

PRODUCTS AND SERVICES AT THE

<<7th International Med Food & Drinks and Hotel
Equipment Exhibition 2011>>

INDICATIVE CATEGORIES

FOOD & DRINKS:

- Cooking, Bakery and Confectionary products and raw materials
- Meat products
- Poultry
- Processed meats
- Dairy products
- Cheese products
- Ice-cream
- Pastries
- Frozen goods
- Fish and sea products
- Ready and semi-cooked foodstuffs
- Canned Foodstuffs
- Olive oils, olives
- Sauces and soups
- Spices and aromas
- Traditional Cyprus products
- Snacks
- Dry nuts
- Glucose products
- Baby foods
- Hygiene products
- Supermarket products
- Wines
- Beer
- Soft drinks
- Bottled drinks, mineral water, juices etc.
- Alcoholic drinks
- Coffees and Tea
- All other beverages

HOTEL EQUIPMENT & ACCESSORIES:

- Cooking , Bakery and Confectionary machinery and equipment
- Packaging machinery and raw materials
- Refrigerators and deepfreezes
- Purifying water equipment
- Kitchen furniture
- Tableware
- Kitchen utensils
- Bedrooms and bedroom accessories
- Mattresses, pillows and linen
- Furniture indoor and outdoor
- Tents, pergolas
- Carpets
- Lighting equipment
- Sanitary ware and accessories
- General cleaning products and supplies
- Kitchen and restaurant floors
- Electronic equipment
- Pest control services

- Culinary Educational Institutions
- Food and Drink Publications
- Financial Institutions
- Outdoor catering
- Governmental Institutions

7th International Med Food & Drinks and Hotel Equipment Exhibition 2011



exhibition
2011

www.medfood-drinks.com



Med food&drinks&hotels exhibition Med food&drinks&hotels exhibition Med food&drinks&hotels exhibition Med food&drinks&hotels exhibition

ORGANISER


Display Art Plc

GROUP OF COMPANIES

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IN COLLABORATION WITH THE



CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY

UNDER THE AUSPICES OF THE



ΥΠΟΥΡΓΕΙΟΥ ΕΜΠΟΡΙΟΥ,
ΒΙΟΜΗΧΑΝΙΑΣ ΚΑΙ ΤΟΥΡΙΣΜΟΥ



18-20

November 2011

CYPRUS INTERNATIONAL FAIR GROUNDS

NICOSIA - CYPRUS

THE MOST IMPORTANT FOOD & DRINKS AND HOTEL EQUIPMENT EXHIBITION IN CYPRUS

The invitation ...

The organizers, Display Art Group of Companies with their vast experience in organizing Local and International exhibitions hereby invite you to participate in the 7th International Med Food & Drinks and Hotel Equipment Exhibition 2011, the only representative trade exhibition of its kind organized on the island of Cyprus.

Exhibitors from all sectors of the Catering and Hotel Industry will be able to exhibit their products and services at the most modern and up-to-date Exhibition Grounds in Nicosia using State of the Art stand construction materials and equipment adapted to the needs and requirements of the exhibitors.

Your positive response to our invitation will open new horizons for your enterprise. It will generate a new momentum in your commercial activities and will create numerous opportunities for cooperation and development of your business with new partners in the industry both in Cyprus and the countries of the Mediterranean region.

APPLY NOW!
www.medfood-drinks.com

THIS EXHIBITION IS A MUST FOR YOU!

Exhibitors!

Take this opportunity offered by the European perspective and meet your targets! Book your stand now and consider carefully the following marketing dynamics:

- Gain new agents and distributors.
- Develop alliances with local and foreign exhibitors.
- Come face to face with professional commercial visitors and the consumers.
- Promote product labeling opportunities.
- Enhance Product promotion in the Region.
- Be briefed on new technological achievements.

STATISTICS OF THE 6th MEDITERRANEAN FOOD & DRINKS AND HOTEL EQUIPMENT 2010

Area covered	3500 sq.m.
Exhibitors	60 Companies
Exhibitors	3 Days
Visitors	4000
Trade visitors	450 (20 from overseas)
Events	Events for tasting of various food and drinks at the exhibitors stands, wine tasting from the stands of the most famous wineries of Cyprus

... For the entrepreneur of Hotel Equipment and Accessories:

The rapid development of tourism in Cyprus and the inflow of 2 million tourists each year creates the need for continuous refurbishing of the existing Hotels and the construction of new ones in order for Cyprus to respond to the increase demand in accommodation services.

The exhibition will serve as a platform for the hoteliers to be briefed of new products and become aware of the tendencies of the contemporary Hotel industry as it is applied today in the most developed countries with advanced tourist industry.

Entrepreneurs who are involved in the Hotel Equipment and Accessories sector, must take advantage of this opportunity and participate in the exhibition which will bring them face to face with local and foreign commercial visitors to whom special invitations will be extended by the organizers and other relevant authorities to visit the exhibition.

The following figures are of special interest for the Tourist Product of Cyprus

* No. Hotels	225
* Hotel Apartment units	209
* Other accommodation units	416
* Total no. of Beds	90398
* Catering establishments (restaurants, taverns etc)	3298
* Tourist arrivals 2008	1.810.000
* (CTO Statistics 2008-2009)	



• WINE THEATRE

During wine tasting oenologists will explain various types of wines to the visitors and will give information about their characteristics and taste peculiarities, storage and serving proposals.

• TASTES

The exhibition is an excellent food and drink fiesta. The visitors will have the opportunity to taste the food products of the exhibitors and experience the various qualities of wines and other drinks on Show.

• LECTURES

Various lectures will be organized during the exhibition referring to relevant subjects of interest.

A DYNAMIC ADVERTISING CAMPAIGN

The advertising campaign for the exhibition will include:

- The deployment of all means of mass media both in Cyprus and abroad.
- A well prepared promotional programme with special articles, press conferences, interviews etc.
- Promotion of the exhibition on the web site.
- Direct mail invitations to hoteliers, restaurant owners, chefs, confectioners, bakers, club owners, food and drink producers, and all the other outlets involved in the catering industry.



Book a place at the most important international trade event of its kind in Cyprus!



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For Information:

DisplayArt

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OPENING HOURS:

18 November 18:00-22:00
19 November 15:00-22:00
20 November 15:00-22:00