

**21** to **24**  
2025 **feb**  
ATHENS • GREECE

EXHIBITOR BROCHURE



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

**artoza**

INTERNATIONAL TRADE FAIR FOR THE BAKERY & PATISSERIE SECTORS

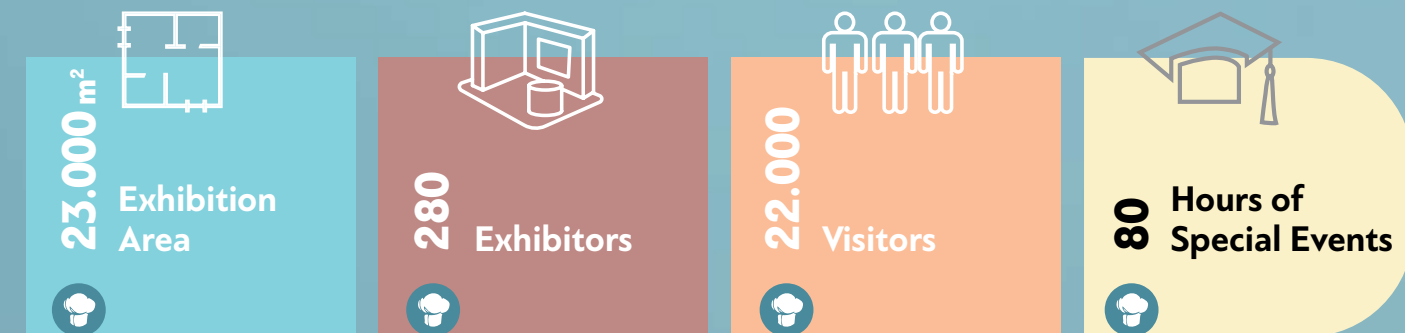
**Shaping the future of Bakery & Pastry!**



## Establish your brand in a new strong market

ARTOZA is one of the most effective and specialized exhibitions in Greece and the Balkans, and can be proud of its solid 33-year legacy and the prospects it creates for the future of the Bakery, Confectionery and Ice Cream industries. ARTOZA 2025 and its 280 exhibitors will welcome thousand of professionals -owners and executives of bakery and pastry shops, pastry chefs, f&b managers, hospitality executives etc- who are looking for innovative products, new decoration techniques, quality raw materials which meet the nutritional trends, and equipment for modern and functional business areas.

Your participation at the trade show will give you the chance to generate leads, strengthen your brand in a new market, showcase your products and close deals with key decision-makers from the bakery & pastry industry and build a strong customer base.

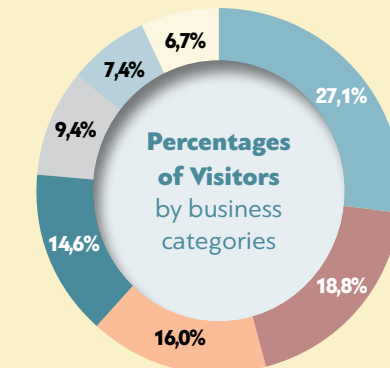
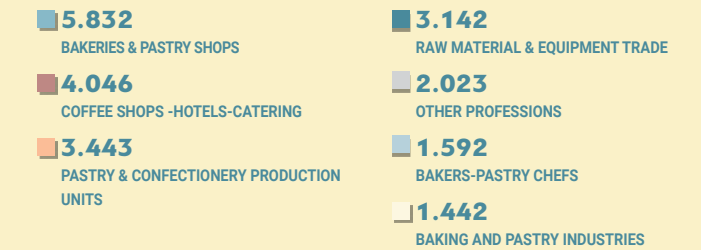


\*forecast



## 21.520 industry visitors attended ARTOZA 2023 edition

ARTOZA 2023 gathered a total of 21,520 dynamic professionals, from the following business categories, in a four-day event rich in networking & business deals.



ARTOZA hosts pioneering ideas from the bakery and confectionery industries. It creates unique opportunities for the development of new business models.

Kostas Skrekas  
MINISTER OF DEVELOPMENT

I'm sure that the 2025 event of ARTOZA will fulfill the vital role, that the exhibition plays 33 years now, at the growth and innovation of the bakery sector, to the maximum. I wish every success.

MICHALIS MOUSIOS  
PRESIDENT HELLENIC CONFEDERATION OF BAKERS

The exhibition is a beacon for the future of pastry industry and our businesses. I expect that ARTOZA 2025 will be attended by professionals from all over Greece and neighboring countries.

Ioannis Glykios  
PRESIDENT GREEK FEDERATION OF PASTRY CHEFS

### A strong & dynamic market

The Bakery & Pastry sector is one of the most important of the Greek economy and one of the most ambitious and fastest growing.

**€9,2 Billion**  
the Greek food services revenue by 2026

**Over 20%**  
of household income is spent on bakery & confectionery

**Over 30 Million**  
tourists in 2023



## Categories of exhibits

- Bakery, pastry and ice-cream raw materials - ready-made mixtures
- Butter - margarine
- Bakery - confectionery flours - mixtures of flour
- Baked goods
- Chocolate and confectionery
- Ice cream in bulk - ice cream products
- Ready made confectionery & sweet bite-sized treats - syrup desserts
- Frozen dough products
- Coffee & beverages - Coffee makers
- Bakery and pastry production machinery
- Packaging machinery
- Filo pastry machinery
- Various tools and cooking utensils
- Pizza and pasta production machinery
- Furniture & decoration of pastry and bakery shops
- Pastry, ice-cream and chocolate displays
- Pastry & ice - cream decoration
- Packaging - disposables
- Refrigeration and deep freeze systems and machinery - cold stores
- Storage systems & equipment
- Cash register - scales
- Services providers (ISO, HACCP, etc.)



### Visitors

Owners, Managers, Executives, Pastry chefs, Bakers from the following business categories:

- Bakeries & Pastry shops
- Pastry workshops
- Industrial production units & for pastry, ice cream & puff pastry products
- Raw material commerce
- Machinery & equipment trade businesses
- Pizza production units
- Catering businesses
- Liquor stores - Coffee shops
- Restaurants - Hotels



## 200 Hosted Buyers

Exhibitors will have the opportunity to participate in b2b meetings with key buyers from other countries, except Greece, with the aim to expand their business activities in new markets, such as: Albania, Bulgaria, Israel, Cyprus, Romania, Serbia, Croatia, North Macedonia. These 200 important buyers, who will visit the exhibition through the Hosted Buyers program, will mainly be owners and executives of production units, bakeries & pastry shops, mass catering facilities, hotels, as well as owners or chefs in restaurant and coffee shop chains.



**Trends & new techniques** will be showcased during Special Events

## artoza MASTER CLASSES

For four days during the ARTOZA Masterclasses, leading bakers and pastry chefs from Greece and abroad will present innovative culinary techniques, unique recipes and new products that can make the difference in a menu of in a business and boost the sales.

## artoza LAB

Acclaimed industry's experts, market executives, representatives from institutional bodies of the sector, will carry out a series of presentations and panel discussions about the marketing and management of bakery and pastry businesses, during ARTOZA Lab workshops.

**280.000 €** will be invested in a 360° marketing plan reaching the target audience

**40% tv**  
3-week campaign in all national TV broadcasters

**15% radio**  
Radio spots broadcasted by 14 radio stations

**20% digital marketing**  
Newsletter, Social media, Display και Google Ads

**15% invitations**  
60,000 personal barcode invitations will be sent plus free entrance codes via SMS

**10% print ads**  
In all industry's b2b magazines



### Exhibitor prices

One side booth (includes the floor space without any stand constructions).

a. From 20 to 50 m <sup>2</sup>	€ 182,50 /m <sup>2</sup>
b. From 51 to 90 m <sup>2</sup>	€ 177,50 /m <sup>2</sup>
c. From 91 to 250 m <sup>2</sup>	€ 172,50 /m <sup>2</sup>

### Extra charges:

1. Additional sides: booth	€5,00 /m <sup>2</sup>
2. Carpet	€ 5,00 /m <sup>2</sup>
3. Basic booth structure*	€ 25,00 /m <sup>2</sup>
4. Background	€ 20,00
5. Entry in the printed list of exhibitors and other promotional media	€ 200,00

\*The basic stand structure includes 3-meter-long white melamine panels and a fascia board displaying the company's name. Every basic stand is equipped with an electrical socket and one 100W spotlight per 3 m<sup>2</sup> of stand space.

### Exhibitor benefits

#### The rent price includes:

- Access to the exhibition venue during preparation, operation and dismantling of the booth.
- New carpeting fitted throughout the communal spaces.
- Free single-phase power supply 100 Watt/3m<sup>2</sup>.
- Cleaning and guarding of exhibition stands.
- Free parking space.
- Admin exhibitor support (free Internet access, e-mails, fax)
- Fully equipped medical station.
- Free highlifters provided.
- Free visitor invitations and exhibitor free pass.

### Ready made stands starting from 2,520 € (Business)

For exhibitors that wish to upgrade their presence at ARTOZA, at the minimum cost, we offer ready-made executive highly appealing and functional stands. Exhibitors who will be choosing those stands will not have to do anything at all regarding the construction and the decoration of the stand. All they have to do is bring along and exhibit their products.



#### READY-MADE STANDS FEATURE:

- Aluminum structure with white and gray PVC panel
- PVC divider
- 1 table • 3 seats
- 1 stool • 3 shelves
- 1 cabinet with a shelf
- 1 infodesk • Front display with the exhibitor's name (1.50 x 0.45 m)
- 2 HQ1 150 W projectors
- 1 power strip

#### Rental costs

The ready made Business booths are allocated at HALL 2 & 3 and are available in various sizes, such as:

a. Booth 10,50 sq.m.	2.520€
b. Booth 12,25 sq.m.	2.940€
c. Booth 17,50 sq.m. (corner / 2-sides)	4.200

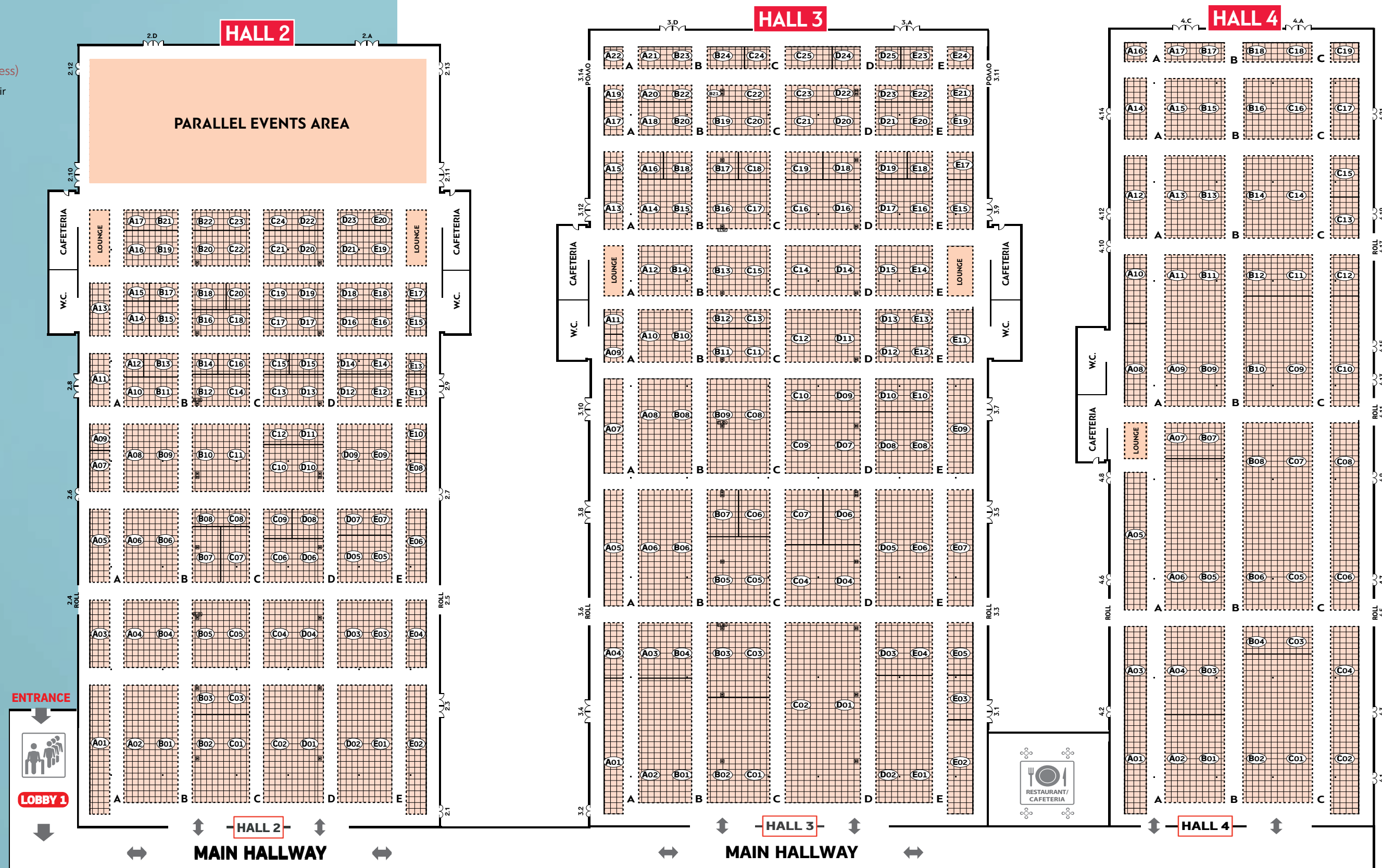
### Athens Metropolitan Expo

It is the most contemporary exhibition center in Greece expanding over a total surface of 55,000 m<sup>2</sup>. Metropolitan Expo is located at Athens International Airport "Eleftherios Venizelos" in Spata – Attica, just 2kms after Airport buildings and 3 minutes from the station of the metro and suburban railway. It has got 6,250 free parking spots. It has been certified according to TUV Austria with Covid Shield.



### Floor plan analysis

The 19th ARTOZA will take place at the Metropolitan Expo exhibition center. It is estimated to cover a total surface of 23,000 m<sup>2</sup>, while 280 exhibitors are expected to participate and their booths will be allocated to the three halls (Halls 2, 3 & 4). Products will not be grouped together, which means that visitors will be able to find everything they want (raw materials, machinery, equipment, ready made products, packaging materials etc.) in each and every hall. There will be two entrances to the trade show (see floorplan). All special events will take place at Hall 2.



Build your stand with the help of FORUM TOTAL SOLUTIONS



Our team is here to propose you stands of modern design at the most competitive prices on the market, for your participation in ARTOZA 2025!

Scan the QR code to discover all the value for money construction choices that we can create for you.



**Book your stand now!**

Tel: +30210 5242100 • e-mail: [sales@forumsa.gr](mailto:sales@forumsa.gr)

**21-24** *feb* 2025

**METROPOLITAN EXPO**

**Dates & Times**



**FRIDAY**

10.00 - 19.00



**SATURDAY**

10.00 - 19.00



**SUNDAY**

10.00 - 19.00



**MONDAY**

10.00 - 19.00

**artoza**

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