



FOOD

FOR SUCCESS

CONFERENCE 2014

HELEXPO PALACE
Conferences Center

26.06
2014

www.palladianconferences.gr



THE CONFERENCE

PALLADIAN CONFERENCES is organizing **FOOD FOR SUCCESS CONFERENCE** which will be held on **Tuesday, 1 July** at **Helexpo Conferences Center, in Marousi.**

The **FOOD FOR SUCCESS CONFERENCE** will address all the relevant issues concerning the present and future of the food and beverage industry, in an environment that is rapidly changing. Executives of the public and private sector and experts from the fields of production and distribution will discuss their views on the developments triggered by the economic recession, the regulatory provisions, as well as on the opportunities and challenges on this field. The conference will focus on the opportunities and challenges arising in this field, technology and service providers, and on the satellite industry.

The food and beverage industry, a dynamic and highly extrovert industry, is firmly focused, over the recent years, on developments related to eating habits, nutritional risks and consumer standards, having as a strategic objective

to offer products that meet contemporary requirements for healthy eating and safety. Especially amidst recession, the contribution of the sector to the country's exports, i.e. €3 billion in 2012, and employment, 350,000 direct or indirect employees, is substantial and creates even greater expectations, due to the joint efforts made in the fields of gastronomic tourism and "Made in Greece".

At the conference, issues of interest for all of those involved in the different stages of food production and distribution to the final consumer will be presented. It will cover a wide range of issues starting from the supply of raw materials, design and food production, storage and distribution, marketing, quality control, sanitary conditions assurance in all procedures, training of the employees, to product placement on the shelf.



TOPICS

PANEL #1

TRENDS AND CHALLENGES IN THE FOOD AND BEVERAGE INDUSTRY

- ❖ Where is the global food industry heading?
- ❖ Financial and economic crisis in the F&B industry - "*Defeating the Beast*"
- ❖ Competitiveness in the F&B industry
- ❖ Branded vs. private label products

PANEL #2

INTERNATIONAL TRADE: SET THE TARGET AND GET TO THE MARKET

- ❖ Choosing the retail partners - What counts more?
- ❖ Credit insurance
- ❖ Food safety and consumer trust
- ❖ Better targeted brands, faster to the market
- ❖ Cut costs and sell more

PANEL #3

MARKETING: HOW TO FACE THE NEW CONSUMER REALITY

- ❖ The science of decoding consumer behavior
- ❖ Latest shopper attitudes - from economy to health
- ❖ Social media: Creating new consumers or vice versa?

PANEL #4

INNOVATION AND TECHNOLOGY: DRIVERS FOR SUCCESSFUL COMPANIES

- ❖ Innovation: luxury or a key element of growth?
- ❖ Creating added value. Development of new, innovative and pioneering products (Case Studies)
- ❖ The intelligent supply chain
- ❖ The super market and retail store of the future



THE AUDIENCE

- Government representatives
- Representatives of institutional bodies
- Executives of companies operating in the Greek market and abroad throughout the range of production and distribution of the F&B industry
- Academics, scientists, experts
- IT Professionals
- Bank and factoring executives responsible for exports
- Executives of the insurance sector
- Executives of freight and logistics companies
- Supply chain management executives
- Executives commercial vehicles' companies
- Information bank executives
- Executives of international fair trades
- Airline and travel agency executives
- Consulting companies
- Law firms
- Standardization - certification - quality control - traceability (procedures, supply, barcode, RFID) companies
- Companies that provide production quality assurance systems, digital equipment suppliers, factories' equipment companies, raw material and fleet vehicles' suppliers
- Communication and marketing companies, web and mobility marketing - social media
- Graphic art and packaging companies
- Members of Chambers and Associations

THE ORGANIZER

PALLADIAN CONFERENCES is a partnership between **PALLADIAN COMMUNICATION SPECIALISTS (www.palladian.gr)** and **Gregorios Leonidis**. The purpose of this cooperation is, exclusively, the activation in the field of business conferences and exhibitions.

PALLADIAN offers integrated strategic communication services and is specialized in Public Relations, Media relations and Crisis Management. It is a member of the **Hellenic Management Association**, accredited with standards **ISO 9001** and **ELOT 1435**. The company was founded early in 2001 by **George Liberis** who has many years of experience in sales, marketing and public relations.

Gregory Leonidis is a management executive with many years of experience in the field of marketing, communications and conferences. In the past, he has worked in the companies Siemens, EADS, Vardinogiannis Group of Companies, Papastratos-Philip Morris Intl., the Hellenic Broadcasting Corporation and others.

PALLADIAN'S CUSTOMERS



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SPONSORSHIP PROGRAM

PLATINUM SPONSOR (€20.000 + VAT)

BENEFITS:

- ❖ An executive of the sponsor shall deliver a 15-minute speech to attendees and participate as a member in a discussion panel of his/her interest.
- ❖ The sponsor may organize a 30-minute workshop.
- ❖ Installation of an exhibition (size 3m x 3m) at the conference's lobby.
- ❖ The company's logo shall be displayed on the central stage and included in the conference's advertising material, i.e newspaper and magazine ads, digital and Social Media banners, invitations and newsletters.
- ❖ A brief company profile up to 350 words shall be included in the conference's book that will be handed-out to all delegates along with the relevant advertising/informative material.
- ❖ The sponsor may invite 30 associates to attend the conference without any surcharge. At the end of the conference, the sponsor shall receive a detailed report on the conclusions deriving from the discussions and the participants' interventions.

GOLD SPONSOR (€15.000 + VAT)

BENEFITS:

- ❖ An executive of the sponsor shall deliver a 15-minute speech to attendees and participate as a member in a discussion panel of his/her interest.
- ❖ Installation of an exhibition (size 3m x 3m) at the conference's lobby.
- ❖ The company's logo shall be displayed on the central stage and in the conference's advertising material including newspaper and magazine ads, digital and Social Media banners, invitations and newsletters.
- ❖ A brief company profile up to 280 words shall be included in the conference's book handed-out to all delegates along with the relevant advertising/informative material.
- ❖ The sponsor may invite 20 associates to attend the conference without any surcharge. At the end of the conference, the sponsor shall receive a detailed report on the conclusions deriving from the discussions and the participants' interventions.

PANEL SPONSOR (€12.000 + VAT)

BENEFITS:

- ❖ An executive of the sponsor shall deliver a 10-minute speech to attendees
- ❖ Installation of an exhibition booth (size 3m x 3m) at the conference's lobby.
- ❖ The company's logo shall be displayed on the central stage and included in the conference's advertising material including newspaper and magazine ads, digital and Social Media banners, invitations and newsletters.
- ❖ A brief company profile up to 170 words shall be included in the conference's book that will be handed-out to all delegates along with the relevant advertising/informative material.
- ❖ The sponsor may invite 15 associates to attend the conference without any surcharge. At the end of the conference, the sponsor shall receive a detailed report on the conclusions deriving from the discussions and the participants' interventions.

SILVER SPONSOR (€8.000 + VAT)

BENEFITS:

- ❖ An executive of the sponsor shall participate in a discussion panel.
- ❖ Installation of an exhibition booth (size 2m x 2m) at the conference's lobby.
- ❖ The company's logo shall be displayed on the central stage and included in the conference's advertising material including newspaper and magazine ads, digital and Social Media banners, invitations and newsletters.
- ❖ A brief company profile up to 170 words shall be included in the conference's book that will be handed-out to all delegates along with the relevant advertising/informative material.
- ❖ The sponsor may invite 10 associates to attend the conference without any surcharge. At the end of the conference, the sponsor shall receive a detailed report on the conclusions deriving from the discussions and the participants' interventions.

BRONZE SPONSOR (€5.000 + VAT)

BENEFITS:

- ❖ A table in the conference's lobby where a sponsor's associate may hand-out informative material.
- ❖ The company's logo shall be displayed on the central stage and included in the conference's advertising material including newspaper and magazine ads, digital and Social Media banners, invitations and newsletters.
- ❖ A brief company profile up to 170 words shall be included in the conference's book that will be handed-out to all delegates along with the relevant advertising/informative material.
- ❖ The sponsor may invite 8 associates to attend the conference without any surcharge. At the end of the conference, the sponsor shall receive a detailed report on the conclusions deriving from the discussions and the participants' interventions.

DISTINGUISHED COMPANY PARTICIPATION (€3.000 + VAT)

BENEFITS:

- ❖ The company's logo shall be displayed on the central stage and included in the conference's advertising material including newspaper and magazine ads, digital and Social Media banners, invitations and newsletters.
- ❖ A brief company profile up to 150 words shall be included in the conference's book that will be handed-out to all delegates along with the relevant advertising/informative material.
- ❖ The sponsor may invite 5 associates to attend the conference without any surcharge. At the end of the conference, the sponsor shall receive a detailed report on the conclusions deriving from the discussions and the participants' interventions.

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BASIC PARTICIPATION FOR COMPANIES (€1.500 + VAT)

BENEFITS:

- ❖ The company's logo shall be displayed on the central stage and included in the conference's advertising material including newspaper and magazine ads, digital and Social Media banners, invitations and newsletters.
- ❖ The sponsor may invite 3 associates to attend the conference without any surcharge. At the end of the conference, the sponsor shall receive a detailed report on the conclusions deriving from the discussions and the participants' interventions.



PARTICIPATION FEE

INDIVIDUALS' PARTICIPATION (€100, VAT included)

INCLUDES:

- ❖ • Attendance of the conference, briefing on conclusions and lunch.



CONTACT

For sponsorships and information about the conference program please contact:

Gregorios Leonidis

MANAGING PARTNER

Tel.: 210-3392321

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SALES DIRECTOR

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CONFERENCES MANAGER

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For information about auspices and publicity sponsors, please contact:

Evi Tsouraki

ACCOUNT DIRECTOR

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For information on the registration procedure, please contact:

Christina Dritsa

ACCOUNT EXECUTIVE

Tel.: 210-3392321

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INDIVIDUALS' PARTICIPATION:

To register, please fill-in the following personal data and send to:

conferences@palladian.gr

or fax to: **210 3392323 attention of Ms. Dritsa**

PARTICIPANTS' PERSONAL DATA

1. Full name: Position:
Tel.: Email:
2. Full name: Position:
Tel.: Email:
3. Full name: Position:
Tel.: Email:
4. Full name: Position:
Tel.: Email:
5. Full name: Position:
Tel.: Email:

COMPANY DATA (FOR INVOICING)

Company name: Address:

City: Postcode: Country:

Tel.: Fax:

TRN: Tax office:

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PAYMENT METHOD:

I shall deposit the sum of €..... , which corresponds to the participation fee at your bank account:

PIRAEUS BANK

Account number: 6550 - 101230 – 629

IBAN: GR34 0171 5500 0065 5010 1230 629

*Please fax the **deposit slip**, (which must clearly state your name) to the conference secretariat, **tel.: 210-3392323***

DATA OF PERSON RESPONSIBLE FOR PAYMENT:

Full name: Position:

Tel.: Email:

CANCELATION POLICY

- Participation fees shall be paid in advance
- Full refund in the case of a timely participation cancelation four (4) days in advance.
- In the case of non-attendance or cancelation two (2) days before the conference, the participation fee is non-refundable

For more information or clarifications, please contact:

Christina Dritsa

ACCOUNT EXECUTIVE

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