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10th edition **Freskon** **HELEXPO**

INTERNATIONAL TRADE SHOW FOR FRUIT & VEGETABLES

23-25.04 2026

THESSALONIKI
INTERNATIONAL
EXHIBITION & CONGRESS
CENTER **GREECE**



freskon-expo.gr

PROFESSIONALS ONLY

ORGANISED BY
HELEXPO

10th edition

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Celebrate 10 editions of Freskon: The best time to exhibit is now!

2026 marks a milestone year!

The 10th edition of Freskon, the leading trade show for fresh fruits and vegetables in Southeastern Europe. This anniversary edition will be special and dynamic.

With a decade of continuous growth, increased international recognition, and expanding B2B opportunities, there has never been a better time to showcase your products at Freskon. Be part of a landmark event that honors its legacy while looking boldly to the future of the fresh produce industry.

Join us in Thessaloniki and grow with us!





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

Join Freskon and Cultivate the Ground for New Partnerships!

Freskon 2026 , the premier international trade show for fruits and vegetables in the Balkans and Southeastern Europe, is a pivotal meeting point for producers, major retail chains, and leading machinery and packaging service companies. Thessaloniki's strategic location makes the exhibition the ultimate destination for business collaborations and networking in a region characterized by rapid growth and rich agricultural tradition.



Strategic Advantages of Freskon:



1 Strategic Location

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

2 International Collaboration

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

3 Valuable Contacts

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

4 Innovation and Technology

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

Join Freskon 2026 and seize new business growth opportunities!

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

Why Become an Exhibitor at Freskon?



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

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

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

Guaranteed Success: Take advantage of Freskon's momentum, which in recent years has recorded continuous growth in visitor numbers and international participation. Be part of an event that consistently delivers outstanding business opportunities.

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

Don't miss the opportunity to be part of the premier event that brings together leaders in the fresh produce industry. Become an exhibitor at Freskon 2026 and take your business to new heights!





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Parallel Events at Freskon 2026



INTERNATIONAL CONGRESS

Spotlight on Cherries

The Freskon 2026 International Congress turns its focus to cherries, one of Greece's most dynamic and exportable fruits with strong international prospects.

Meet market experts, producers, and representatives of major retail chains from Greece and abroad.

Get informed about the latest developments in cherry cultivation, post-harvest management, and marketing, as well as the challenges posed by climate change and shifts in global demand. Discover innovative practices and strategies shaping the future of cherries in the global market through presentations and insights from renowned industry speakers.

FRESHCONMARKET 2026






Don't miss "**FreshConMarket 2026**"!

Organized by TIF-HELEXPO in collaboration with FROUTONEA magazine, this dynamic event provides a unique platform to meet with head buyers from Greece's and Europe's leading supermarket chains. Forge valuable commercial partnerships and expand your market reach.

FreshConMarket 2026 is designed to promote businesses operating in the fresh fruit and vegetable sector.

Sides open	Type	€/Sq.m.
One side	1	115.00 €
Two sides	1	125.00 €
Three sides	1	135.00 €
Four sides	1	145.00 €
Basic Shell Scheme	2	30.00 €
Shell Scheme Type 3	3	65.00 €
Shell Scheme Type 4	4	45.00 €
Outdoor space		65.00 €
Registration Fee	For each direct exhibitor	130.00 €

STAND TYPES

TYPE 1	Stand marked out on the floor, general cleaning charges. POWER SUPPLY AND CONNECTION IS NOT INCLUDED (wiring plan is necessary). COST: 35.00 € / KW		COST €/SQ.M from 115.00
TYPE 2	Aluminum silver colored octanorm frame, with filling material made out of beige colored melamine 2,5m. height / 1m. length, 30 cm fascia with the exhibitor's logo and the stand's number. Light beige colored carpet, 10 100W spot (2 x 5 500W spots /16m2), 1 power socket 500W, 220Volt / 16 m2, 1 desk-regardless m2, 3 chairs-regardless m2, 1 small square table 0,50m. x 0,50m x 0,40m-regardless m2		COST €/SQ.M 30.00
TYPE 3	FLOOR: alma elea beige color carpet STRUCTURE: octanorm aluminium system with black & osb panels (h: 2.50m.) SIGNING: oval sign 1.50 x 0.50m. With exhibitor's name on each open side *EQUIPMENT: osb infodesk, 1pc., black stool, 1pc., round glass table, 1pc., grey chair, 3pcs., inclined beech shelf, 3 pcs., osb showcase with 3 glass shelves, 1pc. Or osb display 2 pcs. ELECTRICAL: socket 500 w 1pc per 16,00m2, led spotlights, 1pc. Per 8,00m2 * The above equipment concerns entries from 12 - 24m2 The above equipment is doubled on entries from 25 - 47m2		COST €/SQ.M 65.00
TYPE 4	FLOOR: alma elea grey color carpet STRUCTURE: aluminium system octanorm, red panels (h: 2.50m) SIGNING: orthogonality sign 1.50 x 0.50m. With logo on each open side *EQUIPMENT: info desk, 1pc., chair, 3pcs., round table, 1pc., stool, 1pc., ELECTRICAL: socket 500w 1pc per 16,00 m2, led spotlights, 1pc. Per 8,00 m2 *the above equipment concerns entries from 12 - 47m2 with the same equipment.		COST €/SQ.M 45.00

DISCOUNTS

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

Discounts concern space rentals (type 1)

Freskon map

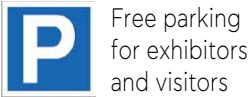


ΔΙΕΘΝΕΣ ΕΜΠΟΡΙΚΟ ΓΕΓΟΝΟΣ ΦΡΟΥΤΩΝ ΚΑΙ ΛΑΧΑΝΙΚΩΝ
INTERNATIONAL TRADE SHOW FOR FRUIT & VEGETABLES

Working Hours

Thursday & Friday: 10:00-19:00
Saturday: 10:00-17:00

PROFESSIONALS ONLY



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

THESSALONIKI INTERNATIONAL
EXHIBITION AND CONGRESS CENTER



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Information

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