

SOUVENIR EXPO GREECE

10-14 of January 2024, Athens, Greece

The trade fair that makes memories a business success!

Souvenir Expo Greece, globally the largest exhibition about souvenirs and tourist gifts, will inaugurate the tourist season of the new year, on **10-14 of January 2024**, at **Metropolitan Expo, in Athens, Greece**, gathering the professionals of the sector from every corner of the world.

Bearing a legacy of 40 years, **Souvenir Expo Greece** is the ideal platform that combines innovative expression and creative entrepreneurship, providing the right tools for business growth and networking. Covering all aspects of souvenirs and tourist gifts, with a vast variety of products and services, it is the essential destination for all trade visitors that seek their new suppliers and wish to expand their know-how upgrading their business.

Souvenir Expo Greece comprises three exhibitions that specialise in different product categories, providing a comprehensive view of the market and the world's ongoing and future trends.

Parousies, the main exhibition of the trade fair, dedicated to souvenirs, with its prestige and high quality standards, offers market insight and solutions to all trading needs of retail stores. Laiki Techni and Technima, the other two parallel exhibitions, specialise in artistic handicraft and small scale manufacturing, represented by the largest associations of folk art and souvenirs in Greece, one of the world's leading countries as a tourist destination. These three trade fairs together consist the largest souvenir trade fair in the world under the name of Souvenir Expo Greece and provide an unforgettable experience of high-level entrepreneurship.

All four halls of the exhibition centre are already sold out, rendering **Souvenir Expo Greece** the global event of the year for the industry. Join now the celebration of innovation and creativity along with tradition and offer to yourself a journey full with wonderful memories that provide business success and development.