

Corporate profile

March 2019



TIF HELEXPO S.A.

Exhibition and Convention Center
at the business and commercial heart
of Thessaloniki and Athens

Deloitte.

TIF
HELEXPO

With more than 90 years of continuous operation, TIF-HELEXPO SA is the leading Greek organizer of exhibitions & conferences and one of the most important in the eastern part of the Mediterranean basin and South Eastern Europe.





Table of contents

Company overview	4
History	6
Facilities	8
Thessaloniki	12
Athens	13
Business Units	14
Profile per unit	14
Exhibition's & Events statistics	18
Key Financials	19
Corporate Governance	20
Strategic Partnerships & Memberships	22
Location	24
Greece	24
Thessaloniki	27
Athens	30
Market Analysis & Trends	32
Key Strengths, Opportunities & Outlook	35
Contacts	36

Introduction

TIF-HELEXPO (hereinafter also referred to as “Company”) is the national exhibitions & conferences organiser of Greece and the owner of the two most important exhibition and conference centers in the country, one in Thessaloniki and the other in Athens.

TIF-HELEXPO organises (and co-organises) more than 25 international trade fairs in Greece and also co-ordinates the national participation of Greece in major exhibitions and trade missions abroad. Moreover, the Company hosts at its venues an important number of other trade fairs organized by third parties.

TIF-HELEXPO plays an important role in the Greek economy, as it continuously strives to create new business events and innovative services that promote extroversion and support companies build and expand business networks.

Aiming to enhance its role as a leading regional exhibition and congress center in the greater Balkan region, TIF-HELEXPO focuses in forging strong partnerships and being actively

involved in the eastern part of the Mediterranean basin and South-eastern Europe.

In addition, TIF-HELEXPO works closely with the Greek Diaspora (i.e. businessmen and politicians of Greek origin living abroad) in order to forge strong international ties and acquire knowledge and expertise concerning foreign markets and industries.

During nine decades of continuous operation, TIF-HELEXPO has accumulated vast experience and expertise in managing trade fair and conference infrastructures as well as organizing exhibitions and other similar events.

Nowadays, apart from organizing regional fairs and being the official counsel of the state in matters of trade fair policy, TIF-HELEXPO also manages the facilities of the Thessaloniki Exhibition Center and of the Athens Exhibition and Congress Center “HELEXPO MAROUSSI”, while supports the exhibition centres in the cities of Kastoria, Larissa, Komotini and Heraklion covering this way the entire country.

Activities & Business Units

The vast majority of revenues derives from activities related to exhibitions & trade fairs, congresses & other events and real estate, which comprise the three main business units of TIF-HELEXPO.

1. Exhibitions & Trade Fairs
2. Congresses & Other Events
3. Thematic Parks
4. Real Estate Business

In 2018, trade fairs organized by TIF-HELEXPO attracted more than 5,600 exhibitors and around 1,200,000 visitors.

In addition, more than 160,000 people participated in around 390 conferences and events held in the premises of TIF-HELEXPO.

Through its real estate business, TIF-HELEXPO rents out numerous buildings located within the Thessaloniki Exhibition Center grounds, including retail space of around 5,000 m², the landmark OTE-Tower, an open space cinema and a building hosting the Macedonian Museum of Contemporary Art.

Location of Facilities

Thessaloniki

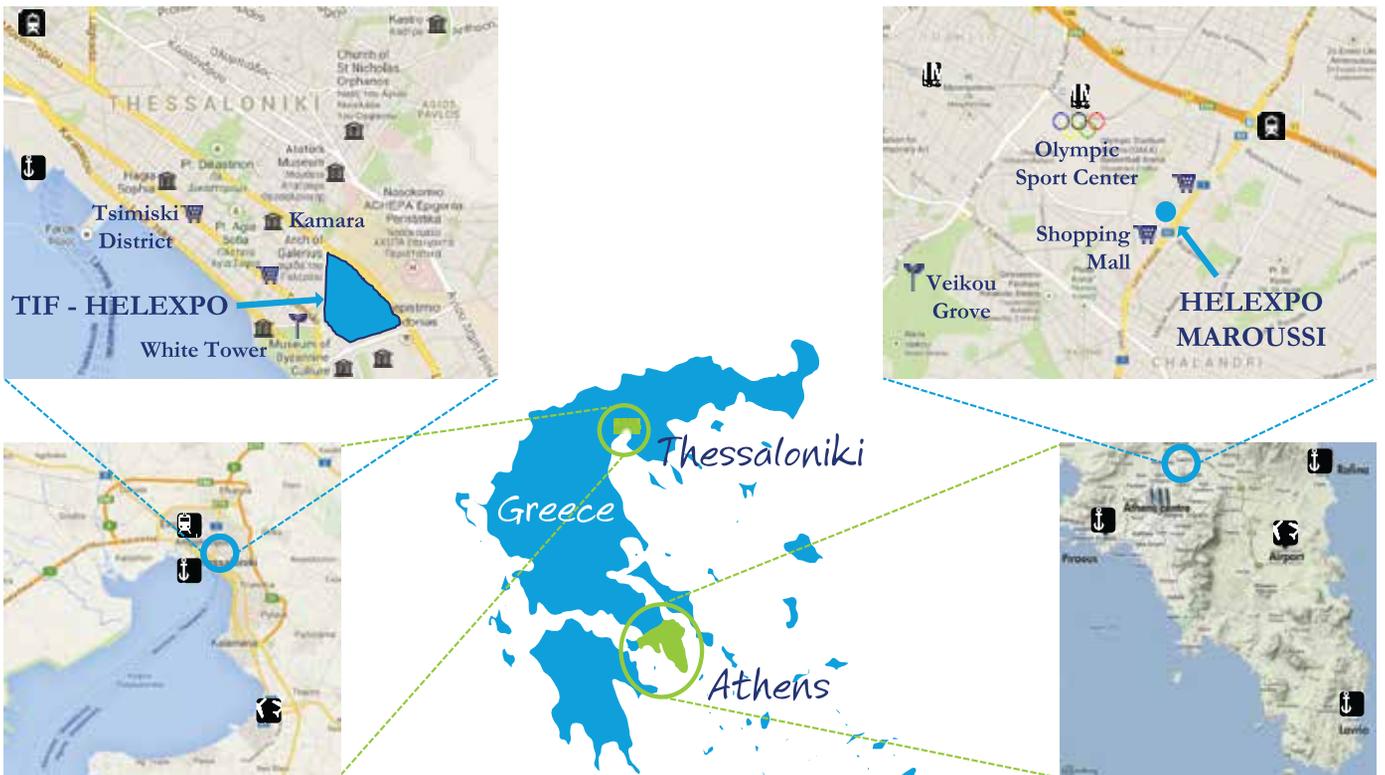
The headquarters of TIF-HELEXPO are located in Thessaloniki. The majority of the Company's facilities are seated at the heart of the city, among two university campuses, major touristic sites and shopping districts. TIF-HELEXPO consists a contemporary landmark for the city due to its ideally central location and substantial size.

Located at the city center, TIF-HELEXPO is approximately 15 minutes drive (15 km away) from "Makedonia" International Airport of Thessaloniki, 5 minutes driving distance from the central Train Station (2.5 km away) and the city's ring road and very close to all major attractions and points of interest.

Athens

The Company owns and runs the "HELEXPO MAROUSSI" in Maroussi, Athens, a multipurpose facility able to host trade shows, exhibitions and corporate events. "HELEXPO MAROUSSI" is centrally located in the Greek capital, next to the Olympic Sport Center 2004 and on one of the most important business and commercial districts of Athens, Kifissias Avenue.

It is located around 15 minutes drive from Syntagma Square, 3 minutes from the National Highway (PATHE) and 20 minutes from the International Airport of Athens "Eleftherios Venizelos".



154, Egnatia Street
546 36, Thessaloniki, Greece
Coordinates: N 40° 37' 49" / E 22° 57' 15"

39, Kifissias Avenue, Maroussi
151 23, Attica, Athens, Greece
Coordinates: N 38° 2' 0" / E 23° 47' 41"

Brief Overview & Milestones

Introduction

The idea of the first Thessaloniki International Trade Fair (TIF) was born in 1925. The father of the event was Nikolaos Germanos, member of the Greek Parliament, who filed a petition to the Ministry of National Economy on April 28th, 1925 requesting the permission to organize the first international trade fair in the country.

The first Thessaloniki International Fair was inaugurated on October 3rd, 1926, thus marking a new important chapter for the region's economy. TIF was definitely transferred to its current facilities in 1940. Its operation was temporarily interrupted due to World War II and the consequent Greek civil war, while in 1950 TIF was financed by the Marshall plan for the reconstruction of the pillaged exhibition center.

During the '50s and the '60s TIF attracted 4,000 Greek exhibitors annually, while foreign exhibitors reached an average of 1,500 per event. In fact, in the year of 1967 visitors reached a record-breaking number of 1.7 millions. The largest TIF pavilions were constructed during the '70s and are still in operation, whereas the first sectorial exhibitions, the International Fur Fair and the International Marble Fair, were organised in 1973.



Innovation Milestones

Since the beginning of its existence, TIF has been an enormously important event for Greece and for the whole neighboring region. Innovation presented for the first time in Greece and the Balkans is an alternative way to look into TIF's glorious past.

1926-1936

- The 1st TIF took place in October 1926.
- The Pasteur Institute presented a potential treatment for syphilis and rheumatism (1926).
- Hungary's delegation exhibited radiotelephony (1927).
- TIF launched a domestically engineered lighting system along with "Phos", a Greek company producing light bulbs (1929).
- The Austrian tobacco's delegation introduced the first "light" cigarettes (1931).
- Telefunken presented the first global radio receivers, while the first air-conditioning unit operated at the Italian pavilion (1935).
- Chemical warfare masks were launched in TIF (1936).

1951-1960

- The "Magic Garden of Philips" was presented in Thessaloniki, exactly after it was presented at the Festival-of-Britain in London (1951).
- Closed-circuit TV was presented in the American pavilion (1954).
- An automatic knitting machine was exhibited at East Germany's pavilion. A radiotherapy machine was presented at the American Pavilion (1955).
- Electric milking machines, electric incubators and electric water pumps were introduced for the first time (1956).
- Czechoslovakia's delegation presented the car maker SKODA and a forty-passenger tram was carrying the visitors around TIF-HELEXPO premises (1956).
- General Electric presented potential uses of solar power by roasting chickens (1957).
- The Greek Public Power Corporation (PPC) presented the dimmer switch and the "stroboscope", an automatic touch system for electrical and electronic appliances (1958).
- Greek-American George Kritheris presented the first microwave oven (1960).

1961-1980

- “KAMOME” introduced a Japanese washing machine (1961).
- A garburator and Greece’s first car alarms were launched. The PPC presented telecommunications satellites (1963).
- Organization of Hellenic Telecommunications (OTE) introduced the first automated telephones (1964).
- SABA presented unique home and car radio/tape recorders (1965).
- The PPC installed a TV studio which hosted the first TIF’s broadcast. AEG-Telefunken introduced the colour television while entry phones were demonstrated at the Italian pavilion (1970).
- “Pitsos”, a Greek electric appliance-maker, presented the first super-automatic bio-programme washing machine while PPC launched the first photovoltaic panels in the Greek market (1974).
- Various technologically advanced medical equipment was introduced at the American pavilion (1980).

1981-2000

- The official list of TIF exhibitors, was distributed on floppy disks for the first time (1994).
- TIF-HELEXPO launched its own web page under the web address www.helexpo.gr (1997).
- A revolutionary steel-processing method was presented using an advanced machine. TIF was the second fair in Europe, after the Paris Exhibition Fair, presenting this method (1999).

2001-Today

- “Aibo”, Sony’s dog-robot, was presented along with the National Technology and Research Institute’s football player-robot and the Hellenic Marine Research Center’s bathyscaphe ‘Thetis’ (2005).
- Democritus University presented the first ethanol powered motorcycle. University of Ioannina launched a 3D system of reconstructing coronary arteries (2006).
- “COSMOTE”, a Greek mobile operator, introduced “smart eyes”, a navigation system which helps people who face hearing and vision problems (2006).
- The tour guide-robot along with the Aristotle University’s rescue-robot were presented (2008).
- The original AT&T Williams Formula 1 racing car was presented along with the tailor made student formula car of Aristotle University Racing Team (2008).
- TIF-HELEXPO promoted the environmental friendly way of thinking by planting 20,000 plants at the “Syntrivani” Gate, hosting an accessible bioclimatic house, presenting ‘green’ urban street lights and a solar-powered artificial tree which was producing light during the night (2010).
- Star Wars’ R2D2 robot, GPS equipped robot car and spider-flower-fish robots equipped with cameras were presented along with solar charger for portable electronic devices (2011).
- Aristotle University of Thessaloniki presented a data-processing software designed to manage data derived by archaeological excavations (2011).
- CERN presented numerous of its ongoing experiments, whereas the Google Developers Group Thessaloniki was established in the same year (2013).
- Re-initiation of the “Honored Country” institution at the T.I.F exhibition with Russia in 2016, China in 2017 and the U.S.A in 2018 edition. India will be the Honored Country of the 84th T.I.F. edition in 2019, while Germany has already been announced to be the Honored Country in 2020.
- Launch of the Master Plan for the reconstruction of the Thessaloniki International Exhibition and Congress Center with the prospect of it being operational in 2026, celebration year of the 100 years of TIF-HELEXPO SA.

Thessaloniki

General Overview



The Thessaloniki Exhibition Center of TIF-HELEXPO is spread on 180,000 m², out of which 62,000 m² are covered exhibition, convention and other spaces. The premises are located at the city center, on the crossroad of the most central avenues and streets of the city.

The northern-eastern side of the premises is on Egnatia street, the southern-eastern side is on 3rd September avenue, the southern-western side is on Leoforos Stratou avenue and the northern-western side on Angelaki street.

The exhibition compound comprises:

- A. 17 pavilions (indicated as 1-2-3-...-17)
- B. 3 gate blocks (indicated as GATE 1-2-3)
- C. "Alexandriou Melathron" Sports Arena (also known as "Palais des Sports")
- D. "Ioannis Vellidis" Congress Center
- E. "Nikolaos Germanos" Congress Center
- F. "Emilios Riadis" (luxurious events room)
- G. O.T.E. Tower
- H. Parking facilities
- I. 11 real estate properties
- J. Outdoors cinema
- K. Macedonian Museum of Contemporary Art

A. Exhibition Facilities - Pavilions

TIF-HELEXPO premises comprise 17 pavilions which vary in size (ground & basement), number of floors and year of construction. Almost half of the pavilions were built in the 80's while the rest during the period 1954 to 1978. In 1995, an air bridge was built to connect pavilions 13 and 15 in order to grant easier access to the audience.

Pavilion	N. of Floors	Ground Surface m ²	Basement Surface m ²	Construction Year
1	2	8,720	1,500	1954
2	2	6,245	-	1956
3	1	2,220	-	1988
4	1	1,850	-	1983
5	1	3,400	1,270	1960
6	2	3,880	3,170	1955
7	3	5,120	800	1970
8	3	7,760	500	1968
9	2	2,800	-	1971
10	1	1,950	60	1980
11	2	1,810	50	1972
12	2	3,630	-	1981
13	1	6,000	450	1978
14	1	2,000	-	1985
15	2	7,110	600	1985
16	2	4,200	60	1984
17	1	4,000	-	1988
Air Bridge 13 to 15	1	350	-	1997

B. Gates

In the late 90's, TIF-HELEXPO renovated its main gates by replacing them with modern constructions which quickly became a point of reference for the Company due to their contemporary design and the creation of new indoor spaces which can be used in various ways.

Description	N. of Floors	Ground Surface m ²	Construction Year
Gate 1 University	2	950	1998
Gate 2 YMCA-DEH	2	1,040	1998
Gate 3 Sintrivani - MLS	2	1,055	1998

C. "Alexandriion Melathron" Sports Arena (Palais des Sports)

The indoor sports arena is located at the eastern corner of TIF - HELEXPO premises in Thessaloniki. The arena was initially designed in 1962 and its construction was completed in 1965. The building was redeveloped and updated in 2004, in preparation for the Athens 2004 Olympic Games. Its initial capacity was 6,000 people although, due to the renovation, the capacity decreased to 5,500 people. The arena covers a total area of 11,480 m² (ground floor surface of 4,480 m² and basement surface of 7,000 m²).

The arena is owned by TIF-HELEXPO but its use has been granted to the Greek Ministry of Culture's General Secretariat of Sports until 2079. Under this agreement, TIF-HELEXPO is allowed to fully use the arena for its own purposes during September of every year. It should be mentioned that September is the month that the Thessaloniki International Fair takes place and as a result, the authorization of TIF-HELEXPO to fully use the sports arena brings in economic synergies since it can be used for various occasions such as festivals, speeches and sports events.

Conventions Centers

D. “IOANNIS VELLIDIS” Congress Center

“Ioannis Vellidis” is one of the biggest congress facilities in the Balkans and it stands out for its functionality and comfort. Its facilities can be arranged and adjusted to fully meet the needs and demands of any event organiser. There are five fully equipped rooms that can host up to 2,400 people and are ideal for international conventions and events, while they may also be used for holding simultaneous events. The roof-garden can host a reception of 1,000 people. The overall surface of the congress center is 13,300 m² (ground floor of 6,345 m² and underground parking garage of 6,955 m²)

Advantages

- maximum room capacity of 2,100 people
- possibility to host simultaneous conferences & exhibitions
- immediate and flexible space arrangement
- roof garden for receptions
- covers interpretation needs for 11 languages
- VIP room

E. “NIKOLAOS GERMANOS” Congress Center

A classic choice for small- and medium-size conferences and events, requiring flexibility and modern conference infrastructure. The Congress Center “NIKOLAOS GERMANOS” is a unique conference space, with a total capacity of 720 people. It has four rooms that are adjusted to fully meet the demands of every event as they are equipped with state-of-the-art audio-visual material and interpretation booths. It operates independently at the center of TIF - HELEXPO facilities, within a 6,000 m² area.

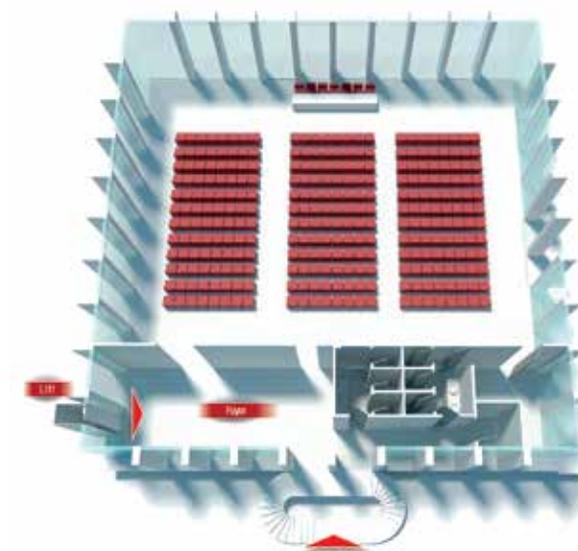
Advantages

- classic Conference Center for small conferences
- amphitheatric rooms of 400 and 100 seats
- possibility to host simultaneous conferences & exhibitions
- modern audio visual aids, projection machinery
- microphones and interpretation booths for eight languages
- VIP hall
- Press Center

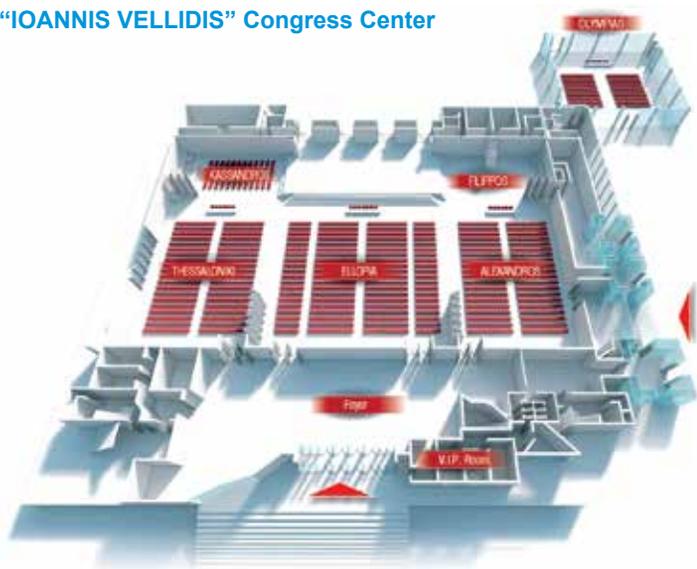
F. “EMILIOS RIADIS” Events Room

An independent building inside the premises of TIF-HELEXPO in Thessaloniki that stands out for its quality and aesthetics and is available for any kind of business, social, public and private events requiring a space that meets any expectations of high standards. The 530 m² room hosts up to 300 people in theatre-style.

Hall	Dimensions		Capacity		
	L x W	M ²	Theatre	Cocktail	Sit Down Buffet
Multipurpose Hall	23x13	529	380	400	300

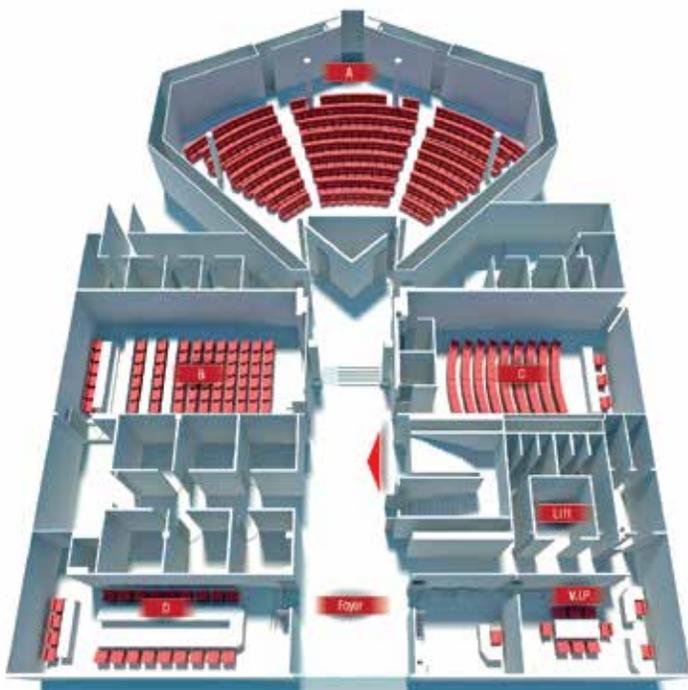


“IOANNIS VELLIDIS” Congress Center



Hall	Dimensions		Capacity		
	L x W x H	M ²	Theatre	Sit Down Set Menu	U Shape
Thessaloniki	30x20x9	500	528	300	70
Ellopia	30x30x9	800	800	600	90
Alexandros	30x20x9	500	528	300	70
Kassandros	20x10x5	200	154	120	40
Filippos	20x10x5	200	154	120	40
Olympias	20.5x17.7x3	362	154	200	40
Roof Garden	67x14.8x3.35	907	-	500	-
V.I.P. Room	A) 6.7x3.7 B) 6.6x3.3	47	-	-	-
Press Room	A) 9.3x5.4 B) 4.0x2.5	60	-	-	-
1+2+3	70x30x9	1,800	2,100	1,200	-

“NIKOLAOS GERMANOS” Congress Center



Hall	Dimensions		Capacity		
	L x W x H	M ²	Theatre	School	U Shape
A	54x48x8.5	495	400	-	-
B	16.2x9.5x3.7	154	100	-	-
C	14.8x9.5x3.7	140	100-120	60	30
D	15.8x5.4x3.7	89	40-80	36	24
V.I.P.	6.1x5.4	33	-	-	-
Press Center	A) 9.3x5.4 B) 4 0x2 5	25	-	-	10

“OTE Tower” – 1969

Architect: A. Anastasiadis

Height: 65 meters

Location: southern corner of
TIF – HELEXPO premises



G. OTE Tower

OTE Tower is an impressive sculptural structure built in 1969 within the TIF-HELEXPO grounds. Its height is 65 meters while its 3 floors and basement have a total surface of 360 m². Its revolving third floor is used as a modern café-bar and offers 360° angle views of Thessaloniki.

The tower was named after OTE which stands for “Organismos Tilepikoinonion Ellados” (Organization of Hellenic Telecommunications-the leading telecommunications company in Greece). TIF-HELEXPO rents this facility to OTE

H. Parking Facilities

- TIF-HELEXPO manages a ground - based parking garage on Aggelaki street with a capacity of more than 180 vehicles.
- There is also an underground parking, exactly underneath the “Ioannis Vellidis” Congress Center, which can host up to 440 vehicles.

I-K. Other Facilities

(Commercial Spaces, Outdoors Cinema, Museum)

Within TIF-HELEXPO grounds, there is a number of additional properties managed by the Company. More specifically, the Company owns 11 real estate properties as well as an outdoor cinema for commercial lease.

The 11 properties are mostly located at the western side of TIF-HELEXPO on Angelaki street. The outdoors cinema is located at the southern side on Stratou avenue.

Moreover, TIF-HELEXPO has granted the use of a 4,000 m² building to the Macedonian Museum of Contemporary Art till 2020.

Description	N. of Floors	Ground Surface m ²	Basement Surface m ²	Construction Year
Property 1	2	1,020	-	1986
Property 2	2	1,070	40	1986
Property 3	2	1,150	-	1986
Property 4	1	300	-	1979
Property 5	2	260	20	1966
Property 6	1	50	-	1968
Property 7	1	100	-	1979
Property 8	2	210	-	1968
Museum	2	3,665	335	2001
Administration Building A	1	1,100	-	1984
Administration Building B	2	2,550	60	1957
Electrical Substation A	1	89	-	1956
Electrical Substation B	1	250	-	1958
Electrical Substation C	1	180	-	1960

HELEXPO MAROUSSI

(a multipurpose facility)

Beyond its exhibition facilities in Thessaloniki, TIF-HELEXPO also owns the Athens Exhibition and Congress Center “HELEXPO MAROUSSI”. It is a unique business center, based on an imaginative design concept, subject to the rules of modern aesthetics and the mandates of specialized functionality.

Its privileged location and excellent infrastructures make “HELEXPO MAROUSSI” a most suitable venue for hosting commercial and consumer exhibitions, conferences, corporate and all types of events.

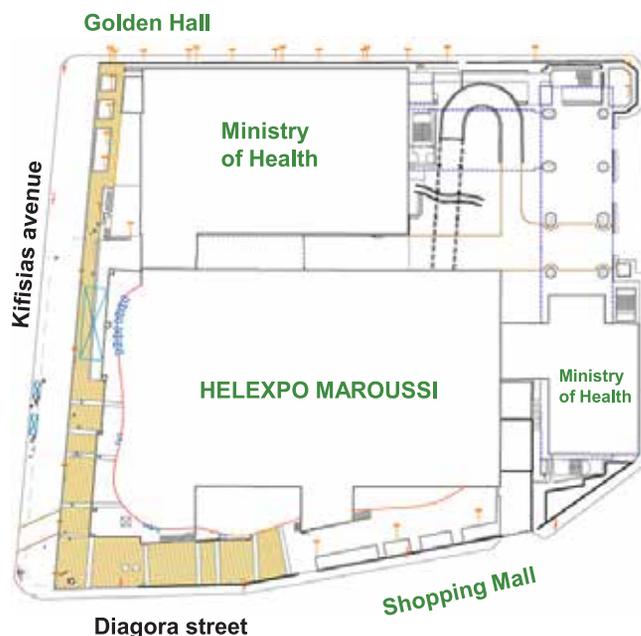
“HELEXPO MAROUSSI” has three Exhibition Levels covering a total gross exhibition area of 8,000 m², one Conference Level comprised of 4 halls with a total capacity of 950 people and over ground as well as underground parking lots able to host around 150 vehicles. It was constructed in 2000 and renovated in 2003 in preparation for the Athens 2004 Olympic Games.

Advantages

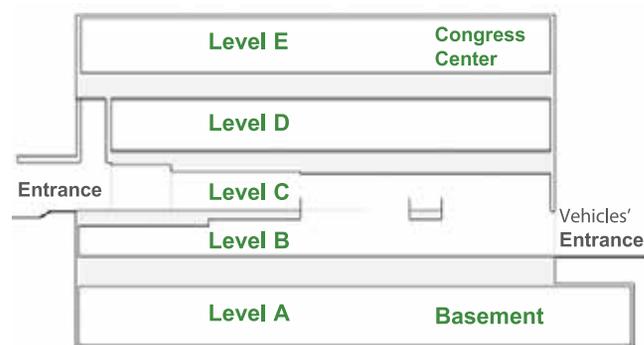
- maximum room capacity of 400 people
- possibility to host simultaneous conferences & exhibitions
- 15 escalators
- over ground & underground parking lot
- covers interpretation needs for 7 languages

Level	Description	Surface m ²
A	Basement 1	5,668
B	Basement 2	5,199
C	Ground Floor	2,129
D	1 st Floor	4,192
E	2 nd Floor	3,161

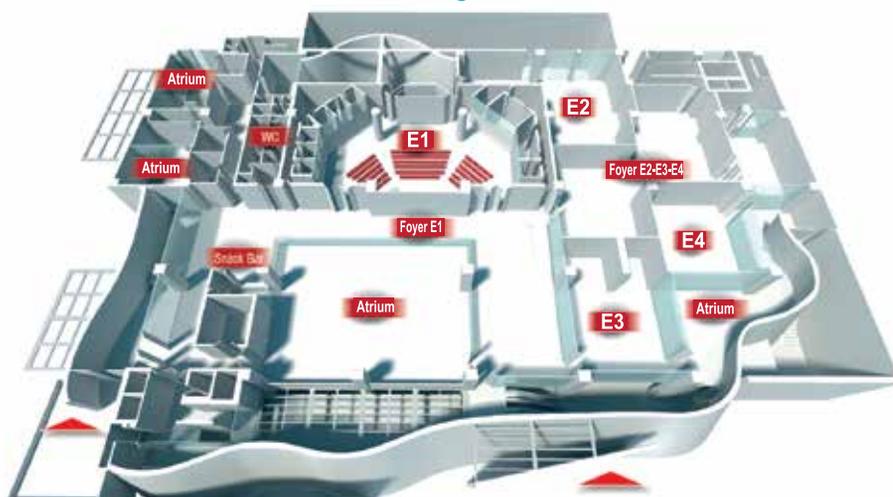
Level E	Surface m ²	Capacity
E.1	600	400
E.2	210	160
E.3	190	140
E.4	160	120



Crossroad “Kifisias – Dimokritou” ’s Aspect



Level E – Congress Center



Profile per Business Unit

Exhibitions & Trade Fairs Organized by TIF-HELEXPO



Thessaloniki International Trade Fair

Thessaloniki International Trade Fair (TIF) is the oldest fair of its kind in South-Eastern Europe, running for more than 80 years. TIF is the main and largest trade fair in Greece; it is Thessaloniki's main business event of every year and attracts senior government officials, hundreds of thousands of visitors and numerous exhibitors, from both the public and private sectors. In 2018, TIF attracted more than 280,000 visitors and 1,500 exhibitors in total, while the U.S.A. was the honoured country with 55 exhibitors and more than 75 official events and talks during the operation of the exhibition.



International Fair for Agricultural Machinery, Equipment & Supplies

The largest International Fair for Agricultural Machinery, Equipment & Supplies in Greece and South-Eastern Europe. Organised by TIF-HELEXPO biennially, Agrotica attracted more than 1,900 exhibitors and 145,000 visitors from domestic and international markets in February 2018.



International Livestock & Poultry Farming Exhibition

The only specialized exhibition for livestock and poultry in the broader Balkan area. It is organized by TIF-HELEXPO, every two years. In 2019, Zootechnia attracted more than 60,000 local and international visitors and 988 exhibitors from 14 different countries.



International Exhibition of Construction, Insulation, Door and Window Frames, Sanitary Ware, Preconstruction and Technology

Infacoma is one of the oldest exhibitions organized by TIF - HELEXPO. Due to its multi-branch character, it covers the sectors of construction materials, machinery, insulation materials, frames, prefabricated constructions, paints, sanitary ware, accessories and equipment. It aims on both domestic and broader Balkan markets. Infacoma is held at the same time with AquaTherm (see below) and constitutes a point of reference for the construction and energy sector. In 2018, Infacoma attracted more than 20,000 visitors and 170 exhibitors.



International Exhibition of Jewellery, Clocks and Watches, Precious Stones, Machinery Equipment

Kosmima exhibition annually attracts direct Greek and foreign as well as indirect exhibitors - through local representatives - in Thessaloniki. The fair is a point of reference for the jewellery industry of the Balkan countries. Various international and local industry professionals, jewellery designers, importers and dealers have the opportunity to explore a significant number of exhibits such as jewellery, watches, precious & semi-precious stones as well as equipment and software related to the industry.



International Exhibition for Renewable & Conventional Energy-saving Sources, Technology & the Environment

EnergyTech is an international event concerning renewable and conventional energy-saving sources, technology and the environment. It hosts an important number of new products and services by various enterprises specialized in this sector. It is one of the few dedicated trade exhibitions to energy matters in the broader region.



International Fair for Marble, Rocks, Minerals, Machinery & Equipment

MarminStone is known as the most important event for professionals and organizations of the sector. Due to its enhanced trade and international orientation, MarminStone offers visitors the opportunity to be informed regarding the sector's developments.

Thessaloniki Book Fair

Thessaloniki International Book Fair

A fairly new international book fair was established in 2004. Since then it constitutes a dynamic annual cultural event for Thessaloniki. More than 200 professional publishers and thousands of visitors from Greece and 30 other countries participate every year. Cumulatively, more than 170 events were held since its establishment while more than 100 Greek and 30 foreign writers participated. The Thessaloniki International Book Fair is co-organised with Hellenic Foundation for Culture.

Biologica

International Exhibition of Organic Products

TIF-HELEXPO annually organises Biologica in Thessaloniki, in cooperation with the Network of Organic Products and the Association of Industrial Firms of Northern Greece (SBBE). Biologica's vision is to become a major point of attraction for the industry's professionals and to develop and advance the relationships among Greek and Balkan organic producers. Visitors and exhibitors have a first class opportunity to be informed about the latest developments within the organic farming, nutrition, ecology and health sector.



National Trade Fair Eastern Macedonia & Thrace

Eastern Macedonia & Thrace is a national trade fair organised by TIF-HELEXPO at the exhibition center of Komotini (a city with population of 60,000 people at the North-East side of Greece). It aims at promoting local products and businesses. It constitutes a point of reference for the broader region by attracting more than 100 local small and medium enterprises.

Furnidec business

International Exhibition of Furniture for Professionals

The leading exhibition of furniture manufacturing and trading in Greece. It constitutes a point of reference for leading professionals and businesses operating within this sector. Furnidec attracts more than 5,000 visitors and hundreds of exhibitors each year, from Greece and several European countries

Philoxenia

International Tourism Exhibition

Philoxenia is a leading tourism exhibition in the South-Eastern European region and one of the oldest of its kind. It is the major meeting point for travel, tourism and hospitality professionals. It is organised jointly with Hotelia, the international hotel equipment exhibition. Philoxenia is attracting more than 20,000 visitors and 600 exhibitors from Greece and over 50 more countries. During Philoxenia, a number of parallel events also take place, including the International Tourism Conference.



KASTORIA, International Fur Fair is the platform in South Europe that gathers and curates the very best of Greek and International Fur Fashion Brands and puts them in the hands of the most influential players in the fur fashion industry.

Detrop

International Exhibition for Food, Beverages, Machinery, Equipment & Packaging

The only exhibition for food and beverages in Greece aiming at increasing the export activities of Greek companies and products such as PDO-PGI (Feta Cheese, Yoghurt, Olive Oil, etc.), Herbs and Spices, Fish – Aquaculture etc. The exhibition is enriched by a wide program of parallel events, workshops and seminars presented by recognized journalists, chefs, sommelier. The exhibition focuses on Greek Gastronomy as well as on Mediterranean Diet. On average, Detrop attracts 20,000 visitors and 800 exhibitors. In 2019, Detrop welcomed more than 22,000 visitors from 37 countries, while more than 3,500 meetings were arranged between exhibitors and visitors.

Detrop boutique

International Exhibition of Food and Beverages

The International Exhibition of Food and Beverages Detrop, took a step forward by utilizing its enhanced expertise via the organization of the special event Detrop Boutique Show in "HELEXPO MAROUSSI" in Attica. However, this particular exhibition has been held in Thessaloniki since 2016. Detrop Boutique Show aims to offer visitors an exclusive tour to unique Greek and Mediterranean products produced in Greece. The 2018 edition welcomed more than 330 exhibitors and 25,000 visitors, jointly with Artozyma, the international exhibition for bakery, confectionery and relevant machinery.

Oenos International Wine Fair

Oenos, the international wine fair, aims to promote Greek wine abroad. Participants include all major Greek wine producers and trade companies. Special emphasis is given to the "Hosted Buyers' Programme" and its prearranged meetings which connect various entrepreneurs and develop their business relationships. Moreover, Oenos is a biennial fair and it is jointly organized with Detrop exhibition.

Sportexpo

International Exhibition of Sporting Goods and Equipment

Sportexpo was reintroduced to the public in 2016. The exhibition is addressed to anyone involved in any type of athletic activity. Sport agencies, athletic clubs, athletes, coaches, sports physicians or ordinary visitors who love sports. It showcases all the latest developments in sports, as well as the latest sports products & services. Last edition welcomed more than 28,000 visitors and 70 exhibitors.

ATHENS INTERNATIONAL JEWELLERY SHOW **International Exhibition for Jewellery**

Athens International Jewellery Show (the former: Gold-Silver Exhibition and Hellenic Jewellery Fair) is an event annually held in Athens (Metropolitan Expo Exhibition Center). Its international character attracts thousands of visitors, offering them the latest developments concerning the industry's evolution. Hellenic Jewellery Fair is the biggest event of its kind in Greece and Balkans.

Hotelia **International Hotel Equipment Exhibition**

HOTELIA is the only exhibition of hotel equipment in Northern Greece. It aims to bring together the sector's professionals with the owners of hotels and tourism facilities. Priorities of the HOTELIA include the reinforcement of extroversion of domestic hotel equipment companies via the "Hosted Buyers" Programme, the achievement of new trade cooperations and business agreements for its exhibitors and the presentation of innovative energy saving and building renovation technologies. HOTELIA is jointly organized with the Philoxenia exhibition.



ART **International Contemporary Art Fair**

ART Thessaloniki was launched in 2016 as an annual event and provides a fresh commercial, cultural and educational impetus to the arts in Greece, by playing a crucial role in showcasing dialogue, artistic activity, innovation as well as establishing common ground for artistic exchanges, particularly the appreciation of differences between civilizations.

Artozyma

International Exhibition of Bakery, Patisserie, Machinery, Raw Materials

The exhibition offers answers to the needs of domestic bakery and patisserie enterprises as they strive to establish channels of cooperation with neighboring Balkan countries.

The products presented at ARTOZYMA reflect a special sector of Greece's gastronomic tradition that has already built an international gateway and proudly holds a place on the menu of thousands of tourism enterprises. The exhibition is held every 2 years, in conjunction with the Detrop Boutique.



Agro Thessaly **Panhellenic Fair for Agriculture & Livestock**

TIF-Helexpo and the Municipality of Larissa created the Agro-Thessaly Fair, by jointly re-designing the Panhellenic Agricultural-Livestock-Environmental Fair of Larissa, which has been organized by the local municipality for the last 20 years. The goal of this new, joint endeavor is to upgrade the fair into the sector's largest regional exhibition. This new project is part of the Helexpo's strategy to support rural Greece and agricultural entrepreneurship. The 2nd edition of this biannual fair in 2019 attracted 45,000 visitors and 250 exhibitors representing more than 780 companies.

Polis

Local Government Bodies Exhibition- Public & Social Sector and Private Enterprises

Polis is a unique fair that promotes PPP (Public-Private-Partnerships) for sustainable and environmental friendly cities.

Freskon

International Trade Show for Fruit & Vegetables

The Freskon international trade show was launched in 2015 in Thessaloniki and served as a specialized, unique exhibition in the Balkans and South-Eastern Mediterranean.

The event addressed companies involved in the packaging and transport of fruit and vegetables, sector importers and exporters, retailers, supermarket chains and transport companies. It featured exhibits such as fresh fruit and vegetables, machinery, packaging and standardization materials, as well as transport and logistics companies, quality control laboratories, organizations and agencies of the sector. 167 exhibitors and more than 4,000 specialized trade visitors were the numbers that FRESKON demonstrated for its last edition (2018).



International Exhibition for Heating, Ventilation, Air-conditioning, Water Supply, Sanitary, Environmental Technology and Swimming Pools

TIF-HELEXPO, through its partnership with Reed Exhibitions Messe Wien, brought the Aqua-Therm exhibition to Thessaloniki in 2016 referring to Greece, Romania, Bulgaria, FYROM, Albania and Cyprus. AQUA-THERM as an international trademark of Reed Exhibitions Messe Wien is the benchmark-show for the industry of the HVAC sector and takes place at the same time along with Infacoma and EnergyTech international exhibitions at TIF-HELEXPO's premises. AQUA-THERM show brings together key manufacturers and major suppliers of the HVAC industry. Furthermore, it is organized alongside with INFACOMA in Athens.

Greek Travel Show **Travel and Vacations Exhibition**

The Greek Travel Show was organized by Helexpo in 2017 in Maroussi Athens. The exhibition presents domestic and international tourism destinations. Visitors have the opportunity to learn about tourism destinations and alternative forms of tourism being developed throughout the country, enjoy entertaining events and plan their holidays. The second edition in 2018 welcomed more than 110 exhibitors and 10,000 visitors.

Events

TIF-HELEXPO S.A. annually hosts numerous events at its facilities. More specifically, corporate events & meetings, seminars, various exams, ceremonies, cultural events, fashion shows, theatre performances, music concerts and political speeches of high importance take place at the Company's indoors or outdoors facilities.

Star World

Astero Cosmos "Star World" ("Asterocosmos" in Greek) is a 30-day Christmas entertainment park for families and young people. The park is the hot spot of Thessaloniki during the holiday season, while it attracts more than 150,000 people.

Chocolate Factory and Museum

 A unique Thematic Park of 2,500 m2 was launched in September 2014 and operated till May 2015. The park hosted the biggest chocolate waterfall in Europe as well as chocolate sculptures and machinery. It attracted 300,000 children, young people and adults. In October 2015, the park was transferred to Helexpo Maroussi in Athens and attracted 500,000 visitors. After a successful joint venture between TIF-HELEXPO and Fiera Roma, the Chocolate Factory & Museum is travelling in Italy now. The first stop was in Rome and the event is to be transferred to Bari, Naples and other cities.

Street Art Festival

 The festival welcomed young artists, musicians, designers, visual artists and other creative people, giving them a way to express themselves and communicate directly with the public.

Secret Worlds of Eugene Trivizas

 In a unique collaboration with the famous writer Eugene Trivizas, Helexpo, created a theme park with European standards, inspired by the most popular fairytales and famous heroes of the internationally renowned, great Greek writer.

Dinosaurs

 A new impressive thematic park has been introduced in Thessaloniki by Helexpo, regarding DINOSAURS. 30 robotic dinosaurs have travelled through time in order to provide recreational and educational vibes to young and old visitors.

Hercules: The 12 Labors

 The theme Park and Museum "HERCULES: The 12 Labors" is the greatest mythological park in Greece, organized for the most important hero of Greek mythology, Hercules and his labors. For the first time, the twelve labors are presented with three-dimensional exhibits fully customized and specially designed to provide movement and sound, creating the unbelievable backdrop of a truly unique setting.

Other

A substantial part of TIF – HELEXPO revenues derives from:

- the exploitation of its parking areas
- renting out the properties on Aggelaki street to certain bank branches, café bars, super market and local authorities
- renting out the outdoor cinema and certain areas within its gate and pavilion blocks to entrepreneurs and Aristotle University of Thessaloniki
- renting out the O.T.E. Tower to the "Telecommunication Organization of Greece" and a café bar

Congresses

TIF-HELEXPO congress facilities host a significant number of events every year. Many of the congresses are organized by TIF-HELEXPO and usually take place at the same time along with trade fairs and exhibitions. In this way, TIF-HELEXPO, in cooperation with national educational institutions, local authorities and private firms, focuses on the latest economic developments of each industry and provides exhibitors and visitors with first class information updates and market trends.

On the other hand, third parties rent TIF-HELEXPO facilities in order to run independent conferences and other events. An important number of national and international organizations chose TIF-HELEXPO's conventions centers due to their convenient location and contemporary equipment. Some of the recent congress which took place at TIF-HELEXPO's facilities are:

- 6th Panhellenic Agrotica Conference (2,000 attendees)
- 27th Panhellenic Hematology Congress (2,500 attendees)
- 17th Pharmaceutical congress (3,000 attendees)
- 7th Greek Mathematical Week (more than 3,000 attendees)
- 1st Salonica Electronics Satellite & Security Congress (more than 3,000 attendees)
- 37th Panhellenic Dental Conference (2,500 attendees)
- Worldchefs Congress (more than 4,000 attendees)

Number of Congresses/Events and Participants (2010-2018)

excluding Star World and Chocolate Factory Museum

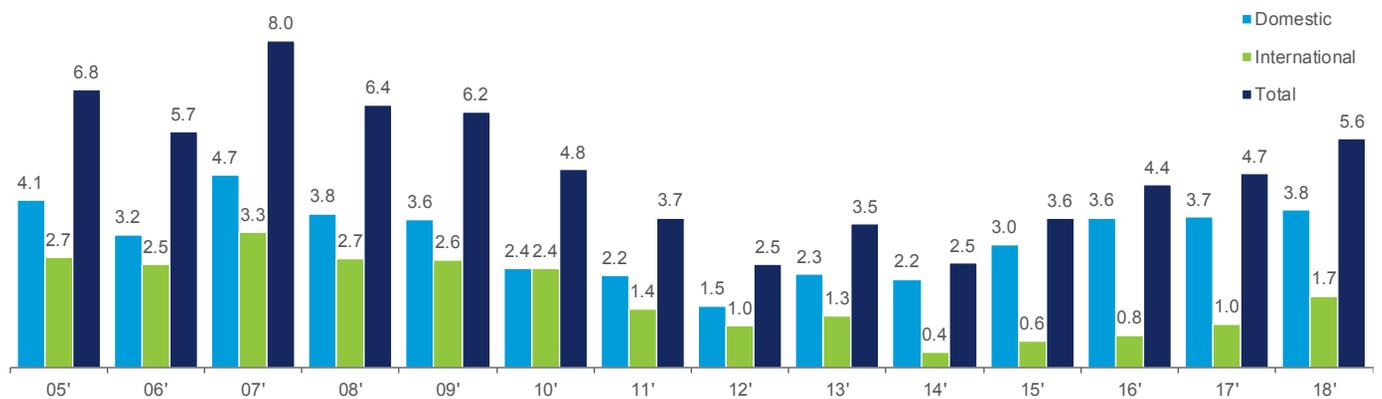


Business Radio TIF 104.9

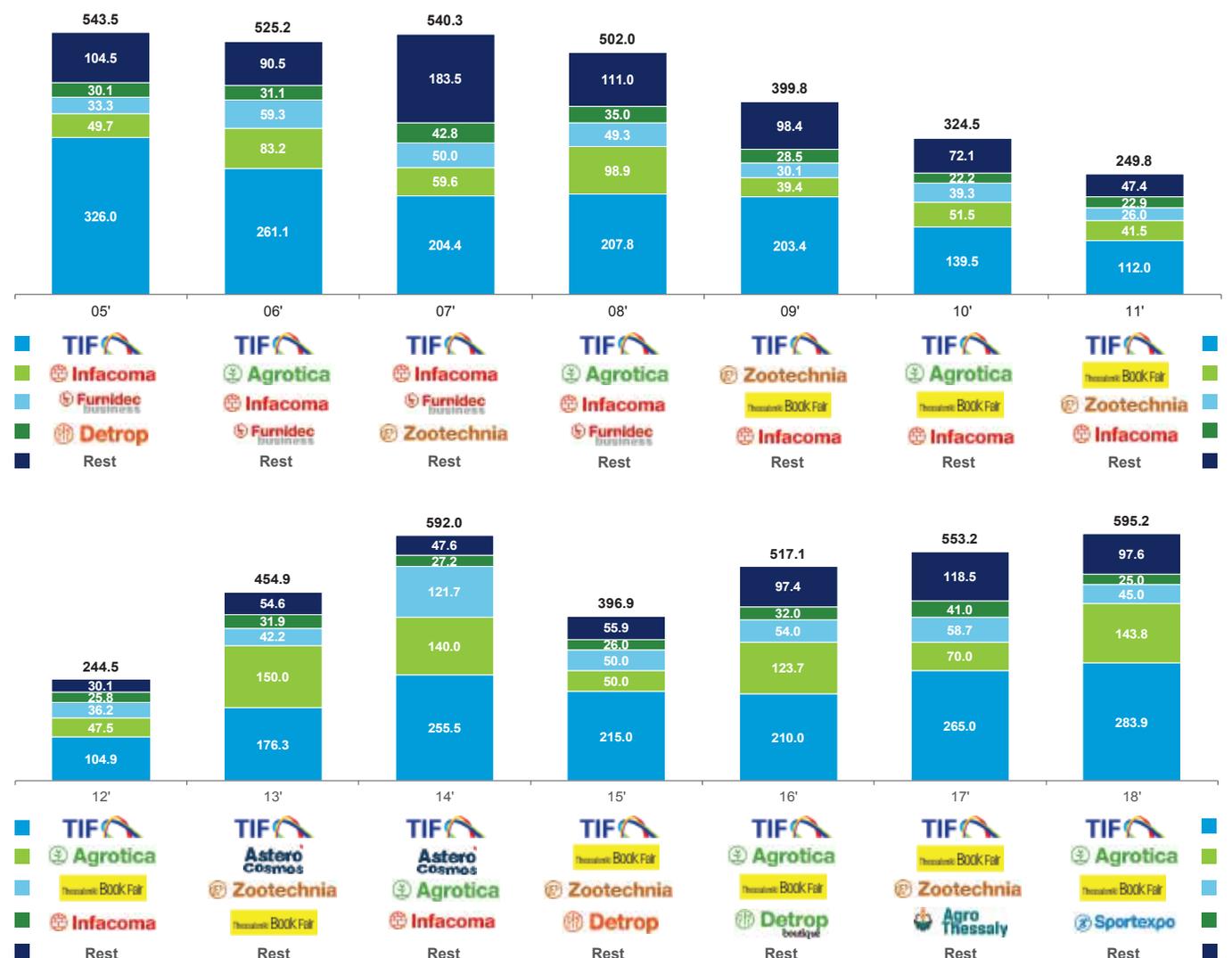
Radio TIF 104.9 gives the opportunity to various organizations entrepreneurs and professionals to express their ideas, concerns and causes in public. In this way, TIF-HELEXPO enriches its business character by strengthening its ties to the city's business community. Radio TIF hosts the "voice" of Thessaloniki's business, academic and cultural institutions. The radio's facilities are located at Pavilion n.1 within TIF-HELEXPO's premises. For the last three years, it cooperates with the national news agency ANA-MPA and broadcasts under a new name "PRAKTOREIO FM"

Key Statistics of Exhibitions & Events

TIF – HELEXPO: Total Number of Exhibitors (2005-2018) - (in '000)



TIF – HELEXPO: Top 4 Exhibitions & Events by Number of Visitors (2005-2018) - (in '000)



Notes:
 • Infosystem was an International Exhibition of Information Systems that was last held in 2010
 • Star World ("Asterocosmos") was last organized by the TIF-Helexpo in 2014. Since then (2015 onwards), although the event is still hosted in the Company's premises, it is held by a 3rd-party organizer, that rents Helexpo's facilities.

Key Financials

Key Information

TIF-HELEXPO S.A. was formed after TIF S.A. acquired HELEXPO S.A. The Greek parliament approved the acquisition on 23 January 2013 and under the law, the Company was obliged to issue its first consolidated financial results under the date 30.06.2012.

Since 1999, HELEXPO S.A. and TIF S.A. were independently operating but were closely cooperating at the same time. HELEXPO S.A. was operating as the national organizer and coordinator of exhibitions and trade fairs. On the other hand,

TIF S.A. was running the Thessaloniki International Trade Fair as well as acting as the national researcher and advisor with regards to national exhibition strategy matters.

The targeted benefits of the acquisition are the increased operational flexibility, stronger financials and enhanced position in the Greek exhibition industry. The financial position and results of TIF-HELEXPO S.A. for 2017 will be released according to the Greek law within the first half of 2018.

TIF S.A. Key Balance Sheet Items (2007-2011)

<i>in € million</i>	2011	2010	2009	2008	2007
Fixed Assets	249.9	251.7	253.6	255.5	257.7
Current Assets	27.3	24.5	22.3	17.0	11.5
Total Assets	277.2	276.2	275.9	272.5	269.2
Equity	265.1	264.1	263.2	263.6	261.7
Loans	0.0	0.0	0.0	0.0	0.0
Other Liabilities	12.1	12.1	12.7	8.9	7.5
Total Liabilities	277.2	276.2	275.9	272.5	269.2

TIF S.A. Key Profit & Loss Items (2007-2011)

<i>in € million</i>	2011	2010	2009	2008	2007
Sales	6.8	6.8	7.3	7.6	7.3
YoY %	0%	(6.8%)	(3.9%)	4.1%	10.6%
EBITDA*	3.4	2.3	3.3	3.3	2.5
EBT*	1.7	1.7	2.4	2.1	1.2

HELEXPO S.A. Key Balance Sheet Items (2007-2011)

<i>in € million</i>	2011	2010	2009	2008	2007
Fixed Assets	1.0	1.7	1.9	2.3	2.2
Current Assets	19.6	23.8	24.5	26.1	22.9
Total Assets	20.6	25.5	26.4	28.4	25.1
Equity	0.5	5.8	8.0	7.0	5.3
Loans	0.0	0.0	0.0	0.0	0.0
Other Liabilities	20.1	19.7	18.4	21.4	19.8
Total Liabilities	20.6	25.5	26.4	28.4	25.1

HELEXPO S.A. Key Profit & Loss Items (2007-2011)

<i>in € million</i>	2011	2010	2009	2008	2007
Sales	11.0	16.1	21.7	26.1	23.7
YoY %	(31.7%)	(25.8%)	(16.9%)	10.1%	9.7%
EBITDA*	(3.9)	(0.5)	1.0	2.4	0.7
EBT*	(4.5)	(1.0)	0.5	1.9	0.3

TIF – HELEXPO S.A. Key Balance Sheet Items (2012-2017)

<i>in € million</i>	2017	2016	2015	2014	2013	2012
Fixed Assets	238.4	238.8	240.8	244.3	246.9	248.8
Current Assets	10.0	7.2	7.7	10.6	12.5	14.5
Total Assets	248.4	246.0	248.5	254.9	259.4	263.3
Equity	234.8	231.6	233.4	239.2	243.0	245.2
Loans	0.0	0.0	0.0	0.0	0.0	0.0
Other Liabilities	13.6	14.4	15.1	15.7	16.4	18.1
Total Liabilities	248.4	246.0	248.5	254.9	259.4	263.3

TIF – HELEXPO S.A. Key Profit & Loss Items (2012-2018)

<i>in € million</i>	2018	2017	2016	2015	2014	2013	2012
Sales	14.4	11.9	11.7	10.5	11.4	9.5	7.8
YoY %	22.0%	1.3%	11.8%	(7.7%)	20.3%	21.7%	14.7%
EBITDA*	2.1	0.2	0.4	(3.2)	(0.8)	0.0	(17.6)
EBT*	0.8	(0.4)	(1.7)	1.8	(2.8)	(2.0)	(19.8)

Source: Published & Audited Financial Statements 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010, 2009, 2008 and 2007 under IFRS

Note: Pro forma 2018 results (not audited). Key Balance Sheet Items for 2018 are not available.

* EBITDA: Earnings before Interest, Tax, Depreciation & Amortization

* EBT: Earnings before Tax

Board of Directors

TIF-HELEXPO's board of directors comprises 13 members. The Greek Parliament, under the law 4109/2013, appointed a significant number of independent members on the

Company's board. Subsequently, 10 out of 13 members in total hold key roles at governmental or private organizations and trade associations in Thessaloniki.

Members	Position	Capacity / Body
1. Mr. Anastasios Tzikas	President	
2. Dr. Kyriakos Pozrikidis	Managing Director	
3. Mr. Lazaros Lazaridis	Vice-President	Representative of the shareholder
4. Mr. Konstantinos Athanassoudis	Member	Representative of Ministry of Interior & Administrative Reconstruction
5. Mr. Antonis Gyftopoulos	Member	Regional Counselor of the Region of Central Macedonia
6. Mr. Spyridon Pegas	Member	Deputy Mayor of Thessaloniki for Tourism Development
7. Mr. Giannis Stavrou	Member	Executive Vice President, Federation of Industries of Northern Greece
8. Mr. Gedeon Voulis	Member	1 st Vice President, Greek International Business Association
9. Mr. Emmanouil Vlachogiannis	Member	1 st Vice President, Thessaloniki Chamber of Commerce and Industry (TCCI)
10. Mr. Michalis Zorpidis	Member	President, Professionals' Chamber of Thessaloniki
11. Mr. Pantelis Filippidis	Member	President of the Transport & Communications of Central Macedonia
12. Mr. Athanasios Drogalas	Member	Representative of TIF – HELEXPO S.A. employees
13. N/A	Member	Representative of Professionals' Chamber of Thessaloniki

Staff

TIF-HELEXPO employs 64 full time personnel in total. Almost 50% of its personnel works for the "Exhibitions" and "Technical" Departments.

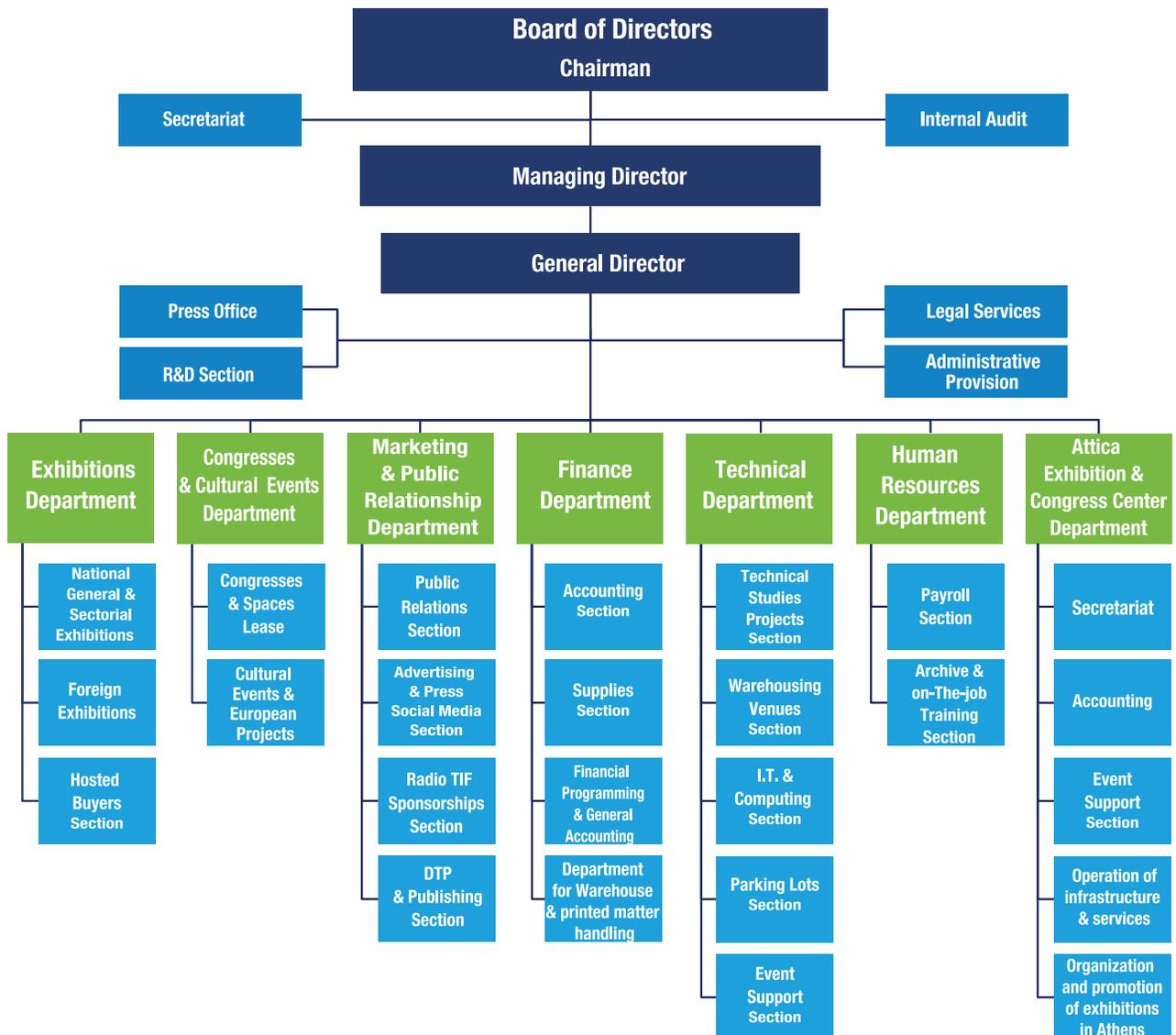
At the same time, a modern division of "Marketing & Public Relationships" of 7 people operates within TIF-HELEXPO, following the contemporary trend of developing strong and close relationships with exhibitors, visitors and in general with society and other stakeholders.

Moreover, TIF-HELEXPO manages a broad network of external partners. These partners are specialized on various sectors and roles, helping in this way TIF-HELEXPO to keep operating in high standards and enhancing expertise.

Number of Employees per Division



Organizational Chart



Share Capital

TIF-HELEXPO is fully owned by the Hellenic Corporation of Assets and Participations (100%), yet directly reports to the Ministry of Interior & Administrative Reconstruction and especially to the former Ministry of Macedonia & Thrace (currently an under-ministry within the Ministry of the Interior), in order for bureaucratic obstacles to be avoided since the latter is located in Thessaloniki.

According to the Law No 4109/2013, TIF-HELEXPO has been excluded by the Law No 3429/2005 which articulates the exact regulatory framework under which all state owned entities should operate. Thus, the Company is regulated under the legislation for private entities.

Memberships - Partnerships

Associations & Organizations

TIF-HELEXPO actively supports the expansion and internationalization of its network and activities through **strategic memberships** at **domestic** as well as **international associations** and **organizations**, such as the:

1. UFI (Union des Foires Internationales)
2. IAEE (International Association of Exhibitions and Events)
3. ICCA (International Congress & Congress & Convention Association)
4. CEFA (Central European Fair Alliance)
5. AIPC (International Association of Convention Centers),
6. ITTFA (International Tourism Trade Fair Association)
7. HAPCO (Hellenic Association of Professional Congress Organizers)

Moreover, TIF-HELEXPO's **Managing Director**, Dr. Kyriakos Pozrikidis, is an **elected member at UFI's Board of Directors and former President of CEFA**, while at the same time TIF-HELEXPO's **Director of Exhibitions**, Mr. Andreas Daroudis was an **elected member and vice-president** at UFI's European Chapter Board until October 2017

Governmental Bodies & Regional Associations

At the same time, TIF-HELEXPO shapes the strategic and economic future of the exhibition & convention centers industry by closely **cooperating** and developing action plans with a number of **domestic governmental bodies** and **private associations** such as:

1. Ministry of Foreign Affairs-Hellenic Republic
2. Ministry of Economy, Infrastructure, Marine Affairs and 3. Tourism – Hellenic Republic
3. Ministry of Interior & Administrative Reconstruction-Hellenic Republic
4. Municipality of Thessaloniki
5. Municipality of Maroussi
6. Prefecture of Central Macedonia
7. Prefecture of Eastern Macedonia and Thrace
8. Greek Organization of Tourism
9. Enterprise Greece-Invest and Trade
10. Thessaloniki Tourism Organization
11. Federation of Industries of Northern Greece
12. Federation of Industries of Thessaly & Central Greece
13. Greek International Business Association
14. Thessaloniki Trade Association
15. Thessaloniki Hotels Association
16. Thessaloniki Convention Bureau

Chambers

TIF-HELEXPO, under its mission & vision for opening new markets and connecting business entities, is also a member of various domestic and international **commercial and industrial chambers** located in Thessaloniki and Athens, such as the:

1. Thessaloniki Chamber of Commerce & Industry
2. Union of Hellenic Chambers
3. German-Greek Commercial & Industrial Chamber
4. Italian-Greek Chamber of Commerce
5. Arab-Hellenic Chamber of Commerce & Development
6. Russian-Greek Chamber of Commerce
7. Greek-French Commercial & Industrial Chamber
8. American-Hellenic Chamber of Commerce
9. Chinese-Greek Commercial & Industrial Chamber
10. Thessaloniki's Chamber of Small & Medium Enterprises
11. Thessaloniki's Chamber of Tradesmen

Balkan & Broader Professional Network Memorandums of Understanding (MoU)

The Company, under its constant goal to be established as a leader in the exhibition industry of Balkan countries, has **signed a number of MoU for cooperation** along with foreign organizations and corporations operating in Balkans and rest of the world such as:

1. Inter Expo (Sofia, Bulgaria)
2. International Fair Plovdiv (Plovdiv, Bulgaria)
3. ERA Group (Skopje, FYROM)
4. Klik Ekspo (Tirana, Albania)
5. Romexpo (Bucharest, Romania)
6. CEO (Prishtina, Kosovo)
7. Sandranski Sajem (Budva, Montenegro)
8. Euro Expo (Moscow, Russia)
9. Cyprus State Fairs Authority (Nicosia, Cyprus)
10. Greek -Serbian Association
11. Hermes Expo (Baltimore Pike, USA)
12. Greek-Australian Chamber (Victoria, Australia)
13. Greek-Australian Entrepreneurship Council
14. Iran International Exhibitions Company (Tehran, Iran)
15. Roscongress Foundation (Russia)
16. Shenzhen Convention & Exhibition (China)
17. Specialty Food Association (USA)
18. Fiera Roma

According to these MoUs, the agreed common line of actions among others include the exchange of exhibition spaces exhibitors and visitors.

Initiatives



Exhibition Research Institute

In its capacity as a state counsel in exhibition policy matters, TIF-HELEXPO established the “Institute for Exhibition Research” in cooperation with the University of Macedonia, the Union of Hellenic Chambers, the Chamber of Small and Medium Sized Industries of Thessaloniki and the Thessaloniki Chamber of Commerce and Industry.

The Institute is an observatory of exhibition activities, which also depicts in scientific studies the multiple effects of exhibitions to local and national economy. The Institute maintains a database concerning exhibition centers and events held in Greece. It collects data from trade fairs held with regard to their size and conducts sampling surveys at key-exhibitions (exhibition auditing) in order to specify their success.

Furthermore, the Institute weighs the economic effects of exhibition events on the local and regional economy, econometrically calculating the exhibition multiplying effect.

The Exhibition Research Institute also acts as a certified UFI auditor for the voluntary control and certification of Fair and Exhibition Statistics. The participation in European and cross-border programs are part of the main activities of the Institute.



**SMOKE
FREE
ΔΕΘ**
ΜΕΛΛΟΝ
ΧΩΡΙΣ ΤΣΙΓΑΡΟ

Smoke Free

“Smoke Free” is an initiative of TIF-HELEXPO, with the support of Papastratos company, that started during the 83rd edition of T.I.F. in September for the application of the Greek anti-smoking law.

Further from banning all smoking products indoors, TIF-HELEXPO has prepared specially designed smoking booths in the outdoors area and encouraged smokers to proceed there for smoking. It also established info points in all three gates in order for visitors to get acquainted with this new initiative and proceed to the aforementioned outdoor booths should they need to smoke.

This initiative is certified by TUV Hellas and runs throughout the year for all exhibitions organized by TIF-HELEXPO.

Hosted Buyers Programme

One of TIF - HELEXPO's goals is to keep strengthening its exhibitions' international aspect, as a mean of helping the Greek economy become more outward-looking and competitive. To this end, TIF-HELEXPO introduced and operates a “Hosted Buyers Programme”, as used by major exhibitions organisers around the world, where it invites - at TIF-HELEXPO's expense - commercial visitors from Greece and abroad in order to bring them into contact with exhibitors.

Participation in the programme allows those selected participants to make use of “Expo-Partenariat”, a new electronic tool for promoting collaboration among companies via pre-arranged meetings. The system enables exhibitors to come in contact with other exhibitors and commercial visitors, via an innovative, functional and personalised programme based on two-way electronic and telephone communication in order to quickly and efficiently arrange business meetings.

With reference to the period 2015-2018, TIF-HELEXPO welcomed more than 3,100 hosted buyers from 68 countries.



**SMOKE
FREE
ΔΕΘ**

Greece



Greece is strategically located at the crossroads of Europe, Western Asia and Africa and shares land borders with Albania to the northwest, the Former Yugoslav Republic of Macedonia (FYROM) and Bulgaria to the north and Turkey to the northeast.

The Aegean Sea lies to the east of the mainland, the Ionian Sea to the west, and the Mediterranean Sea to the south. Greece dominates the Aegean Sea and Southern approach to Turkish Straits by possessing an archipelago of around 2,500 islands (approximately 300 of them are inhabited). Greece has the longest coastline on the Mediterranean Basin and the 11th longest coastline in the world at 13,676 km (8,498 mi) in length.

Its climate is mild, with wet winters and hot and dry summers.

Greece :

- joined the NATO in 1952,
- joined the European Economic Community (today EU), in 1981 and
- became the 12th member of the European Economic and Monetary Union in 2001 and adopted the Euro as its currency.

The key industries of the Greek economy are tourism, maritime, food and tobacco processing, textiles, chemicals, metal products, mining and petroleum.

Exports (major categories):

- Mineral fuels, lubricants and related materials: 31.1% of total exports,
- Food, drinks and tobacco: 17.5% of total exports,
- Chemicals and related products: 10.6% of total exports,
- Machinery and transport equipment: 9.0% of total exports.



Figures	2014	2015	2016	2017	2018E
GDP (in € billions) ¹	178.4	177.0	176.3	179.9	184.3
Private consumption (% real change) ¹	0.8	(0.3)	0.1	0.9	1.1
Trade Balance (in € billion) ²	(21.2)	(17.8)	(18.7)	(21.5)	n/a
Population (in million) ¹	11.3	11.2	11.2	11.2	11.1
Unemployment Rate (%) ¹	26.6	25.0	23.5	21.5	19.2
Inflation (%) ¹	(1.4)	(1.1)	0.0	1.1	0.8

E: Estimations

¹ Economist Intelligence Unit, Country report Greece, February 2019

² Greece in Figures – Special Edition, Hellenic Statistic Authority, 2018

Tourism Overview

According to the World Tourism Organization (WTO), Greece was 14th in International Arrivals worldwide and 8th in Europe, in 2017.

Rich in history and with a strong cultural heritage, Greece has a long tradition in tourism and hospitality. Its rich economic, religious and intellectual activity for more than 35 centuries along with its numerous islands and its critical location at the south-eastern corner of Europe, inevitably boosts travel activity in Greece.

The continuous efforts of Greek private and public corporations and organizations over the last years succeeded to attract and increase tourist arrivals as well as revenues from tourism.

According to the 2017 **Travel & Tourism Competitiveness Report** published by the World Economic Forum, Greece holds the:

- 24th overall position in the **Competitiveness Index** among 136 countries,
- 12th place in **Tourism Service Infrastructure** subindex,
- 11th place in **Health & Hygiene** subindex,
- 32nd place in **International Openness** subindex,
- 26th place in **Air Infrastructure** subindex.

Source: World Bank; World Tourism Organization; World Economic Forum

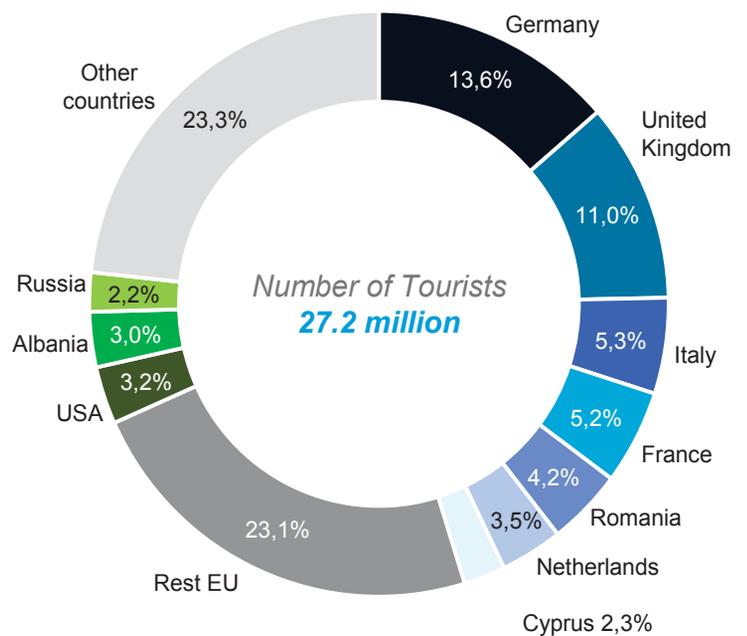
Country Brand Ranking

According to the **Bloom Consulting Country Brand Ranking® Tourism Edition 2017-2018**, Greece holds the:

- 19th overall position in the **World Rank**,
- 9th place in the **European Rank**,

At the same time, Greece carries an “A” rating in Country Brand Strategy Rating®. According to the author “The most common CBS rating grade attributed to the promotional strategies is an “A”. Europe has surpassed Asia to receive the most “AAA” ratings.

Inbound tourism by origin market, 2017 (%)



Source: Central Bank of Greece

Brand Finance® Nation Brands 2018

Moreover, based on **Brand Finance® Nation Brands 2018** report, Greece holds the **59th place** globally and the **24th place** at the European regional ranking.

Brand Finance measures the strength and value of the nation brands by reference to performance on a significant number of data points across three key “pillars”: Goods & Services, Investment and Society. These are divided into sub-pillars: Tourism, Market, Governance and People & Skills.

As Greece’s economic and political climate is expected to keep recovering, the Greek Brand Index is expected to gradually climb the of the world’s most valuable nation brands.

Strategic Investments in Greece

Greece is currently going through a transition period of restructuring and modernizing its economy, infrastructure, law framework, procedures and business culture.

Current Law Framework

(Source: www.investingreece.gov.gr)

With the Law "Acceleration and Transparency of Implementation of Strategic Investments" or **Fast Track Law** No 3894/2010, the Greek Government provides the international and Greek investment community with a **stable and transparent set of investment** rules, procedures and administrative structures for the implementation of large scale public and private projects.

The Law aims to abolish critical obstacles that have inhibited major investments in Greece. Bureaucracy, the complexity of legislation and lack of transparency, all of which today deter investors and significantly delay the implementation of large scale projects, are being eliminated.

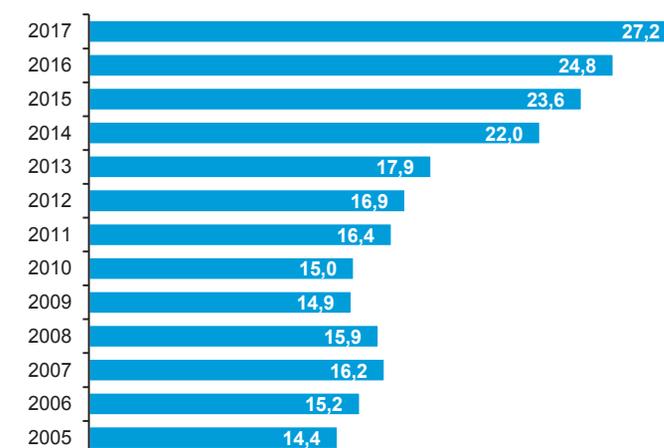
The objective of the **Law is the development of investment plans** that create long-term and wide-ranging positive results and that have a significant beneficial impact on the National Economy.

Under the law "**Creation of a Development Friendly Environment for Strategic and Private Investments**" (No 4146/2013) of the Ministry for Development, Competitiveness, Infrastructure, Transport and Networks, Greece's successful Fast Track Law has been enhanced and broadened, simplifying the licensing procedure - an important initiative for strategic investments.

With the adoption of Law No. 4262/2014, the licensing procedure for the exercise of business activities and other provisions is further simplified.

Greece faced a significantly high yearly rise in foreign arrivals for 2017 (9.7% increase) while growth was mainly driven by the recovery of business travel and price convenience.

International Tourists Arrivals in Greece, (2005-2017)
(in million)



Source: Central Bank of Greece; SETE

Key Investment Sectors

The Greek government mostly focuses on investments in the fields of Tourism, Energy, ICT, Life Sciences, Food & Beverage and Environmental Management. Nonetheless, the privatization of public corporations, especially of those which manage critical infrastructure, remains a high priority as well.

Success Stories

Hewlett-Packard, the US electronics giant, chose the port of Piraeus as a hub to distribute its products in central & eastern Europe, Middle East, North Africa and the eastern Mediterranean.

IKEA, Dell, LG, Samsung and **Lenovo** are among those that are thought to have expressed an interest in a similar deal as Hewlett Packard (~20,000 HP containers shipped to Piraeus, to be distributed by rail and air to central and eastern Europe).

Huawei, the Chinese technology and communication solutions giant, inaugurated a pilot distribution center at Piraeus port in order to serve the European market through Greece.

Based on publications, **GAIAOSE, HRADF** and the **Thessaloniki Port Authority** are at an advanced stage regarding the construction of a 672,000 m² logistics center in Thessaloniki

Thessaloniki

Crossroad of cultures and commercial gateway to the Balkans, Thessaloniki offers its visitors experiences filled with the treasures of its history plus all the activities you would expect from a modern metropolis.



Overview

With a history of twenty three centuries reflected on its countless ancient Greek, Roman, Byzantine, Ottoman and modern Greek monuments, Thessaloniki is now a home to more than a million people. It has always been a cosmopolitan metropolis and a powerful economical and cultural force through out the entire south-eastern European region.

The city is located at the crossroad of three different continents (Europe, Asia, Africa) and as a result holds a strategic geographical and geopolitical position.

The city's convenient location, rich history and contemporary dynamism are the three factors that make Thessaloniki a destination of choice as the venue for important occasions, international events and global meetings. Its place in the top 100 European convention destinations (ICCA) is the best proof of Thessaloniki's modern face.

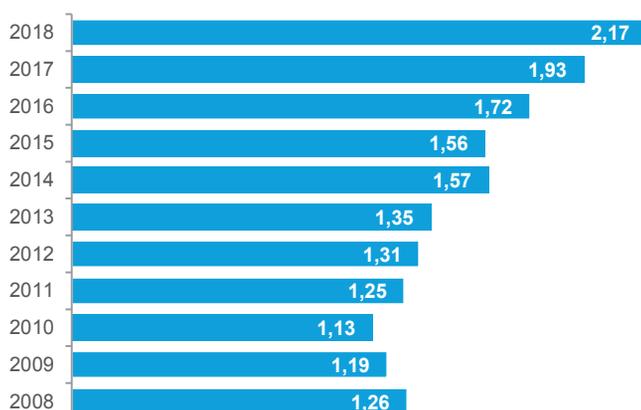
In addition, Thessaloniki is renowned for its lively nightlife and is considered to be the gastronomic capital of Greece, with famous restaurants and many local specialities.

Accessibility & Infrastructures

Thessaloniki is an easily accessible and well developed city with modern infrastructures.

- Thessaloniki's international airport "Makedonia", is located 14 km south of the city center and serves around 3.5 million passengers per year. It constitutes the second largest airport, while its managing authority was privatised within 2016 (sold to the consortium Fraport, Germany's biggest airport operating company, and Copelouzos Group. The expansion plan includes a new terminal, a runway extension, 50% increase in the number of gates while an increase of 48% in the number of passengers is projected until 2026.
- The city's port is the second largest export and transit port in the country and the nearest European Union port to the Balkan countries and the Black Sea zone. In December 2017, the Hellenic Republic Asset Development Fund (HRADF) announced the sale of its 67% stake in Thessaloniki Port Authority S.A. to the consortium comprising Deutsche Invest Equity Partners GmbH, Belterra Investments Ltd. and Terminal Link SAS, securing an ambitious €180 mil. growth investment plan. Following the implementation of the investment plan, the port has set a goal to enlarge its catchment area and become the leading port in the Balkans, while its annual handling capacity is expected to increase at the level of 1.1 mil. TEUs.
- The high speed "Intercity" trains, connect Thessaloniki to major Greek cities as well as to international destinations (Paris, Munich, Balkan cities, Sofia – there is a bus route to Sofia run by "OSE" – Railways Organization of Greece). The operator of Greek railways TRAINOSE was sold within 2017 to the Italy's state railways Ferrovie for €45 mil. Privatization is expected to create synergies with the port operations and lead to significant increases in the transit cargo traffic with an investment up to €500 mil.

International Tourists Arrivals by Airplane in Thessaloniki (2008-2018), (in million)



- Thessaloniki is connected to Greece's inter-city roads and to the Pan-European transport corridors IV and X via a modern ring road and "Egnatia Odos" (highway).
- The public organization of urban transportation of Thessaloniki (OASTH) serves around 167 million passengers per annum through 83 routes and 622 buses.

There is a number of **ongoing projects** in the city, which will mainly improve its transportation system as well as its accessibility:

- The city's **metro system** (base line) is expected to be fully operational in 2020, with two stations seated at TIF's northern and eastern corner respectively. The extension to the east side of Thessaloniki, connecting the city center with the Municipality of Kalamaria is also under construction, while there are further plans regarding the metro system's extension to the west.

A city by the sea with an annual average sunshine of 300 days.

International Institutions

Thessaloniki as a contemporarily dynamic metropolis is the home city of many international institutions such as:

- **CEDEFOP** - European Center for the Development of Vocational Training
- The **Network of Balkan Cities**
- **Black Sea Trade & Development Bank**
- The **NATO** Deployment Corps

International Events

Moreover, there is a number of annual international events which take place in Thessaloniki:

- Thessaloniki International **Film Festival**
- Thessaloniki International **Documentary Festival**
- International "**Alexander the Great**" **Marathon**
- Concours International Du Vin Thessalonique
- Festival Lazarist Monestry
- Demetria

Hotel Capacity of Thessaloniki

- **8,007 rooms (3,978 / 5 & 4 stars)**
- **15,062 beds (7,349 / 5 & 4 stars)**

Educational Institutions

Thessaloniki is home of numerous educational institutions which host a vibrant youth population such as:

- **International Hellenic University**
- **University of Macedonia**, Economic and Social Sciences (more than 10,000 active students)
- **Aristotle University of Thessaloniki** (the biggest university in Balkans with more than 80,000 active students)
- **Alexander Technological Educational Institute of Thessaloniki**

Museums

Thessaloniki is the home city of various museums which host exhibits of ancient times such as the Archaeological Museum of Thessaloniki and the Museum of Byzantine Culture.

Furthermore, visitors can find contemporary museums and galleries such as Folk Art & Ethnological Museum of Macedonia and Thrace, Municipal Art Gallery, Museum of Contemporary Art, Museum of the Macedonian Struggle, Jewish Museum of Thessaloniki, Macedonian Museum of Contemporary Art, "Noesis" Thessaloniki Science Center & Technology Museum, Museum of Cinematography and Museum of Photography.

Thessaloniki Convention Bureau has been active since 1st January 2014, aiming to establish the city as a world-class meeting and convention destination.

Touristic sites

A significant number of ancient as well as contemporary sites are located within the metropolitan and the broader area around the city of Thessaloniki, including the ancient Roman Agora, Rotunda, Vergina (the ancient Macedonian capital of Pella - Unesco World Heritage Sites), Dion (ancient village named after Zeus), Byzantine Churches (Unesco World Heritage Sites), the White Tower and Castles, Aristotelous Square, Nea Paralia and the Statue of Alexander the Great.

Halkidiki

The Halkidiki peninsula is considered to be one of the most popular holiday destinations of the country since it has a coastline of more than 550 km and offers the most beautiful beaches in Greece. 46 of them are awarded with the Blue Flag and are at a driving distance (average time 40 minutes) from Thessaloniki.

There are 20 archaeological and historical sites in Halkidiki, such as Stagira (where Aristotle was born) and the caves of Petralona which were inhabited about 700,000 years ago.

Halkidiki's hotel capacity is significantly high comprising 23,500 rooms and 46,000 beds. More specifically, 9,000 rooms and 18,000 beds are at 5 and 4 stars hotels.

Thessaloniki,

was the European Youth Capital 2014



- was the European Capital of Culture in 1997
- host the European Summit Meeting in 2003
- host the ICCA Mediterranean Chapter Summit 2013
- host the Greek – EU Presidency Summit 2014
- host the European Youth Conference 2014



“Cor – Ten TIF” – 1966

Artist: G. Zoggolopoulos

Height: 17 meters

Location: northern corner of TIF – HELEXPO premises

Mount Athos

Mt Athos is located on Chalkidiki's third peninsula. It is a Unesco World Heritage Site and an autonomous polity within the Hellenic Republic under the direct jurisdiction of the patriarch of Constantinople. Today Greeks commonly refer to Mount Athos as the “Holy Mountain”.

The “Holy Mountain” is home to 20 stavropegial monasteries and 12 sketes (monastic settlements) renowned for their architecture and the setting of natural beauty.

Hundreds of monks live in Mt Athos' monasteries coming from Greece, Bulgaria, Romania, Serbia, Russia and the rest of the world. The Athonian monastic community is considered to be an iconic symbol for Eastern Orthodoxy with a religious history of more than 1,000 years since it was officially established in A.D. 963.



According to the Financial Time's “fDi European Cities & Regions of the Future 2014/15”, Thessaloniki holds the:

- 1st place in **Mid-sized European City – Human Capital and Lifestyle** index

Athens

The enchanting capital of Greece has always been a birthplace for civilization. It is the city where democracy and a host of wise men of ancient times were born.



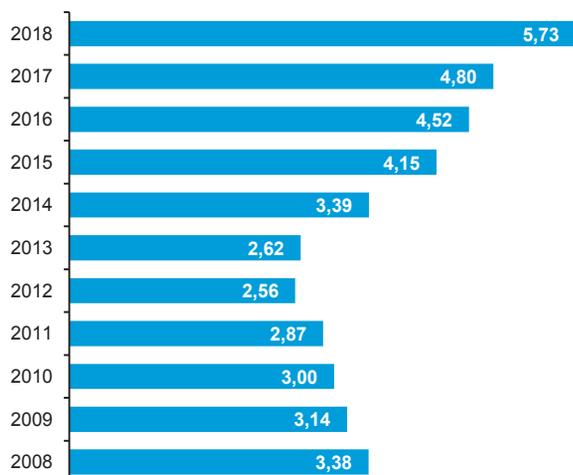
Overview

Athens is one of the oldest named cities in the world and is considered to be the most historic European city along with Rome. With a history of twenty five centuries, Athens is the location of numerous ancient Greek, Roman, Byzantine, Ottoman and modern Greek monuments. Athens is inhabited by more than four and a half million people.

Widely known since centuries, Athens plays a unique role in south-eastern Europe in terms of economic, political and cultural developments. As any other Greek city, Athens combines a blend of western civilization and eastern influences and as a cosmopolitan metropolis can provide visitors with a fascinating journey into art and culture through its museums, galleries and monuments.

Athens is widely popular for its lively nightlife since its options for entertainment satisfy all tastes. Numerous clubs and bars as well as theatres are located all around the city.

International Tourists Arrivals by Airplane in Athens (2008-2018), (in million)



Accessibility & Infrastructures

The city is easily accessible and its transportation & road network were redesigned and upgraded for the occasion of Athens' Olympic Games of 2004.

- The city's "Eleftherios Venizelos" international airport is the biggest in Greece, located 33 km south east of the city center and serves 12.5 million passengers per year. Athens is well connected with regular flights to and from Thessaloniki, the Greek islands and the rest of the world.
- The city's main port (Piraeus port) is the biggest of the country and grows with the fastest pace in the Mediterranean sea. It serves around 19 million passengers annually, while it has broken its record for container traffic in 2017, marking a 6.4 percent increase at 3,691 million TEU in 2017, compared to 3,471 TEU in 2016. Two additional smaller ports serve the city of Athens. In 2018, Rafina port and Lavrio port served about 2.4 million passengers.

OASA, Athens' public organization of urban transportation, provides extensive transportation solutions to approximately 1 billion passengers per year. More specifically:

- Athens' underground railroad annually serves around 1.1 million citizens per day through 3 lines and 294 underground coaches.
- Moreover, OASA serves about 610 million passengers by managing 2,511 buses, 226 electric railway coaches and 35 tramway coaches.

The latest and future developments of Athens Metro include extension of Lines 2 and 3 and tramway, and construction of a new Line 4, which will be 33 km long with 29 stations and is scheduled to begin in 2019. It is expected to increase the passengers traffic by 230 million when it will be fully operational.

Hotel Capacity of Athens

- 28,093 rooms (15,249 / 5 & 4 stars)
- 53,075 beds (29,327 / 5 & 4 stars)

International Institutions

Athens as a modern capital is the home city of many international institutions such as:

- European Commission - Permanent Representation of Greece,
- **International Organization for Migration**-Athens Mission,
- **World Wildlife Foundation** - Greek branch and
- **UNICEF** - Permanent Mission in Greece.

International Events

Moreover, there is a number of annual international events which take place in Athens such as:

- Athens International Short Film Festival «Psarokokalo»,
 - Athens International Film Festival,
 - Athens Classic Marathon,
 - European Jazz Festival
- and many others (Fool Moon Festival, Rockwave Festival, Athens Xclusive designers week, Synch Festival, Athens & Epidaurus Festival, Athens Biennale, Art Athena Fair, Athens Grand Prix Tsikliritiria)

Educational Institutions

- **National & Kapodistrian University** of Athens,
- Athens **University of Economics and Business**,
- **National Technical University** of Athens and
- Athens **School of Fine Arts**.

Athens

- host the **Olympic Games of 2004**
- host the **Champions League Final of 2007**
- host the **Euroleague Final 4 of 2007**
- host the **Special Olympics of 2011**
- host the **Mediterranean Games 2013**
- annually hosts the **WRC Acropolis Rally of Greece***

* The Acropolis Rally was last organized in 2014, but publications mention that the race will return to the WRC's annual rally calendar in the upcoming years

Museums

Athens is the host city of exceptional museums. Acropolis Museum, National Archaeological Museum, Byzantine & Christian Museum and Cycladic Art Museum, preserve the unique exhibits of the ancient and byzantine era.

There are plenty of other museums such as the National Museum of Contemporary Art, Industrial Museum, Goulandris Natural History Museum, Benaki Museum, War Museum, Jewish Museum of Greece, Hellenic Motor Museum and others

Touristic sites

Some of the most important historic sites of Europe are located in Athens. The world wide known Acropolis / Parthenon, the Ancient Agora of Athens, the Theater of Herodes Atticus, the Kallimarmaro (1896, 1st Olympics) Stadium, the Temple of Poseidon, the Temple of Olympian Zeus and the Theatre of Dionysus, are some of them.

Other touristic sites that can be found in Athens are the National Garden – Zappeion, Dionysiou Areopagitou Pedestrian Street, Hellenic Parliament, Plaka & Monastiraki, Gazi, Flisvos Marina, Stavros Niarchos Foundation Cultural Center, the upscale Kolonaki district and several shopping areas, the Greek National Opera, the Athens Concert Hall, the Attica Coastline, the Attica Zoological Park and the Allou Fun Park.

More than 5.73 million tourists

arrived in Athens by airplane in 2018.



According to the **Financial Time's "fDi European Cities & Regions of the Future 2016/17"**, Athens holds the:

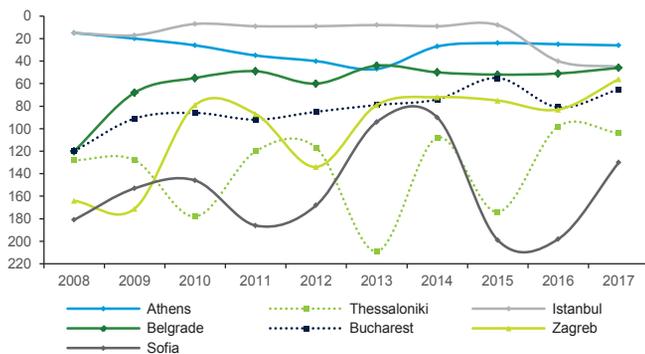
- **10th place in Major European City – Cost Effectiveness** index,

Current Situation

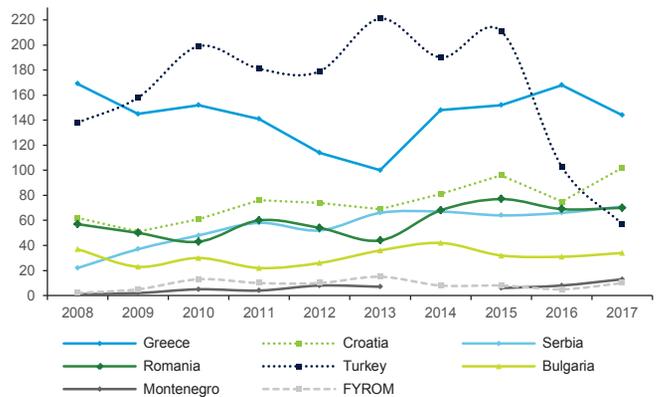
According to ICCA's (International Congress & Convention Association) "Country and City Ranking 2017" report, Greece hosted 144 conferences in 2017 (from 100 in 2013) and holds the 31st place on the worldwide ranking list. Greece climbed 13 places comparing to 2013, confirming the positive outlook of the MICE tourism in Greece.

Thessaloniki's performance shows significant progress by hosting 25 events in 2017 and experiencing a 105 places leap to the 104th place worldwide (from 209th in 2013). Athens hosted 76 meetings in 2017 and holds the 26th place on the global ranking, recovering 21 places from 2013 but still lower comparing to 2008 (beginning of economic crisis) when it was holding the 15th place.

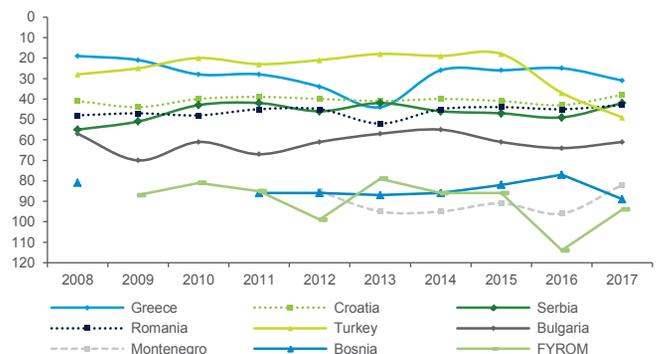
City Global Ranking (ICCA, 2017)



Number of Meetings per Country (ICCA, 2017)



Country Global Ranking (ICCA, 2017)



Targeted Market Area

TIF-HELEXPO has recognized as key markets the countries whose borders lie partially, mostly or entirely within the Balkan peninsula, eastern part of the Mediterranean basin and South-eastern Europe. This area represents a total population of more than 100 million people.

Economically speaking, Greece has traditionally been one of the top leaders at this niche market area. Major Greek companies heavily invest in these countries and their economic influence is quite strong. As a result, developments of the Greek economy constitute a point of reference for the broader Balkan region.



Market Trends

Industries

TIF-HELEXPO organizes a number of exhibitions and trade fairs which are carefully distributed among key industries and sectors of the Greek and Balkan economies.

More specifically, TIF-HELEXPO manages exhibitions and fairs concerning constructions & machinery equipment, home & business furniture, agriculture & forestry, food & beverage, technology & energy, tourism & hospitality as well as jewelries & other discretionary consumer goods & services.

TIF-HELEXPO's exhibition portfolio covers a significant range of industries indicated as top industry sectors according to UFI & Explori Global Visitor Insights (2016). This particular report aggregates data on visitor attitudes and perceptions from every major exhibition market in the world. Subsequently, TIF - HELEXPO's fairs reflect the market structures of a wide range of sectors and follow the international trends.

Furthermore, TIF - HELEXPO focuses more on the needs of each industry of the emerging Balkan markets. It provides trade fair participants with a transparent overview of the current range of products and developments within their sector.

Visitor objectives

Exhibition and conference organizers, including TIF-HELEXPO, should certainly take into consideration the visitors' objectives and preferences. Whilst many organizers have put their focus on delivering quality content and networking opportunities, in the eyes of the visitor, range, quality and innovativeness of exhibitors are more important.

Visitor objectives

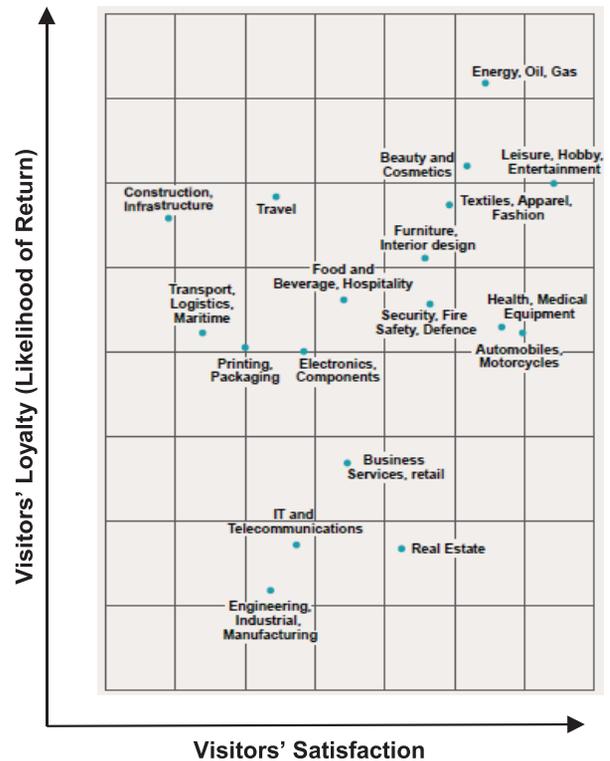
(Source: UFI & Explori Global Visitor Insights, November 2016 – Edited by Deloitte)

Objective	Importance
To see new products / services	●
To keep up to date with market trends	●
To look for ideas / inspiration	●
Networking	●
Seminar / Conference	◐
To seek potential business partners	◐

● Important ◐ Minor

Top Industry Sectors based on Visitors' perceptions

(Source UFI & Explori Global Visitor Insights, November 2016)



Globally, the majority of companies intend to develop, in addition to the classic range of exhibition industry activities (venue/organizer/services), other live or virtual events responding to the increasing demand for new digital products, virtual trade shows and internet applications.

Facilities on demand

Based on the 'UFI – Global Exhibition Industry Statistics, Mar.2014', European Key Metrics concerning the average size per exhibition held, referred to 6,466 m² for 'business to consumer', 8,874 m² for 'mixed purpose' and 16,473 m² for 'business to business' events.

TIF-HELEXPO's facilities meet these metrics since its net covered exhibition spaces are more than 40,000 m². Moreover, it hosts events with great flexibility under the fact that the pavilions on its premises range in size and characteristics.

In 2015, Greece launched an updated National Strategic Plan for Tourism to rebrand the Greek tourism product and to further develop the tourism themes. The “MICE theme” remains among the top priorities that had been indicated by the plan.

Portfolio of main product categories

Sun & Beach	High End	<ul style="list-style-type: none"> Gastronomy Third age Wellness
	Summer +	<ul style="list-style-type: none"> Cultural & Religious City Break Medical Tourism Gastronomy Agro-tourism Wellness
	Road	<ul style="list-style-type: none"> Cultural & Religious Eco-tourism
City Break	Athens & Thessaloniki	<ul style="list-style-type: none"> Sun & Beach Cultural & Religious Medical Tourism Gastronomy
MICE		<ul style="list-style-type: none"> Sun & Beach Cultural & Religious City Break Gastronomy Wellness
Cultural & Religious		<ul style="list-style-type: none"> Sun & Beach City Break Gastronomy
Nautical	Cruises	<ul style="list-style-type: none"> Sun & Beach Cultural & Religious Gastronomy Third age
	Yachting	<ul style="list-style-type: none"> Sun & Beach Gastronomy

Main goals and targets

Greek Tourism Strategy Plan 2021

- International arrivals: 35 mil. tourists
- Total tourism receipts: €20 bn.
- Contribution of €43 bn. in Greece's GDP until 2021
- 1 mil. jobs / employment opportunities (direct and indirect) in 2021
- Investments from public and private sector: €6.5 bn. in the next 5 years
- Need for additional 105,000 5* room beds (new and upgrades) in the next 5 years
- Athens and Thessaloniki have the potential to attract around 4% of total arrivals and 6% of total revenues
- Yachting and cruises have the potential to contribute around 10% of total arrivals until 2021

Competitors

Exhibitions

The key competitors of TIF-HELEXPO concerning hosting exhibitions facilities as well as planning & managing trade fairs are the following.

Managing exhibition facilities:

- “Metropolitan EXPO S.A.”, Athens
- “M.E.C. S.A.” (Mediterranean Exhibition Center), Athens

Planning & managing trade fairs:

- “ROTA S.A.”, Athens
- “Posidonia Exhibitions S.A.”, Athens
- “FORUM S.A.”, Athens.

Metropolitan EXPO, ROTA and TIF-HELEXPO constitute the Greek UFI members since no other competitors from the Greek market have been registered.

Apart from the aforementioned enterprises, there is a number of smaller companies which organize specialized fairs using TIF-HELEXPO's or its competitors' facilities.

Key Strengths, Opportunities & Outlook

Key Strengths

TIF-HELEXPO through its decisions, continuous experiences and challenges, has acquired and developed a number of key strengths such as:

- long tradition and strong brand name both nationally and regionally,
- excellent location, especially in Thessaloniki,
- multi-purpose facilities of adequate size,
- strong portfolio of exhibitions,
- strong links with the Greek government and business associations,
- extended network of memberships and partnerships,
- established agreements (MoU) with partners in Balkans, other European Countries, USA and Australia,
- experienced personnel at key positions,
- management system as per EN ISO 9001:2008 (TUV Nord).

Opportunities

At the current point of time, there is a number of growing opportunities that TIF-HELEXPO is able to capitalize based on its structure and strategic location. More specifically:

- despite the current financial status of Greece, TIF HELEXPO has successfully managed to increase its sales for three consecutive years reaching €14.4 mil. in 2018. TIF-HELEXPO has developed all the required capabilities which will allow the company to capitalize on opportunities which will derive by the steady stabilization of the political and economic outlook of Greece. Additionally, the Company appears to have developed a certain investment plan, in order to upgrade its facilities and offered services
- TIF-HELEXPO is about to develop the Master Plan regarding the aspirational redevelopment of its premises (including renovation works), in accordance with the recently published Special Urban Plan of the Municipality of Thessaloniki,
- the Greek government has recognized tourism as a key industry for the Greek economy, and thus strongly promotes and supports it. A number of actions and initiatives have been taken, aiming at specific tourism themes such as MICE,
- critical urban infrastructures are under construction in Athens and Thessaloniki, which will inevitably upgrade these cities as business centers and destinations.

Outlook

TIF-HELEXPO aims to enhance its dominant position in the Greek market and its role as a leading regional exhibition and congress center for the Balkans. To that end, TIF-HELEXPO has defined specific strategic directions which indicatively include the following:

- improve performance of current portfolio of exhibitions,
- increase number and size of conferences held in TIF-HELEXPO convention centers,
- expand its "Hosted Buyers Program" in order to support exhibitors and visitors and offer more networking opportunities,

- strengthen its relationships with core clients within each industry,
- host additional events (e.g. cultural, political) to improve utilization of facilities,
- further nurture partnerships and collaborations nationally, regionally and internationally,
- organize events in target countries to enhance extroversion,
- renovate exhibition facilities in Thessaloniki to bring them at par with modern exhibition centers,
- attract strategic partners to fuel growth.



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