations. It is important to work with experienced importers, and/or have an agent to work with Greek regulatory authorities to ensure the acceptability of specific products. Personal relationships and language ability are of value when conducting business transactions. It is also advisable for the agent to contact health authorities at the port of entry as interpretation of health directives may vary from port to port. For more information on Product Trade Restrictions, Food Standards and Regulations, please refer to Post's FAIRS GAIN Report GR1107.

Tariffs are based on the Harmonized System, with duties levied on imports from non-European Union (EU) on an ad valorem cost, insurance, and freight (CIF) basis. Import duty is five to seven per cent for most products when charged. Most raw materials for manufacturing input can be imported without duties, or with very minimal duties only. Preferential tariffs and EU trade barriers are applied.

Greece is a World Trade Organization (WTO) member and applies both European Union (EU) mandated and Greek government-initiated trade barriers. As a member state of the EU since January 1981, is fully harmonized with EU regulations, directives and legislation pertaining Agricultural production, Ag Trade and Food. Import licenses are required for all agricultural commodities, processed food products, and ingredients. Special licenses and phytosanitary certification are required for imports from third countries where certain plant and animal diseases occur. Special import licenses are required for goods, including plant propagation material, seeds, textiles, meat products, pet foods and wood products, while aflatoxin content certificates are required for all tree nuts imported from third countries including the U.S. A number of products are under surveillance according to EU quotas (i.e., beef meat).

Exporters to Greece must seek advice from importers on the quota system for certain goods. Most agricultural product imports are covered by the Common Agricultural Policy (CAP), under which many items (including cereals, rice, milk and milk products, beef and veal, olive oil, dried fruit, and sugar) are subject to variable levies and a complicated protection system.

Occasionally, non-tariff barriers are imposed by GOG in an attempt to protect local production in years when stocks are piling (i.e., grain imports from third countries priced at lower levels from that domestically produced). Non-tariff barriers are imposed in the form of intensified sampling and laboratory testing for GMO, heavy metals, radioactivity, plant disease, and aflatoxin content. Most frequently such strict controls take place for cereal shipments from third countries (originating mostly in the Black sea, Romania, Bulgaria and Kazakhstan).

Greece has not been responsive to applications for the introduction of genetically modified seeds for field tests despite support for such tests by Greek farmers and the Scientific Community.

Advantages and Challenges for U.S. Exporters in Greece

Advantages	Challenges
There are strong private sectors trading ties between the U.S. and Greece in certain products.	There are widespread biases against U.S. food as inferior in favor of Greek and Mediterranean diets.
Greek importers favor U.S. products because of good quality and wider variety.	Non-tariff barriers such as phytosanitary restrictions and traceability requirements hinder U.S. exports.
Greece needs agricultural imports to sustain its food and feed processing industry.	U.S. exporters new to the Greek market may find the Greek bureaucracy difficult to maneuver. The Greek Ministry of Agriculture is dominated by anti-import thinking. Frequently, GOG impose non-tariff barriers to prevent imports of Ag Products in support of domestic production.
EU enlargement creates new market opportunities for the Greek food processing industry.	Biotech products are prohibited in Greece.
Modern mass grocery retail outlets are increasing their market share, which means that customers have access to a wider product range.	Geographical challenges, including a large rural and island-based population, will continue to hamper the development of larger retail formats that can stock wider varieties of food products.
Tourism provides a seasonal boost to retail and food and drink sales.	Social disturbances have damaged Greece's reputation as a tourist destination and have hit consumer confidence.
Greece is a member of the Euro zone, which eases market entry.	U.S. exporters must conform to often-difficult Greek/European standards and regulations.
Establishing a representative office in Greece is often less costly than in other EU markets.	Establishing a representative office in Greece can be a time-consuming and bureaucratic endeavor.
FAS Rome covering Greece has excellent relations with key officials in the Greek Ministry of Agriculture, Food Control Organization, National Chemical Laboratory, Ministries of Health, Environment, National research Foundations, and local players.	Greek border entry points act efficiently but often misunderstand or aren't informed of EU regs/directives, particularly those pertaining transiting processes and documentation when through Greece to the Balkans.

SECTION III. MARKET SECTOR STRUCTURE AND TRENDS

The Greek Food Retail Sector

Food and beverage is the most dynamic and high growth sector in Greek manufacturing. Twenty-five percent of the most profitable Greek companies are food and beverage companies. The local food and drink industry is one of the main contributors to the country's GNP and —despite the crisis— is maintaining its strength. Greek-based companies have developed an extensive import-export network that covers Southeast Europe and the Middle East. Multinationals such as Nestle, Cola-Cola, Pillsbury, and Barilla manufacture in Greece and supply both the domestic and emerging regional markets. Another factor for the growth of the food sector is the rapid development of the fast food industry through franchise chains. Unlike in the past when fast food shops were individual operations, now the sector has become an organized industry, which means large procurements and high turnovers.

Supermarkets and cash and carry stores account for 90 percent of the total turnover of the foodstuffs sector in Greece, while grocery shops, mini markets, and small self-service stores take the remaining 10 percent. The market share and turnover of the smaller shops have been constantly declining in recent years, because of the rapid expansion and increase in the number of outlets of the s/m chains. The Greek food retail market is indeed showing signs of increasing saturation and consolidation. Larger multinational players are gradually squeezing small domestic producers out, although the country's geography —with its numerous populated islands— is beneficial to small local shops and businesses. It is important to note that, with the exception of cities of over 100,000 inhabitants, Greek law imposes a maximum size on retail developments according to local municipal population figures.

The Greek retail food industry is focused on major retail chains in urban areas, with the Attica region dominating with around 55 percent of national sales. A larger number of dual-income families and an increase in one-member and single-parent households have resulted in increased demand for consumer-ready products —a trend that has benefited the sector across all store formats. However, hypermarket development in Greece remains restricted to specific areas, limited by the vast rural, island areas, and the lack of large cities in the country.

Supermarkets must continually develop new strategies in order to cope with increasing competition. Several operators have opened special departments selling mobile phones and electrical equipment. (i.e., Carrefour Marinopoulos has entered the travel and leisure market with the opening of in-store travel agency, Carrefour Travel).

The Greek Hotel Industry

The Greek Hotel and Food Service Industry comprises principally over 9,700 hotels and more than 115,000 among restaurants, cafeterias, bars, and entertainment centers. Seasonality is a key characteristic of the sector. Employment in the HRI industry is estimated at 640,000 (about 13 percent of the total labor force), of which 38 percent are women and 44 percent under the age of 30.

Although the HRI sector is one of the major sources of income for Greece, the economic crisis is severely affecting the profitability of both hotels and food-service outlets.

The largest players in the Greek hotel industry are local franchise holders for international brands, such as Ionian Hotel Enterprises, Lampsas Hellenic Hotels, and Regency Entertainment. Lampsas Hellenic Hotels owns and operates the luxury Grande Bretagne Hotel in Athens. Regency Entertainment, formerly known as Hyatt Regency Hotels and Tourism (Hellas), remains the most profitable hotel chain in Greece, owning and operating the only Hyatt-managed hotel in the country, the five-star Hyatt Regency Thessaloniki. Another significant players are Daskalantonakis Group-Grecotel and Astir Palace Vouliagmenis.

During the last months, the Greek hospitality sector suffered from weak domestic tourism. According to Eurostat, there were 62.7mn nights spent in hotels in Greece in 2010, of which 16.4mn were by Greek residents and 46.3mn by foreign residents. This represented an annual decline of 2 percent in total nights, which was largely the result of weak demand by Greek residents (-10.8 percent), while demand by foreign tourists grew 0.8 percent. The biggest percentage decline in the number of nights during the year was recorded in the period January-April (-5.6 percent), followed by September-December (-2 percent) and May-August (-1.8 percent).

According to the Association of Athens-Attica Hoteliers, hotels in the Athens region recorded relatively low occupancy rates of 61 percent in the period January-October 2010. They also reported an 11 percent decline in revenues and a 4.4 percent fall in room occupancy rates in the month of October, compared with the same month in 2009. During the traditional high season in July and August, both three-and four-star hotels also reported sharp declines in revenue per available room. Recent data for November show a severe decline in occupancy rates, particularly in four-and five-star hotels (down some 11 percent and 17 percent respectively).

The Greek Food Service Industry

The economic crisis in Greece is hitting consumer spending. With rising unemployment rates—which currently stand at about 16 percent—and price rises after two VAT increases last year, the spending power of Greek consumers has been reduced significantly. Consumers reduced their expenses in consumer foodservice, especially on products that were over-priced, with full-service restaurants having the worst growth rates in 2010, despite efforts made via discounts and offers.

As the economy shrank in Greece, operating costs continued to rise, profits fell sharply, and competition was very strong. In this climate, thousands of outlets closed down or relocated, while businesses also limited operating costs by cutting down on personnel, changing their suppliers, or reducing operating hours and days.

Examples of businesses that closed down or reduced their networks due to increasing losses were numerous during 2010, and were in all formats: independent, small or large chains, domestic or multinational. Noteworthy examples

include multinational giants like McDonald's, that re-evaluated and downsized its network since 2007, moving from 49 outlets in 2007 to 30 outlets in 2010; and Starbucks, which reduced its network from 74 outlets in 2008 to 60 in 2010. The impact was noticeable in well-established leading domestic chains like Goody's in burger fast food. Goody's relocated and renovated outlets since 2008 in order to maintain high sales, but still did not manage to retain its full network size and saw it shrink in 2010.

Full-service restaurants are those that most suffered from the reduction of consumers' disposable income. In 2010 sales dropped by 19 percent and the number of outlets by 6 percent. However, Asian restaurants value grew 17 percent at the same time, thanks to cheaper service and food.

Lower-cost channels such as street-stalls/kiosks and self-service cafeterias that are normally rent-free establishments within a large retailing operation, e.g. IKEA, performed better.

Tourism

Greece ranks in the top 15 destinations worldwide and tourism represents 15 percent of the country's GDP. Under the current economic circumstances, foreign investment inflows are slowing down. Domestic tourism has been badly hit by the Greek recession during 2009 and 2010. This was largely due to the considerable scale of the economic downturn in the Eurozone and the UK, both leading contributors to visitor numbers to Greece. According to the Hellenic Statistical Authority (HSA), the number of non-resident arrivals from abroad fell by 6.4 percent in 2009. Greece's Institute of Tourist Research and Forecasts (ITEP) also reported that in the early part of 2010, convention and business tourism in Athens and Thessaloniki were badly affected by the global economic downturn. In an attempt to stimulate the tourism sector, the government introduced various measures at the end of 2009, including a freeze on debt obligations until July 2010 for all forms of tourism businesses, including marine tourism.

Greece has more than 15,000 kilometers of coastline, 190,000 beaches, and 6,000 islands and islets. The numerous forms of tourism, such as congress, marine, cultural, gastronomic, ecological, and health spa are the pillars for the development of Greece's tourist product. Following the 2004 Olympics in Athens, Greece has been increasingly viewed as a popular world destination for corporate events and conferences. Athens is the main beneficiary, but Thessaloniki, Rhodes, Crete, Kos, and Corfu are attracting business. Increasingly, however, significant numbers of visitors from Eastern Europe and China made Greece their preferred destination, creating a wider base of origin countries and new demands for services, facilities, and attractions.

SECTION IV. BEST PRODUCT PROSPECTS

A. U.S. products in the Greek market that have good sales potential

- Frozen food
- Frozen and Salted Fish
- Tree Nuts
- Pulses

B. Products not present in significant quantities but which have good sales potential:

- Meat
- Wine
- Beer
- Juices and Soft Drinks
- Organic foods
- Dairy Products
- Chocolate, ice cream and confectionary
- Food ingredients
- Snack foods
- Readymade meals

C. Products not present because they face significant trade barriers:

- Turkey and Other Poultry products
- Beef meat and Products
- Processed food products containing biotech ingredients
- Low volume high value food ingredients
- Corn oil
- U.S. milling wheat

SECTION V. POST CONTACT AND FURTHER INFORMATION

USDA FAS Contacts in Rome, Italy

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Key Greek Government Agencies and Associations**Ministry of Rural Development and Food**

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Phytosanitary and Plant Protection Division

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Greek Ministry of Economy and Finance

General Secretary of IT-Systems

Section of Customs

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Hellenic Food Safety Authority (EFET)

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124, Avenue and 2 Iatridou

11526 Ambelokipi PC Athens

Greece

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E-mail: info@efet.gr

Website: www.efet.gr

General Chemical State Laboratory

Directorate of Foods

16, A. Tsoha Str, GR 11521 Athens

Greece

Tel.: +30 210 6479 251

Fax: +30 210 6467 725

Email: gxk-foodiv@ath.forthnet.gr

Website: http://www.gcsf.gr/index.asp?a_id=136

General Customs and Excise Department

10, Kar. Serbias
GR-10184 Athens
Greece
Tel: +30 210 3375 000; 210 3375 714; 210 3375 715
Fax: +30 210 3375 034
E-mail: gdcustom@otenet.gr
Website: <http://www.e-oikonomia.gr>

**Payment and Control Agency for Guidance and Guarantee
Community Aid (OPEKEPE)**

241, Acharnon
GR-10446 Athens
Greece
Tel: +30 210 212 49 03
Fax: +30 867 0503
Website: <http://www.opekepe.gr>

Hellenic Export Promotion Organization (HEPO)

86-88, Marinou Antypa
163 46 Hellioupolis Athens
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Tel.: +30 210 9982100
Fax: +30 210 9969100
Website: www.hepo.gr
E-mail: infocenter@hepo.gr

Pan-Hellenic Confederation of Unions of Agriculture Cooperatives (PASEGES)

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Hellenic American Chamber of Tourism (HACT)

17280 Newphone street suite 18
Fountain Valley California 92708 USA
Tel: 646-485-1086
Fax: 714-641-0303
E-mail: chamberoftourism@aol.com
Website: <http://www.hact.us>

American Society of Travel Agents Association (ASTA)

c/o Dr. Paul Holevas
Cruise Club Holidays
85, Vouliagmenis Avenue
16674 Athens

Greece

Tel: +30 210 9604250

Fax: +30 210 9644943

E-mail: sales@cruiseclub.gr

Website: <http://www.travelling.gr/asta>
<http://www.cruiseclub.gr>

GUATA - Greek Union of Air Travel Agencies (PETAGA)

20, Petraki Street

105 63 Athens

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Tel: +30 210 3255370

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Hellenic Association of Airline Representatives / HAAR

65b, Vouliagmenis

166 74 Glifada

Greece

Tel: +30 210 9600942 /3

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E-mail: discover-ath@travelling.gr

Website: <http://www.haar.gr/>

Hellenic Chamber of Hotels

24, Stadiou Street

105 64 Athens

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Tel: +30 210 3237193

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Hellenic Hotel Federation

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105 64 Athens

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Website: <http://www.hhf.gr>

Panhellenic Federation of Catering and Tourist Industry Employees

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Hellenic Chef's Association

171, Vouliagmenis Avenue, Dafni 17237

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E-mail: info@chefclub.gr

Website: <http://www.chefclub.gr>

Chef's Club Thessaloniki Hellas

DETH (stand 15) Thessaloniki, 54636

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Tel: +30 2310 291845

E-mail: info@chefsclub.gr

Website: <http://www.chefsclub.gr>

Chef's Club of Crete

10, Grammou Rd., Heraklion Crete, 71307

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Tel: +30 2810 240889

E-mail: chefcret@otenet.gr

Website: <http://www.chefsofcrete.gr>

Chef's Club of Corfu

34A Markou Sofianou, Karteria Corfu 49100

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E-mail: info@chefscorfu.gr

Website: <http://www.chefscorfu.gr>

Association of Greek Tourist Enterprises (SETE)

34, Amalias Avenue

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E-mail: hatta@hatta.gr

Website: <http://www.hatta.gr>

Association of Tourist Guides of Thessaloniki

P.O. BOX 10163

541 10 Thessaloniki

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Tel: +30 2310 546037

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Panhellenic Guide Federation

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Research Institute for Tourism (R.I.T.)

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Hellenic Professional Yacht Owners Association

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185 36 Piraeus
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epest@yachtnet.gr
Website: <http://www.hpyoa.gr>
<http://www.epest.gr>

Hellenic Yacht Brokers and Consultants Association

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Fax: +30 210 4533134

E-mail: hyba@ath.forthnet.gr

Website: <http://www.hyba.gr>

Trade Events in 2011

HO.RE.CA 2011

6th Hotel – Restaurant – Cafe Exhibition

Date: February 3-6, 2011

The Tourist Industry moves toward a new period, which is primarily determined by the world's financial crisis. The tourist product upgrade, as well as the quality-price relation is considered to be the only way road for the Greek heavy industry. The goal of the 6th HO.RE.CA. 2011 is to become an important commercial forum, as well as to offer an optimistic point of view against this difficult financial period.

Venue: Expo Athens

Organizer: Forum S.A.

Tel.: +(30)-(210)-5242100; +(30)-(210)-5200328

Fax: +(30)-(210)-5246581

E-mail: info@forumsa.gr

Website: <http://www.forumsa.gr>

IFDTEX 2011

24th International Food, Drink, and Technology Exhibition

Date: February 11-14, 2011

The International Food and Drinks Exhibition is the leading part of this technology forum. It showcases all kinds of food processing and packaging machines, materials, systems, and products under one roof. This is a unique opportunity to meet senior buyers and decision makers from all facets of the user industry.

Venue: Metropolitan Expo, Athens

Organizer: Mack Brooks Hellas A.E.

Tel.: +(30)-(210)-6564411

Fax: +(30)-(210)-6564410

E-mail: info@mackbrookshellas.gr

Website: <http://www.mackbrookshellas.gr>

ZOOTECHNIA 2011

7th International Fair for Livestock and Poultry

Date: February 3-6, 2011

ZOOTECHNIA is the only specialized exhibition concerning the breeding, meat, and dairy animal farming sectors in Greece and the Balkans. It opens its gates every two years at the Thessaloniki International Exhibition Centre and presents developments in the animal husbandry-aviculture sector.

Venue: International Exhibition Center of Thessaloniki

Organizer: HELEXPO

Tel.: +(30)-(2310)-291101

Fax: +(30)-(2310)-291551

E-mail: zootechnia@helexpo.gr

Website: <http://www.helexpo.gr/default.aspx?lang=en-US&loc=1&page=1630>

ARTOZA

6th International Exhibition for Bakery – Confectionery – Raw Materials – Equipment – Products

Date: 26 February - 1 March, 2011

Venue: Athens Metropolitan Expo

Organization: Forum Ltd.

Tel: +(30)-(210)-5242100

Fax: +(30)-(210)-5246581

Email: forumltd@hol.gr

Website: <http://www.forumltd.gr>

11th Thessaloniki International Wine Competition

Date: March 8-10, 2011

The only International Wine Competition held in Greece. Every March, the O.I.V. (International Organization of Vine and Wine) organizes the competition, where Greek and foreign wine tasters (enologists, sommeliers, and journalists) taste wines from Greece and abroad for three days. The public has the opportunity to taste the award-winning wines at a wine tasting event that is held every year after the end of the competition while winners receive the awards at an official awards ceremony.

Venue: Thessaloniki International Exhibition Centre

Organizer: Wine Producers Association of the Northern Greece Vineyard - HELEXPO

Tel.: +(30)-(2310)-281617; +(30)-(2310)-281632

Fax: +(30)-(2310)-281619

E-mail: info@wineroads.gr

Website: <http://www.wineroads.gr/>

BIOLOGICA

4th Exhibition of Organic Products

Date: March 11-14, 2011

BIOLOGICA is a fair dedicated exclusively to organic products. Visitors will have the opportunity to directly contact producers and learn about methods of cultivation and production of the products.

Venue: Thessaloniki International Exhibition Centre

Organizer: HELEXPO

Tel.: +(30)-(2310)-291201

Fax: +(30)-(2310)-291658

Email: biologica@helexpo.gr

Website: <http://www.helexpo.gr>

DETROP

21st International Exhibition of Food, Beverages, Machinery, Equipment

Date: March 11-14, 2011

DETROP is the first quality and food and beverages show in Thessaloniki. DETROP is exclusively dedicated to the suppliers, distributors, manufacturers, retailers, and small-scale producers of food and beverage products to meet the needs of the rising demands of the food service and hospitality industry.

Venue: Thessaloniki International Exhibition Centre, Thessaloniki, Greece

Organizer: HELEXPO

Tel.: +(30)-(2310)-291201

Fax: +(30)-(2310)-291658

Email: detrop@helexpo.gr

OENOS

3rd International Wine Fair

Date: March 11-14, 2011

Oenos is an international wine fair that offers a wide range of products from the Agriculture and Wine Industry.

Venue: Thessaloniki International Exhibition Centre
Organizer: HELEXPO
Tel.: +(30)-(2310)-291201
Fax: +(30)-(2310)-291658
Email: detrop@helexpo.gr
Website: <http://www.helexpo.gr>

ELEOTECHNIA 2011

Mediterranean Exhibition for Olive and Olive Oil

Date: April 01-03, 2011

ELEOTECHNIA is an Olive oil and edible olives exhibition. ELEOTECHNIA is organized under the auspices of agencies and vocational organizations, in collaboration with International Organizations, the participation of foreign organizations and important Mass Media as media partners or sponsors.

Venue: Expo Athens Exhibition Centre

Organizer: COMPASSexpo Ltd.

Tel.: +(30)-(210)-756 8888

Fax: +(30)-(210)-756 8889

E-mail: info@elaiotexnia.gr

AGROTECH 2011

2nd Fair for Agricultural and Animal Breeding Machinery, Equipment and Supplies

Date: September 29 – October 2, 2011

This event aims at promoting products of Greek and global production, providing information on technology developments and hosting trade contacts, both for specialized trade visitors and for the general public.

Venue: Exhibition Centre of Lamia

Organization: HELEXPO S.A.

Tel.: +(30)-(2310)-291101

Fax: +(30)-(2310)-291551

Email: agrotica@helexpo.gr

Website: <http://www.helexpo.gr>

PHILOXENIA 2011

27th International Tourism Exhibition

Date: November 18-20, 2011

PHILOXENIA Expo aims at introducing the variety of the touristic climate and develops the environment of tourism in the region in order to attract as much visitors and tourists as they can to visit the outstanding features of our country.

Venue: Thessaloniki International Exhibition Centre

Organizer: HELEXPO S.A.

Tel.: +(30)-(2310)-291293

Fax: +(30)-(2310)-291656

Email: philoxenia@helexpo.gr

Website: <http://www.helexpo.gr>

HOTELIA 2011

Date: November 18-20, 2011

HOTELIA is the definitive event for the restaurant, hotel, and motel industry. It is the essential showcase for hotel, leisure and related products, services, and technologies.

Venue: Thessaloniki International Exhibition Centre

Organizer: HELEXPO S.A.

Tel: +(30)-(2310)-291293
Fax: +(30)-(2310)-291656
Email: philoxenia@helexpo.gr
Website: <http://www.helexpo.gr>

XENIA 2011

42nd International Tourism and Hospitality Industry

Date: November 25-28, 2011

Related Industries: Catering and Hospitality Industries, Food Processing Industries, Tourism-Travel

Venue: Metropolitan Expo Exhibition Centre

Organizer: XENIA Exhibitions S.A.

Tel: +(30)-(210)- 8842916

Fax: +(30)-(210)-8216720

Email: info@xenia.gr

Website: <http://www.xenia.gr>