

Press Release

The 5th Mediterranean Food & Drinks and Hotel Equipment Exhibition 2009 which was held at the Cyprus International Fair Grounds of Nicosia from 13-15 November 2009, ended with great success.

The exhibition was organized by Display Art Plc in collaboration with the Cyprus Chamber of Commerce and Industry and under the auspices of the Cyprus Ministry of Commerce, Industry and Tourism.

The exhibition was inaugurated by the Minister of Commerce, Industry and Tourism, Mr. Antonis Paschalides, on Friday 13 November 2009 in the presence of foreign Ambassadors, Commercial Counselors, Officials of the Ministry and of the Chamber of Commerce and Industry, foreign buyers, exhibitors, journalists and many others.

The exhibition was visited by more than 4000 people from all the regions of Cyprus including many businessmen and professionals from the food-drinks and hotel sectors who expressed their complete satisfaction for the variety and diversity of the exhibits that were displayed at the exhibition.

The number of participants at the exhibition was over 60 and the total area occupied by the exhibitors as a whole reached 3400sq.m.

Noteworthy, was this year's presence of four new countries, namely Austria, Romania, Hungary and Ireland, with information stands as well as product displays from their respective food and drinks and hotel sectors.

During the exhibition the "Business Like" environment was paramount throughout the duration of the exhibition as this was highlighted by many exhibitors who had interest contacts and negotiations with commercial visitors and professionals who visited the exhibition.

The introduction of an entrance fee to the exhibition this year, encouraged more professionals to visit the exhibition, at this measure discouraged many youngsters and others with no relevant commercial interest from visiting the exhibition and created the right business environment for easy contacts and negotiations.

It is expected that within the next six months many orders will materialize as a result of these negotiations.

It is noteworthy to mention that more than 20 foreign buyers who are actively involved in the food and drinks and hotel sectors, mainly from countries of the UAE and Lebanon, had very useful contacts with exhibitors for immediate and future co-operation. The exhibition was also visited by journalists from Greece and Lebanon.

The 6th Mediterranean Food & Drinks and Hotel Equipment Exhibition is programmed to be held from 19-21 November 2010.