

22nd International Food-Drink-Technology Exhibition

IFDTEX 2009

The 22nd International Food-Drink-Technology exhibition took place at Metropolitan Expo, with great success.

The exhibition opened at 5 until 9/2/009 and spread in the 4 halls of Metropolitan, presenting all the sectors of food-drink-technology and biological products.

The interest from businessmen of all sectors was vivid and made the exhibition, for once more, the most profitable organization in the area.

EXHIBITION VENUE

International Food-Drink-Technology Exhibition, was organized by Mack Brooks Hellas SA. And was held on 5-9 February 2009 at the newly constructed Exhibition Centre Metropolitan Expo, in Attica.

Metropolitan Expo is the biggest exhibition venue in Attica region and it covers a total of 111.000 sq.m. At the same time it is the most modern centre, of European standards, in all Attica and the rest of country.

Metropolitan Expo is strategically located in the most central & recognised area of Athens, the International Airport "Eleftherios Venizelos".

Its location and accessibility by all means of transportation, defines the centre as the ideal place for hosting trade events and conferences.

It is worth mentioning that the halls division in sectors is responding to the high standards of International Food Drink Technology Exhibition (IFDTEX).

According to their interest, visitors had immediate access to the 4 basic sectors which were presented at the 4 halls of the centre.

HALL 1 DRINKS SECTOR

HALL 2 TECHNOLOGY SECTOR

HALL 3 FOOD SECTOR

HALL 4 TRADITIONAL-ORGANIC PRODUCTS SECTOR

PARTICIPATIONS-PRODUCTS

At the 22nd International Food-Drink-Technology exhibition 498 companies participated, covering all the sectors in the fields of: industry-handicrafts-wholesales-representations-workshops.

PARTICIPATIONS BY HALL AND SECTOR

Hall 1-DRINKS

Participation of 119 companies representing the following products:

Coffee-alcoholic drinks-soft drinks-wines-bottled water-beers-syrups, coffee related products-beverages-juices. Also in the drink sector there where companies occupied with glass bottles, coffee machines, wine equipment, vending machines.

Hall 2-FOOD-DRINK TECHNOLOGY

Participation of 138 companies with industrial equipment and machinery, hotel and store equipment, packaging products & materials, hygiene services, paper tissues, detergents, work wear, industrial flooring, industrial cooling, transportation cooling and commercial vehicles.

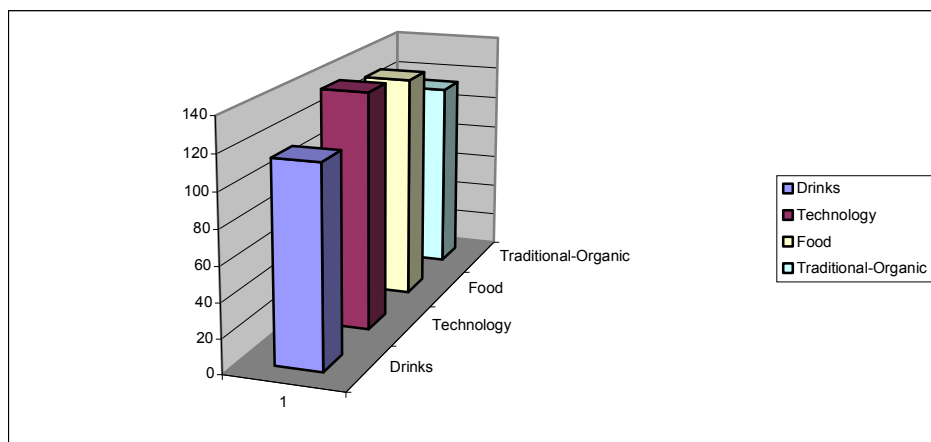
Hall 3-FOOD

At hall 3 all sections from the Food area were presented by 132 companies with: frozen seafood, meat, meat products, hunting, poultry, catering, finger food, convenience food, bakery-pastry products, cheese products, preserved food, snacks, franchise, sausage raw materials, salads, Ethnic Food, delicatessen, canned food, frozen fruit & vegetables.

Hall 4-TRADITIONAL-ORGANIC PRODUCTS

Participations of 113 companies with: traditional food and organic cultivation products: oil, table olives, dried fruits, dried nuts, rusks, vinegars, goat cheese, honey snacks, honey, cookies, jams, spoon sweets, herbs, lentils, fresh fruits & vegetables.

At hall 4 there were also participations of Chambers, Agricultural Product Co operations and also associations which promoted local products.



VISITORS-TRADE INTEREST

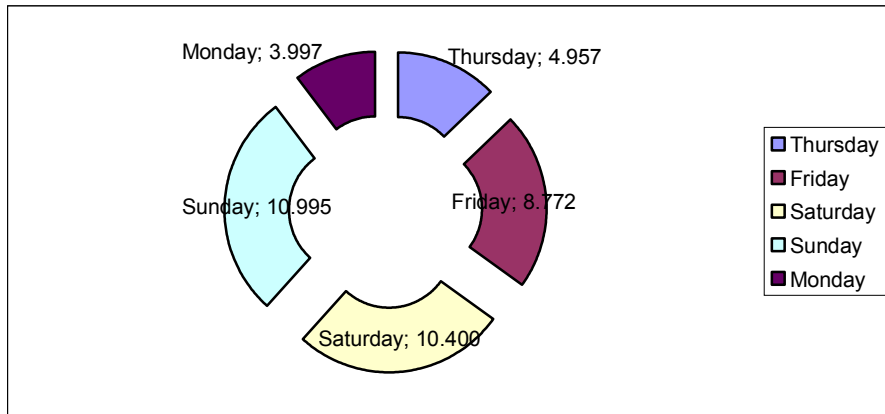
During the 22nd IFDTEX, the visitors were 39.421, which is a sign of trust and recognition for the International Food-Drink-Technology exhibition.

Due to the variety and number of exhibitors from all sectors of nutrition, IFDTEX is considered as the most effective organization.

NUMBER OF VISITORS PER DAY

All exhibitors were pleased by the quality of visitors especially on Thursday, Friday and Monday.

At the 22nd IFDTEX, businessmen from all Greek regions and also from abroad covering the sections of: Restaurant, Hotel, Catering, Wholesale, Representatives, and Retail sale, had the opportunity to make new deals or renew older ones.



Also there were visitors from schools and students from the sections of: Food Technology, Tourism professions, Cooking & pastry schools.

HAPPENINGS-COMPETITION

Within the framework of 22nd exhibition coffee competitions and seminars took place, organized successfully by Coffee Net.

Also happenings in the drinks and beer sections took place.