

th

THESSALONIKI
INTERNATIONAL
FAIR



5-13 | 9 | 2026

JAPAN
HONORED COUNTRY

An event with a strong commercial,
institutional and social footprint

EXHIBITOR SALES KIT

THESSALONIKI INTERNATIONAL FAIR IN FIGURES



100 years
of history, innovation
& progress



9 days
full of experiences,
networking
& new partnerships



1,000+ exhibitors
from Greece
and abroad



200,000+
visitors



**Thematic
tributes**



**B2B
meetings**



**Cultural events
& unique experiences**



Live Music Events



JuniorLand:
A thematic and interactive
tribute for children
and families

THE EXHIBITION

The annual meeting point for:

- **Business**
- **Institutions**
- **Innovation**
- **Society**

Thessaloniki International Fair is Greece's leading multi-sector exhibition and a long-established institution with significant economic, social and business impact. In its 90th anniversary edition, TIF further strengthens its commercial and exhibition character, offering a dynamic environment for visibility, networking and partnership development.

Through the coexistence of businesses (B2B), institutional stakeholders (B2G) and consumers (B2C), TIF creates unique opportunities for every exhibitor:

- meaningful networking with the market,
- contact with institutional stakeholders,
- direct connection with thousands of visitors and potential customers.

B2B

Businesses
Professionals
Chambers
Organisations

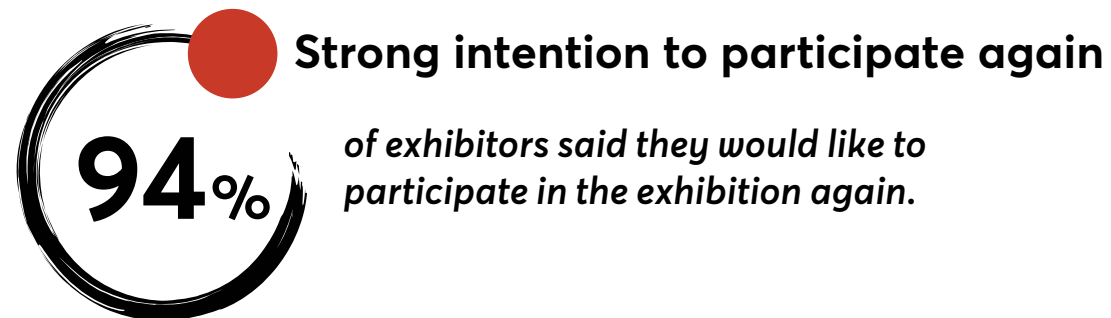
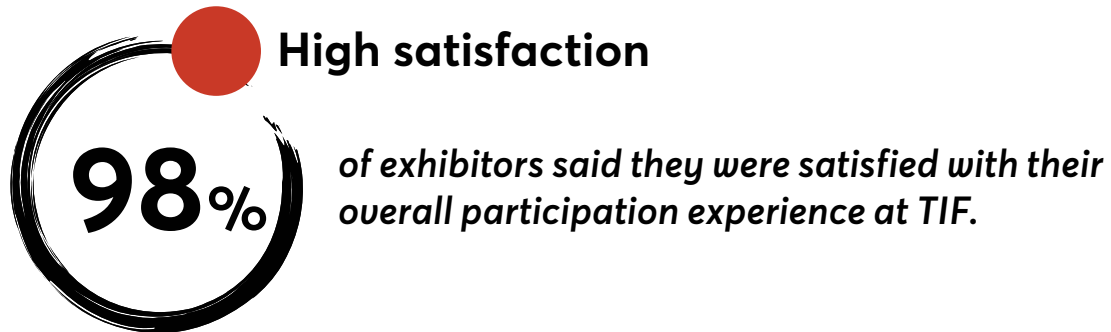
B2C

General public
Families
Consumer / purchasing
audience
Youth - Gen Z

B2G

Ministries
Public bodies
Institutions

EXHIBITORS



VISITORS

An experience that exceeds expectations

99%

of visitors said they were satisfied with their overall experience at TIF.

TIF is a fixture in the public's calendar

90%

want to visit the next edition as well.

An audience with strong loyalty

83%

of visitors had also visited the previous TIF.

77%

of visitors belong to the 18-45 age group.



90TH THESSALONIKI INTERNATIONAL FAIR

A landmark event with a strong communication footprint.

The 90th TIF gains distinctive momentum thanks to:

- its anniversary character, marking 100 years since the first TIF was held in 1926,
- the presence of Japan as Honoured Country, strengthening the exhibition's international profile,
- the strengthened commercial dimension of the event, as reflected in the new thematic tributes, which broaden the opportunities for targeted exhibitor participation from dynamic market sectors.

HONOURED COUNTRY: JAPAN

The 90th TIF gains distinctive momentum with Japan as Honoured Country, strengthening the event's international character and creating a high-value environment for exhibitors, visitors and institutional stakeholders.



JAPAN'S PRESENCE ADDS:

INTERNATIONAL PRESTIGE

It upgrades the event through the presence of a country with global influence and recognition.

PREMIUM CHARACTER

It attracts heightened interest from the media, business leaders, institutional stakeholders and the general public.

INCREASED PUBLICITY

It significantly boosts the event's visibility and publicity, creating greater communication value for every participation.

A GLOBAL DIMENSION OF INNOVATION

Japan is directly associated with concepts such as technology, quality, aesthetics, precision, expertise and the future.

ENHANCED VISIBILITY FRAMEWORK

Every exhibitor gains greater value within an event with such a strong international footprint.

ANNIVERSARY DIMENSION

100 YEARS OF TIF

In 2026, Thessaloniki International Fair completes 100 years of history, presence and evolution. The 90th TIF is not simply another edition, but a historic milestone with strong symbolism, increased visibility and unique momentum.

An anniversary edition with a "once-in-a-generation" character, where history meets the future and every participation gains distinctive value.



YOUR PLACE IN HISTORY

GREATER RECOGNITION: Anniversary editions attract heightened interest from the market, the media and the public.

LASTING IMPACT: Participations connected to major milestones are more likely to remain in the public memory.

ADDED COMMUNICATION VALUE: Exhibitors gain the opportunity to tell their own brand story within an event with history, prestige and forward momentum.

PRESTIGE AND DIFFERENTIATION: Taking part in the anniversary 90th TIF enhances the image of every brand, placing it at the heart of an event with high visibility and symbolism.



90th TIF

A RARE PARTICIPATION OPPORTUNITY

01 Your participation provides simultaneous access to three audiences: the market, the public and institutions.

The 90th TIF does not simply place you in front of consumers. It brings you, within the same premium environment, together with decision makers, businesses, organisations, ministries and a vast active audience. With a single investment, you unlock B2B, B2C and B2G opportunities at the same time — and that changes the game.

02 An event operating on a different scale.

With 1,000+ exhibitors and 200,000+ visitors, TIF is not simply the place to be. It is where the market meets. With scale, traffic, networking and real commercial opportunities, TIF gives brands the conditions they need to stand out. If you want strong lead generation and mass exposure, this is where it happens.

03 The 90th TIF is the leading exhibition.

2026 marks 100 years since the first TIF in 1926, giving this year's event milestone status. More publicity, greater media attention, stronger buzz and anniversary momentum transfer added value to your brand story.

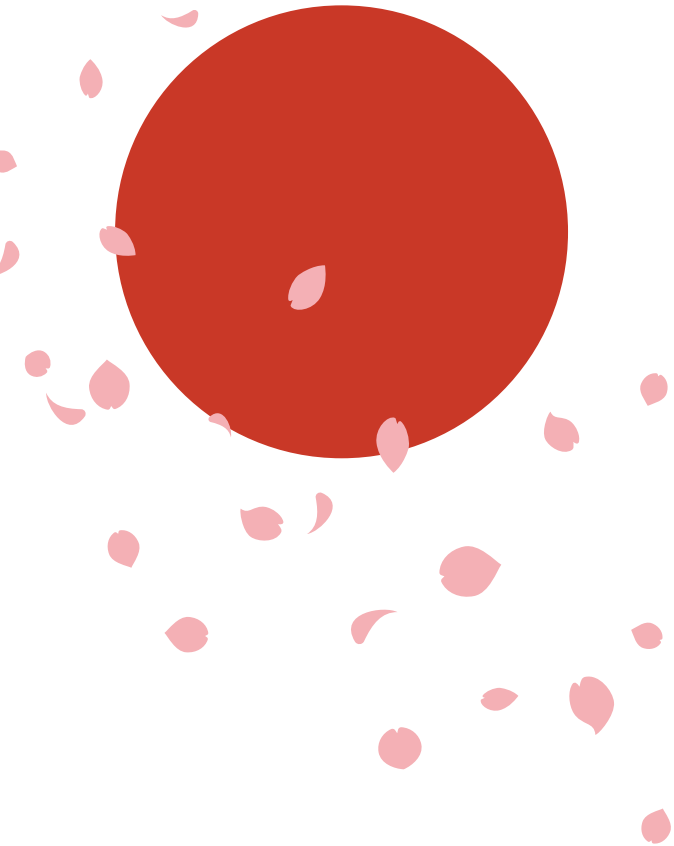
Why exhibit?

04 Japan as Honoured Country elevates the overall level and prestige of the event.

You will not simply exhibit at a multi-sector exhibition. You will exhibit within an international, premium environment with increased prestige, strong media interest and a global character. That automatically enhances the image of your own participation.

05 Numbers don't lie.

81% exhibitor satisfaction. 74% visitor satisfaction. 94% of exhibitors and 90% of visitors say they want to return. Most importantly, 77% of the audience is aged 18-45 — a modern, active and commercially valuable audience that is hard to find gathered anywhere else.



90th TIF

A RARE PARTICIPATION OPPORTUNITY

01 Targeted participation, not just another presence at an exhibition.

The 90th TIF does not operate as a generic and impersonal event. Through more than 10 thematic tributes, it allows every company to join the environment that truly fits its business activity, audience and market potential. This means more qualified contacts, greater relevance and much more effective visibility.

02 The ideal environment for presenting and testing new products and services.

Participation in TIF is not only about visibility. It is a unique opportunity to present something new to a real audience, see immediate reactions, measure interest and gain valuable insight into how the market responds. An environment where visibility is combined with genuine commercial testing.

Exhibition participation becomes a real business opportunity.

03 Access to an environment for developing international partnerships.

Japan's presence as Honoured Country creates significant opportunities for business meetings and new collaborations. At the same time, the Cosmos - International Participations tribute brings together companies, embassies, chambers of commerce, international organisations and stakeholders from different markets. For a company, this translates into real opportunities for international networking, market expansion and partnerships beyond Greece.

At a glance

- Direct access to the general public and a **multi-layered market**
- Valuable **networking** with clients, partners and institutional counterparts
- Opportunities to develop **B2B contacts and international partnerships**
- Stronger brand **awareness** and overall brand image
- **A unique opportunity for visibility**, launch and testing of new products and services

Akademia

Knowledge, education and research meet innovation, networking and new partnerships.

ABOUT THE SECTION:

Akademia is the meeting point for higher education, research and academic progress within the 90th TIF. A thematic tribute with high visibility value, bringing together universities, research centres, educational organisations, students, young scientists and the market.

Within this dynamic environment, exhibitors have the opportunity to present their work, initiatives and innovations, strengthen their outward orientation and create meaningful professional and academic connections.

"Akademia" functions as a platform for knowledge exchange, synergy development and connecting education with entrepreneurship and the future of work.

INDICATIVE EXHIBIT CATEGORIES / PARTICIPATIONS

1. Universities and higher education institutions.
2. Research centres and institutes.
3. Schools, departments and academic programmes.
4. Postgraduate programmes, international programmes and scholarships.
5. Liaison offices, career services and technology transfer services.
6. Student teams, laboratories and academic innovation groups.
7. EdTech platforms and learning solutions.
8. Lifelong learning and vocational training providers.



Technology | Research | Innovation

Technology, digital solutions and innovation at the centre of a section with a strong growth-oriented character.

ABOUT THE SECTION:

The **Technology | Research | Innovation** section is the meeting point for technology companies, startups, research groups, organisations and institutions shaping the future of the economy and entrepreneurship.

Within a dynamic and modern environment, exhibitors have the opportunity to present innovative solutions, digital services and new technologies, strengthening their visibility and market position. At the same time, significant opportunities are created for professional networking, partnership development and connections with investors, businesses and institutional stakeholders.

The section operates as a platform for outward-looking growth, knowledge exchange and the showcasing of ideas shaping the future of development and innovation.

INDICATIVE EXHIBIT CATEGORIES / PARTICIPATIONS

1. **Startups, scale-ups and spin-offs.**
2. **Incubators, accelerators, innovation hubs and investment schemes.**
3. **Software, SaaS and digital platforms.**
4. **Artificial intelligence, data analytics and automation.**
5. **Cybersecurity and digital protection solutions.**
6. **Robotics, IoT and smart technologies.**
7. **Telecommunications and smart infrastructure.**
8. **R&D laboratories, patents, prototypes and demonstrators.**



Energy | Circular Economy

Tomorrow's solutions for a more sustainable, efficient and environmentally responsible future.

ABOUT THE SECTION:

The **Energy | Circular Economy** section highlights contemporary approaches to sustainable development, energy management and the optimal use of resources. From energy saving and renewable sources to recycling technologies and environmental management, this tribute brings together companies and institutions investing in smarter and more sustainable practices.

For exhibitors, it offers an environment with high relevance and genuine market interest, providing the opportunity to present practical solutions and develop professional contacts with businesses, organisations and audiences seeking new directions in the green transition.

A section that connects sustainability with innovation, entrepreneurship and the real needs of the modern economy.

INDICATIVE EXHIBIT CATEGORIES / PARTICIPATIONS

1. Renewable energy sources.
2. Alternative energy solutions.
3. Energy providers, storage and smart grids.
4. Heating, cooling and ventilation.
5. Recycling and upcycling.
6. Waste and residuals management. Environmental protection technologies.
7. Bioclimatic design and green construction.
8. Technical, engineering and construction companies.
9. Institutions, organisations and specialised providers.



Economic Governance | Transparency | Business Development

The TIF section that highlights services, strategies and modern tools that strengthen business operations, growth and the transition to the market's new era.

WHY PARTICIPATE:

The **Economic Governance | Transparency | Business Development** section focuses on the contemporary needs of businesses and organisations around organisation, compliance, transparency and sustainable growth.

Within the tribute, services, technological solutions and advisory approaches are presented that relate to digital transformation, financial management, growth strategy and the optimisation of business and organisational operations.

The section creates a dynamic environment for professional networking and meaningful contacts, bringing together businesses, consultants, institutional stakeholders and technology providers operating at the core of the modern economy. A meeting point for those investing in transparency, efficiency and the next day of entrepreneurship.

INDICATIVE EXHIBIT CATEGORIES / PARTICIPATIONS

1. Audit and consulting services.
2. Accounting, tax and payroll services.
3. Economic and business strategy advisory services.
4. Financial, investment and funding services.
5. ERP, accounting and tax software, and fintech applications.
6. Data analytics, risk management and internal control systems.
7. Corporate governance and regulatory compliance services.
8. ESG and sustainable business development services.
9. Legal services specialising in tax and commercial law.
10. Chambers, institutional bodies and organisations of economic interest.



Furniture | Home Equipment

The aesthetics, comfort and functionality of the modern space in a section with strong consumer appeal.

VALUE FOR EXHIBITORS

The **Furniture | Home Equipment** section highlights contemporary proposals for the home, the professional space and everyday living, combining aesthetics, ergonomics and practical solutions. From furniture and decorative elements to storage and equipment solutions, the tribute brings together brands and businesses that shape new trends in the way we live and work.

For exhibitors, it is an excellent opportunity for direct contact with an audience seeking inspiration, comparing options and being closer to purchase decisions. At the same time, it creates the right conditions for presenting new products, strengthening visibility and developing commercial contacts.

A section that connects design with functionality and the everyday experience of the modern consumer.

INDICATIVE EXHIBIT CATEGORIES / PARTICIPATIONS

1. Home and office furniture.
2. Storage systems and functional space solutions.
3. Decorative items and accessories.
4. Lighting fixtures and lighting solutions.
5. Household linens and home textiles.
6. Smart home accessories.
7. Small home equipment.
8. Home wellness products and water filtration systems



Greece & Entrepreneurship

The dynamism of the Greek market in a section dedicated to visibility, networking and outward-looking growth.

VALUE FOR EXHIBITORS

The **Greece & Entrepreneurship** tribute highlights contemporary Greek business activity, placing emphasis on the creativity, adaptability and dynamism of businesses that evolve and invest in the future.

The section brings together businesses from different sectors of the economy, creating an environment for meaningful visibility, professional contacts and commercial extroversion. Exhibitors have the opportunity to strengthen their presence, connect with new audiences and develop relationships with partners, investors and institutional stakeholders.

At the same time, the tribute functions as a point of connection between Greek entrepreneurship and new market trends, highlighting businesses that actively contribute to shaping the next day of the economy.

INDICATIVE EXHIBIT CATEGORIES / PARTICIPATIONS

1. Chambers, associations, federations and business bodies.
2. Small and large businesses from across Greece.
3. Greek-made products.
4. Services for businesses and consumers.
5. Tourism and destination proposals.
6. Traditional products, handicrafts and creative production.
7. Entrepreneurship and development initiatives.
8. Collaboration networks and business extroversion.



Gastronomy | Nutrition

Flavours that inspire, stand-out quality and contemporary food trends come together in a unique experience for the public.

THE OPPORTUNITY FOR EXHIBITORS

The **Gastronomy | Nutrition** section is the ideal meeting point for businesses and organisations that wish to showcase products, gastronomic propositions and innovative food concepts through an immediate and immersive experience.

Exhibitors have the opportunity to create a meaningful connection with the public through:

- **product tastings**
- **live culinary experiences**
- **high interaction and engagement**

A section that turns every exhibitor's presence into a point of reference.

INDICATIVE EXHIBIT CATEGORIES / PARTICIPATIONS

1. **Food and beverages.**
2. **Delicatessen and premium gastronomic products.**
3. **Traditional and contemporary foods.**
4. **Healthy, functional and wellness-oriented concepts.**
5. **Organic and natural products.**
6. **Coffee, beverages and soft drinks.**
7. **Gastronomic experiences and presentations.**
8. **Brands and services linked to modern nutrition.**



Flavours from Greece

The authenticity of Greek land, local flavours and the unique gastronomic identity of each area come together in a section full of experiences, tradition and contemporary storytelling.

THE OPPORTUNITY FOR EXHIBITORS

The **Flavours from Greece** tribute highlights the country's gastronomic wealth through products with identity, places with character and stories that create an emotional connection with the public.

Exhibitors have the opportunity to:

- **present their local identity in a modern and attractive way,**
- **strengthen the value and differentiation of their products,**
- **use the power of storytelling for greater commercial appeal,**
- **create immersive experiences that connect the place of origin with the brand and the product.**

A section that turns Greek gastronomic heritage into a strong tool for visibility, extroversion and commercial growth.

INDICATIVE EXHIBIT CATEGORIES / PARTICIPATIONS

1. **PDO and PGI products.**
2. **Local and regional brands.**
3. **Traditional foods and authentic recipes.**
4. **Cooperatives, producer groups and collective schemes.**
5. **Raw materials from the Greek land and sea.**
6. **Tastings, presentations and gastronomic experiences.**
7. **Bodies promoting local identity and agri-food.**



Cosmos | International Participations

TIF's international dynamism is expressed through a section that brings together markets, cultures and business prospects, creating an environment of extroversion, networking and commercial partnerships.

VALUE FOR EXHIBITORS

The **Cosmos | International Participations** tribute hosts official national participations, embassies, institutional bodies and organisations of international scope, which use TIF as a strategic gateway to the Greek and wider regional market.

Participation in the section offers exhibitors:

- **stronger international presence and greater prestige**
- **opportunities to develop new partnerships and commercial contacts**
- **access to international networks, institutions and markets**
- **a dynamic environment for business networking and outward-looking growth**

A section that highlights the event's international character and creates meaningful opportunities for growth and connectivity.

INDICATIVE EXHIBIT CATEGORIES / PARTICIPATIONS

1. **PDO and PGI products.**
2. **Local and regional brands.**
3. **Traditional foods and authentic recipes.**
4. **Cooperatives, producer groups and collective schemes.**
5. **Raw materials from the Greek land and sea.**
6. **Tastings, presentations and gastronomic experiences.**
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Retail

Consumer products, direct contact with the public and dynamic commercial activity create a section with high attendance and strong purchasing momentum.

VALUE FOR EXHIBITORS

The **Retail** section is an ideal environment for businesses offering products with immediate appeal to the end consumer and seeking meaningful commercial interaction within the event.

Exhibitors benefit from:

- **the opportunity for direct sales,**
- **high visitor traffic and continuous audience flow,**
- **fast and meaningful feedback from consumers,**
- **strong product visibility and enhanced recognition,**
- **building an immediate relationship of trust with the public.**

A section that turns exhibitors' presence into an active commercial experience with measurable results.

INDICATIVE EXHIBIT CATEGORIES / PARTICIPATIONS

1. **Gift items and souvenirs**
2. **Fashion and apparel accessories**
3. **Jewellery and fashion accessories**
4. **Folk art items and handmade creations**
5. **Homeware and decorative items**
6. **Consumer and lifestyle products**



Public Bodies | Organisations

The public sector gains dynamic presence through a section of information, dialogue and institutional outreach, bringing bodies, citizens and businesses closer together.

VALUE FOR PARTICIPANTS

The **Public Bodies | Organisations** section hosts ministries, public enterprises, organisations and services wishing to present their actions, policies and modern digital tools within an environment of direct communication and interaction.

Participation in the section offers:

- **strong institutional visibility and enhanced public presence,**
- **direct contact with citizens, professionals and productive stakeholders,**
- **the ability to inform about and promote services and initiatives,**
- **greater transparency, accessibility and public dialogue,**
- **presence in a modern environment of communication and networking.**

A section that highlights the role of public bodies as active gateways of information, collaboration and social connection.

INDICATIVE EXHIBIT CATEGORIES / PARTICIPATIONS

1. **Ministries and central public bodies.**
2. **Public enterprises and utility companies.**
3. **Authorities, agencies and supervised bodies.**
4. **Digital public services and govtech applications.**
5. **Municipalities, Regions and local organisations.**
6. **Social policy and citizen information initiatives.**



MUSIC EVENTS LIVE

One concert every night. A vibrant core of entertainment and experience that gives rhythm to the event!

ABOUT THE EVENTS:

Music Events Live enhance the overall experience of the event and increase the attendance momentum of TIF.

They bring energy and experience to the event and act as a driver of attendance, publicity and audience interaction throughout the duration of the event.

WHAT IT ADDS TO YOUR PARTICIPATION:

- 1. It increases the overall attractiveness and momentum of the event.**
- 2. It boosts visitor flow and repeat visits.**
- 3. It attracts young, lifestyle-oriented and broader high-interest audiences.**
- 4. It extends visitors' dwell time within the exhibition grounds.**
- 5. It creates strong content for social media, PR and word of mouth.**
- 6. It gives your participation the context of a contemporary, premium event.**



JUNIORLAND

ENTERTAINMENT FOR THE WHOLE FAMILY

TIF's family side comes to life through children's performances, interactive experiences and moments of entertainment that turn the visit into a complete experience for young and old alike.

For exhibitors, **JuniorLand** strengthens the event's family-friendly character, creating an environment that attracts families and increases the overall attendance dynamic.

WHAT IT ADDS TO YOUR PARTICIPATION:

1. It turns TIF into a complete visitor experience for every age.
2. It strengthens participation by families as well as individual visitors.
3. It boosts attendance dynamics, especially at weekends.
4. It extends the time families spend at TIF.
5. It creates an ideal environment for family-oriented consumer brands.





19th ΔΙΕΘΝΗΣ ΕΚΘΕΣΗ
ΘΕΣΣΑΛΟΝΙΚΗΣ
THESSALONIKI
INTERNATIONAL
FAIR

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JAPAN
ΤΙΜΟΜΕΝΗ ΧΩΡΑ/HONORED COUNTRY

thessalonikifair.gr

ΔΙΕΘΝΕΣ ΕΚΘΕΣΙΑΚΟ
ΚΑΙ ΣΥΝΕΔΡΙΑΚΟ ΚΕΝΤΡΟ ΘΕΣΣΑΛΟΝΙΚΗΣ

ΩΡΕΣ ΛΕΙΤΟΥΡΓΙΑΣ

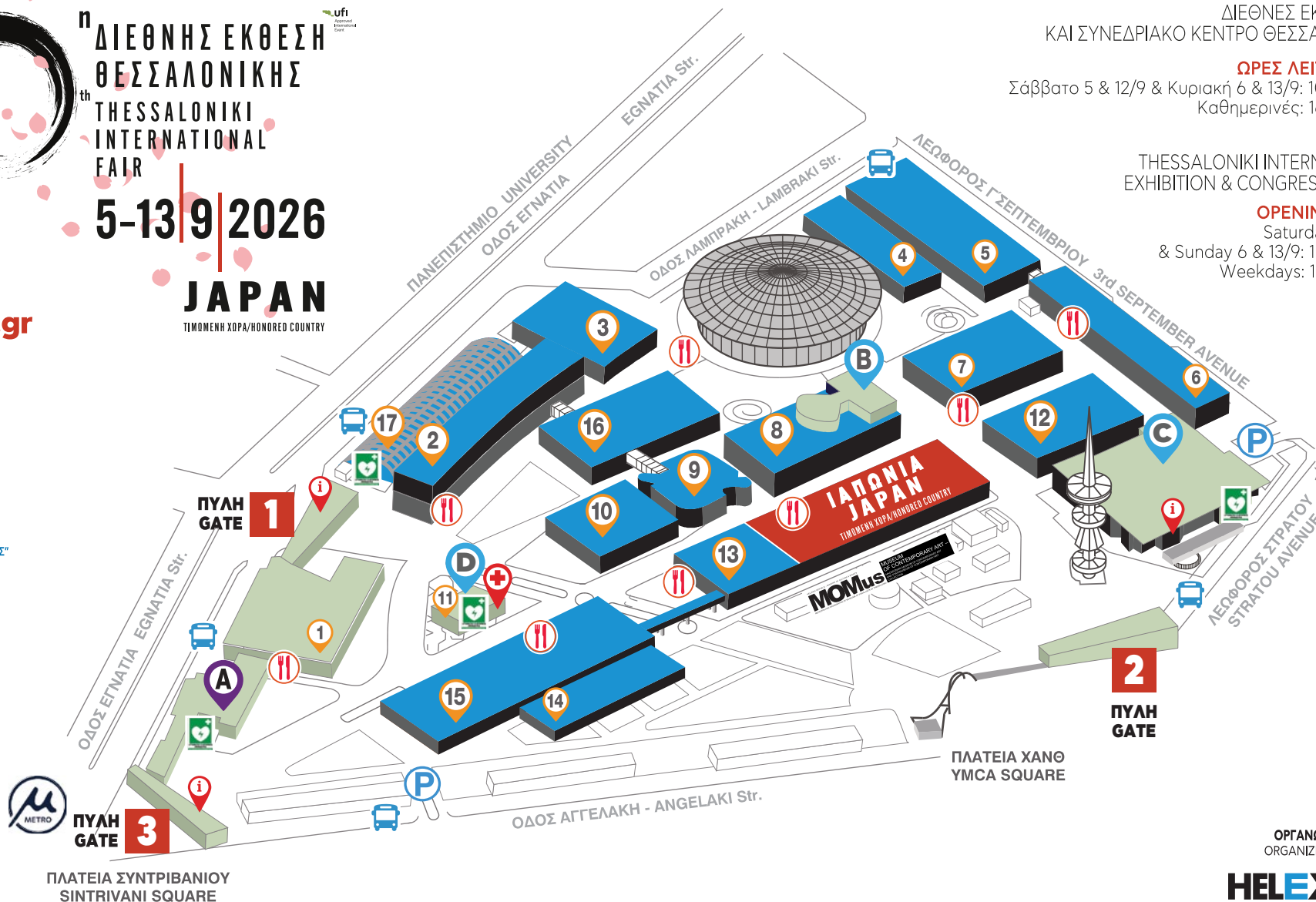
Σάββατο 5 & 12/9 & Κυριακή 6 & 13/9: 10:00-22:00
Καθημερινές: 16:00-22:00

THESSALONIKI INTERNATIONAL
EXHIBITION & CONGRESS CENTER

OPENING HOURS

Saturday 5 & 12/9
& Sunday 6 & 13/9: 10:00-22:00
Weekdays: 16:00-22:00

- 2-17** ΠΕΡΙΠΤΕΡΑ
PAVILIONS
- A** ΓΡΑΦΕΙΑ ΔΙΟΙΚΗΣΗΣ
ADMINISTRATION BUILDING
- B** ΣΥΝΕΔΡΙΑΚΟ ΚΕΝΤΡΟ "Ν. ΓΕΡΜΑΝΟΣ"
CONFERENCE CENTER "N. GERMANOS"
- C** ΣΥΝΕΔΡΙΑΚΟ ΚΕΝΤΡΟ "ΙΩΑΝΝΗΣ ΒΕΛΛΙΔΗΣ"
CONFERENCE CENTER "IOANNIS VELLIDIS"
- D** ΑΙΘΟΥΣΑ ΕΚΔΗΛΩΣΕΩΝ "ΑΙΜ. ΡΙΑΔΗΣ"
EVENT HALL "EM. RIADIS"
- i** ΕΙΣΟΔΟΣ-ΠΛΗΡΟΦΟΡΙΕΣ
ENTRANCE-INFORMATION
- +** ΙΑΤΡΕΙΟ
FIRST AID
- ||** ΕΣΤΙΑΤΟΡΙΟ
RESTAURANT
- AED** ΑΥΤΟΜΑΤΟΣ ΕΞΩΤΕΡ. ΑΠΙΝΙΔΩΤΗΣ
AUTOMATED EXTERNAL DEFIBRILATOR
- 1** ΠΥΛΗ ΕΜΠΟΡΕΥΜΑΤΩΝ-ΑΕΓΕΑΝ
COMMERCIAL GATE-AEGEAN
AEGEAN
- 2** ΠΥΛΗ ΧΑΝΘ-ΔΕΗ
YMCA GATE-DEI
ΔΕΗ
- 3** ΠΥΛΗ ΣΥΝΤΡΙΒΑΝΙΟΥ-LANCOM
SINTRIVANI GATE-LANCOM
LANCOM



HELEXPO

ΜΕ ΤΗΝ ΑΙΓΙΑ



Η ΤΡΑΠΕΖΑ
ΤΗΣ ΔΕΘ-HELEXPO



ΕΠΙΣΗΜΟΣ ΠΑΡΟΧΟΣ ΕΝΕΡΓΕΙΑΣ



ΕΠΙΣΗΜΟΣ ΧΟΡΗΓΟΣ
ΑΕΡΟΜΕΤΑΦΟΡΩΝ



ΕΠΙΣΗΜΟΣ ΘΗΛΕΠΙΚΟ-
ΝΟΝΙΑΚΟΣ ΠΑΡΟΧΟΣ



OFFICIAL DATA CENTER
INTERNET PROVIDER



ΕΠΙΣΗΜΟΣ ΠΑΡΟΧΟΣ
ΜΕΤΑΚΙΝΗΣΕΩΝ

