



Freskon HELEXPO

INTERNATIONAL TRADE SHOW FOR FRUIT & VEGETABLES

10-12.04 2025

**THESSALONIKI
EXHIBITION
INTERNATION
& CONGRESS CENTER
GREECE**



freskon-expo.gr

PROFESSIONALS ONLY

ORGANISED BY
HELEXPO



Freskon HELEXPO



*Freskon:
The Gateway for Fresh Fruits and Vegetables to Global Markets.*

Join Freskon 2025 and Cultivate the Ground for New Partnerships!

Freskon 2025, , the premier international trade show for fruits and vegetables in the Balkans and Southeastern Europe, is a pivotal meeting point for producers, major retail chains, and leading machinery and packaging service companies. Thessaloniki's strategic location makes the exhibition the ultimate destination for business collaborations and networking in a region characterized by rapid growth and rich agricultural tradition.





Strategic Advantages of Freskon:

1

Strategic Location

Thessaloniki, with its geographical position at the crossroads of Europe, Asia, and Africa, offers exhibitors the ground to network with key market players.

2

International Collaboration

Freskon promotes the exchange of knowledge and innovative practices through its parallel events and conferences, enhancing international collaboration and networking among producers, traders, and retailers.

3

Valuable Contacts

With the participation of top buyers from major European supermarket chains and commercial enterprises, Freskon provides unique opportunities for forging profitable partnerships and expanding market reach.

4

Innovation and Technology

The exhibition highlights the latest trends and technologies in the production, packaging, and distribution of fresh products, offering participants the knowledge and tools they need to stay competitive.

Join Freskon 2025 and seize new business growth opportunities!

Freskon is not just an exhibition but a catalyst for the growth and evolution of the fresh fruit and vegetable industry. By participating in Freskon, you strengthen your market position, develop new partnerships, and showcase your products to a wide, international audience.

Why Become an Exhibitor at Freskon?

Maximum Exposure: Showcase your products to a diverse and international audience. Freskon attracts key players in the fresh fruit and vegetable industry, including top producers and major retailers from Europe and around the world.

Strategic Networking Opportunities: Engage directly with decision-makers from leading supermarket chains and commercial enterprises. Build valuable relationships that can lead to lucrative business partnerships and expand your market reach.

Access to Global Markets: Thessaloniki's strategic location serves as a gateway to Europe, Asia, and Africa. Position your brand at the forefront of this dynamic region and leverage new growth opportunities.

Guaranteed Success: Leverage the momentum of Freskon, which in 2024 saw a 58% increase in visitors and a 37.5% rise in international participation. Join an event that consistently offers exceptional business potential and market exposure.

Comprehensive Support: From dedicated exhibition spaces to the targeted Hosted Buyers program and special marketing initiatives, Freskon provides comprehensive support to ensure your participation is successful and impactful.

Don't miss the opportunity to be part of the premier event that brings together leaders in the fresh produce industry.

Become an exhibitor at Freskon 2025 and take your business to new heights!





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Parallel Events at Freskon 2025

HONORED COUNTRY

Following the success of last year's participation by Poland, which garnered significant interest for information and networking, Freskon continues the tradition of featuring an Honored Country. The dedicated Honored Country pavilion and a series of special events highlight the innovative practices and market strategies of leading countries in the fresh produce industry, enhancing international collaboration and knowledge exchange.

INTERNATIONAL CONGRESS



INTERNATIONAL
PEAR CONGRESS
Thessaloniki, Greece, 10 April, 2025

On April 10, the International Conference will focus on pears - a cornerstone of Greek agriculture with vast global potential. Join industry experts and innovators from around the world to explore the latest advancements in pear production and marketing. Address the most pressing challenges facing the sector, from climate change impacts to market fluctuations, and gain valuable strategies from internationally acclaimed speakers.

FreshConMarket 2025



Don't miss "FreshConMarket 2025"! Organized by TIF-HELEXPO in collaboration with Froutonea magazine, this dynamic event provides a unique platform to meet with head buyers from Europe's leading supermarket chains. Forge valuable commercial partnerships and expand your market reach. FreshConMarket 2025 is designed to promote businesses operating in the fresh fruit and vegetable sector.

Sides open	Type	€/Sq.m.
One side	1	110.00 €
Two sides	1	120.00 €
Three sides	1	130.00 €
Four sides	1	140.00 €
Basic Shell Scheme	2	30.00 €
Shell Scheme Type 3	3	65.00 €
Shell Scheme Type 4	4	45.00 €
Outdoor space		65.00 €
Registration Fee	For each direct exhibitor	130.00 €

STAND TYPES

TYPE 1	<p>Stand marked out on the floor, general cleaning charges. POWER SUPPLY AND CONNECTION IS NOT INCLUDED (wiring plan is necessary). COST: 35.00 € / KW</p>	COST €/SQ.M 110.00
TYPE 2	<p>Aluminum silver colored octanorm frame, with filling material made out of beige colored melamine 2,5m. height / 1m. length, 30 cm fascia with the exhibitor's logo and the stand's number. Light beige colored carpet, 10 100W spot (2 x 5 500W spots /16m2), 1 power socket 500W, 220Volt / 16 m2, 1 desk-regardless m2, 3 chairs-regardless m2, 1 small square table 0,50m. x 0,50m x 0,40m-regardless m2</p>	 COST €/SQ.M 30.00
TYPE 3	<p>FLOOR: alma elea beige color carpet STRUCTURE: octanorm aluminium system with black & osb panels (h: 2.50m.) SIGNING: oval sign 1.50 x 0.50m. With exhibitor's name on each open side *EQUIPMENT: osb infodesk, 1pc., black stool, 1pc., round glass table, 1pc., grey chair, 3pcs., inclined beech shelf, 3 pcs., osb showcase with 3 glass shelves, 1pc. Or osb display 2 pcs. ELECTRICAL: socket 500 w 1pc per 16,00m2, led spotlights, 1pc. Per 8,00m2 * The above equipment concerns entries from 12 - 24m2 The above equipment is doubled on entries from 25 - 47m2</p>	 COST €/SQ.M 65.00
TYPE 4	<p>FLOOR: alma elea grey color carpet STRUCTURE: aluminium system octanorm, red panels (h: 2.50m) SIGNING: orthogonality sign 1.50 x 0.50m. With logo on each open side *EQUIPMENT: info desk, 1pc., chair, 3pcs., round table, 1pc., stool, 1pc., ELECTRICAL: socket 500w 1pc per 16,00 m2, led spotlights, 1pc. Per 8,00 m2 *the above equipment concerns entries from 12 - 47m2 with the same equipment.</p>	 COST €/SQ.M 45.00

DISCOUNTS

- From 24-44 sq.m. discount 10%
- From 45-65 sq.m. discount 15%
- From 66 sq.m. and over discount 20%

Discounts concern space rentals (type 1)

Freskon map



ΔΙΕΘΝΗΣ ΕΜΠΟΡΙΚΟ ΓΕΓΟΝΟΣ ΦΡΟΥΤΩΝ ΚΑΙ ΛΑΧΑΝΙΚΩΝ
INTERNATIONAL TRADE SHOW FOR FRUIT & VEGETABLES

Working Hours

Thursday & Friday: **10:00-19:00**

Saturday: **10:00-17:00**



- ΓΡΑΦΕΙΑ ΔΕΘ HELEXPO
TIF HELEXPO ADMINISTRATION BUILDING 
- ΣΥΝΕΔΡΙΑΚΟ ΚΕΝΤΡΟ "Ν. ΓΕΡΜΑΝΟΣ"
CONFERENCE CENTRE "N. GERMANOS" 
- ΣΥΝΕΔΡΙΑΚΟ ΚΕΝΤΡΟ "Ι. ΒΕΛΛΙΔΗΣ"
CONFERENCE CENTRE "I. VELLIDIS" 
- ΑΙΘΟΥΣΑ ΕΚΔΗΛΩΣΕΩΝ "ΑΙΜ. ΡΙΑΔΗΣ"
EVENT HALL "AIMILIOS RIADIS" 
- ΙΑΤΡΕΙΟ-FIRST AID 
- ΕΙΣΟΔΟΣ-ΠΛΗΡΟΦΟΡΙΕΣ
ENTRANCE-INFORMATION 



INTERNATIONAL
PEAR CONGRESS
Thessaloniki, Greece, 10 April, 2025

THESSALONIKI INTERNATIONAL
EXHIBITION AND CONGRESS CENTER





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Information

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ORGANISED BY

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UNDER THE AUSPICES



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