

# PRESS RELEASE

**“The organization of the two exhibitions of folk art handicrafts, TECHNIMA AND LAIKI TECHNI, held at the new exhibition centre METROPOLITAN EXPO, from the 8<sup>th</sup> to the 12<sup>th</sup> of January, was a great commercial success”.**

TECHNIMA and LAIKI TECHNI 2009

The TECHNIMA and LAIKI TECHNI 2009, exhibitions, opened their gates from the 8<sup>th</sup> to the 12<sup>th</sup> of January and received commercial visitors from all over Greece, in the new, ultramodern exhibition centre, METROPOLITAN EXPO, at the Athens International Airport “Eleftherios Venizelos”.

This year, the two largest and most recognized shows for tourism and folk art items, continued a series of consecutive successful events. Throughout the years, TECHNIMA AND LAIKI TECHNI and their exhibitors, have offered commercial visitors the opportunity to gain information regarding the complete range of tourism products, to make comparisons between thousands of items and finally to select the one best suited for the consumer.

It is worth noting, that from the beginning to the end of the exhibition, and during its preparation, the participation between the all the parties involved in the organization of this year’s show, was impeccable. The reward for this effort was the attendance of commercial visitors from all over Greece, who had a chance to make their purchases from a choice of over 500 exhibitors, the largest and most well-know manufacturers of folk art and from a huge variety of tourism-related items.

The TECHNIMA – LAIKI TECHNI exhibitions, played host to art handicraft makers and small industries that manufacture tourism items, already known from their participation in previous shows, representing the largest folk art and tourism item unions in our country.

These unions came for all over Greece, in order to worthily represent and continue the great tradition and legacy of artistic handicraft and small industry.

Upon closure, the participating unions that comprise LAIKI TECHNI and TECHNIMA, as well as the organizer ROTA Ltd, would like to thank all commercial visitors who recognize LAIKI TECHNI and TECHNIMA as two valuable partners and who once again looked to them in order to meet the needs of their businesses and stores, supporting the exhibition with their presence and commercial power and we hope the combination of these two exhibitions will continue to renew and fortify this relationship of commercial trust.