

PARALLEL EVENTS PROGRAM



**Freskon**<sup>10<sub>edition</sub></sup>  
**HELEXPO**

INTERNATIONAL TRADE SHOW FOR FRUITS & VEGETABLES

**23-25.04** 2026

THESSALONIKI  
INTERNATIONAL  
EXHIBITION & CONGRESS  
CENTER, GREECE

Pavilion **13**

[freskon-expo.gr](http://freskon-expo.gr)

ORGANIZED BY  
**HELEXPO**



**Thursday 23 April 2026**

**PARALLEL EVENTS PROGRAM**

<b>10:30-11:00</b>	<b>2<sup>nd</sup> Freskon International Cherry Conference</b> Arrival & Registration
<b>11:00-11:15</b>	<b>2<sup>nd</sup> Freskon International Cherry Conference</b> Conference Opening & Welcome Address <b>Speaker: Kevin Cavazzini</b> , Project Sales Manager, Unitec (MAIN SPONSOR)
<b>11:15-11:45</b>	<b>2<sup>nd</sup> Freskon International Cherry Conference</b> Greek Cherries in International Competition: Challenges and Development Strategies <b>Speaker: Athanasios Molassiotis</b> , Professor, Department of Agriculture, Aristotle University of Thessaloniki-Director, Laboratory of Pomology, Aristotle University of Thessaloniki. This session will explore Greece's position in the global cherry market and identify strategies for growth and competitiveness.
<b>11:45-12:45</b>	<b>2<sup>nd</sup> Freskon International Cherry Conference</b> Achieving High-Quality Cherry Cultivation <b>Speaker: Gregory Lang</b> , Professor, Michigan State University Practical insights and scientific guidance on cultivating cherries to meet international quality standards.
<b>12:45-13:30</b>	<b>2<sup>nd</sup> Freskon International Cherry Conference</b> Panel Discussion & Q&A The conference speakers will engage in an open discussion with the audience. Timely questions will be posed by <b>Fotis Karampetsos</b> , journalist at Frootonea magazine, and <b>Christos Katsanos</b> , Food Chain Entrepreneur and Director of Tropos Branding. Audience participation is encouraged.
<b>13:30-14:30</b>	<b>Transparency and conditions of healthy competition in the imports of fresh fruits and vegetables into the country.</b> <b>Speaker: Dionysis Grammatikos</b> , Head of the Directorate of Quality & Food Safety at the Ministry of Rural Development & Food.
<b>17:30</b>	<b>Opening</b> Inauguration ceremony of the FRESKON 2026. The exhibition will be inaugurated by <b>the Deputy Minister of Rural Development and Food, Mr. Giannis Andrianos</b> .

**Friday 24 April 2026**

<b>11:00-12:30</b>	<b>GS1 Association-Greece</b> The Digital Future of Fresh Produce: The New Generation of QR Codes with GS1 Standards <b>Speaker: Manos Papadakis</b> , Senior Executive, Business Standards & Solutions, GS1 Association-Greece
<b>13:00-14:00</b>	<b>Tsichlakidis Group puts it into practice, marking 10 years of partnership and exports with OGL</b> Fresh produce logistics in Greece: a driver of growth. <b>Speaker: Savvas Tsichlakidis</b> , Ceo of Tsichlakidis Group

**Saturday 25 April 2026**

**PARALLEL EVENTS PROGRAM**

<b>10:00-10:30</b>	<b>Workshop on industrial peach</b> Attendance-Registrations
<b>10:30-11:00</b>	<b>Workshop on industrial peach</b> Strengthening Production as a Key Requirement for Maintaining the Leadership of Greek Canned Peaches in International Markets <b>Speaker: Konstantinos Apostolou</b> , President of the Hellenic Association of Cannery (E.K.E.)
<b>11:00-11:30</b>	<b>Workshop on industrial peach</b> Which Actions Will Further Strengthen the Production Base of Industrial Peaches? <b>Speaker: Georgios Nestoropoulos</b> , President of the Agricultural Cooperative Neos Apollon
<b>11.30-12.00</b>	<b>Workshop on industrial peach</b> Discussion-Q&A Open discussion with the audience and the speakers The panel will include the conference speakers, who will respond to current questions posed by <b>Takis Orfanos</b> , Publisher of Frootonea magazine, and <b>Fotis Karampetsos</b> , journalist at Frootonea. Audience participation is welcome during the discussion with questions!
<b>12.00-12.30</b>	<b>Berries Workshop</b> Physiology, Stress, and Profitability in Blueberry Cultivation Systems <b>Speaker: Jorge Pedro Rosa Duarte</b> , CEO of Hortitool Consulting Lda
<b>12.30-13.00</b>	<b>Berries Workshop</b> Genetics in Berries <b>Speaker: Hans Puijk</b> , Owner / Director of Puijk Group
<b>13.00-14.00</b>	<b>Berries Workshop</b> Discussion - Q&A Open discussion with the audience and Speaker: The panel will include the conference speakers, who will be asked questions by <b>Christos Katsanos</b> , Food Chain Entrepreneur and Director of Tropos Branding, and <b>Fotis Karampetsos</b> , journalist at Frootonea magazine. The audience is also invited to participate by asking questions!



UNDER THE AUSPICES

