

THESSALONIKI INTERNATIONAL EXHIBITION AND CONGRESSES CENTER

Pavilions 2, 7, 8, 9, 10, 12, 13, 15, 16, 17

Working hours: • Friday 10:00 - 19:00 • Saturday 10:00 - 19:00
• Sunday 10:00 - 19:00 • Monday 10:00 - 18:00



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ORGANIZED BY
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Under the auspices



for professionals only



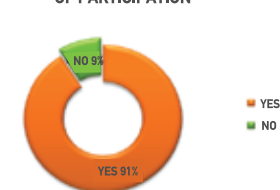
An international atmosphere

Both exhibitions were characterised by an intensely international “atmosphere”, with the number of hosted buyers increasing by 40%. Apart from the 250 hosted professionals who came from over 30 countries, there were also independent visitors who enriched the international “menu”. In total, over 3,000 registered meetings took place between international and Greek enterprises. 91% of Hosted Buyers (international professionals invited to attend) expressed their absolute satisfaction and their intention to participate in the next event.

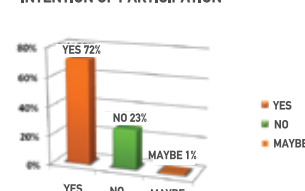
In 2017, there will be over 300 hosted buyers, coming from Belgium, Canada, Dubai, Egypt, France, Germany, India, Italy, the Netherlands, Russia, Saudi Arabia, Spain, Sweden, the United Kingdom, the USA and, of course, all the Balkan countries, with over 5,500 pre-arranged B2B meetings.

Apart from business meetings to be held at exhibitors' stands, visitors will tour the exhibition area in order to come into direct contact and become acquainted with other exhibitors and products that stir their interest.

HOSTED BUYERS' INTENTION OF PARTICIPATION



INTENTION OF PARTICIPATION



Exhibitor participation

The two exhibitions hosted more than 770 exhibitors and covered over 22,000 m2 of exhibition space across seven buildings. 72% of exhibitors declared their intention to participate in the next event, as 44% of them concluded commercial agreements during the exhibition.

At the next event, exhibitor numbers are projected to exceed 900, covering over 25,000 m2 across nine exhibition buildings.

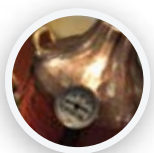
INTRODUCTION

The domestic and international “pulse” of the food and beverage industry will be recorded at the Detrop-Oenos exhibition “duo”, to be organised by TIF Helexpo at Thessaloniki International Exhibition Centre from 3 to 6 March 2017.

Two Major Thematic Salons, with top representatives of the Greek food-beverage industry, will be at the focus of the two events.



The first salon will focus on Olive Oil and Olives, the treasures of the Greek land and the Mediterranean diet,



while the second will focus on Distillates and the “stars” of Greece: Ouzo and Tsipouro.

Special Edition - Private Label Products

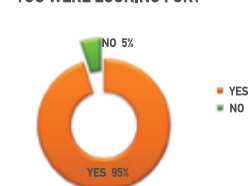
Detrop is the first exhibition in Greece for the food & beverage sector. With serious, responsible steps, without inflated statistical results and grandstanding, and with the credibility that only TIF-HELEXPO SA, the national exhibition organization, can provide, Detrop is the only exhibition that has persisted and remained present in the Greek market since 1976.

Increase in visitors

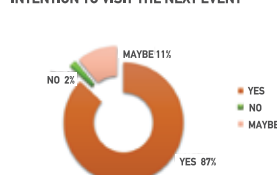
The visitors to “Detrop” and “Oenos”, who increased in number by 23% from 2013 to 2015 and from 25,850 in 2015 to over 31,000 in 2016 at Detrop Boutique, expressed their absolute satisfaction with the events. For 2017, it is projected that visitor numbers will exceed 35,000 targeted trade visitors.

Following a survey conducted during the exhibition, 95% of visitors stated that they were very satisfied and found the products and services they were looking for. 62% visited the exhibition on a second day, while 87% stated that they would definitely be visiting the next event.

DID YOU FIND THE EXHIBITS YOU WERE LOOKING FOR?



INTENTION TO VISIT THE NEXT EVENT



Facts & Figures

2015

expected 2017

770 exhibitors	900 exhibitors
30,000 visitors	35,000 visitors
250 hosted byers	300 hosted byers
22,150 sq.m. exhibition space	25,000 sq.m. exhibition space
3,000 pre-arranged meetings	5,500 pre-arranged meetings



SIDE EVENTS

INNOVATIVE & INTERACTIVE PARALLEL EVENTS

Extroverted and pioneering, DETROP once again

As a pioneer and leading expert in the fields of food and beverage, DETROP includes in its services innovative and parallel events with the primary focus being on extroversion. By actively involving HOSTED BUYERS in the “game”, by including exhibitors and their products in tastings and by joining them with the products of other exhibitors, DETROP is becoming an innovative and interactive promotional vehicle. Through the gastronomic creations presented at Pop Up Restaurants and the Corner Show Room “It’s All New to Me!”, the most innovative products enjoy the spotlight and receive awards.

Pop Up Restaurants

This is the future of business dining!

The truly unique dining experience set in the heart of the Exhibition is ready to host over 1000 buyers and other professional visitors, in a beautiful and well-organized environment. Expert chefs and their teams prepare the menus with high quality Greek products, taking the Mediterranean cuisine to another level, while the invited professionals are offered a superb “SHOW AND TASTE” experience.

by  PLACES & FLAVORS



Olives & Olive Oil Bar

Renowned olive and olive oil tasters from around the world will speak in the specially designed tasting room for the needs of the sector and will analyze its secrets.



Seminars & Panel Discussions

Field experts of the food and beverage industry from Greece and abroad, are invited to share their knowledge and experiences with exhibitors and other professional visitors.

New trends, innovations, economic opportunities, dos and don'ts are, amongst others, the subjects of lively, interactive discussions and seminars.



Spirits & Oysters

Greece's renowned and loved spirits, ouzo and tsipouro, make a special entrance in this year's DETROP. At a well-equipped bar surrounded by companies of the sector, the international and other visitors will get acquainted with ouzo and tsipouro, the unique Greek distillates, paired with delicious oysters from the Greek seas. Tastings, pioneering cocktails, meze pairings and of course, their use in recipes will all unfold in this beautiful bar set in DETROP.



Beer & Cold Cuts

Cheers! ..and welcome to the innovative beer and cold cuts bar set run by expert bar chefs!

This pairing is tradition and trend in one and the professional guests of the exhibition get to explore both.

Cheese & Wine

The di..vine pairing of cheese and wine is presented in a specially designed bar.

Pairing is a matter of harmony and contrast and under the supervision of expert knowledge, it creates a sensation of gastronomic delight to suit the palates of the most demanding attending professionals.



Corner Showroom “It’s All New to Me”

The exhibitors have a unique chance to showcase and highlight their export-ready products that have been introduced to the market in the past two years, while claiming honorable awards in the categories “Packaging & Design” and “Innovation”. The additional exposure works wonders with the hosted buyers of the Exhibition.



PRICE LIST OF RENTED SPACE

COVERED AREA

TYPE 1 without equipment

Stand marked out on the floor, general cleaning charges.

At type 1/ without equipment, electric provision and consumption isn't included.

(An electrical plan will be needed). Cost 20,0 €/Kw.

TYPE 2 shell scheme



Surrounding partitions, facade with a signboard with the company name, the number of the stand, fitted carpet, general cleaning service, 1 desk, 1 small table, 3 chairs and ten electric spotlights/12 sq.m., one socket / 12sq.m electric, power consumption.

TYPE 3 business stand



TYPE 1	TYPE 2	TYPE 3	OPEN AIR SPACE
one side 89.00 €	19.00 €	starting price	50.00 €
two sides 98.00 €		25.00 €	
three sides 108.00 €			
four sides 119.00 €			

VAT 24% not included

REGISTRATION FEE 100.00 €

DISCOUNTS

- From 24-49 sq.m. discount 10%
 - From 50- 99 sq.m. discount 15%
 - From 100 sq.m.and over discount 20%
- All discounts are calculated on the price of space rent.