

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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Greece

Food Service - Hotel Restaurant Institutional

2012

Approved By:

Jim Dever

Prepared By:

Ornella Bettini

Report Highlights:

This report gives an overview of the Greek foodservice industry and its sectors. It also outlines current market trends and identifies best product prospects.

Post:
Rome

SECTION I. MARKET SUMMARY

1.1 Greek Economy Overview

Greece finds itself in one of its most challenging periods in its post-war history. Greece is contending with sizeable government deficit (-10.8 percent of GDP in 2010, -9.6 percent estimated in 2011), increasing public debt (149 percent of GDP for 2010, 165 percent in 2011), and is entering its fifth year of recession. The economy shrank by more than 6 percent in 2011 after a contraction of 4.5 percent in 2010, resulting in a 15 percent contraction since the beginning of the recession. The protracted economic crisis has led to a contraction in bank lending, project development and investment.

Due to its sizable debt and deficit, in May of 2010, Greece requested financial assistance from the European Commission (EC), the European Central Bank (ECB), and the International Monetary Fund (IMF) - the so-called "Troika." A multiannual financing package for Greece of €110 billion was announced, payable in installments through 2012. In exchange, Greece agreed to implement tough fiscal austerity measures and structural reforms 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 October 2011, the EU agreed to a second multiannual financing package for Greece that was approved on February 21, 2012. On 14 March 2012, euro area finance ministers approved financing of the second Greek economic adjustment program for an amount of up to EUR 130 billion until 2014 - including an IMF contribution of EUR 28 billion - conditional on the implementation of another harsh austerity package, reducing the Greek spending with €3.3bn in 2012 and another €10bn in 2013 and 2014. Greece will hold a new election in June 2012 after politicians failed to form a government, prolonging a political crisis that is pushing it closer to bankruptcy and an exit from the euro. No party won an outright majority in Greece's May 6 election, leading to an impasse that has shaken financial markets and led to questions about Greece's ability to stay in the euro zone.

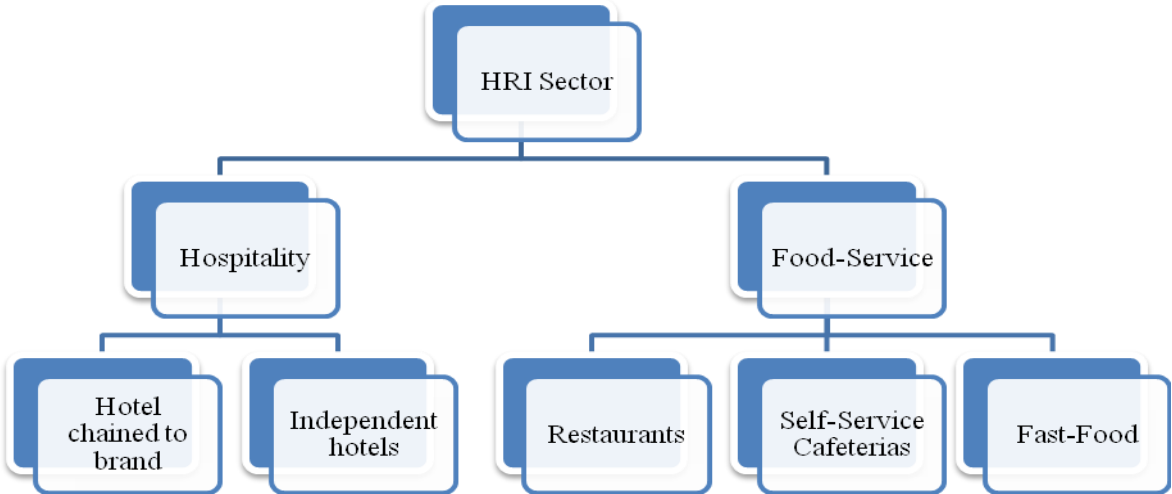
1.2 Structure of the Economy

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. Greece has a predominately service economy, which accounts for over 79 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 8 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 3.3 percent of total GDP compared to a 17 percent in the early 1990’s.

1.3 The Greek Hotel and Food Service 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.

Figure 1: The Greek HRI Sector



Source: Euromonitor

1.3.1 The Greek Hotel Industry

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. Other significant players are Daskalantonakis Group-Grecotel and Astir Palace Vouliagmenis. Other notable players in the hospitality sector include Helios (seven hotels), Chandris (five hotels), and G Hotels (six premises ranging from two to four stars).

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 2.3 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).

1.3.2 The Greek Food Service Industry

Greece's recession has transformed the foodservice industry and the consuming habits of Greek themselves. According to the Greek General Confederation of Professional artisans and traders (GSEVEE), the VAT increase in September 2011 led to a 40 percent decline (70 percent in some areas) in restaurant turnover, with about 6,000 foodservice outlets closing down. 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 were those that most suffered from the reduction of consumers' disposable income. In 2011, sales dropped by 20 percent and the number of outlets by 6 percent. Home-delivery was one of the better-performing categories in 2011, even suffering an 11 percent drop in sales.

Consumer demand for lower prices has driven foodservice outlets to implement frequent half-price-offers, happy hours, and special discounts for consumers holding unemployment discounts. Internet deals have also become very popular, in an attempt to attract younger consumers and to enhance sales via this cost-saving channel.

Table 2: Full-Service Restaurants in Greece (EUR mln)

Full-Service Restaurants	2005	2006	2007	2008	2009	2010
Chained Full-Service Restaurants	153. 2	181. 4	199. 2	209	206. 5	194. 4
Independent Full-Service Restaurants	5,16 0	5,25 7	5,38 2	4,86 5	4,12 0	3,31 5
Asian Full-Service Restaurants	18.3	24	30.2	33.2	33.7	31.8
European Full-Service Restaurants	4,27 9	4,37 1	4,49 3	4,01 4	3,38 9	2,69 5
Latin American Full-Service Restaurants	27.9	31.4	38.5	41.1	34.9	30.3
Middle Eastern Full-Service Restaurants	21.9	24.1	26.9	27.6	25.3	22.8
North American Full-Service Restaurants	42.9	62.3	71.1	75.7	76.9	73.1
Pizza Full-Service Restaurants	772. 7	769. 9	765. 6	717. 5	616. 8	523. 4
Other Full-Service Restaurants	151. 9	155. 7	155. 8	165. 1	149. 6	132. 6
Casual Dining Full-Service Restaurants	106. 1	131. 5	146. 9	159	159. 3	152. 8
Full-Service Restaurants	5,31 4	5,43 8	5,58 1	5,07 4	4,32 6	3,50 9

Source: Euromonitor 2011

Table 3: Brand Shares of chained Full-Service Restaurant (% value)

Chained Full-Service Restaurants	Global Brand Owner	2007	2008	2009	2010
Pizza Hut	Food Plus AEBE	20.4	20.6	20.1	19.7
Pizza Roma	Pizza Roma S.A.	17.1	15.6	14.9	14.2
TGI Friday's	Carlson Cos Inc.	8.8	9.5	11.3	12.1
La Pasteria	Everest S.A.	10.8	10.6	9.9	10.5

Palmie Bistro	Palmie S.A.	9.1	10.2	10.5	10.4
Noodle Bar	Athanasios Malliaros	5.6	6	6.3	6.8
Applebee's Neighborhood Grill & Bar	Milomel Hellas S.A.	6.4	5.6	4.6	4.5
Friday's Bar & Café	Carlson Cos Inc.	4.4	4	4.3	4.3
Far East Pack	Framar S.A.	1	1.3	1.6	2
Ruby Tuesday	P&D Ltd.	3.1	2.9	2.3	1.8
Hard Rock Café	Hard Rock Café Hellas S.A.	1.5	1.3	1.2	1.1
Gourmet Burger Kitchen	GBK Athens S.A.	-	-	0.3	0.9
Wagamama	Positive Eating Restaurants S.A.	-	0.3	0.8	0.9
Bennigan's	Crown Resorts Group	0.5	0.7	0.8	0.8
Hooters	Food & Fun Ltd.	1	1	0.9	0.8
Yum Yum	Yum Yum Ltd.	-	0.1	0.5	0.5
Block House	Block House Hellas	0.5	0.5	0.4	0.3
Others	Others	9.9	9.6	9.3	8.6
Total	Total	100	100	100	100

Source: Euromonitor 2011

Self-Service Cafeterias

The economic downturn in Greece has encouraged cheaper outlets. Self-service cafeterias had a positive 4 percent value growth in 2010 and the number of outlets rose by 6 percent in the same period.

Table 4: Self-Service Cafeterias in Greece (EUR mln)

Outlets	2005	2006	2007	2008	2009	2010
Chained Self-Service Cafeterias	6.1	6.5	8.9	12.5	16.1	17.2
Independent Self-Service Cafeterias	2.2	2.3	2.6	3.0	3.3	3.0
Total	8.3	8.8	11.5	15.5	19.4	20.2

Source: Euromonitor 2011

Table 5: Brand Shares of chained Self-Service cafeterias (% value)

Global Brand Owner		2007	2008	2009	2010
IKEA	Housemarket S.A.	32.2	32.6	33.1	36.2
Hondos Center	Hondos Bros	31.4	25.4	26.2	28.6
Public	Publicworld S.A.	12.0	20.5	20.2	17.5
Others	Others	24.4	21.5	20.5	17.6
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor 2011

Franchising

Franchising is prevalent in the Greek consumer foodservice industry. In 2010, due to the economic recession, franchising operations slowed down substantially, while many franchised outlets closed down. Franchising in Greece works via the traditional model of a master franchisor and the franchisees, either in domestic or international brands. Multinational brand owners normally provide the master franchising license to local companies and let them decide the franchising format and development. There are cases of joint ventures and/or subsidiaries of international brand owners that operate chains of outlets in a centrally managed administration where all outlets are company-owned. Examples are Marinopoulos Kafe S.A. operating Starbucks in Greece, or Milomel Hellas S.A. operating Applebee's Neighborhood Grill & Bar.

More than two thirds of the total chained outlets in Greece in 2011 are operated by franchisees (i.e., Gregory's Microgevmeta, Coffeeright, Everest, Goody's, Dodoni, and Pizza Roma). Operating companies normally manage key positioned flagship stores in order to secure the brand's proper development and correct marketing. Franchising is a popular method of development for foreign operators entering Greece, however local players also franchise widely.

Fast Food

Consumers' interest in fast food declined since 2010, mainly due to a lower disposable income. The entries of Asian fast food and Middle Eastern fast food have largely contributed to the decline of profitability of incumbent fast-food outlets. The current value of fast-food sector remains high (€ 1.4 billion in 2010), but with an 8 percent contraction from previous year. The number of outlets declined by 3 percent.

Goody's is perhaps the most popular fast-food chain in the country. A more recent chain is Everest that specializes in hand-held snacks. Flocafé is gaining popularity through its coffee and dessert items. There are also many independently owned fast food businesses that offer typical fast food items, such as gyros. Many of these small businesses tend to be open late at night and are popular with younger crowds on their way home from a night out.

Table 6: Fast-Food in Greece by category (EUR mln)

Fast-Food	2005	2006	2007	2008	2009	2010
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Chained Fast Food	527.4	521.1	558.6	575.9	584	562.7
Independent Fast Food	883.7	906.4	921.8	969.6	934.1	841.1
Asian Fast Food	1.9	0.3	-	-	1.5	2.7
Bakery Products Fast Food	493.1	507.9	542.1	566.4	550.6	489.2
Burger Fast Food	274.1	265.5	273.7	283	289.2	283.2
Chicken Fast Food	3.8	3.5	3.3	3.5	3.7	4.6
Ice Cream Fast Food	44.3	45.2	46.2	45.8	45.1	41
Middle Eastern Fast Food	-	-	-	-	1.3	2.3
Pizza Fast Food	22.5	23.8	24.1	24	25.1	24.6
Other Fast Food	571.4	581.4	591	622.8	601.7	556
Fast Casual Dining	11.9	12.7	16.4	23.6	31.1	30.1
Total	1,411.10	1,427.50	1,480.30	1,545.50	1,518.10	1,403.80

Source: Euromonitor 2011

Table 7: Brand Shares of Chained Fast-Food in Greece (% value)

Chained Fast-Food	Global Brand Owner	2007	2008	2009	2010
Goody's	Goody's S.A.	36.7	36.4	35.8	36.3
Everest	Everest S.A.	16.5	16.2	16.1	15.9
Gregory's	Gregory's Microgevmeta S.A.	9.6	9.4	10.1	10
McDonald's	McDonald's Hellas	7.2	7	7	7.4
Everest Olympic Catering	Everest S.A.	4	4.2	4.1	4.3
Dodoni	Dodoni Ice Creams S.A.	4.3	3.7	3.2	3
Pitta tou Pappou	Pitta tou Pappou Ltd.	-	2.6	2.7	2.5
Simply Burgers	AVK Restaurants S.A.	0.8	1.4	2.4	2.4
Zio Peppe Pizza Al Metro	Theodoropoulou K and Sia OE	1.5	1.5	1.7	1.9
Sbarro	Select Service Partner Restaurants Hellas S.A.	2.1	1.9	1.9	1.8

Source: Euromonitor 2011

Specialist coffee shops

The popularity of espresso-style coffee is increasing in line with the rise of U.S coffee-shop-style cafés. Local operators Grogoris and Flocafé compete with Starbucks, which entered the market in 2002 and now has 60 outlets.

Specialist coffee shops represent one of the most dynamic foodservice categories in the Greek market. This expanding sector met consumers' demands for steady quality and variety in coffee drinks, coupled with convenient location and pleasant environment.

Specialist coffee shops, self-service cafeterias, fast food outlets, and casual dining full-service restaurants have benefited from the change of scenery in the retail sector, with major shopping centers opening in metropolitan Athens, the prefecture of Thessaloniki and in other major cities and touristic locations (Crete, Rhodes, and Corfu).

1.3.3 Tourism

Tourism represents 15 percent of Greece'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, 2010, and 2011 and is expected to remain weak this year. Social unrest over austerity measures designed to save the economy is also likely to undermine the tourism industry by damaging the image of Greece abroad. Tourism has also been affected by concern about ongoing public and private sector strikes, which disrupt transport networks and the wider national infrastructure.

Gambling

One of the key drivers of tourism in Greece is the gambling industry. Greeks spend an estimated EUR1.7bn a year at casinos that can be found in Rhodes, Syros, Patra, and Xanthi. Regency Entertainment—that has stakes in the refurbished Regency Casino Mont Parnes in Athens and the Regency Casino Thessaloniki—runs the most prominent resorts.

SECTION II. ROAD MAP FOR MARKET ENTRY

A. Entry Strategy

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. Products 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 GR1207.

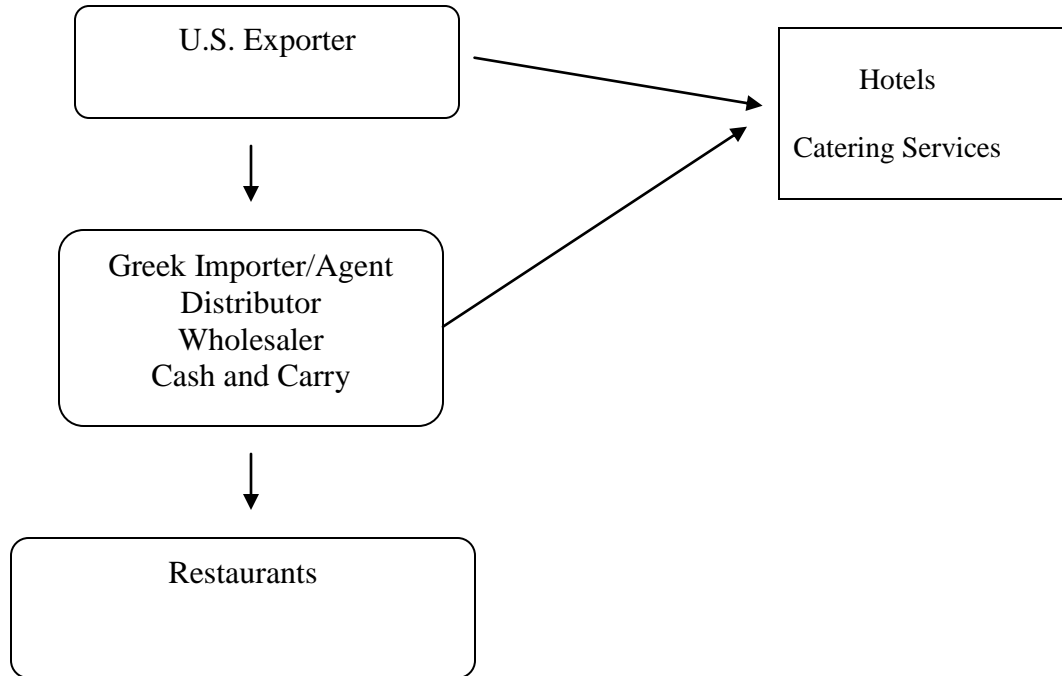
The agents usually undertake promotional campaigns for the import products they service. Several large organizations in the food service sector, including hotel and fast food chains, either import directly or have their own supply unit. U.S. exporters need to work closely with the industry, focusing on the importers and distributors who can best promote U.S. products to the Greek HRI sector.

Greece has specific and sometimes traditional consumption patterns. Careful planning is required for market entry strategies since the industry is highly competitive, and there are sometimes many categories within a single market segment. The following should be taken into consideration:

- Competitor analysis
- Segmentation and identification of a specific target market
- Advertising and promotional activities
- Retail price
- Packaging (label in Greek is an important element)
- Distribution channel
- Product itself (complying with the tastes of Greek people)

When choosing and deciding on a distribution partner or an agent, it is good to explain the profile and positioning of the product, since they can guide U.S. traders through the Greek market and give them the correct advice for marketing the product.

B. Market Structure



- An importer or agent, who may also be a wholesaler and/or distributor, usually imports food products. Big hotel chains and catering services have their own central buying departments and act as importers too.
- Most of the distributors have nationwide distribution channels.
- “Cash and Carries” sell to retailers and restaurants at more competitive prices. METRO S.A., with 24 outlets, is the major “Cash and Carry” in Greece.
- The wholesalers/distributors buy from the local processing industry in addition to importing

Advantages and Challenges for U.S. Exporters in Greece

Advantages	Challenges
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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.
Greece is an import dependent country.	The Greek Ministry of Agriculture is dominated by anti-import thinking. Frequently, GOG impose non-tariff barrier measures to prevent imports of Ag Products in support of domestic production.
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.
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.

SECTION III. COMPETITION

Greece’s financial crisis is affecting all areas of the economy, including agriculture, which accounts for 3.3 percent of total GDP. Greece’s main competitor is the European Union. The Netherlands, Germany, France, and Italy are the leading country suppliers in the food and agricultural trade. The leading importers of Greece’s goods are Italy, Germany, Turkey, Bulgaria, and United Kingdom. Greek primary agricultural imports include cheese, beef, wheat, pork, and sugar. Olives dominate Greece's food exports, followed by canned peaches, cotton, olive oil, and cheese. In 2011, tree nuts and soybeans were the leading U.S. agricultural exports to Greece, while processed fruits and vegetables, cheeses, and olives were the leading Greek agricultural exports to the United States.

Bilateral Ag Trade 2011	
U.S. Ag Exports to Greece \$122 M	U.S. Ag Imports from Greece \$ 249 M
- Tree Nuts: \$25 million	- Canned Olives: \$88 million
- Soybeans: \$21 million	- Cheese: \$23 million
- Tobacco: \$12 million	- Canned Peaches: \$20 million

- The United States exports both Bulk and Consumer products to Greece.
- Greece exports mainly Consumer products to the United States.

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

American Embassy
Foreign Agricultural Service
Via Vittorio Veneto 119/A
00187 Rome
Italy

Tel: +011 39 06 4674 2307

Fax: +011 39 06 4788 7008

E-mail: agathens@usda.gov
agrome@fas.usda.gov

Webpage: <http://italy.usembassy.gov/agtrade.html>

Counselor for Agricultural Affairs

Jim Dever

Agricultural Assistant

Ornella Bettini

Key Greek Government Agencies and Associations

Ministry of Rural Development and Food

Directorate of Plant Production
Phytosanitary and Plant Protection Division
150, Sygrou Avenue
17671 Athens-Kallithea
Greece
Phone: +30 210 9287232; +30 210 9287233
Fax: +30.210.9287234
E-mail: syg059@minagric.gr; syg042@minagric.gr

Greek Ministry of Economy and Finance

General Secretary of IT-Systems
Section of Customs
1, Chandri Street
GR 18346 Athens Greece
Tel: +30 210 480 2400
Fax: +30 210 480 2400
E-mail: a.manta@gsis.gr, info@gsis.gr
Website: <http://www.gsis.gr>

Hellenic Food Safety Authority (EFET)

Central Division
124, Avenue and 2 Iatridou
11526 Ambelokipi PC Athens
Greece
Tel: +30 210 6971 500
Fax: +30 210 6971 501
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.gcsl.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
Greece
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)

26, Arkadias
11526, Athens
Greece
Tel: +30 2107499425 – 0030 2107499445
Fax: +30 2107779313
E-mail: info@paseges.gr ; papadopoulou@paseges.gr
Website: www.paseges.gr

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
Greece
Tel: +30 210 3255370
Fax: +30 210 3237703

Hellenic Association of Airline Representatives / HAAR

65b, Vouliagmenis
166 74 Glifada
Greece
Tel: +30 210 9600942 /3
Fax: +30 210 9600941
E-mail: discover-ath@travelling.gr
Website: <http://www.haar.gr/>

Hellenic Chamber of Hotels

24, Stadiou Street
105 64 Athens
Greece
Tel: +30 210 3237193
Fax: +30 210 3225449
E-mail: grhotels@otenet.gr
Website: <http://www.grhotels.gr/>

Hellenic Hotel Federation

24, Stadiou Street
105 64 Athens
Greece
Tel: +30 210 3312535; +30 210 3312536
Fax : +30 210 3230636
E-mail : info@hhf.gr
Website: <http://www.hhf.gr>

Hellenic Chef's Association

171, Vouliagmenis Avenue, Dafni 17237
Greece
Tel: +30 210 8251401
E-mail: info@chefclub.gr
Website: <http://www.chefclub.gr>

Chef's Club Thessaloniki Hellas

DETH (stand 15) Thessaloniki, 54636
Greece
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

Greece

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

Greece

Tel: +30 26610 81664

E-mail: info@chefscorfu.gr

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

Panhellenic Federation of Catering and Tourist Industry Employees

65, Solomou Street

104 32 Athens

Greece

Tel: +30 210 5244516

+30 210 5234002

Fax: +30 210 5234002

Association of Greek Tourist Enterprises (SETE)

34, Amalias Avenue

105 58 Athens

Greece

Tel: +30 210 3217165

Fax: +30 210 3217177

E-mail: info@sete.gr

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

Hellenic Association of Travel and Tourist Agencies (HATTA)

11, Iossif Rogon Street

117 42 Athens

Greece

Tel: +30 210 9223522, 210 9234143

Fax: +30 210 9233307

E-mail: hatta@hatta.gr

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

Association of Tourist Guides of Thessaloniki

P.O. BOX 10163

541 10 Thessaloniki

Greece

Tel: +30 2310 546037

Fax: +30 21310 546037

E-mail: guideskg@otenet.gr

Panhellenic Federation of Tourist Enterprises (POET)

Syngrou 1 and Ath. Diakou 20

117 43 Athens

Greece

Tel: +30 210 9210720, 210 9245120, 210 9245574

Fax: +30 210 9210740, 210 9245153

E-mail: info@poet.gr

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

Panhellenic Guide Federation

45-47, Voulis Street

105 57 Athens

Greece

Tel: +30 210 3210680

Fax: +30 210 3210680

E-mail: admin@touristguides.gr

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

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

24 Stadiou Street

GR 105 64 Athens

Greece

Tel: +30 210-3312253

+30 210-3310022

Fax: +30 210-3312033

E-mail: itep@otenet.gr

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

Hellenic Professional Yacht Owners Association

Marina Zeas, Administration Building

185 36 Piraeus

Greece

Tel: +30 210 4526335

Fax: +30 210 4280465

E-mail: hpyoa@yachtnet.gr

epest@yachtnet.gr

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

<http://www.epest.gr>

Hellenic Yacht Brokers and Consultants Association

Marina Zeas office A'1

185 36 Peiraias

Greece

Tel: +30 210 4533134

Fax: +30 210 4533134

E-mail: hyba@ath.forthnet.gr

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

Trade Events in 2012

AGROTICA 2012

24th International Fair for Agricultural Machinery, Equipment, and Supplies

Date: February 1-5, 2012

Keeping its promise every two years, the biggest international meeting of professionals from the agricultural sector presents the latest developments in Machinery, Equipment, and Supplies from all over the world.

Venue: International Exhibition Center of Thessaloniki
Organization: HELEXPO S.A.
Tel.: +(30)-(2310)-291101
Fax: +(30)-(2310)-291551
Email: agrotica@helexpo.gr
Website: <http://www.helexpo.gr>

HO.RE.CA

7th Hotel – Restaurant – Cafe Exhibition

Date: February 4-7, 2012

HORECA offers a complete overview of all new products for the provisioning and equipment of every foodservice and hospitality company. The show is organized under the auspices of main professional organizations such as the Hellenic Chef's Association, the Hellenic Chamber of Hotels, the Attica Hotels Association, and the Ministry of Tourism and Culture.

Venue: Expo Athens

Organizer: Forum S.A.

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

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

E-mail: info@forumsa.gr

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

IFDTEX

25th International Food, Drink, and Technology Exhibition

Date: March 9-11, 2012

Long established as Greece's leading specialized food and drink fair, the International Exhibition of Food and Drink (IFDEX) brings together the full range of producers, distributors, and brand-owners to present their products to a national, regional, and international audience of retailers, wholesalers, restaurants, and hoteliers.

Venue: Metropolitan Expo, Athens

Organizer: Mack Brooks Hellas A.E.

Tel.: +(30)-(211)-1069350

Fax: +(30)-(211)-1069351

E-mail: ifdex@mackbrookshellas.gr

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

ARTOZYMA

7th International Exhibition for Bakery – Confectionery – Raw Materials – Equipment – Products

Date: March, 9-12, 2012

Venue: International Exhibition Center of Thessaloniki

Organization: HELEXPO

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

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

Email: artozyma@helexpo.gr

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

MEAT DAYS 2012

Date: June 22-24, 2012

Meat Days aspire to become top meeting event in international scope, where all commercial and scientific information will be gathered along with the technological and innovative solutions. A multi-event, where the people of the meat market, poultry, meat and products will meet with experts not only from Greece but also from abroad.

Venue: Metropolitan Expo, Athens

Organizer: O.mind Creatives

Tel.: +(30)-(210)-(9010040)

Fax: +(30)-(210)-(9010041)

E-mail: info@omind.gr; info@meatplace.gr

Website: <http://www.meatdays.gr/en/organotes/omind/>

PRIVATE LABEL 2012

2nd Exhibition for Labels Products

Date: November 2-3, 2012

Private Label-Athens is a meeting ground for producers and trade buyers to interact and develop a valuable partnership. It is a unique platform for exhibitors to showcase foodstuffs, beverages, hot beverages, beauty & hygiene products, household products, clothing, D.I.Y. products, and specialized press. It is a good opportunity for the wholesalers, suppliers, and retailers to promote their private label business.

Venue: Athens International Exhibition Centre

Organizer: HELEXPO

Tel.: +(30)-(2310)-291142

Fax: +(30)-(2310)-291692

Email: privatelabel@helexpo.gr

Website: www.helexpo.gr

BIOLOGICA

5th Exhibition of Organic Products

Date: November 2-4, 2012

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>

PHILOXENIA 2012

28th International Tourism Exhibition

Date: November 23-25, 2012

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 Greece.

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 Expo & Clean 2012

Date: November 23-25, 2012

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>