

## **500 top exhibitors at HORECA 2023**

**The long-awaited and most influential exhibition event in Greece, HORECA, is coming 10-13 February at Metropolitan Expo, to prove once again to be the premium trade meeting for Tourism and Catering professionals.**

The 500 exhibitors of HORECA will welcome for four days, thousands of owners and managers of hotels and tourist accommodation, restaurants, coffee shops, pastry shops and organized retail, who want to invest in upgrading and modernizing their businesses, as well as a multitude of baristas, bartenders, architects, decorators, and f&b managers who want to be informed about the trends. With a range of participations representing all the strategic sectors aimed at the hospitality industry as well as rich and renewed parallel events, HORECA 2023 will be a place of information, inspiration, and development once again.

**You can see all HORECA 2023 exhibitors [here>>](#)**

### **Special events that set trends**

At the same time, responding to the needs of its visitors for knowledge and expertise, it will once again host a series of parallel events this year that are expected to attract the interest of thousands of professionals who want to constantly develop.

- **International Hospitality Forum**

The HORECA exhibition will host on Friday, February 10, the 6th International Hospitality Forum under the seal of the Hellenic Chamber of Hotels. Global hospitality executives will analyze the trends shaping the next day of hospitality and will also highlight sustainability as a driver of tourism development.[>](#)

- **Gastronomy Lab**

Acclaimed chefs of domestic gastronomy as well as big names of the world scene from France, Italy and Spain, will present all the new trends and techniques prevailing worldwide. Also, 4 restaurants from all over Greece will be awarded for their unique culinary concept, as well as their zero waste philosophy.[>](#)

- **Coffee Events**

The Coffee Events stage will host the Panhellenic Coffee Barista Championships, Brewers Cup, Cup Tasters organized by SCA Greece and which give the opportunity to talented and ambitious baristas to win a place at the top.[>](#)

- **HORECA Lab**

Global developments, trends, digital tools, services that form the backbone of the modern way of sales, marketing and organization of businesses in the HoReCa sector, will be presented by hospitality marketing and management experts. >>

### **Panhellenic Cocktail Championships**

The exhibition will once again host the Pan-Hellenic Competitions of Greek Cocktail, Non-Alcohol, Classic Cocktail and Battle of the Bars, by the Bartender Union of Greece, through which the new talents in the high art of cocktails will be highlighted. >>

### **"The Greek hospitality ecosystem" forum**

HORECA is hosting on Sunday, February 12, the forum entitled "The Greek Hospitality Ecosystem" by the Hellenic Business Association (EENE). Successful entrepreneurs from all sectors talk about the Hospitality Economy and how it is a response to the National Challenge we are facing. >>