

Press Release, 2nd Q 2009

Metropolitan Expo's 2nd quarter of operation, was crowned with complete success, justifying the assessment that the new state -of-the-art exhibition centre will be the heart of business in Greece and one of the most important European destinations for the exhibition and conference market.

In recent months, **Metropolitan Expo** hosted in its premises important exhibition events such as the organization of the 5th International exhibition “ **METEC – MACHINERY WORKS**” from 20-23 March 2009, the International exhibition of Defence, Security, Energy and Aviation “ **ATHENS INTERNATIONAL 2009**” from 21 to 24 May, and the very top exhibition of the graphic arts industry in Greece “**GRAPHICA-EXPO PACK**” from May 29 to June 1st 2009.

Recent Events

The 5th event of **METEC - Machinery Works**, proved to be very successful, while the exhibition covered twice the area of previous events and attracted more than 20,000 visitors from all over Greece, Cyprus and abroad.

More than 160 exhibitors presented their new models within the 4-large exhibition areas and an outdoor area of 45,000 m², while during the four days of the exhibition, orders for millions and millions of Euros took place.

The international exhibition of Defence, Security, Energy and Aviation **ATHENS INTERNATIONAL 2009**, was held in the halls of the **Metropolitan Expo** along with the skater «Z» Athens International Airport, in parallel with congress and speeches of senior government executives and government official opposition, presence in six embassies in specially designed kiosks, and significantly increased participation of entities and companies.

The **GRAPHICA-EXPO PACK**, confirmed its dynamics as the leading exhibition event for the industry of Graphic Arts in Greece. One hundred and fifty exhibitors from the fields of Graphic Arts and Packaging for four days welcomed in the halls of **Metropolitan Expo**, 6.284 companies from all over Greece and abroad (Cyprus, Turkey, FYROM, Germany, Britain, Portugal, Bulgaria, Syria, Israel, Taiwan, Pakistan, etc.). The overwhelming majority of exhibitor companies expressed satisfaction with the excellent organization of the event. Most of them acquired extremely high sales – unexpected, due to the current critical economic situation worldwide - exceeding their original predictions.

Numeric Supremacy

During the first six months of its operation, **Metropolitan Expo**, welcomed a total of more than **130.000 visitors** and **2.200 commercial and industrial companies**, manufacturers, operators and exhibitors, who presented their products and services and achieved an absolutely successful trade.

An already protagonist in the business field, **Metropolitan Expo** has **4** large halls of horizontal layout covering a total area of **45.000 m2**, conference centres of total capacity of aprox. **1000** people, **2** separate & impressive reception areas of **3.000 m2**, a parking area of **100.000 m2.**, and a total of **9** modern catering premises (restaurants and cafes).

All of the above, combined with unparalleled facilities, a unique location and excellent technical support for organizations and events, establish **Metropolitan Expo**, as the leader of the Greek entrepreneurial activity.

Seasons' highlight, the official opening of the Metropolitan Expo

Along with the high pace of events and exhibitions, **Metropolitan Expo**, held on May 12th 2009, its official opening. Preceding opening event, a press conference was held in GB Hotel on May 5th, where journalists of the political, economic and social reportage had the opportunity to learn in detail the requirements and dynamics of the new exhibition centre.

The opening of **Metropolitan Expo** was held in the presence of 1,700 guests on May 12th 2009, with an original happening that highlighted the unique dimensions and capabilities of the exhibition and conference centre.

The inauguration was held by **Minister of Development Mr Kostis Hatzidakis**, while the event was honoured by the presence of representatives of political, business and artistic areas, representatives of government, representatives of sectoral agencies and entrepreneurs and executives of the industry of exhibitions and conferences organization.

As the Minister Mr. Kostis Hatzidakis stated during his speech « **Metropolitan Expo** proves that we can have modern infrastructure and claim a new type of development, based on providing high quality services in response to current business needs but also to consolidate new activities such as conference and exhibition tourism. A venue that promotes Greece, as a business centre and meeting point for thousands of traders and exhibitors from around the world ».