

12-15
NOVEMBER
2021
ATHENS • GREECE



UNDER THE AUSPICES OF THE HELLENIC
BAKERS' & CONFECTIONERS' ASSOCIATIONS

Alongside the exhibition
FOODTECH 

artoza

INTERNATIONAL TRADE FAIR FOR THE BAKERY & PATISSERIE SECTORS

Shaping the future
of Bakery & Pastry Industry!



ARTOZA READY FOR THE NEW ERA

THE NEXT, LONG-AWAITED ITERATION of ARTOZA, the international trade show for the Bakery, Confectionery & Ice Cream sector, which will take place on 12-15 November 2021 in Athens, Greece, is gearing up for a new, dynamic start, which forecasts its phenomenal prospects. Three decades after its very first exhibition event, ARTOZA welcomes the new era in full force, with new goals and renewed momentum, to, once again, signal a bright and promising future for the entire industry.

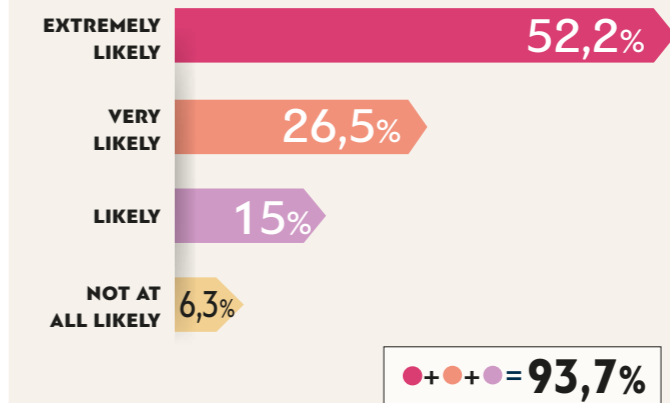
The organization of ARTOZA together with FOODTECH and the multiple synergies created, combined with the fair's ambitious international orientation, confirm its central role in the evolution and transformation of the industry during the new circumstances of the post-Covid era, while writing another exciting chapter in its long history!

30 Years	13,000 m ² Exhibition Space	80 Exhibitors	25,000 Visitors
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Visitor survey

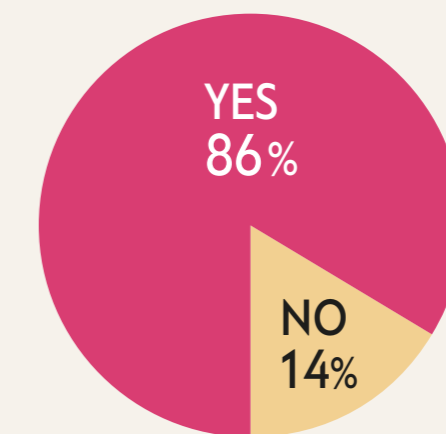
The survey was conducted from 5/5/2021 to 18/5/2021 on a large and representative sample of 950 potential trade show visitors. Of these, 80% are owners and executives in the bakery and pastry industry (bakeries, pastry workshops, industries and artisanal enterprises).

Intention to visit the trade show



87% of visitors believe that in November, the conditions will be right for the safe organization of the exhibition.

Visitors welcome the joint organization of ARTOZA & FOODTECH



86% of respondents believe that the joint organization of the two trade shows will create multiple synergies and maximize the benefits of their visit.



ARTOZA is off to a strong start promising one of the best events ever. November is an ideal time because the positive results will be immediately visible. Attendance is expected to be high.

Michalis Mousios / President Hellenic Bakers' Federation



There is no doubt that we will be able to successfully hold ARTOZA in November 2021. Furthermore, the exhibition's co-organization with the FOODTECH trade show can only have a positive outcome for the sector.

I. Glykos / President Greek Pastry Professionals' Federation

75% of professionals who had not visited the previous edition of the trade show, stated that they intend to visit ARTOZA 2021.



EXHIBITORS AND EXHIBITS

- Bakery, Confectionery and Ice Cream Raw Materials - Ready-to-use Mixes
- Butter - Margarines etc.
- Bakery - Patisserie Flours - Flour mixtures
- Chocolate and Confectionery products
- Bulk Ice Cream and Ice Cream products
- Off-the-shelf and sold-by-weight sweet pastries - Syrup-soaked sweet pastries
- Frozen Dough Products
- Coffee & Hot Beverages - Coffee Machines
- Bakery and patisserie ovens
- Machines used to make bakery and patisserie products
- Machines for packaging bakery and patisserie products
- Pizza and pasta machines
- Machines for producing phyllo pastry sheets and shredded phyllo (kataifi), etc.
- Various tools and utensils
- Bakery and Patisserie Furnishing and Decoration
- Pastry and Ice Cream display cases
- Pastry and Ice Cream Decorations
- Packaging materials – Consumables
- Freezing/cooling systems and equipment. Cold rooms
- Warehouse Equipment - Storage Systems
- Cash register systems / Scales
- Provision of Services (ISO, HACCP etc.)
- Sector Organizations and bodies - Other services
- Vocational bakery-patisserie schools
- Trade Press

200 HOSTED BUYERS

The organizers of the ARTOZA trade show aim to attract more than 200 key international buyers from countries which are considered safe in the region, and who are expected attend a total of 3,000 B2B meetings with the show's exhibitors.

VISITORS



- Owners of bakeries & patisseries
- Owners of patisserie workshops
- Owners and staff of facilities producing bakery, patisserie, ice cream, pastry and chocolate products
- Raw material merchants & suppliers
- Machinery and supply merchants
- Bakery-patisserie artisans
- Pizza & cheese pie workshop owners
- Chefs, cooks and food & beverage managers
- Catering companies
- Liquor stores, coffee dealers, sweet shops
- Cafes, snack bars, fast food & pizza restaurants
- Restaurant - coffee shop chains

ARTOZA LAB EVENTS



ARTOZA will host, in a specially-designed area, during all 4 days of its operation, a series of demonstrations and masterclasses by experienced and renowned pastry chefs and master bakers that will illustrate all modern production methods. At the same time, a series of lectures will be held by special rapporteurs on the organization and operation of bakery & ice cream businesses.

250.000 €

will be allocated towards ARTOZA's advertising program, which will be promoted on TV, the radio, and social media.

The trade show's digital platform

Alongside the physical trade show, the ARTOZA digital platform will also operate. The platform will bring exhibitors in contact with trade professionals who will not be able to attend the exhibition in person.

Custom-made interactive platform

Search by product or name

Access to exhibitor profiles

Video call & online chat with exhibitors

75% of survey respondents intend to use the digital platform of the exhibition, should they be unable to visit ARTOZA in person.

FLOOR PLAN & STANDS

PARTICIPATION COST

Single-wall stands (ground trace)

a. From 20 to 50 m ²	€ 165,00 /m ²
β. From 51 to 90 m ²	€ 160,00 /m ²
γ. From 91 to 250 m ²	€ 155,00 /m ²

Additional charges:

1. For each additional side panel	€ 5,00/m ²
2. Carpeting	€ 4,00/m ²
3. Basic Structure*	€ 17,00/m ²
4. Back Side (linear meter)	€ 20,00
5. Listing in the exhibitor's printed catalogue and registration at the digital edition	€ 200,00

*The basic structure includes a white melamine panel 3 m in height, a fascia and a sign. Each basic structure stand is provided with one electrical Schuko socket and one 100 W/3 m² spotlight.

PROVISIONS TO EXHIBITORS

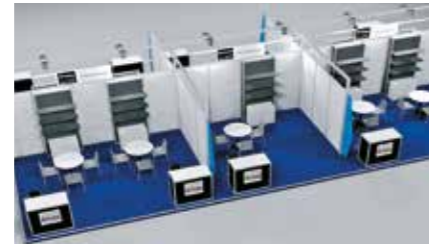
Rental price includes:

- Allocation of exhibition spaces for setting-up, operation and dismantling.
- New carpeting in all areas.
- Single-phase electrical supply 100 W/3m²
- Exhibition hall security and cleaning
- Free parking for exhibitors and visitors.
- Clerical support for exhibitors (free access to the internet, e-mails, fax).
- Fully equipped medical station.
- Provision of pallet trucks and lifting equipment.
- Free visitor invitations and free entrance passes for exhibitors.

TURNKEY

from 2.205 € (executive type)

For exhibitors who wish to have an upgraded presence at ARTOZA at the lowest possible cost there are highly attractive and functional, executive turnkey stands available. Exhibitors selecting these stands do not have to be involved in the construction and decoration of their stand at all; they only need to bring and exhibit their products.



THE TURNKEY EXECUTIVE STANDS INCLUDE

- Aluminum structure with PVC panels in white and grey color • PVC separator • raised flooring with blue carpeting • 1 table • 3 seats • 1 stool • 3 shelves • 1 cabinet with intermediate shelf • 1 infodesk • Fascia with exhibitor's company name (1.50 x 0.45 m) • 2 HQJ 150 W lighting spots • 1 power strip

COST OF RENTING

Turnkey executive stands are set up in HALL 2 in four different sizes at the following prices:

a. Stand 10,50 m ²	2.205€-VAT
b. Stand 12,25 m ²	2.572,50€-VAT
c. Stand 17,50 m ² (2-sided corner)	3.675€-VAT

COVID SHIELD CERTIFICATION FOR FORUM SA

FORUM SA, the ARTOZA organizers, adapted to the COVID-19 pandemic conditions, and guided by the safety and health of its exhibitors and visitors, was certified by TUV Austria Hellas with the "CoVid-Shield" Certification Scheme, regarding the preparation and organization of trade shows.



ATHENS METROPOLITAN EXPO

It is the largest and most modern exhibition venue in Greece, with an impressive 55,000 sq.m. of exhibition space. Located at the Athens International Airport Eleftherios Venizelos, it is easy to access by bus, car, Metro or Suburban Railway and offers 5,500 free of charge parking spots. In order to ensure the health safety of its employees and visitors and guarantee the business activity of the hosted exhibitions, it has been certified by TUV Austria Hellas with the "CoVid-Shield" Certification Scheme. In addition, during the trade shows, the exhibition center will operate air conditioning and extractor fan with 100% fresh air for optimal space ventilation.



FOODTECH



artoza HALL 3 FLOOR PLAN ANALYSIS

The 17th ARTOZA will take place alongside the FOODTECH trade show and is expected to cover a total of mixed exhibition area of 13,000 m² in Hall 3, while more than 80 exhibitors are expected to participate. Visitors to ARTOZA will be able to enter the exhibition grounds from two access points (see floor plan).



17th artozo 2021

INTERNATIONAL TRADE FAIR FOR THE BAKERY & PATISSERIE SECTORS

Opening Days & Times



FRIDAY
11.00 - 19.00



SATURDAY
10.00 - 19.00



SUNDAY
10.00 - 19.00



MONDAY
10.00 - 18.30

www.artoza.com