

PARALLEL EVENTS PROGRAM



Freskon^{10th edition} HELEXPO

INTERNATIONAL TRADE SHOW FOR FRUITS & VEGETABLES

23-25.04 2026

THESSALONIKI
INTERNATIONAL
EXHIBITION & CONGRESS
CENTER, GREECE

Pavilion **13**

freskon-expo.gr

ORGANIZED BY
HELEXPO



ΘΕΣΣΑΛΟΝΙΚΗ 26/4/26
Workshop, συμπόσιου Ροδάκινου

Thursday 23 April 2026

PARALLEL EVENTS PROGRAM

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

Friday 24 April 2026

11:00-12:30	GS1 Association-Greece The Digital Future of Fresh Produce: The New Generation of QR Codes with GS1 Standards Speaker: Manos Papadakis , Senior Executive, Business Standards & Solutions, GS1 Association-Greece
13:00-14:00	Tsichlakidis Group puts it into practice, marking 10 years of partnership and exports with OGL Fresh produce logistics in Greece: a driver of growth. Speaker: Savvas Tsichlakidis , Ceo of Tsichlakidis Group
14:00-16:00	Re-establishment of INCOFRUIT Discussion and promotion of the proposal to re-establish the INCOFRUIT organization.

Saturday 25 April 2026

PARALLEL EVENTS PROGRAM

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



UNDER THE AUSPICES



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