

INTERNATIONAL EXPO



FOOD & DRINKS

by **Detrop**

HELEXPO

13-15
NOV

20
26

THESSALONIKI
INTERNATIONAL
EXHIBITION & CONGRESS
CENTER, GREECE

***Eat locally,
think globally***



All about Café



foodanddrinks-expo.gr



ORGANIZED BY

HELEXPO

Gastronomy meets hospitality! Together: FOOD & DRINKS by Detrop with Philoxenia

TIF-HELEXPO introduces a new exhibition approach, strengthening the connection between hospitality and gastronomy. The FOOD & DRINKS by Detrop and Philoxenia exhibitions are held in parallel, offering a unified meeting space for professionals from the tourism, catering, and hospitality sectors, aiming to foster synergies and promote high-quality tourism development.

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).



INTERNATIONAL EXPO

FOOD & DRINKS

by Detrop

HELEXPO

ufi
Accredited
International
Event

2025

250
Exhibitors

Exhibitors from
19
countries

20.000
Visitors

Visitors from
33
countries

60+
Parallel
Events

650+
B2B
Meetings

INTERNATIONAL EXPO



**FOOD &
DRINKS**
by **Detrop** **HELEXPO**

Themed
Lounges



Drinks & Wine
by Oenos

Meat

Dairy

**Global
& Local**



Golden Olive

Fish

All about Café

Herbs & Honey

Pack & Tech

Themed Lounges

***Eat locally,
think globally***



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.

Fish



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

Meat



- Meat
- Meat products
- Poultry
- Cold cuts

All about Café



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

Dairy



- Milk
- Milk products
- Yoghurt
- Cheese
- Butter 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

Pack & Tech



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

WE ROAST GREEK

ALL

OF

ROAST

ING

THE

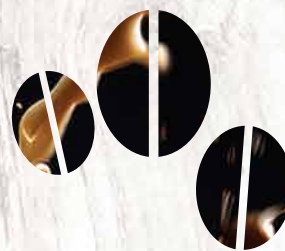
WORLD

OF

COFFEE

LOVERS

MEET



THE NEW GENERATION OF GREEK
COFFEE ROASTING

INTERNATIONAL EXPO



**FOOD &
DRINKS**
by **Detrop** **HELEXPO**

13-15 20
NOV 26

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

**Roast locally,
drink globally**

- **Roasting Experience**
- **Coffee Seminars & Workshops**
- **Coffee Village**
- **Coffee Tasting**
- **Addressed to:**
 - Foodservice professionals
 - Baristas
 - Roasters
 - Hoteliers - F&B Managers
 - HORECA establishments
 - Coffee lovers with a passion for knowledge

 **Pavilions | 8, 9, 10**



INTERNATIONAL EXPO



FOOD & DRINKS

by **Detrop** **HELEXPO**

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 2026 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

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.

COST
€/sq.m.
from
120,00

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.
33,00

* Cost increases by 10€/sqm for each open side of the stand.
* The above prices do not include 24% VAT



DISCOUNTS

• From 21-49 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

INTERNATIONAL EXPO



FOOD & DRINKS

by **Detrop**

HELEXPO

Side Events

- Food tasting events
- Food Experts' Awards **#FEA**
- Seminars, Masterclasses & Workshops



INTERNATIONAL EXPO



FOOD & DRINKS

by **Detrop** **HELEXPO**

Fair Layout

13-15 NOV 2020 26

Working hours

Friday 11:00-20:00
Saturday 10:00-20:00
Sunday 10:00-18:00

*Eat locally,
think globally*

Free parking
for exhibitors
and visitors

INTERNATIONAL EXPO



● Pavilions | 8, 9, 10, 16



All about Café

● Pavilions | 8, 9, 10



● Pavilions | 12, 13, 14, 15

- A TIF HELEXPO ADMINISTRATION BUILDING
- B CONFERENCE CENTRE "N. GERMANOS"
- C CONFERENCE CENTRE "I. VELLIDIS"
- D EVENT HALL "AIMILIOS RIADIS"
- + FIRST AID
- i ENTRANCE-INFORMATION



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DRINKS**

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Further Information

Event Organizer

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foodanddrinks@helexpo.gr



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ORGANIZED BY

HELEXPO

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

THE BANK
OF TIF-HELEXPO
**NATIONAL BANK
OF GREECE**

OFFICIAL
ENERGY PROVIDER
ΔΕΗ

OFFICIAL
AIR CARRIER SPONSOR
AEGEAN

TELECOMMUNICATION
PROVIDER
NOVA

OFFICIAL DATA CENTER
INTERNET PROVIDER
LANCOM
Data Center • Cloud • Telecom

OFFICIAL
CAR PROVIDER
Autohellas Hertz