

summary report



38th

thessaloniki
international

fair
HELEXPO
1978

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THESSALONIKI INTERNATIONAL FAIR
OFFICE FOR THE PARTICIPATION
PRESS SECTION

SUMMARY REPORT ON THE
38TH EVENT OF THE THESSALONIKI
INTERNATIONAL FAIR
(September 2 - 23, 1973)

THESSALONIKI 1973

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SUMMARY REPORT ON THE 38th EVENT 1973

The 38th event of the TIF (September 2 - 23, 1973), regarded from different viewpoints, constitutes an important stage in the history of the Fair and also a good indicator for the future course of the institution itself. Every field of activity — participation, space coverage, attendance — noted significant success. However, these findings, strongly influenced by two basic factors, have to be placed on a secondary level; and these factors are the following:

- a) the unprecedented commercial success,
- b) the operation of the special Showroom of the Greek Industry within the Trade Center Building.

Commercial transactions of U.S. \$ 60,000,000

The field of commercial transactions in the 38th event of the TIF made a great jump. According to estimates, transactions reached the value of US \$ 60.000.000 i.e. a figure 50% higher than the previous event (US \$ 40.000.000). The importance of this figure is seen when taking into consideration that during the 35th event, 1970, commercial transactions rose to US \$ 20.000.000 in 1968 to US \$ 10.000.000 and, in 1967 — 32nd event — to US \$ 7.000.000.

The vast increase in the Fair's commercial activity within the last six years, proves the successful and systematic endeavours made towards the commercialization of the TIF and also gives an idea of the Fair's significant rôle as an

important international Market and a unique economic activity through the country.

The less obvious points of the Fair's rôle, as a promising forum of great economic contact and also as a channel of technological knowledge and evolution, do not lack importance. However, the influential factors of the increased commercial activity call for the further examination of the whole event.

One possible classification of the Fair's commercial activity can be as follows:

- a) sales of foreign products to foreign buyers,
- b) sales of foreign products to Greek buyers,
- c) sales of Greek products to foreign buyers,
- d) sales of Greek products to Greek buyers.

The proportional evaluation of the above figures leads to the conclusion that the Fair does constitute an international Market place.

By these means, the 38th event of the Thessaloniki International Fair presented the following satisfactory results:

- Interest shown to foreign products from foreign buyers, specifically from the Middle East countries. This constitutes an interesting indication with respect to Fair's potentialities as a forum connecting European trade with countries belonging to the south-eastern Mediterranean basin.
- Sales of foreign products to Greek buyers reached high levels, especially with regard to machinery, mechanical equipment, and, in general, products not manufactured in Greece. This can not characterize the Fair, of course, as an «import» activity — a feature applied in the past — but indicates the existence of certain requirements still necessary to the Greek industrial mechanism.

- Greek sales to foreign buyers reached significantly high volumes and covered all fields of production. This, undoubtedly, outlines one of the most positive advances attained by the TIF and also reflects the respective progress of the Greek economy.
- Greek sales to Greek buyers record also very high levels. Specifically they referred to every branch of activity, the main interest being shown to industrial products which, thanks to the relevant development of the Greek Industry, are beginning to substitute foreign imported ones.

The rôle of the Industrial Showroom

Among the satisfactory advancements, described above, it must be noted the particular contribution of the specific Greek Industrial Showroom which operated within the grounds of the Trade Center Building. A number of 119 exhibitors, also participants in the 38th event of the TIF, displayed a sample variety of their achievements. An Information Bureau, located in the Trade Center, facilitated trade contacts among the exhibitors and the Greek and foreign interested buyers. The industrial Showroom attracted the strong interest of quite a large number of visitors.

The exhibited items were subject to commercial transactions to the value of US \$ 3.500.000. The organizing experience gained was quite valuable to the TIF while the results derived therefrom were most encouraging in terms of the Fair's capabilities and the export potentialities of Greek Industry as well. Based on those data the TIF, which always aims at higher targets, is willing to direct a great part of its efforts on a broader organization of the Industrial Showroom for the next event.

A detailed analysis of participation proves this well orientated tendency, as follows:

- Further increase was noted in the field of Greek participation which rose to 852 exhibitors, as against 840 at last year's event. The steadily increasing rate of Greek participation within the last few years (1968: 639, 1969: 706, 1970: 720, 1971: 802, 1972: 840) parallel to the well balanced ratio of volume to quality, contributes to attaining gradually the right balance between Greek and foreign exhibits as well as the relevant balance between imports and exports. These achievements, of course, come from the respective developments in the Greek economy. The manufacturing sector focused, again, the main interest, without, of course, devaluing the most important field of agriculture.
- The number of exhibitors through the State Pavilions was decreased by 52, as compared with the previous event (1972: 542, 1970: 490). This decrease, however, is relatively small, compared with the past two events (1972: 542, 1971: 766 i.e. - 224). This decreasing tendency on the part of foreign participation through official State Pavilions, can be well understood by considering the following two factors:

First, it reflects the tendency towards private participation amongst International Fairs. National representation is being effected by means of official participation of the respective countries, while exhibitors themselves would rather be based on the good relationship with their Greek agents and participate through them.

It is a characteristic fact, however, that, during the last five years, the number of state participations has remained

steadily on almost the same level. (1969: 19 countries, 1970: 20 countries, 1971: 22 countries, 1972: 20 countries, 1973: 19 countries, as against 15 countries participating officially in 1968).

- Secondly, the importance of figures lies in the size and quality of each unit-participant. The same rule applies to countries of unofficial participation despite their yearly changes in number.
- The number of foreign exhibitors participating through Greek agents showed a decrease (1972: 1,552, 1973: 1,508). However, the number of such participants was higher compared with those of the 36th event (1971: 1,474, 1973: 1,508).

From further analysis of foreign private participation, the following results can be seen:

- a) Increase in the number of exhibitors, participating through Greek agents, from countries of official participation (1972: 1,084, 1973: 1,185).
- b) Decrease in the number of exhibitors, participating through Greek agents, from countries of unofficial participation (1972: 417, 1973: 323).

Given the ideal combination of size and quality, these slight differences are insignificant compared with the excellent commercial results of the Thessaloniki International Fair.

STATE PARTICIPATION IN THE 38th EVENT OF THE THESSALONIKI INTERNATIONAL FAIR

- a) Official: Nineteen (19) countries participated officially in the 38th event, as follows: 1) Albania, 2) Austria, 3) Belgium, 4) Bulgaria, 5) Cyprus, 6) Czechoslovakia, 7) Federal Republic of Germany, 8) France,

9) Hungary, 10) Israel, 11) Italy, 12) Japan, 13) Netherlands, 14) Poland, 15) Republic of South Africa, 16) Romania, 17) USA, 18) USSR, and 19) Yugoslavia.

- b) Unofficial: The unofficial participants (private enterprises through the medium of Greek agents) came from the following thirteen (13) countries: 1) Australia, 2) Brazil, 3) Canada, 4) Denmark, 5) Finland, 6) German Democratic Republic, 7) Great Britain, 8) Norway, 9) Portugal, 10) Spain, 11) Sweden, 12) Switzerland, and 13) Turkey.

Thus the total number of the countries - participants in the 38th event of the TIF, including Greece, rose to 33. The tables given in the Appendix outline in detail the participation figures in this 38th Fair.

SPACE COVERED, ATTENDANCE, etc.

All space available was fully covered during the 38th event of the TIF. The total area utilized occupied 83,792 sq. m. against 83,450 sq.m. in the 37th event. Of that area, 64,887 sq.m. were covered by private participation (against 66,196 sq.m.) while 18,905 sq.m. (against 17,254 sq.m.) were occupied by state participation. The increase in the area utilized by state participation, despite the decrease, first, in state participation itself (1972: 20 countries, 1973: 19 countries), and, secondly, in the number of exhibitors through state Pavilions (1972: 542, 1973: 490) makes more evident the Fair's improvement during the 38th event. A major contributor to this was the new Building A, nearby the Trade Center, which designed by the Technical Department of the TIF, constitutes an effective result derived

from long experience in terms of architecture, appearance and general functioning.

Attendance was significantly increased over last year's. It should also be noted that, for a long time, the number of visitors to the Fair has exceeded 1.500.000 per year. Apart from the numerical increase, the qualitative improvement has to be considered as a most critical one; in other words, a great part of visitors was concerned with specific trade interests.

Visits and Publicity

A significant number of Greek and foreign personalities honoured the Fair either at the opening ceremony or during the Fair. The officials from Greece, who attended the inauguration ceremony, on Saturday evening September 1st, were greek government representatives; also the chief commanders of the Army, Navy and Air Forces, the leaders of the Gendarmery and Police, as well as representatives of local authorities, Universities, economic Organizations and others.

From the Diplomatic Corps the Fair was honoured by visits from the following Ambassadors: Mr. Nicos Kranidiotis: Cyprus; Mr. Dragomir Vucinic: Yugoslavia; Mr. Mesfin Abebe: Ethiopia; Mr. Paul Richard Lindhorst: Republic of South Africa; Dr. Rudolf Cvik: Czechoslovakia; Mr. Lubomir Popov: Bulgaria; Mr. Francis Barrington Hall: Australia; Mr. Chou-Po-Ping: China: also the Chargé d'affaires at the Netherlands Embassy to Athens: Mr. R. Pesch; also the counselors at the Embassies to Athens of Belgium (Mr. Balder Posthuma), Spain (Mr. Jose Fierra), Italy (Mr. Paolo Ianni), Albania (Mr. Meleq Babani), Republic of Zaire (Mr. Mondonga Kwa-

kobe), Bulgaria (Mr. Sevdal Sevdalov), Austria (Dr. Franz Pernegger), France (Mr. Jean Allegre), Romania (Mr. Marcel Antonescu), Great Britain (Mr. A.E. Donald), Hungary (Mr. Istvan Kovacs), Czechoslovakia (Messrs. F. Pizinger and Otakar Viktora), Romania (Mr. Tudor Pop), Israel (Mr. Isaac Azouri), Netherlands (Mr. Veltsos), Yugoslavia (Mr. Jerevic); also the representative at the Athens Embassy of USSR Mr. Vladislav Nazarov; the Commercial Attaché at the Athens Embassies of Albania (Mr. Brumbulli), Switzerland (Mrs. Sophie), USA (Mr. Norman Bouton), Austria (Mr. Wilhelm Galathovics); also the first Secretary at the Canadian Embassy to Athens: Mr. Gagosz; the Secretary at the Embassy of the Republic of South Africa: Mr. A. J. Van Zyl; the Consuls General of Yugoslavia (Mr. Aleksandar Manetovic), USA (Mr. Edward Brennan), France (Mr. André Houdart), Italy (Dr. d'Erman Mario), Turkey (Mr. Yavuz Aktulga); also the Consuls of Yugoslavia (Messrs. Veno Trenevski and Aleksandar Nolic), USA (Messrs. Richard Jackson, Roger Long and Ronald Stuart), Great Britain (Mr. Michael Ward) as well as many other important personalities.

During the Fair visits were paid by the following personalities:

- The Minister of Foreign Trade of Poland: Mr. Tadeousj Olekowski,
- The Undersecretary of Foreign Trade of Bulgaria: Mr. K. Kosmov,
- The Undersecretary of Foreign Trade of Hungary: Mr. Peter Veres.

The Ambassadors

Mr. H. Tasca (USA); Mr. Ejov (USSR); Mr. Chou-

Po-Ping (China), Mr. R. Cvik (Czechoslovakia), Mr. S. Dobrowolski (Poland), Mr. Barkman (Netherlands), Mr. S. Koller (Austria), Mr. L. Popov (Bulgaria), Mr. D. Oncken (Federal Republic of Germany), Mr. Kranidiotis (Cyprus); also the Chargé d'affaires at the Athens Embassy of Hungary: Mr. S. Pamuk, the Counselor at the Athens Czechoslovakian Embassy: Mr. V. Pizinger, the commercial counselors at the Embassy of the People's Republic of China (Mr. Ping Chien), Austria (Mr. F. Draszczyk), Bulgaria (Mr. S. Sevdalov), Hungary (Mr. I. Kovacs), Federal Republic of Germany (Mr. Scholtyssek), Albania (Mr. D. Brumbulli); also the Attaché at the Athens Legation of Israel: Mr. T. Kitron, and, Messrs. E. Gourov — head of the USSR trade mission to Athens — Mr. O. Viktora — chief of the Trade Department at the Athens Czechoslovakian Embassy — Mr. Pizinger — first Secretary at the Czechoslovakian Embassy — Mr. W. Galathovics — Commercial Attaché at the Austrian Embassy — Mr. Ch. Kolev — advisor at the Bulgarian Embassy — Mr. P. Evtimov — first Secretary at the Bulgarian Embassy — Mr. Djambazov — head of the Bulgarian Ministry of Foreign Trade —, Mr. I. Kemeny, Commercial Secretary at the Hungarian Embassy — Mr. A. Csernok — Vice - President of the National Bank of Hungary — Messrs. Peter Balazs and S. Csokona — Directors at the Hungarian Ministry of Foreign Trade, Mr. Schmidt — Representative of the Ministry of Finance of the Federal Republic of Germany, Mr. Weinwurm — delegate of the Hellenic-German Chamber of Commerce, Mr. Wetzke — acting representative of the Ministry of Finance of the Federal Republic of Germany, Mr. P. Kärkkäinen — first Secretary at the Embassy of Finland to Athens, Mr. Aldo Dinno-

cenzo — financial attaché at the Embassy of Italy to Athens, Mr. I. Carali — first Secretary on matters of economy at the Romanian Embassy to Athens; also the Consuls General to Thessaloniki of Austria (Mr. I. Koufas), Federal Republic of Germany (Von Hassel), Yugoslavia (Mr. A. Manetovic), Italy (Mr. d'Erman Mario), USA (Mr. Brennan); also the honorary consul of the Republic of South Africa: Mr. G. Grigoriadis, the Director of the Israeli Enterprise on Trade Fairs: Mr. A. Yonai, as well as Messrs. J. Geronimi: assistant Manager of C.P.F.M.E.E. and Delaunoy: head of the Greek Office C.F.C.E., from France, and many others.

Apart from the official visitors, the TIF received numerous representatives, from different countries, authorized for trade discussion and agreements. Specifically, the Industrial Showroom, located in the Trade Center Building, accepted commercial visitors from Greece and the following countries: Cyprus, Netherlands, Finland, Italy, Republic of South Africa, Great Britain, Syrian Arab Republic, France, Federal Republic of Germany, Lebanon, Austria, Jordan, Republic of Zaire, Yugoslavia, Sweden, USA.

Two teams of journalists representing outstanding press media from 16 countries, as well as some from Greece and Cyprus, visited the Fair as official guests of the Organization. The first team included Messrs. Luis Blanco Vila of «YA» (Madrid), Mr. Ar. Konstantinidis of «MACHI» (Nicosia), Mr. W. L. Luetkens of the London Financial Times, Mr. J. J. L. Verwey of «De Telegraaf» (Amsterdam), Mr. David Landau «Jerusalem Post» (Jerusalem), Mr. Rizkallah Tabbach «Le Commerce du Levant» (Beirut), and, Mr. Mahdi Benouna — Presi-

dent, General Director of the semi-official News Agency of Maroc «MAP».

The second team included Messrs. Nikolaus Gerstmaier of the «Trend» Journal (Vienna), Amaury de Chauvac of «Valeurs Actuelles» (Paris), Katja von Nagy of «Welt am Sonntag» (Hamburg), Walter Gleiss, Athens Representative of German and Austrian newspapers, Stefan Hofman of «Privredni Pregled» (Belgrade), Flemming H. Thim of «Börsen» (Copenhagen), Elia Saarinen of «Kotiliesi» Journal (Helsinki), Nabil Sabbagh of «Ahram» (Cairo), Mohamed el Khatib of the Syrian Radio Broadcasting (Damascus), Sadok Ben Mami of «Action» (Tynis), and, Eugenio Palmieri of «Sole 24 Ore» (Milan). The journalists from Cyprus were Messrs. Philippos Stylianou of «ETHNIKI», Eleftherios Sotiriou of «ELEFThERIA» and Spiros Kettiros of «AGON». The journalists from Athens were Messrs. George Tsapogas of «EKO-NOMIKOS TACHIDROMOS», Paschalis Tsampasis of «NAFTEMPORIKI» and Basil Danos of «EXPRESS».

The 38th event of the TIF was also visited by Messrs. Winkelman: editor of London fur magazines, Henry Sacquet: President of the International Federation of Chief Editors (Paris), Petros Lazaridis of the Press and Information General Secretariat, also reported to «Agence Economique et Financiere», and, Rista Popovski of the Yugoslavian Television Broadcasting.

Artistic Activities

Within the framework of the 38th event of the Thessaloniki International Fair, the following artistic activities were successfully organized:

— the Musical Week of New Artists,

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- the 12th Greek Song Festival,
- the 14th Greek Film Festival,
- the 2nd International Film Festival.

These events do not influence or alter the economic features of the Thessaloniki International Fair at all but, although concerned with different fields of activity, they greatly contribute to the development of promising commercial sectors and to the attainment of artistic and cultural targets.

Services for the TIF visitors

Despite the vast number of visitors to the 38th Fair no problems arose whatsoever in terms of service or facilities. Contributors to the creation of such perfect conditions were the efficient organization and satisfactory operation of the TIF's Accomodation Bureau, in close cooperation with the Tourist Police of Thessaloniki and the increased hotel potential of the town.

GREEK PARTICIPATION

Greek production made quite a successful, impressive and representative appearance in the 38th Thessaloniki International Fair. Apart from numerical superiority over all previous events, there was substantial improvement in presentation thanks to the following:

- The operation of a special Showroom of the Greek Industry with 119 exhibitors.
- The operation of the Pavilion of Greek Manufacture, both far larger and far better than previously. 460 manufacturing units participated in this Pavilion together

with 36 handicrafts, appearing in the Fair for the first time.

- The collective participation of 15 weaving and spinning industries in a specific Pavilion.

This type of organization made possible both collective and individual demonstration of Greek products and contributed greatly to its successful commercial outcome.

The impressive participation of the outstanding Organizations as well as the majority of the Greek Banks also contributed to the effective presentation of Greek production. A specific analysis of Greek participation gives the following figures:

A. Industry:	248
B. Manufacture:	578
C. Organizations, Banks, etc.:	26
Total:	852

DESCRIPTION OF PARTICIPATION

The growth and representative features of Greek participation during the 38th event of the Thessaloniki International Fair, underlined the Fair's rôle as a means of national and economic activity. The perfect organizing of each Greek participant, the inventive ability to develop the area of exhibits, the selective capacity to indicate creative and substantial ideas as well as their proper evaluation, contributed greatly to the success. Despite the variety of targets and solutions the Greek participation created an harmonic integration and gave measure of the intensive and creative Greek presence within the modern world.

Under these circumstances, although lacking importance in terms of direct economic results, the Pavilion of the

Protection of Natural Environment, organized by the District Government for Central and Western Macedonia, made a most valuable contribution. The Pavilion recalled the importance of natural environment as the basis for economic values and also stressed the fact that the destruction of the primary resources of production undermines man's perspectives for any further productive activity. The Pavilion of the environmental protection was proof of the Greek readiness to confront the existing and forthcoming problems.

The undiminished importance of agriculture to the Greek economy and the significant contribution of the Greek farmer toward the development of agriculture were expressively projected through the Pavilion of PASEGES (Panhellenic Confederation of Unions of Agricultural Cooperatives). This was one of the most characteristic features of the 38th event and gave a realistic picture of the activity of the country's agricultural cooperative unions by presenting the achievements of the collective work together with the new methods used by 3,5 million farmer cooperative members. The fundamental characteristic of their activity is the creation of manufacturing and processing units for agricultural, stock-breeding and forestry products, as well as the construction of canneries, up-to-date stock-breeding and poultry farms, etc. The results of the above activities were successfully presented through the Pavilion of PASEGES.

Specific products of the agricultural sector were expressively projected in the respective Pavilions of the NATIONAL TOBACCO BOARD, the HELLENIC COTTON BOARD, the CENTRAL CURRANT OFFICE, and, the HELLENIC SUGAR INDUSTRY which latter covers the productive procedure in the primary and secondary sectors.

The successful projection of tobacco as a national product in the Pavilion of the National Tobacco Board gave a realistic picture of the productive and qualitative improvements attained within the last few years thanks to which Greek tobacco now ranks first in terms of quality the world over.

Tobacco is the primary export product of the country by yielding an annual inflow of US \$ 100.000.000.

The «white gold» of Greece: cotton, the product of the toil of Greek farmer and Greek land, was successfully projected in the respective Pavilion of the HELLENIC COTTON BOARD. Statistical tables outlined the attainments made, the results of which was the doubling of production, without relevant increase of cultivable land, as well as the increase of exports from US \$ 6.000.000 in 1964 to US \$ 40.000.000 in 1972.

Currants, the privilege of Greek land, were successfully projected in the Pavilion of the Central Currant Office. During 1972 - 73 exports of currants yielded the volume of US \$ 30.000.000, approximately.

The notable contribution of the Hellenic Sugar Industry to the agricultural economy of the country, either in terms of reclamation of cultivable land or the creation of new fields of employment and production, and also in terms of locally processing imported products, was projected through the elegant, privately owned, Pavilion of the Industry. During the last 13 years the Industry made great attainments and improvements which realized the first targets. The Factory extensions, either on construction or planned, will even more broaden the field of activities in favour of the farmers themselves and the national economy, too.

The participation of the Greek handicraftsmen, either

in the Pavilion of the Greek Handicraft or in other respective Pavilions in the Fair, was one of the substantial contributors to the success of the 38th event. Under the developing conditions of the Greek economy, among the international economic coincidences, handicraft conveys the emphasis from the personal character which distinguishes the handicraft production to the prevailing of manufacturing features to the sector. By these means the quantitative characteristics of the modern handicraft production reaches high industrial levels without altering the qualitative properties of the production. This constitutes an important differentiation which magnifies the rôle of the Greek handicraft to an autonomous productive field, the contribution of which to Greek exports is continuously being expanded both in terms of volume and variety of products. This differentiation could be well comprehended and fully appreciated in the 38th event of the TIF. With respect to this concept, namely the quasi-inspective discrimination of the organizing evolutions of the Greek economy and also the measurement of the volumes formed, the Thessaloniki International Fair can be considered as exceptionally important and valuable. Parallel to the manufactured ones the excellent products of Greek handicraft were also exhibited whose special quality thanks to the inspiration, elegance and art, make them very much sought after. The items of Greek handicraft were subject to commercial transactions of the volume of million drachmae. Sales in the Pavilion of Greek Handicraft exceeded the sum of Drs. 30.000.000.

The «iron arm» which moved — and still does — Greek economy and made possible its relevant development is electricity. This could be fully acknowledged by the Pavilion of the Public Power Corporation in which the art of Spiro

Vasiliou transformed the violence of captured power to beauty. The country's phases of electrification, outlined in the «rotunda-shape» Pavilion, represented the respective transformative stages of the Greek economy to higher levels of development.

The strategy of development was based, by Greece too, on the prerequisite of industrialization. Major contributors to this extent was the creation of large industrial units which in turn called for the supplementary establishment of industrial projects or similar ones for further production. The activity of such great concerns together with many others, which make up the industrial infrastructure of the country, were impressively projected in the 38th event of the TIF.

The picture of the ascending Greek economy was completed by the projected activities of Public Welfare Organizations, in privately owned Pavilions, like the Hellenic Communications Organization (OTE) in the magnificent Tower which has been the symbol of the Fair as well as one of the primary characteristics of the modern town of Thessaloniki, and the Pavilion of the Greek Post (ELTA), the development of which is an example for renewal and successful adaptation to the changing conditions.

The activities of the Social Insurance Fund (IKA), the Hellenic Railways Organization (OSE) together with other Organizations and Banks were also successfully projected. The Hellenic Industrial Development Bank acts as an important factor towards the industrial promotion of the Greek economy, while the Agricultural Bank of Greece contributes decisively to the development of the agricultural field. The National Bank of Greece, the Bank of Greece, the Commercial Bank of Greece and the Ionian & Popular Bank of Greece participated, also in privately

owned Pavilions, whose activity constitutes one of the fundamental features for the effective operation of the Greek economy.

The contribution of Commercial Agents

Supremely impressive was the contribution of the commercial agents in the 38th event of the Thessaloniki International Fair. Their rôle in the development of trade relations between Greece and the other countries is accepted to be quite significant.

The Special Auto - Show

The special Auto-Show, in the underground hall of the Alexandrion Sports Palace, was quite successful and attracted the strong interest of thousands of visitors. New types of motor-cars, bicycles and car accessories were the exhibited items from 12 countries:

These countries were: Spain, Federal Republic of Germany, German Democratic Republic, Japan, Great Britain, Netherlands, Italy, Czechoslovakia, France, USA, Belgium and Switzerland. The exhibited cars were the products of the following Companies: Seat, Ebro, Hanomag-Henschel, Nissan-Datsun, Austin-Morris, Van Doornes, Lawil, E. Automobilistische, Lancia, Alfa Romeo, Skoda, Peugeot and Citroën.

The exhibited bicycles came from the Companies Simson, MZ, Yamaha, Jawa and CZ.

FOREIGN PARTICIPATION

The nineteen countries which participated officially in the 38th event of the TIF presented a great variety of products — in most cases items recently introduced — and

covered a total area of 18,905 sq.m., i.e. 1,651 sq.m. greater than the area covered in the 37th event.

This increase corresponds to a general and substantial improvement, despite the fact that the countries and participants were numerically fewer compared with 1972.

The following outline refers to the official state participation, the official participation of exhibitors through the medium of Greek agents and the unofficial participation of exhibitors by means of Greek agents.

Albania

This was the 3rd post-war official participation of Albania. Pre-war participation was in 1929, 1933, 1934, 1935, 1936, 1937 and 1938. The first post-war participation was in 1971, and since that time the country has been regularly participating.

The Albanian participation was organized by the Chamber of Commerce of the People's Republic of Albania. Four enterprise groups participated in a covered area of 220 sq.m. The exhibits were: agricultural products, handicrafts, ores, asphalt, copper wires, marbles, ready-made garments, wood items, chemicals and others. The Albanian pavilion presented a vivid commercial activity. The Director was Mr. D. Brumbuli.

Austria

Austria's participation was interesting in a Pavilion of 540 sq.m. covered area and open area of 60 sq.m. This was the 18th participation of the country since 1956, from which date the country has been regularly at the TIF. Twenty-eight exhibitors presented their products in the State Pavilion. The exhibited items were industrial pro-

ducts, mainly, among which were conveyers, industrial oven installations, tractors, automobiles, various installations, electrical items, abrasives, and others. Dairy products, synthetic carpets, film projectors, alcoholic drinks, etc. were also exhibited.

The commercial activity in the Austrian Pavilion, directed by Mr. Joseph Maurer, was quite vivid. Apart from the participants through the state Pavilion, another twenty-nine Austrian exhibitors participated through the means of their Greek agents.

Belgium

A lively display was presented by the Pavilion of Belgium, the official participation being organized by the Federation of FABRIMETAL Industrial Enterprises for Metal Constructions. This Federation includes more than 1200 Belgian industrial enterprises dealing with metal constructions, mechanical constructions, electric constructions, and manufacture of plastic materials. The Pavilion of Belgium, directed by Mr. Schmitz, occupied a covered area of 100 sq.m. represented the activities in these fields and provided useful information to interested visitors. The Belgian participation was the 6th recorded in the history of the Fair. Previous ones were in 1935, 1954, 1955, 1956, and 1967.

Apart from the participants in the state Pavilion another twenty-six Belgian enterprises were represented by their agents in Greece.

Bulgaria

Eighteen enterprise groups comprised the 21st participation of Bulgaria in the 38th event of the TIF. The Bulgarian Pavilion, directed by Mr. Lozan Malinov, occupied

an area of 710 sq.m. Bulgarian products were also exhibited in an open air area of 525 sq.m.

The exhibited items were mainly industrial, such as automobiles, electrical hoisting machines, electromotors, chemical products, etc. Also products of handicraft, such as basket made items, toys, ceramics, school items etc.

Agricultural products were also exhibited.

The Pavilion of Bulgaria attracted considerable interest from visitors. There was no participation of enterprises through Greek agents.

Cyprus

Cyprus participated for the 15th time since 1931, in a state Pavilion which occupied a covered area of 103 sq.m. The Pavilion, directed by Mr. John Sekeris, provided information on the products of Cyprus and exhibited typical examples. The exhibited items included canned fruit and vegetables, fruit juices, wines and beverages, wearing apparel and footwear, camping items, products of light industry, articles of popular art, etc. Apart from the state participation two enterprises participated through the medium of Greek agents.

Czechoslovakia

The very interesting participation of Czechoslovakia in the 38th event of the TIF, the 22nd since 1931, occupied a covered space of 920 sq.m. and an open air area of 440 sq.m. The Czechoslovakian Pavilion which attracted a flow of visitors was directed by Mr. Josef Polacek.

Twelve enterprise groups presented their products including offset printing machines, electronic and electrical appa-

ratures, weaving machinery, dental instruments and equipment, abrasives, automobiles, tractors, motorcycles and bicycles, fabrics, enamelled ware and others.

Apart from the state Pavilion, another nine Czechoslovakian enterprises participated through Greek representatives.

Federal Republic of Germany

The official participation of the Federal Republic of Germany in the 38th event of the TIF was impressive and most interesting. The state Pavilion occupied a total area of 1.600 sq.m. (1.150 sq.m. covered and 450 sq.m. open air) as against only 200 sq.m. in the previous event. The sixteen exhibitors in the state Pavilion presented electrical products, agricultural machinery, products of the electro-industry, industrial gases, pumps, vessel propellers, automobile exhaulation units, synthetic floor coverings and others. The Pavilion, which attracted the strong interest of visitors, was directed by Mrs. Schwarz. Apart from the participants in the state Pavilion another 356 German exhibitors participated through the medium of Greek agents. Thus German participation ranked second in terms of the total number of exhibitors.

France

Exceptionally interesting was the official participation of France, organized by the «Centre National du Commerce Extérieur Comité Permanent des Foires et Manifestations Economiques à l'Etranger» seated in Paris. This was the 13th official French participation, since 1960, occupying a covered area of 800 sq.m. and an open air one of 906 sq.m.

The French Pavilion, directed by Mr. Jean Geronimi, included 104 participants exhibiting industrial products, lorries and trucks, cranes, tubes, heating appliances, car accessories, paints, wood processing machinery, various mechanical systems, electrical items, hoisting machines, public works machinery, chemicals, high quality wines, etc.

The Fair's visitors showed a strong interest in the French products.

Apart from the state Pavilion, another 97 French exhibitors participated through their Greek agents.

Thus the total French participation rose to 201 exhibitors. France ranked second in the number of official participants and third in the total number of participation.

Hungary

This was the 24th official and very impressive participation of Hungary in the 38th event of the TIF. The Hungarian Pavilion, directed by Miss Zsuzsa Faktaz, attracted a considerable flow of visitors. It occupied a space of 427 sq.m. covered area and 180 sq.m. of open air area. Nine enterprise groups exhibited industrial products, mainly, including pumps, railway wagons, steam-engines, fun-races, tubes, power generating machines, garage equipment and machinery, lathes, electrical equipment of high and lower voltage, as well as many others.

Apart from the state participation, one Hungarian concern participated through a Greek agent.

Israel

Israel made its 21st interesting appearance. Since 1953, the country has continuously participated in the Fair.

The Israeli Pavilion, directed by Mr. Andre Ionai, occu-

pied a covered area of 103 sq.m. Nineteen participants exhibited electronic equipment, machinery, irrigation equipment, phosphoric acids for agricultural and technical use, woven items, fruit juices, fodder, etc.

Apart from the state Pavilion, which produced considerable commercial activity, another two Israeli exhibitors participated through Greek agents in the 38th event of the Fair.

Italy

The Italian participation, the 25th since 1934, was this time the largest both in terms of area occupied and number of exhibitors, and resulted in the substantial interest of visitors. The state Pavilion which covered an area of 4.610 sq.m. included 115 Italian exhibitors and attracted a good flow of visitors. The various exhibited items included automobiles, motorcycles, air-conditioning units, weighing instruments, agricultural machinery, weaving beams, olive oil presses, excavators, printing machinery, medical equipment, dentistry equipment, washing machines, oil burners, automatic distributors, prefabricated ovens, etc. Apart from the state Pavilion, directed by Mr. Leargo Saporito, another 444 Italian enterprises participated through Greek agents.

Japan

In this 38th event of the Fair Japan made the 10th official participation through an Information Bureau which occupied an area of 40 sq.m.

The previous participations of the country were recorded in 1929, 1930, 1956, 1957, 1961, 1964, 1965, 1969,

and, 1971. Mr. Yoshinori Date was the Director of the Pavilion.

Apart from the official state participation 55 Japanese exhibitors participated through the medium of Greek agents.

Netherlands

The particularly interesting official participation of the Netherlands in the 38th event of the TIF was organized by the Ministry of Finance, Sector of Industry/Department of Trade Information and included constructions of electronic machinery, medical equipment and material. Previous participations: 1957, 1958, 1961, 1963, 1964, 1965, 1966, 1967.

A total of 17 exhibitors participated in a Pavilion of 200 sq.m. covered area directed by Mr. M. J. Wesseling. The flow of visitors and the interest shown in the exhibits were substantial.

Apart from the official state participation, another thirty-three Dutch exhibitors participated through the medium of Greek agents.

Poland

The extremely interesting exhibit of Poland in the 38th event of the TIF (the 20th since the country's first participation in 1927) occupied a covered area of 700 sq.m. and an open air one of 300 sq.m. The state Pavilion, directed by Mr. Stefan Miszewski, included six enterprise groups which presented a great variety of industrial products such as: complete electronic power generating installations, electric generators, electrical equipment, automobiles, industrial products for household use, medical apparatuses, machinery for the weaving industry and others.

Two Polish enterprises participated through Greek agents apart from the exhibitors in the state Pavilion.

Republic of South Africa

In a covered area of 126 sq.m. an Information Bureau provided the country's official participation, organized by the Athens Embassy of the Republic of South Africa. (Previous participations: 1965, 1967, 1968, 1969, 1970, 1971, 1972).

The pavilion, directed by Mr. M. Valsamidis, induced considerable interest among visitors. There was no participation of South African enterprises through the medium of Greek agents.

Romania

The 21st, since 1937, official participation of Romania in the 38th event of the TIF, occupied a covered space of 510 sq.m. and an open air area of 515 sq.m. The interesting Romanian Pavilion was directed by Mr. Paraschiv Susnea. Twenty-five industrial groups presented their products and induced great interest and a good flow of visitors. The exhibits included industrial products, mainly, such as drilling installations and tools, electro-compressors, petroleum products, nuclear physics equipment and many others.

There was no participation of Romanian concerns through the medium of Greek agents.

The broad and impressive official participation of the United States of America in the 38th event of the TIF occupied a covered area of 720 sq.m. Forty-nine participants exhibited industrial products, mainly, which included road construction machinery, motor cars, agricultural machine-

USA

ry, pharmaceutical products, chemicals, electric and automatic typewriters, dictating machines, computer equipment, petroleum products, water cooling equipment, beverages, etc. This was the 17th participation of the USA since the re-functioning of the Fair in 1951. The American Pavilion was directed by Mr. Norman M. Bouton. Apart from the state Pavilion participants, another 120 exhibitors participated through the medium of Greek agents.

USSR

The 10th official participation of the USSR in the 38th event of the TIF was organized by the Moscow enterprise ENERGOMASHEXPORT and attracted the strong interest of visitors. The state Pavilion, directed by Mr. Boris Reznitchenko, occupied a covered area of 1.350 sq.m. and included eleven enterprise groups which exhibited industrial products, and specifically: passenger cars, lorries and trucks, motorcycles, bicycles, mechanical and power equipment, excavators, agricultural and road construction machines, photographic equipment, electrical items for household use, metal processing machinery and others.

Apart from the state Pavilion participants, another six exhibitors participated through the medium of Greek agents.

Yugoslavia

This was the 34th participation of Yugoslavia since the establishment of the Thessaloniki International Fair.

Fifty-three participants exhibited a great variety of products in a covered area of 600 sq.m. and an open air one of 1.500 sq.m.

Exhibited items included passenger cars, lorries and trucks, tractors, machinery, washing machines, refrigerators, fabrics, paper, fire-extinguishers, porcelain-ware, ceramic tiles and others.

The commercial activity in the Yugoslavian Pavilion, directed by Mr. Boris Calovski, was strong. Equally the interest shown in the exhibited items, was considerable.

Apart from the state participants another four exhibitors participated through the medium of Greek agents.

UNOFFICIAL PARTICIPATION

Exhibitors from thirteen countries, not official participants in the 38th event of the TIF, participated through the medium of Greek agents. Great Britain ranked first with 150 exhibitors. The total number of exhibitors who participated unofficially rose to 323.

These concerns, excluding Great Britain, came from the following countries: Australia (2), Brazil (1), Canada (5), Denmark (13), Finland (4), German Democratic Republic (21), Norway (2), Portugal (3), Spain (42), Sweden (21), Switzerland (57) and Turkey (2).

CLASSIFIED LIST OF EXHIBITORS PARTICIPATING IN THE 38TH EVENT OF THE THESSALONIKI INTERNATIONAL FAIR

C O U N T R I E S	P A R T I C I P A T I O N		
	State	Private	Total
1. Greece	—	852	852
2. Albania	4*	—	4
3. Australia	—	2	2
4. Austria	28	29	57
5. Belgium	1**	26	27
6. Brazil	18*	—	18
7. Bulgaria	—	1	1
8. Canada	104	97	201
9. Czechoslovakia	—	—	—
10. Cyprus	—	21	21
11. Democratic Republic of Germany	16	356	372
12. Denmark	53*	4	57
13. Finland	—	13	13
14. Federal Republic of Germany	49	120	169
15. France	1**	55	56
16. Great Britain	—	42	42
17. Hungary	19	2	21
18. Israel	115	444	559
19. Italy	—	5	5
20. Japan	1**	1	2
21. Netherlands	—	150	150
22. Norway	—	2	2
23. Poland	1**	—	1

24. Portugal	17	33	50
25. Republic of South Africa	9*	1	10
26. Romania	6*	2	8
27. Switzerland	—	3	3
28. Sweden	25*	—	25
29. Spain	11*	6	17
30. Turkey	—	21	21
31. USA	—	2	2
32. USSR	12*	9	21
33. Yugoslavia	—	4	4
Total	490	2.360	2.850

* Enterprise groups

** Information Bureaux

OFFICIAL STATE PARTICIPATION IN THE 38TH EVENT OF THE
THESSALONIKI INTERNATIONAL FAIR

COUNTRIES	EXHIBITORS	AREA UTILIZED		total
		covered	open-air	
1. Albania	4*	220	—	220
2. Austria	28	540	60	600
3. Belgium	1*	100	—	100
4. Bulgaria	18*	810	525	1.355
5. Cyprus	1**	103	—	103
6. Czechoslovakia	12*	920	440	1.360
7. Federal Republic of Germany	16	1.150	450	1.600
8. France	104	800	906	1.706
9. Hungary	9*	427	180	607
10. Israel	19	103	—	103
11. Italy	115	—	4.610	4.610
12. Japan	1**	40	—	40
13. Netherlands	17	200	—	200

14. Poland	6*	700	300	1.000
15. Republic of South Africa	1**	126	—	126
16. Romania	25*	510	515	1.025
17. USA	49	720	—	720
18. USSR	11*	1.350	—	1.350
19. Yugoslavia	53*	600	1.500	2.100
Total	490	9.419	9.486	18.905

* Enterprise Groups

** Information Bureaux

COMPARATIVE TABLE SHOWING THE AREA UTILIZED
DURING THE 37TH AND 38TH EVENTS IN S.Q.M.

37TH EVENT 1972 PARTICIPATIONS			AREA UTILIZED		38TH EVENT 1973 PARTICIPATIONS		
Private	State	Total			Private	State	Total
41.629	7.534	49.163	Covered		40.995	9.419	50.374
2.800	—	2.800	Machinery Sheds		2.900	—	2.900
17.235	9.720	26.955	Open air		16.800	9.486	26.286
4.532	—	4.532	Privately owned		4.232	—	4.232
66.196	17.254	83.450	GRAND TOTAL		64.887	18.905	83.792

AREA UTILIZED DURING THE POST-WAR EVENTS (1951 - 1973) IN SQ.M.

	1951	1961	1971	1972	1973
TIF's Pavilions	8.450	18.685	37.744	34.740	34.359
Pavilions formerly belonged to the TIF or third parties	—	2.410	9.825	14.423	16.015
Total area covered	8.450	21.095	47.569	49.163	50.374
Pavilions owned by exhibitors	2.600	16.357	10.887	4.532	4.232
Machinery sheds	1.400	2.990	2.657	2.800	2.900
Open air area	1.316	21.360	23.384	26.955	26.286
Total area utilized	13.766	61.802	84.397	83.450	83.792

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