

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Required Report - public distribution

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Greece

Retail Foods

2011

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Report Highlights:

Food and beverage is the most dynamic and high growth sector in Greek manufacturing. The local food and drink industry is one of the main contributors to the country's Gross Domestic Product (GDP) and is maintaining its strength. Supermarkets and cash and carry stores account for 90 percent of the total foodstuffs sector in Greece, while grocery shops, mini markets, and small self-service stores take the remaining 10 percent.

Post:
Rome

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SECTION III. COMPETITION
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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.

The Retail Food 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).

Services that supermarkets provide include:

- Home Delivery: Orders are now received through telephone, fax, and Internet.
- Establishment of Cash and Carries: More than half of cash and carries established in the last two years belong to supermarket chains.
- Sale of 'new' products: Big supermarkets have opened special departments with "shop-in-shop" arrangements selling mobile phones, electronic, and electrical equipment.
- Development of ready-meals department: These departments have been expanded in many supermarkets with a variety of meals offered.
- Entrance into the travel and leisure market: Carrefour Marinopoulos has entered the travel and leisure market with the opening of in-store travel agency, Carrefour Travel.

Private label

Consumer loyalty to well-known brands has weakened, owing partly to the economic downturn and partly to the increased availability of private label products. The introduction of own label products has been a relatively

recent development in Greece, and during the last few years it has become an important element of the retail market, although still not as significant as in other European markets. Own label products are currently estimated to account for approximately 20 percent of the sector's turnover. The practice was developed mainly by the major s/m as a solution to the rapid decline of their profit margins that reached a level of 1.5 percent, and did not allow for further discounts. The opening and growth of Dia and Lidl also contributed much to the development of those products. The German chain Aldi made a dynamic entry initially in Northern Greece.

Table 1: Grocery Retailers Company Shares (% Value 2006-2010)

Grocery Retailers	2006	2007	2008	2009	2010
Carrefour-Marinopoulos S.A.	7.1	7.5	7.8	7.8	9.2
Alfa-Beta Vassilopoulos S.A.	3.6	4.0	4.7	5.2	5.5
Sklavenitis, J & S, S.A.	3.4	3.5	4.1	4.3	4.6
Lidl Hellas & Co EE	3.7	4.0	4.0	3.9	4.3
Veropoulos Bros S.A.	2.5	2.7	2.8	2.9	3.0
Diamantis Masoutis S.A.	1.9	1.9	2.0	2.1	2.2
Atlantic S.A.	1.4	1.4	1.3	1.3	1.1
Metro S.A.	0.9	1.0	1.1	1.1	1.1
Chalkiadakis S.A.	0.4	0.5	0.5	0.5	0.5
Aldi Hellas E.E.	-	-	0.1	0.4	0.5
Bazaar S.A.	0.3	0.3	0.3	0.4	0.4
OK Anytime Market S.A.	0.1	0.1	0.2	0.2	0.2
Ola Stores S.A.	0.2	0.1	0.1	0.1	0.1
Coffee Connection S.A.	0.1	0.1	0.0	0.0	0.0
EKO S.A.	0.0	0.0	0.0	0.0	0.0
Motor Oil Hellas S.A.	-	-	-	0.0	0.0
Dia Hellas S.A.	1.7	1.6	1.6	1.5	-
Shell Co (Hellas) Ltd.	0.0	0.0	0.0	-	-
Plus Hellas E.P.E & Sia E.E.	0.3	0.2	-	-	-
Trofino S.A.	0.1	-	-	-	-
Others	72.4	71.0	67.1	68.2	
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International

Consumer trends

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. The retail food market has dropped in sales volume by 17.7 percent

since 2010. Retail food stores have seen a total drop in sales of up to 3.5 percent by value in the first four months of 2011, on top of the 1.6 percent fall registered in 2010. At the same time, Greek consumers are avoiding impulse purchases, with nine out of 10 shoppers using a grocery list, and three out of 10 not buying anything that is not on that list. Consumers buy the essential items while taking advantage of any promotional offerings. There has been an increase in on-line shopping and a big turn towards private-label goods that combine product quality with the lowest prices.

Table 2: Sales in Grocery Retailing by Category (EUR mln)

Grocery Retailing	2005	2006	2007	2008	2009	2010
Discounters	1,237	1,426	1,518	1,524	1,545	1,550
Food/Drink/Tobacco Specialists	4,164	4,352	4,516	4,567	4,637	4,433
Hypermarkets	793	820	855	873	849	794
Small Grocery Retailers	2,569	2,591	2,602	2,529	2,518	2,374
- Convenience Stores	122	148	177	211	212	201
- Forecourt Retailers	13	15	19	20	20	19
- Independent Small Grocers	2,433	2,427	2,406	2,299	2,286	2,154
Supermarkets	8,665	9,531	9,914	10,164	9,843	9,412
Other Grocery Retailers	5,742	6,141	6,700	6,990	7,088	6,770
Grocery Retailers	23,171	24,861	26,105	26,646	26,481	25,333

Source: Euromonitor International

Table 3: Sales in Grocery Retailing by Category (% Value Growth)

Grocery Retailing	2009/10	2005-10 CAGR	2005/10 TOTAL
Discounters	0.3	4.6	25.4
Food/Drink/Tobacco Specialists	-4.4	1.3	6.4
Hypermarkets	-6.5	0.0	0.2
Small Grocery Retailers	-5.7	-1.6	-7.6
- Convenience Stores	-5.3	10.4	64.4
- Forecourt Retailers	-6.5	7.2	41.3
- Independent Small Grocers	-5.8	-2.4	-11.5
Supermarkets	-4.4	1.7	8.6
Other Grocery Retailers	-4.5	3.3	17.9
Grocery Retailers	-4.3	1.8	9.3

Source: Euromonitor International

Advantages and Challenges for U.S. Exporters in Greece

Advantages	Challenges
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SECTION II. ROAD MAP FOR MARKET ENTRY

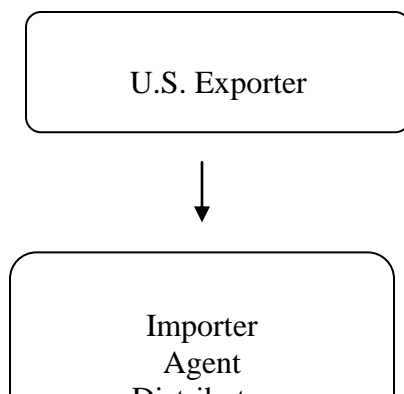
Modern mass grocery retail outlets are increasing their market share, which means that customers have access to a wider product range.	Geographical challenges, including a large rural and island-based population, will continue to hamper the development of larger retail formats that can stock wider varieties 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.
Greek importers favor U.S. products because of good quality and wider variety.	Average tariff levels remain high, increasing products' price. GM labeling requirements, on the other hand, result in consumer concern.
Greek food industry relies on imported ingredients, many from the U.S.	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.

A. Super Stores, Supermarkets, Hypermarkets, Club, and Warehouse Outlets

Entry Strategy

Eighty per cent of Greece’s import trade is handled through sales agents or distributors. Distributors operate on wholesale (and in some cases, retail) basis with exclusive sales rights for certain districts or for the entire country. 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 GR1107.

Market Structure



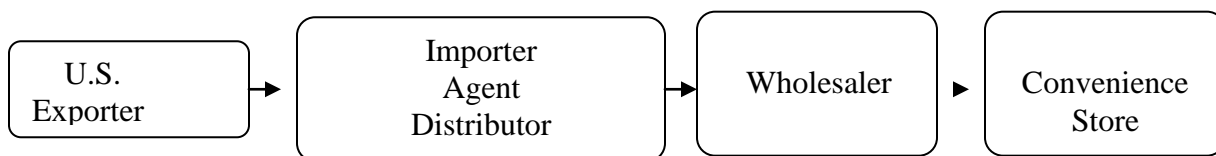
- Food products are usually imported in Greece by an importer or agent, who may also be a wholesaler and/or distributor. The importer is responsible for the delivery of products to their distribution center.
- Supermarkets act as importers too.
- The agents usually undertake promotional campaigns for the products they import.
- Most of the distributors have nationwide distribution channels.

B. Convenience Stores, GAS Marts, Kiosks, and Traditional Markets “Mom and POP”

Entry Strategy

Convenience and other small stores that cater to every day needs exist throughout the neighborhoods of Athens and its suburbs. These are beverage shops, mini markets, and kiosks —most of which have grown into small general stores. They cater to the emergency needs of area inhabitants for products of daily consumption, particularly when big stores are closed, or when it is impractical to pay a visit to the supermarket. These shops can be called "small points of sale" and constitute an integral traditional part of the Greek market.

Market Structure



- Convenience stores usually sell dairy products, sodas, beverages, dry grocery products, and a limited range of non-food products.
- Gas station mini markets sell newspapers and magazines, tobacco, snacks, dairy products, ice cream, and some dry grocery items.
- Kiosks sell tobacco, newspapers, snacks, and ice cream.

Retail Definition

Hypermarket: is a very large establishment engaged in retailing various types of food and non-food necessities within a structure of 2,500 to 10,000 square meters of space.

Supermarket: is a medium to large establishment engaged in retailing mainly food items within a structure of 400 to 2,500 square meters of space. A supermarket can also offer some added-value services, such as dry cleaning or in-store ATMs, etc.

Discount store: is an establishment mainly engaged in retailing private and unbranded labels at a discount price, within a structure that can range from 300 to 1,000 square meters of space.

Convenience store: is a small retail store that is open long hours and that typically sells a limited variety of food and pharmaceutical items.

Traditional Mom + Pop: are privately owned small establishments engaged in retailing food and some non-food necessities within a structure of less than 100 square meters of space.

SECTION III. COMPETITION

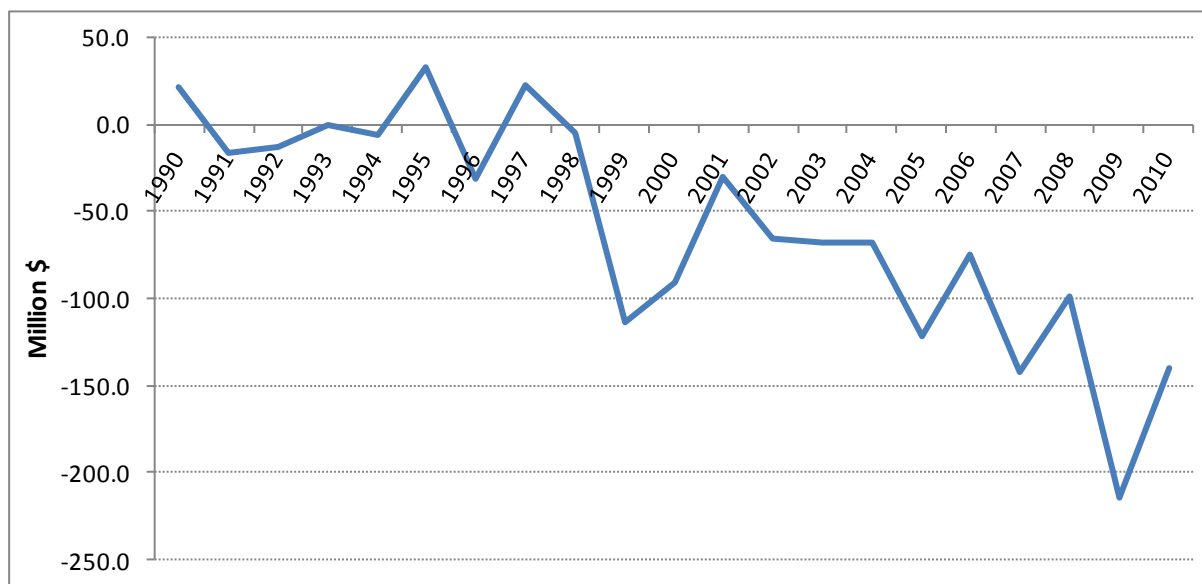
Greece's main competitor is the European Union. Netherlands, Germany, France, and Italy are the leading country suppliers in the food and agricultural trade. The main importers of Greece's goods are Italy, Germany, Turkey, Bulgaria, and United Kingdom. Greek primary agricultural imports include cheese, beef, wheat, pork, and sugar. Olives dominate Greece's food exports, followed by canned peaches, cotton, olive oil, and cheese. In 2010, 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. Major processed

food products exported include processed fish (frozen), prepared or preserved peaches, prepared and preserved vegetables, cheese and dairy products (mainly yogurt and the worldwide famous “feta”), olives, oil, and wine.

Bilateral Ag Trade 2010	
U.S. Ag Exports to Greece \$140 M	U.S. Ag Imports from Greece \$ 280 M
- Tree Nuts: \$32 million	- Canned Olives: \$88 million
- Tobacco: \$22 million	- Cheese: \$20 million
- Soybeans: \$20 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.

U.S. Ag Trade Balance with Greece:



**U.S. Imports of Agriculture, Fish, and Forestry products from Greece
FY 2005-2011
(In Thousands of Dollars)**

Product	2005	2006	2007	2008	2009	2010	2011	%Chg.
Processed Fruit and Vegetables	96,948	87,159	126,985	114,159	100,860	125,693	143,811	14.41
Seafood Products	5,834	7,572	9,290	12,635	14,108	16,656	24,691	48.24
Cheese	15,710	15,501	17,873	18,814	20,500	20,273	23,198	14.43

Vegetable Oil	14,912	21,377	22,128	22,184	19,738	17,628	17,623	-0.03
Wine and Beer	9,428	9,337	10,228	10,086	9,995	9,956	11,056	11.0
Snack Foods	5,225	6,524	17,526	21,746	8,432	4,579	5,847	27.71
Hides and Skins	31	0	1	92	132	4,129	4,928	19.3
Tobacco	42,735	40,014	30,349	29,374	22,717	6,775	4,041	-40.3
Roasted and Instant Coffee	1,338	1,562	1,805	1,691	2,234	2,417	2,338	-3.26
Other Dairy Products	7,847	13,969	26,693	26,542	887	1,468	1,544	5.17
Ag, Fish and Forest Products	209,134	212,039	272,388	267,337	206,287	216,693	248,981	14.90

Source: BICO

**U.S. Exports of Agriculture, Fish, and Forestry products to Greece
FY 2005-2011
(In Thousands of Dollars)**

Product	2005	2006	2007	2008	2009	2010	2011	%Chg.
Tree Nuts	62,099	60,939	47,268	61,292	36,446	36,384	25,415	-30.15
Soybeans	11,036	14	4,519	9,661	14,134	8,406	21,078	150.73
Hides and Skins	5,908	4,874	9,511	8,575	2,960	8,742	13,550	55.00
Tobacco	28,334	20,226	30,653	23,157	17,278	21,658	12,318	-43.19
Fish Products	3,302	4,739	6,961	7,582	8,739	5,229	6,132	17.28
Processed Fruit and Vegetables	2,454	1,726	3,192	3,501	3,752	3,788	4,851	28.06
Hardwood	12,428	13,288	12,971	15,279	8,670	9,559	4,737	-50.45
Snack Foods	1,859	2,737	3,036	3,464	2,670	3,069	3,495	13.87
Pulses	2,018	1,818	1,201	1,875	1,910	1,242	3,122	151.26
Poultry Meat	13,058	5,977	7,788	9,917	9,523	6,121	2,795	-54.33
Ag, Fish and Forest Products	172,946	145,657	157,030	176,329	146,137	128,774	121,718	-5.48

Source: BICO

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

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Phytopathology and Plant Protection Division

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E-mail: syg059@minagric.gr; syg042@minagric.gr

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Tel: +30 210 6971 500

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E-mail: info@efet.gr

Website: www.efet.gr

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Directorate of Foods

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Fax: +30 210 6467 725

Email: gxk-foodiv@ath.forthnet.gr

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

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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

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Tel: +30 210 212 49 03

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86-88, Marinou Antypa

163 46 Hellioupolis Athens

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Tel.: +30 210 9982100

Fax: +30 210 9969100

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E-mail: infocenter@hepo.gr

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26, Arkadias

11526, Athens

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Fax: +30 2107779313

E-mail: info@paseges.gr ; papadopoulou@paseges.gr

Website: www.paseges.gr

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226, Pireos Str.

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Fax: +30 210 3452 098

E-mail: pasekt@ath.forthnet.gr

SESME – Supermarket Association

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Tel. +30 210 6756 618
Fax: +30210 67 56 389
E-mail: sesme@ath.forthnet.gr

Trade Events in 2011

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

Fourth 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

Third 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

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