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PRESS RELEASE

THE LATEST TRENDS IN HOME DECORATION WERE PRESENTED WITHIN 40,000 sq.m. AT THE MOSTRA ROTA EXHIBITION

METROPOLITAN EXPO, the largest and most modern exhibition centre in the country, featured successfully more than 300 exhibitors

MOSTRA ROTA, the trade show organized by ROTA Exhibition Organizing Company for the last 20 years, was held from the 17th to the 21st of September 2009 in METROPOLITAN EXPO, the largest and most modern exhibition centre in the country. Mostra Rota, one of the leading Greek trade exhibitions of home appliance products, glassware, lighting fixtures and decorative objects, was once again successfully organized in the recently completed exhibition venue. The structural and space allocation attributes of METROPOLITAN EXPO, proven ideal in hosting events of large ground coverage and volume, gave trade visitors the opportunity to visit more than 300 exhibition booths with ease, screening home products that covered an exhibiting area of 40,000 sq.m. Trade professionals were able to examine the latest trends in decorative and seasonal products closely, completing their orders in an environment designed to promote new products, materials, colors and combinations, as presented by international contemporary trends.

Exhibitors were able to broaden their business spectrum as portrayed by first-time visitors, their percentage reaching 20% of all attendees. Furthermore the percentage of trade stores and professionals operating outside the region of Attica, exceeded 58% of all visitors.

MOSTRA ROTA featured cutting edge products, made with quality components that portray high aesthetics, while combining innovative design with environment friendly materials constructed of wood and stone – materials that support and enhance the growing 'green' sense inherent in Greek family units.

Also extensively presented, were luxury materials displaying distinct design patterns and a touch of glamour, intense color schemes and floral designs, as well as provocative geometrical shapes further enhanced by sophisticated home lighting solutions.

"In terms of contemporary facilities and design, the new exhibition centre of Metropolitan Expo in the Eleftherios Venizelos Airport area is one of the best the international scene has to offer", was a view expressed by many exhibitors. *"Reaching the Metropolitan Expo exhibition centre and touring its grounds is a new and welcome experience for us trade visitors, as we can schedule meetings with our trading partners with ease. In itself, the venue is rightfully equal to the best European ones, where visitors are considered the top priority",* was an opinion shared by many visitors.

Photographs taken from this years' Mostra Rota show (17-21 Sep. 2009) and further information, can be found at www.mostrarota.gr.

About ROTA Exhibition Organization

Founded in 1984, ROTA Exhibition Organization has become the leading trade show company in Greece. Currently organizing 13 of the most reputable trade shows and managing the largest modern 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 displayed an impressive growth rate.

More information on ROTA Exhibition Organization can be accessed at www.rota.gr.