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PRESS RELEASE

THE HEART OF GREECE'S "HEAVY INDUSTRY" BEATS STRONG IN THE 2010 LAIKI TECHNI - TECHNIMA - PAROUSIES TRADE SHOWS, AT THE METROPOLITAN EXPO

This year's joint organization of all three trade events gave considerable energy to the sector's driving force

The exhibitors of **LAIKI TECHNI**, **TECHNIMA** and **PAROUSIES** exhibition events, 750 in total, proudly presented their products and craftsmanship to their guests, namely all visiting traders of tourist and folk art items. The events were held at the METROPOLITAN EXPO in the Athens International Airport of 'Eleftherios Venizelos', between the 7th and 11th of January 2010. The joint organization of all three events under the same roof by 'ROTA Exhibition Organization' was met with great success, as it managed to draw the interest of thousands of trade visitors, welcoming them to the modern and inviting exhibition grounds of the METROPOLITAN EXPO.

All preparations, broad media communications and marketing initiatives, ultra modern venue facilities and impressive featured products, played their part to a great success. Thousands of visitors from all over the mainland and the Greek isles made purchasing choices on what their stores will be offering. From the products presented to their customers in the upcoming Easter celebrations, the formal opening of the Tourist season, to the end of the Summer.

In **LAIKI TECHNI** and **TECHNIMA 2010** makers and manufacturers of artistic handicraft and tourist items, representing the largest respective folk art Associations in the Country, featured the broadest array of products, all specimens of valued Greek tradition and characteristic of local manufacturing practices. Among these were Ceramics, Leather Products, Icons, Handcrafted Decorations, Statues and Carved Objects, Copper and Bronze Handiworks.

Exhibitors of **PAROUSIES 2010**, including established market companies as well as recent sector entrants, presented all new trends in tourist items from Greece and all over the World, including sunglasses, fashion accessories, clothing, beach items, postcards, paintings, bijoux, wristwatches, etc.

The organising of **LAIKI TECHNI**, **TECHNIMA** and **PAROUSIES 2010** exhibition events, has given considerable energy to the sector's driving force. For this year especially where economy fluctuations are quite evident, these trade shows have proved considerable growth agents for their markets.

More information on the event and relevant photographs can be accessed on websites www.popularart.gr, www.technima-expo.gr, www.parousies.gr

About ROTA Exhibition Organization

Since its foundation in 1984, ROTA Exhibition Organization has steadily grown into the leading trade show company in Greece. Currently organizing 13 of the most reputable trade shows and managing the largest up to date exhibition venues in the Country, the company is an active supporter of trade world synergies and a fundamental agent of economy growth. Committed to organizing successful trade shows and persistent in offering leading services with highly trained personnel, the company has continually achieved an impressive growth rate. More information on ROTA Exhibition Organization can be accessed at www.rota.gr.