

ARTOZA 2023: The leading b2b show dedicated to Bakery & Pastry industry

ARTOZA is one of the most influencing and innovative trade shows for the bakery and confectionary industry in Greece and the wider Balkan region. The next edition, which will be held on 3-6 March 2023, is expected to be the best so far and a must attend trade show for the industry's key players.

ARTOZA 2023 will feature 200 Greek and international exhibitors, with innovative products and services within four sectors: Gelato, Pastry, Chocolate and Bakery. The exhibitors will present in a total of 25.000 sq.m. all the top solutions in raw materials and ingredients, machinery and equipment, furnishings, packaging.

The aim of the exhibition is once again to present through its exhibitors and parallel events all the new products, innovative equipment, trends, ideas, solutions, that will upgrade the operation of bakeries and pastry shops, the quality of the final product that reaches the consumer but also marketing services and digital tools that will result in the increase of sales and revenue.

An exhibition with an international orientation

One of the strongest and most specialized exhibitions in Greece and one of the most recognized of its kind internationally, ARTOZA is a key commercial meeting point for the professionals of the Balkan region. ARTOZA 2023, wanting to further develop its international character has set in motion a targeted marketing plan in order to attract international visitors as well as exhibitors from all over the world. Furthermore, the organizing company has planned a significant Hosted Buyer Program, in the context of which, 150 key international buyers, will visit ARTOZA and will hold more than 2,000 b2b meetings with the exhibitors.

Important parallel events

The stage of Masterclasses at Hall 2 will host leading bakers and confectioners, who through unique culinary demonstrations, will highlight the entire modern range of products, trends and services, both in terms of creativity and know-how, as well as at the level of organization and upgrading of the business. Also, at the stage of ARTOZA Lab at Hall 2 experienced speakers will focus on topics such as: Effective personnel management, ways to increase sales, expanding customer services, dealing with competition, costing, effective social media promotion, appropriate branding, computerization. Also, as part of the ARTOZA Lab, will be held on Saturday, March 4th, 11:00-15:00 the workshop of the Hellenic Association of Food Scientists & Technologies, on the topic of "Technological approaches to artisan bakery-confectionery". Lastly, on the stage of the ARTOZA Lab in Hall 2, the Panhellenic Latte Art and Ibrik Coffee Championships by SCA Greece will be held on Friday, March 3rd.

The 18th ARTOZA will once again bring together the entire industry and will once again confirm its title as the leading trade show of Artisan Gelato, Pastry and Bakery, with more than 30 years of history.