

# TIF HELEXPO S.A.

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

Corporate Profile ♦ February 2014





*With almost 80 years of continuous operation, TIF - HELEXPO is the leading Greek organizer of exhibitions & conferences and one of the most important in the eastern part of the Mediterranean basin.*



[www.helexpo.gr](http://www.helexpo.gr)





# Table of contents

<b>Company overview</b>	<b>6</b>
<b>History</b>	<b>8</b>
<b>Facilities</b>	<b>10</b>
Thessaloniki	10
Athens	15
<b>Business Units</b>	<b>16</b>
Profile per unit	<b>16</b>
Exhibition's & Events statistics	<b>20</b>
<b>Key Financials</b>	<b>21</b>
<b>Corporate Governance</b>	<b>22</b>
<b>Strategic Partnerships &amp; Memberships</b>	<b>24</b>
<b>Location</b>	<b>26</b>
Greece	26
Thessaloniki	29
Athens	32
<b>Market Analysis &amp; Trends</b>	<b>34</b>
<b>Key Strengths, Opportunities &amp; Outlook</b>	<b>37</b>
<b>Contacts</b>	<b>38</b>

# Company Overview

## 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 more than 15 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 geographic areas such as Romania, Serbia, Bulgaria, Albania, FYROM and Kosovo.

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 eight 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”.

## 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. Real Estate Business

In 2013, trade fairs organized by TIF – HELEXPO attracted more than 3,500 exhibitors and around 455,000 visitors.

In addition, more than 40,000 people participated in around 80 conferences held in the premises of TIF – HELEXPO.

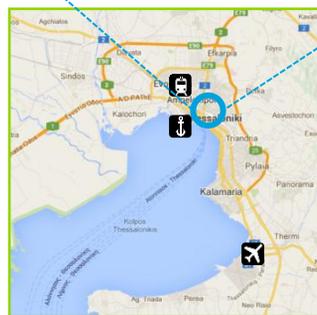
Through its real estate business, TIF – HELEXPO rents out numerous buildings located within the Thessaloniki Exhibition Center grounds, including retail space of around 5,000 m<sup>2</sup>, the landmark OTE-Tower, an open space cinema and a building hosting the Macedonian Museum of Contemporary Art.

## 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.



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

### 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".



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 28<sup>th</sup>, 1925 requesting the permission to organize the first international trade fair in the country.

The first Thessaloniki International Fair was inaugurated on October 3<sup>rd</sup>, 1926, thus marking a new important chapter for the region's economy. TIF was definitely transferred to its current facilities in 1937. 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 400 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 1<sup>st</sup> 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](http://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).

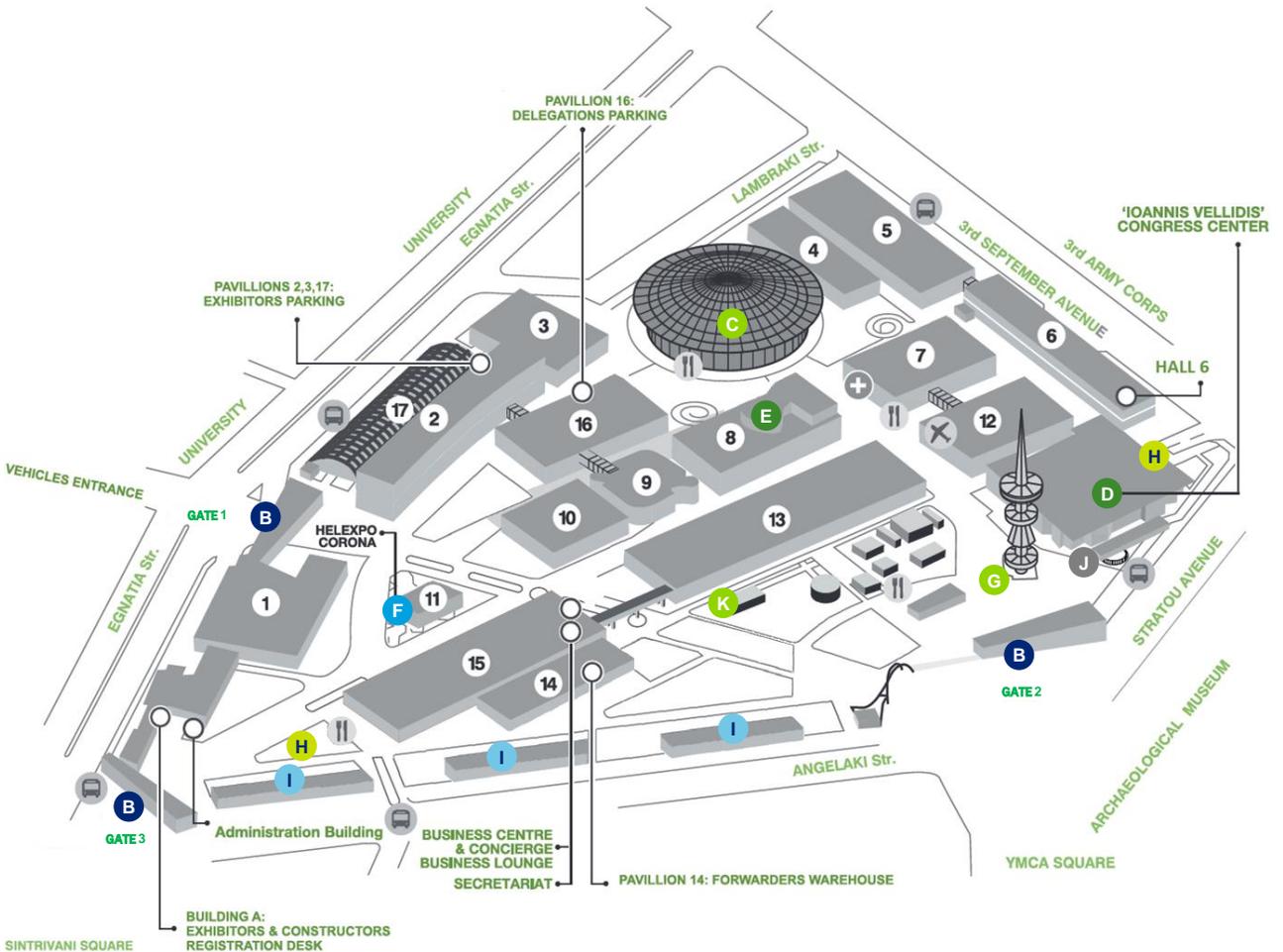
## 2001-Today

- “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).

# Facilities

## Thessaloniki

### General Overview



The Thessaloniki Exhibition Center of TIF - HELEXPO is spread on 180,000 m<sup>2</sup>, out of which 62,000 m<sup>2</sup> 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 3<sup>rd</sup> September avenue, the southern-western side is on 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. "Alexandrian Melathron" Sports Arena** (also known as "Palais des Sports")
- D. "Ioannis Vellidis" Congress Center**
- E. "Nikolaos Germanos" Congress Center**
- F. HELEXPO CORONA** (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 <sup>2</sup>	Basement Surface m <sup>2</sup>	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 <sup>2</sup>	Construction Year
Gate 1 University	2	950	1998
Gate 2 YMCA	2	1,040	1998
Gate 3 Sintrivani	2	1,055	1998

## C. “Alexandrion 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 although, due to the renovation, the capacity decreased to 5,500. The arena covers a total area of 11,480 m<sup>2</sup> (ground floor surface of 4,480 m<sup>2</sup> and basement surface of 7,000 m<sup>2</sup>).

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 m<sup>2</sup> (ground floor of 6,345 m<sup>2</sup> and underground parking garage of 6,955 m<sup>2</sup>)

#### 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 m<sup>2</sup> area.

#### Advantages

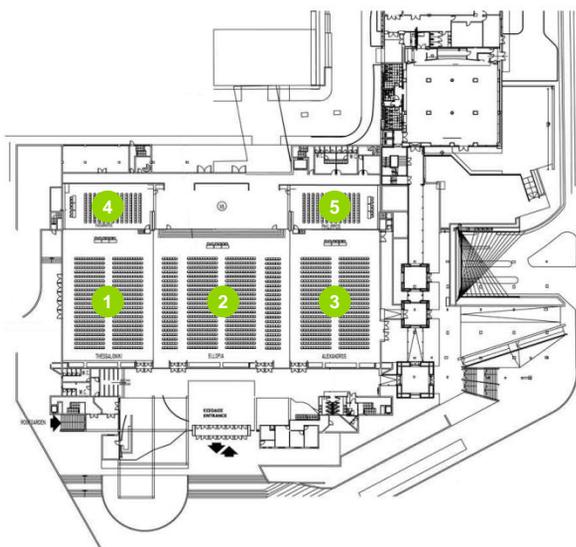
- classic Conference Center for small conferences
- amphitheatric rooms of 400 and 100 seats
- possibility to host simultaneous conferences & exhibitions
- modern audio visual aids, projection machinery
- microphones and interpretation booths for eight languages
- VIP hall
- Press Center

### F. “HELEXPO CORONA” 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 m<sup>2</sup> room hosts up to 300 people in theatre-style.

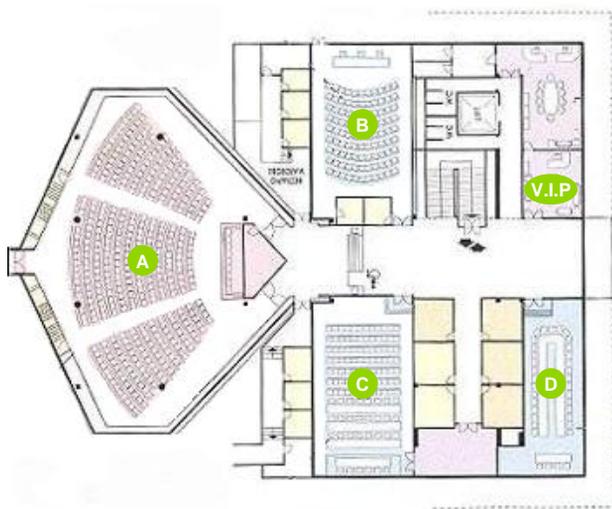


### “IOANNIS VELLIDIS” Congress Center



Hall	Dimensions		Capacity		
	L x W x H	M <sup>2</sup>	Theatre	Sit Down Set Menu	U Shape
1. Thessaloniki	30x20x9	500	528	300	70
2. Ellopia	30x30x9	800	800	600	90
3. Alexandros	30x20x9	500	528	300	70
4. Kassandros	20x10x5	200	154	120	40
5. Filippos	20x10x5	200	154	120	40
Hall 6	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 <sup>2</sup>	Theatre	Sit Down Set Menu	U Shape
A	30x20x9	500	528	300	70
B	30x30x9	800	800	600	90
C	30x20x9	500	528	300	70
D	20x10x5	200	154	120	40
V.I.P.	20x10x5	200	154	120	40
Press A+B	20.5x17.7x3	362	154	200	40



#### “OTE Tower” – 1969

Architect: A. Anastasiadis

Height: 65 meters

Location: southern corner of  
TIF – HELEXPO premises

Description	N. of Floors	Ground Surface m <sup>2</sup>	Basement Surface m <sup>2</sup>	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

## 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 m<sup>2</sup>. 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 m<sup>2</sup> building to the Macedonian Museum of Contemporary Art till 2020.

# Athens

## 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.

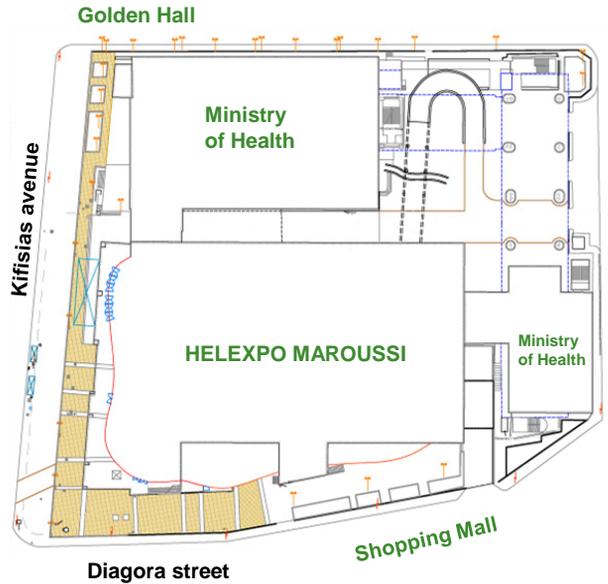
"HELEXPO MAROUSSI" has three Exhibition Levels covering a total gross exhibition area of 8,000 m<sup>2</sup>, one Conference Level comprised of 4 halls with a total capacity of 950 people and over ground as well as underground parking lots able to host around 150 vehicles. It was constructed in 2000 and renovated in 2003 in preparation for the Athens 2004 Olympic Games.

### Advantages

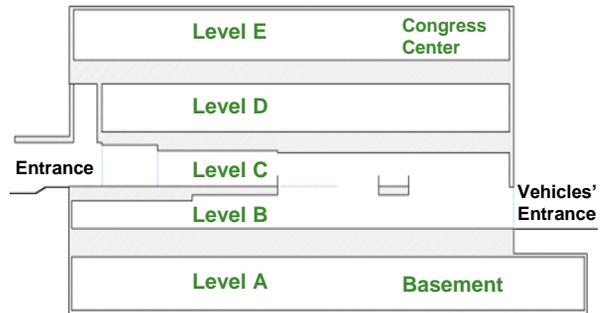
- maximum room capacity of 400 people
- possibility to host simultaneous conferences & exhibitions
- 15 escalators
- over ground & underground parking lot
- covers interpretation needs for 7 languages

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

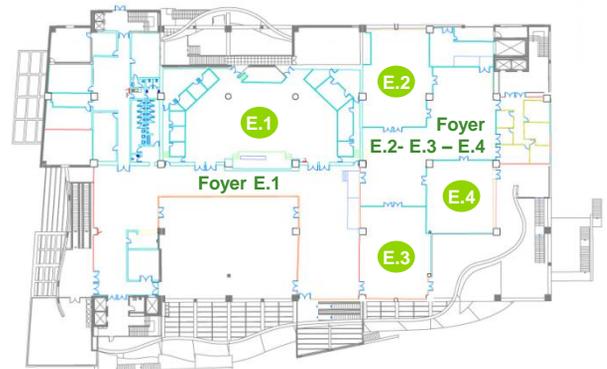
Level E	Surface m <sup>2</sup>	Capacity
E.1	600	400
E.2	210	160
E.3	190	140
E.4	160	120



### Crossroad "Kifisias – Dimokritou" 's Aspect



### Level E – Congress Center



# Business Units

## 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 almost 80 consecutive 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 of exhibitors, from both the public and private sectors. In 2013, TIF attracted more than 175,000 visitors and 800 exhibitors.



#### 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 1,300 exhibitors and 120,000 visitors from domestic and International markets in January 2014.



#### 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 2013, Zootechnia attracted more than 40,000 local and international visitors and 600 exhibitors.



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

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



#### 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 EnergyTech (see below) and constitutes a point of reference for the construction and energy sector. Infacoma attracts on average 35,000 visitors and 700 exhibitors.



#### 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. In 2013, EnergyTech attracted 14,000 visitors and 300 exhibitors.



#### 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.



### 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.



### Detrop Boutique Show

#### Athens 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. The new event will be held from 14 to 16 March, 2014. Detrop Boutique Show aims to offer visitors an exclusive tour to unique Greek and Mediterranean products produced in Greece. During the exhibition major trade visitors from specific target countries will be invited under the "Hosted Buyers' Programme".



### 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.



### 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.



### 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 10,000 visitors and hundreds of exhibitors each year, from Greece and several European countries. The exhibition takes place in both cities of Athens and Thessaloniki.



#### 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.



Hellenic Jewelry Fair Exhibition (the former: Gold-Silver Exhibition) 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 Jewelry Fair is the biggest event of its kind in Greece and the biggest in Balkans.



#### 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 and widely known for attracting more than 10,000 visitors and 300 exhibitors from Greece and over 50 more countries. During Philoxenia, a number of parallel events take place, including the International Tourism Conference.



#### 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. In addition, parallel events took place in Thessaloniki.

## 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:

- International Conference “NANOTECHNOLOGY 2013” (with more than 2,400 attendees)
- 6<sup>th</sup> International Conference "Clean Coal Technologies" (more than 2,300 attendees)
- 5<sup>th</sup> Greek Mathematical Week (more than 2,800 attendees)
- 3<sup>rd</sup> European Tourism Conference “Travel & Tourism – Turning Crisis into Growth”

## 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

## Events

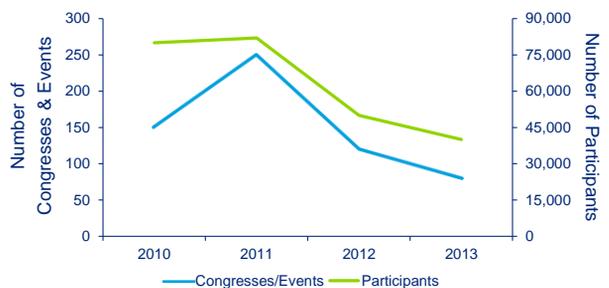
TIF – HELEXPO S.A. annually hosts numerous events at its facilities. More specifically, corporate events & meetings, seminars, various exams, ceremonies, cultural events, fashion shows, theatre performances, music concerts and political speeches of high importance take place at the Company's indoors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



### Star World

“Star World” (“Asterocosmos” in Greek), a 30-day Christmas entertainment park for families and young people, was launched in December 2013. The park attracted more than 150,000 people and became the hot spot of Thessaloniki during the holiday season. 30% of the visitors came from cities other than Thessaloniki and 10% were foreigners who mainly came from various Balkan cities.

### Number of Congresses/Events and Participants (2010-2013) excluding Star World



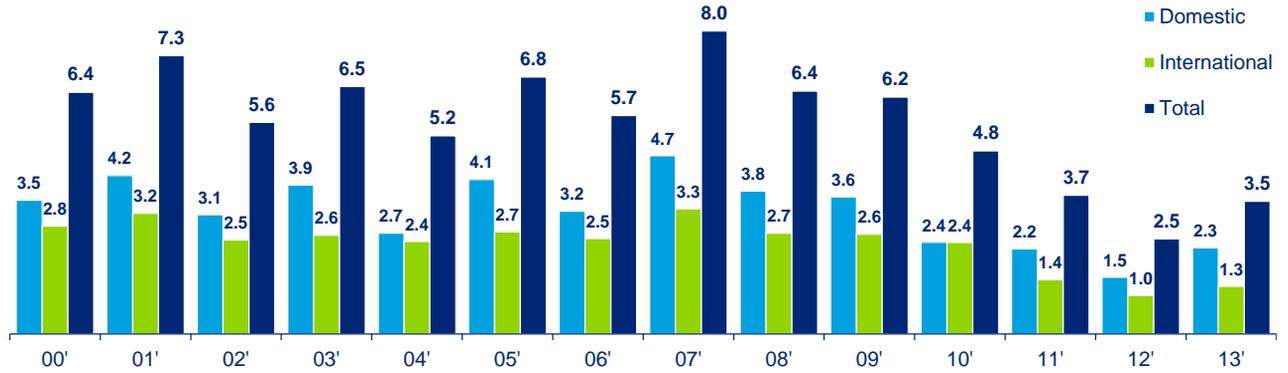
### Business Radio TIF 104.9

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.

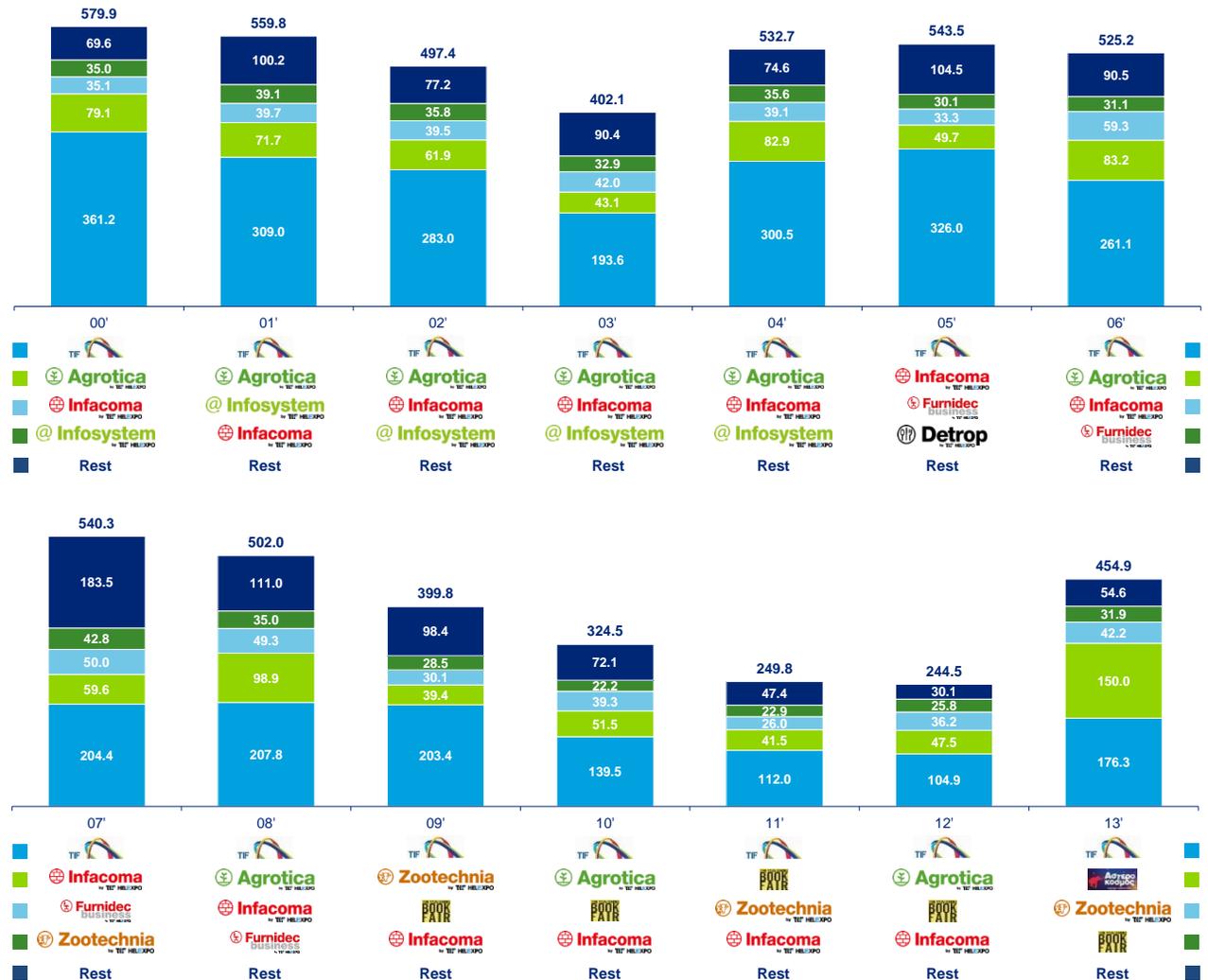
The radio's facilities are located at Pavilion n.11 within TIF – HELEXPO's premises.

# Key Statistics of Exhibitions & Events

TIF – HELEXPO: Total Number of Exhibitors (2000-2013) - (in '000)



TIF – HELEXPO: Top 4 Exhibitions & Events by Number of Visitors (2000-2013) - (in '000)



\* Infosystem was an International Exhibition of Information Systems that was last held in 2010

# 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 2013 will be released according to the Greek law within the first half of 2014.

### 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
<b>Total Assets</b>	<b>277.2</b>	<b>276.2</b>	<b>275.9</b>	<b>272.5</b>	<b>269.2</b>
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
<b>Total Liabilities</b>	<b>277.2</b>	<b>276.2</b>	<b>275.9</b>	<b>272.5</b>	<b>269.2</b>

### 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
<b>Total Assets</b>	<b>20.6</b>	<b>25.5</b>	<b>26.4</b>	<b>28.4</b>	<b>25.1</b>
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
<b>Total Liabilities</b>	<b>20.6</b>	<b>25.5</b>	<b>26.4</b>	<b>28.4</b>	<b>25.1</b>

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

<i>in € million</i>	2012	2013**	2014**
Fixed Assets	248.8	249.3	250.0
Current Assets	14.5	13.5	12.0
<b>Total Assets</b>	<b>263.3</b>	<b>262.8</b>	<b>262.0</b>
Equity	245.2	244.0	244.1
Loans	0.0	0.0	0.0
Other Liabilities	18.1	18.8	17.9
<b>Total Liabilities</b>	<b>263.3</b>	<b>262.8</b>	<b>262.0</b>

### 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%
<b>EBITDA*</b>	<b>3.4</b>	<b>2.3</b>	<b>3.3</b>	<b>3.3</b>	<b>2.5</b>
<b>EBT*</b>	<b>1.7</b>	<b>1.7</b>	<b>2.4</b>	<b>2.1</b>	<b>1.2</b>

### 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%
<b>EBITDA*</b>	<b>(3.9)</b>	<b>(0.5)</b>	<b>1.0</b>	<b>2.4</b>	<b>0.7</b>
<b>EBT*</b>	<b>(4.5)</b>	<b>(1.0)</b>	<b>0.5</b>	<b>1.9</b>	<b>0.3</b>

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

<i>in € million</i>	2012	2013**	2014**
Sales	7.8	10.3	13.6
YoY %	14.7%	32.1%	32.0%
<b>EBITDA*</b>	<b>(17.6)</b>	<b>0.2</b>	<b>1.4</b>
<b>EBT*</b>	<b>(19.8)</b>	<b>(1.1)</b>	<b>0.1</b>

\*\* 2013: Estimated Results by TIF – HELEXPO Executives  
2014: Budgeted Results by TIF – HELEXPO Executives

Source: Published & Audited Financial Statements 2012, 2011, 2010, 2009, 2008, 2007 and 2006 under IFRS

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

EBT: Earnings before Tax

# Corporate Governance

## 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
1. Mr. Anastasios Tzikas	Chairman	
2. Dr. Kyriakos Pozrikidis	Managing Director	
3. Mr. Konstantinos Dimou	Vice-Chairman	Representative of the Ministry of Macedonia-Thrace
4. Ms. Elisavet Nikolaidou	Member	Representative of the Greek State
5. Mr. Ioannis Stavrou	Member	Executive Vice-President of the Federation of Industries of Northern Greece
6. Mr. Gedeon Voulis	Member	Financial Supervisor of the Greek International Business Association
7. Mr. Emmanouel Vloxogiannis	Member	1 <sup>st</sup> Vice-President of Thessaloniki Chamber of Commerce & Industry
8. Mr. Michael Zorpidis	Member	President of the Professional Chamber of Thessaloniki
9. Mr. Panayiotis Papadopoulos	Member	President of the Chamber of Small & Medium Sized Industries of Thessaloniki
10. Mr. Konstantinos Chantzaridis	Member	President of the Traders’ Association of Thessaloniki
11. Mr. Panayiotis Avramopoulos	Member	Chairman of the Municipal Council of Thessaloniki
12. Mr. Michael Tzollas	Member	Representative of the Prefecture of Central Macedonia
13. Mr. Athanasios Drogalas	Member	Representative of TIF – HELEXPO S.A. employees

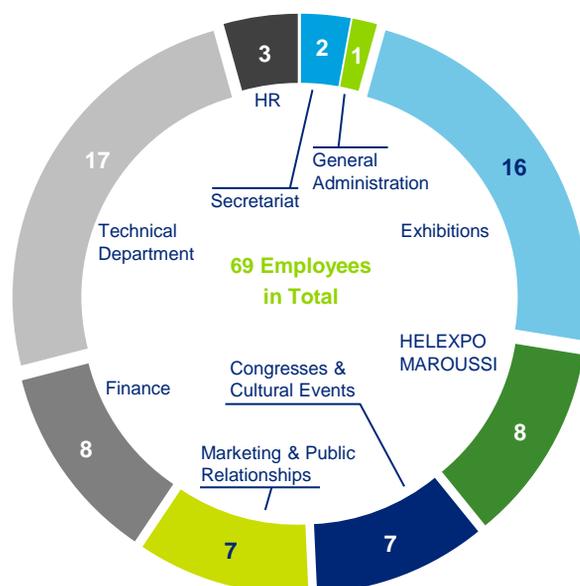
## Staff

TIF – HELEXPO employs 69 full time personnel in total. More than 50% of its personnel works for the “Exhibitions” and “Technical” Departments.

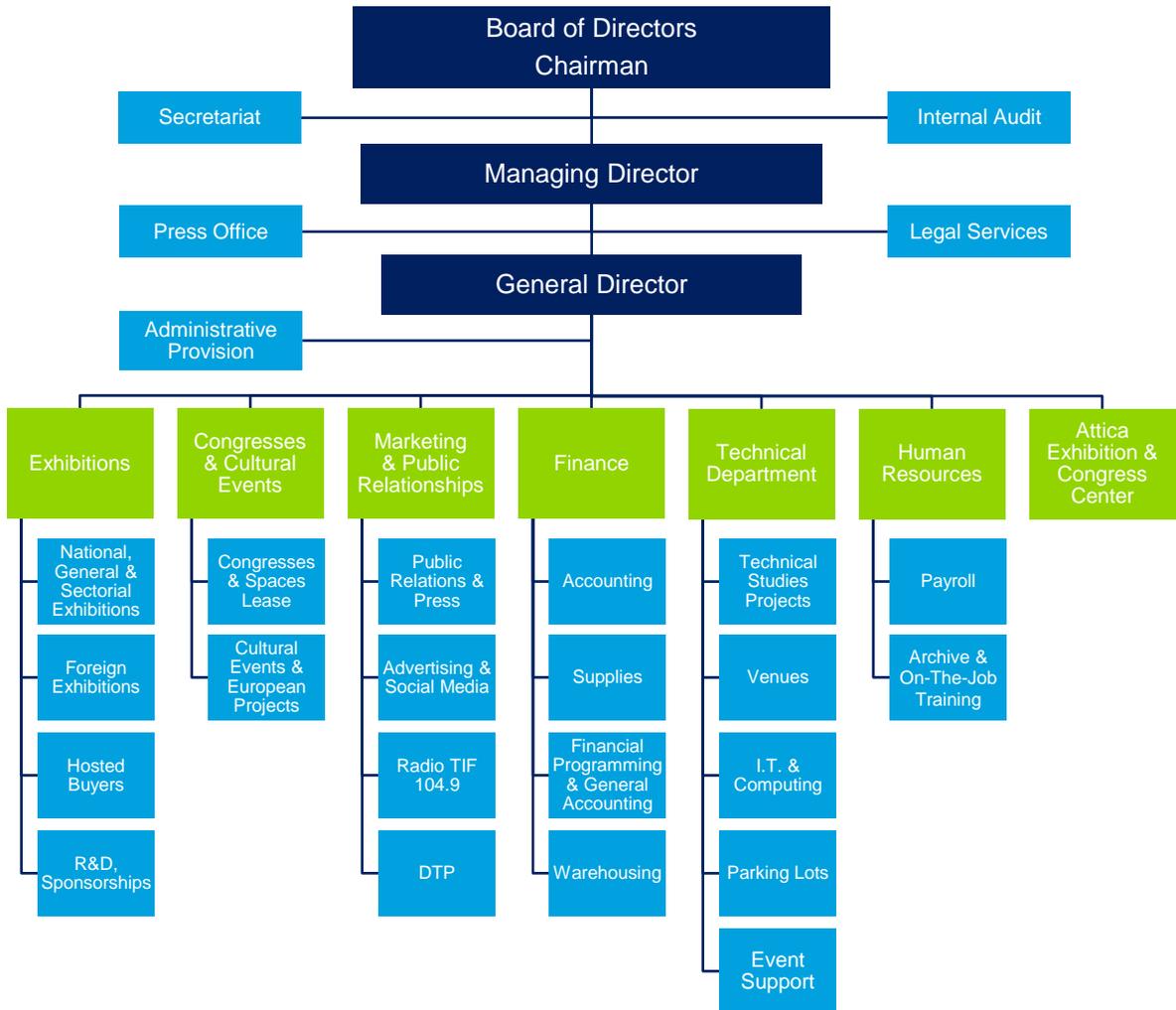
At the same time, a modern division of “Marketing & Public Relationships” of 8 people operates within TIF – HELEXPO, following the contemporary trend of developing strong and close relationships with exhibitors, visitors and in general with society and other stakeholders.

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 Ministry of Finance – Hellenic Republic (100%), yet directly reports to the Ministry of Macedonia-Thrace 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.

# Strategic Memberships, Partnerships & Initiatives

## 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**.

### 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. German – Greek Commercial & Industrial Chamber
3. Italian – Greek Chamber of Commerce
4. British – 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. Brazilian – Greek Commercial & Industrial Chamber

### Governmental Bodies & 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 Tourism – Hellenic Republic
3. Greek Organization of Tourism
4. Hellenic Foreign Trade Board
5. Thessaloniki Tourism Organization
6. Federation of Industries of Northern Greece
7. Greek International Business Association

### 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

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

## 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.



### Google Developers Group Thessaloniki

[www.gdgthess.org](http://www.gdgthess.org)

TIF – HELEXPO successfully initiated the establishment of the “Google Developers Group Thessaloniki” in 2013.

Google Developer Group (GDG) Thessaloniki aims at creating a vibrant and productive Google-focused community (The Playground) by spreading passion for innovation, sharing latest developments and supporting creativity and productivity.

The first “GDG D3VF3ST TH3SS” (GDG Developers Festival Thessaloniki) took place in November 2013 at TIF-HELEXPO’s premises, while in 2014, TIF-HELEXPO will host the “Google Developers Group Summit 2014”.

### 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.



**GDG**  
TH3SSALONIKI

# Location

## 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.

### 2012 Exports :

- Mineral fuels, lubricants and related materials: 38.2% of total exports,
- Food, drinks and tobacco: 15.3% of total exports,
- Chemicals and related products: 8.9% of total exports,
- Machinery and transport equipment: 8.4% of total exports.



Figures	2009	2010	2011	2012	2013*
GDP (in € billions) <sup>1</sup>	231.1	222.2	208.5	193.7	180.5
Primary Balance (%) <sup>1</sup>	(10.5)	(4.9)	(2.4)	(4.0)	0.5
Trade Balance (in € billion) <sup>2</sup>	(30.8)	(28.3)	(27.2)	(19.6)	(15.7)
Population (in million) <sup>3</sup>	11.3	11.2	11.1	11.1	11.1
Unemployment Rate (%) <sup>4</sup>	9.5	12.6	17.7	24.3	27.4
Inflation (%) <sup>1</sup>	1.3	4.7	3.1	1.0	(0.9)

\* Estimations of Greek Government

<sup>1</sup> Greece in Figures – Special Edition, Hellenic Statistic Authority, 2014

<sup>2</sup> Bank of Greece, [www.bankofgreece.gr](http://www.bankofgreece.gr)

<sup>3</sup> OECD, [www.stats.oecd.org](http://www.stats.oecd.org)

<sup>4</sup> European Commission, [www.ec.europa.eu](http://www.ec.europa.eu)

## Tourism Overview

According to the World Tourism Organization (WTO), Greece was 17<sup>th</sup> in International Arrivals worldwide and 10<sup>th</sup> in Europe, in 2012.

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 2013 **Travel & Tourism Competitiveness Report** published by the World Economic Forum, Greece holds the:

- 32<sup>nd</sup> overall position in the **Competitiveness Index** among 140 countries,
- 3<sup>rd</sup> place in **Tourism Infrastructure** subindex,
- 13<sup>th</sup> place in **Health & Hygiene** subindex,
- 14<sup>th</sup> place in the **No. of World Heritage Cultural Sites** subindex,
- 20<sup>th</sup> place in **Air Infrastructure** subindex.

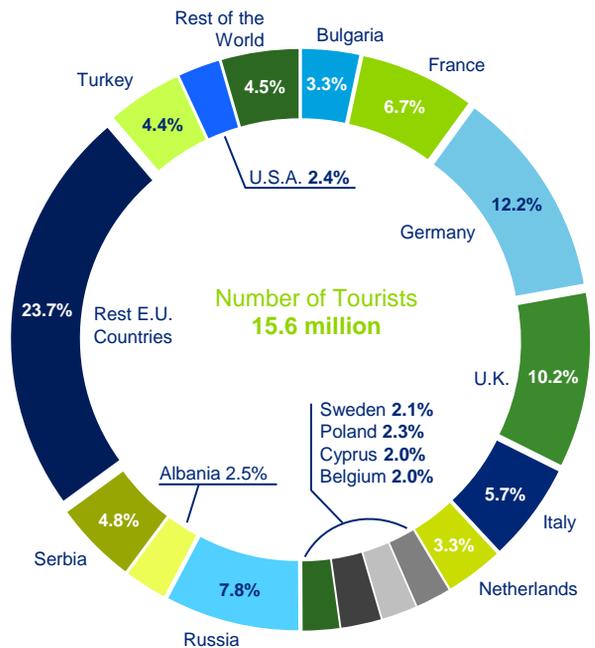
## Country Brand Ranking

According to the **Bloom Consulting Country Brand Ranking© Tourism Edition 2013**, Greece holds the:

- 16<sup>th</sup> overall position in the **World Rank**,
- 9<sup>th</sup> place in the **European Rank**,

At the same time, Greece carries a triple A Country Brand Strategy Rating©. More specifically a "AAA CBS©" rating means that the effectiveness of Greek Brand Strategy is "very strong" (**top 5** in Europe).

**International Tourists Arrivals in Greece, 2013 (%)**  
Actual Data for the first 9 months of 2013 (Jan-Sep)



## Future Brand

Moreover, based on **Future Brands' Country Brand Index 2012-13** report, Greece holds the 39<sup>th</sup> place after suffering a 12 places loss comparing to 2011-12 (27<sup>th</sup> place) and a 33 places loss comparing to pre-crisis 2005-06 (6<sup>th</sup> place).

As the authors indicated, "Greece's Brand declined following a fifth year of economic straights". As the country's economic climate is expected to keep recovering, the Greek Brand Index is expected to gradually return to the world top-15.

## 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](http://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.

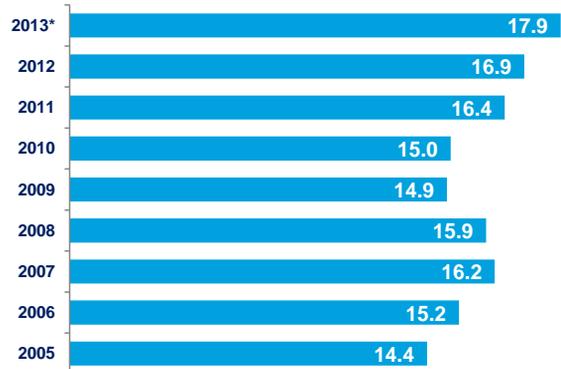
The Law aims to abolish critical obstacles that have inhibited major investments in Greece. Bureaucracy, the complexity of legislation and lack of transparency, all of which today deter investors and significantly delay the implementation of large scale projects, are being eliminated.

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.

**Greece faced the highest yearly rise in foreign arrivals in Europe for 2013 (8.8% increase)**

## International Tourists Arrivals in Greece, 2013 (in million)



\* Estimation based on the latest actual data for the first 11 months of 2013 (Jan-Nov):

### 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.

More specifically, OPAP (Organization of Football Prognostics), OLTH (Thessaloniki Port Authority), DEPA (Public Gas Corporation), OLP (Athens Port Authority), EYDAP (Athens Water Supply and Sewerage Company), EYATH (Thessaloniki Water Supply and Sewerage Company) and other public corporations are under privatization procedures or have already been privatized.

### 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.

**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.

# 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.

## International Tourists Arrivals by Airplane in Thessaloniki (in million)



## Accessibility & Infrastructures

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

- Thessaloniki's international airport "Makedonia" (second largest in Greece), is located 14 km south of the city center and serves around 3.5 million passengers per year. The city is connected with regular flights to and from Athens, the Greek islands, Barcelona, Belgrade, Berlin, Brussels, Bucharest, Cologne, Dusseldorf, Frankfurt, Istanbul, Kiev, Larnaca, London, Moscow, Munich, Riga, Rome, Stockholm, Stuttgart, Tel Aviv and other European and Mediterranean cities (average flight time 1-4 hours).

Plenty of airline carriers such as Aegean Airlines, Olympic Air, Astra Airlines, Lufthansa, Swiss Air, Air France, US Airways, Ryanair, Easy Jet, Ellinair, Tarom, Turkish Airlines, Cyprus Airways, Egypt Air and others operate at Thessaloniki's airport or chose it as a hub.

- 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. It serves around 3,000 coastal, hydrofoils and cargo ships per annum.
- The high speed "Intercity" trains, connects 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).
- 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 "Engatia 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** is expected to be fully operational in 2017, with **two stations** seated at TIF's northern and eastern corner respectively.
- A new **extended runway**, able to accommodate wide-body aircrafts for long-haul travel, is under construction at Thessaloniki International Airport and is expected to be fully operational in 2015.

---

**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

- **8,000 rooms (3,500 5 & 4 stars)**
- **15,000 beds (6,200 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)

### 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 Makedonia 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.

---

**A new "Convention and Visitors Bureau" was launched in Thessaloniki on 1<sup>st</sup> January, 2014.**

## 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.

## Chalkidiki

The Chalkidiki 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 Chalkidiki, such as Stagira (where Aristotle was born) and the caves of Petralona which were inhabited about 700,000 years ago.

Chalkidiki'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,

is 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**
- will host the **European Youth Conference 2014**



**“Cor – Ten TIF” – 1966**

Artist: G. Zogolopoulos

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:

- **1<sup>st</sup> 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.



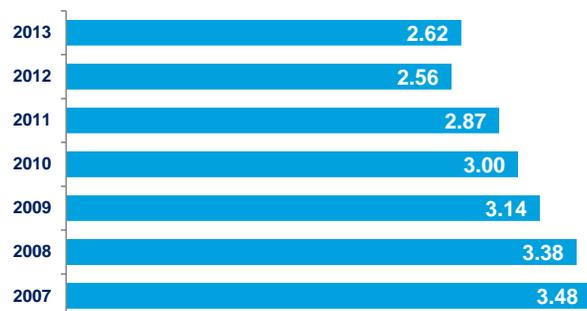
## Overview

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 (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. In 2012, it served almost 18 million passengers, hosted about 19 thousand cargo and passenger ships and managed 626 thousand containers. Two additional smaller ports serve the city of Athens. In 2012, Rafina port and Lavrio port served about 2.3 million passengers

OASA, Athens' public organization of urban transportation, provides extensive transportation solutions to approximately 750 million passengers per year. More specifically:

- Athens' underground railroad annually serves around 136 million citizens through 2 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.

One more underground rail line is under construction at the same time along with expansions of current lines and are expected to increase the passengers traffic by 230 million when it will be fully operational.

---

## Hotel Capacity of Athens

- 28,000 rooms (13,500 5 & 4 stars)
- 52,000 beds (25,000 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 Tsikliritia)

## 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**

## 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, 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 2.62 million tourists arrived in Athens by airplane in 2013.



According to the **Financial Time's "fDi European Cities & Regions of the Future 2014/15"**, Athens holds the:

- 4<sup>th</sup> place in **Major European City – Human Capital and Lifestyle** index,

while the broader region of Attica (includes Athens, Piraeus and their suburban areas) holds the:

- 1<sup>st</sup> place in **European Region – Human Capital and Lifestyle** index.

# Market & Competition

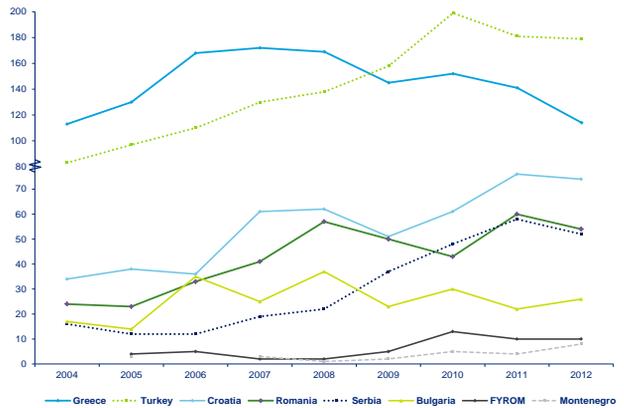
## Current Situation

According to ICCA's (International Congress & Convention Association) "Country and City Ranking 2012" report, Greece hosted 114 meetings and held the 34<sup>th</sup> place on the worldwide ranking list. Greece suffered a 13 places lost comparing to 2009 when it hosted 130 meeting and held the 21<sup>st</sup> place.

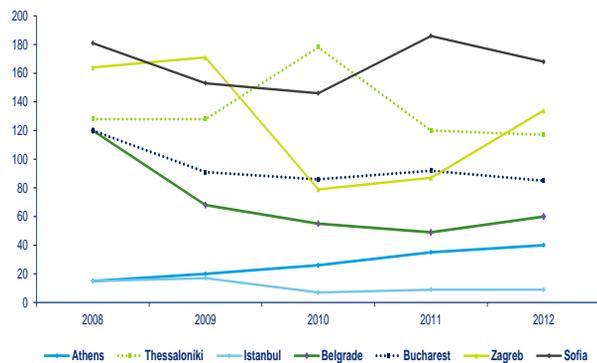
Athens hosted 52 meetings in 2012 and held the 40<sup>th</sup> place on the global ranking, significantly lower since 2008 (beginning of economic crisis) when it was holding the 19<sup>th</sup> place.

Thessaloniki reached the 117<sup>th</sup> position on the worldwide ranking by hosting 19 meetings after recovering 61 places comparing to 2010.

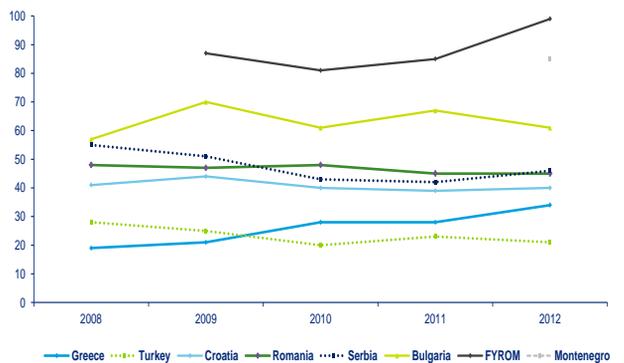
Number of Meetings per Country (ICCA, 2013)



City Global Ranking (ICCA, 2013)



Country Global Ranking (ICCA, 2013)



## Targeted Market Area

TIF – HELEXPO has recognized as key markets the countries whose borders lie partially, mostly or entirely within the Balkan peninsula. More specifically, TIF – HELEXPO's target map includes **Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Kosovo, Former Yugoslav Republic of Macedonia, Montenegro, Romania, and Serbia**. This area represents a total population of about 60 million people. At any case, Slovenia, Hungary, Ukraine, Moldova, Turkey & the eastern Mediterranean basin countries could be considered as broader target markets as well.

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 – Global Exhibition Industry Statistics, 2012's key metrics regarding the European exhibition market. 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.

**Greece holds the 28<sup>th</sup> place on the global ranking of “number of international fairs and exhibitions” according to the “Travel & Tourism Competitiveness Report 2013” (World Economic Forum).**

### European Key Metrics

(Source UFI Global Exhibition Statistics, Nov.2012)

Type of Fair	Average Size per Event
<i>B to C</i>	7,607 m <sup>2</sup>
Mixed	7,550 m <sup>2</sup>
<i>B to B</i>	13,952 m <sup>2</sup>

### Top Industry Sectors

European Key Metrics (Source UFI Global Exhibition Statistics, Nov.2012)

Industry	European Rank	m <sup>2</sup> Rented (% of total)	Number of Exhibitions (% of total)
Discretionary Consumer Services,	1	20%	24%
Building, Construction, Home & Repair	2	18%	14%
Consumer Goods and Retail Trade	3	17%	16%
Industrial/Heavy Machinery and Finished	4	11%	9%
Agriculture/Forestry/Fishery & Energy/Oil/Gas/Chemistry	6	9%	8%
Food and Beverage, Hospitality	7	6%	7%
<b>Sub-Total</b>	-	<b>81%</b>	<b>78%</b>

### Facilities on demand

According to 'UFI – Global Exhibition Industry Statistics, 2012', 1,197 venues exist worldwide. 42% of them (496 venues) are located in Europe and occupy 15.6 million m<sup>2</sup> (48% of the global total).

Based on the same survey, European Key Metrics concerning the average size per exhibition held, was 7,607 m<sup>2</sup> for 'business to consumer', 7,550 m<sup>2</sup> for 'mixed purpose' and 13,952 m<sup>2</sup> for 'business to business' events.

TIF – HELEXPO's facilities meet these metrics since its net covered exhibition spaces are more than 40,000 m<sup>2</sup>. Moreover, it hosts events with great flexibility under the fact that the pavilions on its premises range in size and characteristics.

## Government Initiatives

1. In 2012, Greece launched a **National Strategic Plan for Tourism** to rebrand the Greek tourism product and to further develop the tourism themes. The **“MICE theme”** is among the top priorities that had been indicated by the plan.
2. The Greek Tourism Ministry has also concentrated its marketing efforts on business travelers by conducting an action plan for the **“Development of the Congresses & Incentives Tourism”** under the «National Strategic Reference Framework» (NSRF) 2007 -2013.
3. Another initiative that Greece undertook in cooperation with UNWTO, was the establishment of a pilot **“Sustainable Tourism Observatory”** in the Aegean Islands, the first of its kind in Europe. The observatory is expected to expand on the Greek mainland soon.



## 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 develop 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 - valid until 05-08-2016).

## Opportunities

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

- the financial status of Greece has been stabilizing, attracting new foreign investments in key industries which are expected to boost domestic trade activities,
- 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 inevitable upgrade these cities as business centers and destinations,
- a significant number of Balkan countries have recently joined the EU or signed memorandums of cooperation with EU, limiting the legislation obstacles for travelling, trading and making business in general.

## 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 exhibitions facilities in Thessaloniki to bring them at par with modern exhibition centers,
- attract strategic partners to fuel growth.

# Contacts

For more information please contact:



**TIF**  
**HELEXPO**

**Kyriakos Pozrikidis**

**Managing Director**

154, Egnatia str.  
GR 546-36,  
Thessaloniki, Greece

Tel: +30 2310 291 129

Fax: +30 2310 284 732

Email: [kp@helexpo.gr](mailto:kp@helexpo.gr)

## **BASIS OF PRESENTATION**

This Corporate Profile has been prepared by TIF-HELEXPO S.A. (referred to also as the "Company") with the assistance of Deloitte Business Solutions Hadjipavlou, Sofianos & Cambanis, S.A. (referred to also as "Deloitte"). The Board of Directors of TIF-HELEXPO S.A. has approved and authorised the contents and delivery of this Corporate Profile to potential interested parties.

None of TIF – HELEXPO S.A., its Board of Directors, Deloitte or any other person or entity make any representation of any kind regarding the accuracy or completeness of the enclosed data, or other information, or the reasonableness of any projections, assumptions or opinions, if any, contained in this Corporate Profile, nor does any of them assume any responsibility or liability of any kind with respect thereto. Any interested party must rely solely on its own, independent due diligence investigation and on any representations, warranties, or undertakings, which may be contained in any final agreement relating to the investment in TIF-HELEXPO S.A.

Certain financial data included in this Corporate Profile relating to TIF-HELEXPO S.A., unless otherwise indicated, have been prepared using the Company's audited financial statements or unaudited internal management reports under IFRS (International Financial Reporting Standards). Deloitte has not audited the Company's financial statements or any segmented financial information included herein. For this reason Deloitte cannot be held liable for any errors or omissions.

Every interested party must carry out its own independent appraisal, evaluation or valuation of the Company, its own independent verification of the information in this Corporate Profile and any other investigation it may deem necessary, prior to proceeding and concluding any transaction.

It is forbidden to provide this Corporate Profile or any part thereof to third parties without the prior written approval of Deloitte. By accepting this letter, the recipient agrees to keep confidential the information contained herein or made available to him/her in connection with the Company.



# Deloitte.

Deloitte Greece is a member of Deloitte Touche Tohmatsu Limited (DTTL), a private UK company limited by guarantee, whose member firms are legally separate and independent entities. With a presence in more than 150 countries and about 200,000 professionals, all committed to becoming the standard of excellence, Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries and brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Please see [www.deloitte.com/about](http://www.deloitte.com/about) for a detailed description of the legal structure of DTTL and its member firms.

In Greece, "**Deloitte Hadjipavlou Sofianos & Cambanis S.A.**" provides audit services, "**Deloitte Business Solutions Hadjipavlou Sofianos & Cambanis S.A.**" financial advisory, tax and consulting services and "**Deloitte Accounting Compliance & Reporting Services SA**" accounting outsourcing services. With a staff of about 500 and offices in Athens and Thessaloniki, Deloitte Greece focuses on all major industries including financial services; shipping; energy; consumer business; life sciences & health care and public sector services. Deloitte clients include most of the leading private and public, commercial, financial and industrial companies. For more information, please visit our website at [www.deloitte.gr](http://www.deloitte.gr)