



**PRESS RELEASE**  
**RESULTS OF "4<sup>TH</sup> MEDITERRANEAN FOOD & DRINKS EXHIBITION 2008"**

The 4<sup>th</sup> Mediterranean Food & Drinks Exhibition which was organized from 14-16 November 2008 at the Cyprus International Fair Grounds ended with great success.

The exhibition accommodated 120 exhibitors, 80 of which were direct participants from abroad mainly from Greece, Italy and Spain and occupied 4.400sq. meters of exhibition space.

The exhibition was visited by 6500 visitors and more than 400 local traders and prominent entrepreneurs of food and drinks sector like owners / managers / beverage managers of hotels, bakeries, restaurants and cafes, pizza enterprises and many other business people from the catering sector, many of whom concluded business deals during the exhibition and others established useful contacts for future reference.

One of the most important aspects of the exhibition was the visit of 50 foreign buyers related to the food and drinks industry from countries like the U.A.E., Egypt, Lebanon, Saudi Arabia, Russia and Sweden, after special invitations extended to them by relevant Authorities. The buyers commented very favorably regarding the size and diversity of the exhibition and of the professional caliber of its exhibitors. They expressed their satisfaction for the overall high standard of the exhibition, many of whom established new relations with interested exhibitors and concluded deals which are expected to materialize in the near future. Moreover they negotiated agency representations with local and foreign producers for importing their products to their countries.

During the exhibition, the Cyprus Chamber of Commerce and Industry, organized with great success pre-arranged meetings PARTENARIAT, between Greek and Cypriot Companies dealing with food and drinks in their respective countries at a well known hotel in the capital, Nicosia.

The 4<sup>th</sup> Mediterranean Food & Drinks Exhibition 2008 was organized in collaboration with the Cyprus Chamber of Commerce and Industry and was placed under the auspices of the Cyprus Ministry of Commerce, Industry and Tourism.

The 5<sup>th</sup> Mediterranean Food & Drinks Exhibition will be held from 13-15 November 2009, and the organizers have already embarked on the organizational procedures and marketing programme in order to give ample time to the decision makers for early planning and budgeting of their participation to the exhibition.