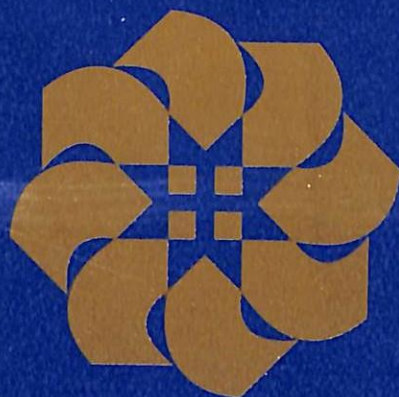


**THESSALONIKI  
INTERNATIONAL  
TRADE FAIR**



**PASSPORT  
PASSEPORT  
ΔΙΑΒΑΤΗΡΙΟΝ**



# INTERNATIONAL PASSPORT

Name Thessaloniki International Trade Fair

Date September 10-24, 1978

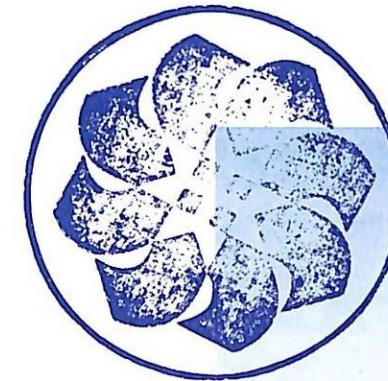
Place Thessaloniki, Greece

Total Exhibition Area 94,415 m<sup>2</sup>

Open To The Public 10 AM - 2 PM • 6 PM - 10 PM

Special Days For Businessmen Only Monday, September 18

Tuesday, September 19 • (10 AM - 2 PM)



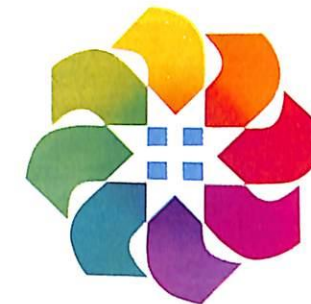
**TIF**  
**HELEXPO**

This passport is valid in Greece and is your invitation to the Fair.





# THE THESSALONIKI INTERNATIONAL TRADE FAIR IS YOUR PASSPORT TO A WORLD OF GOODS



**THESSALONIKI  
INTERNATIONAL  
TRADE FAIR** 

**Meet your market midway at Thessaloniki and be a part of our small-world's fair**

Nikolaos Germanos had a dream back in the early years of this century. He and a group of nine progressive businessmen from Thessaloniki hoped to establish a position for Greece in the international business community. At the same time, they wanted to enhance their picturesque and historically-rich town in northern Greece named in honor of the stepsister of Alexander the Great.

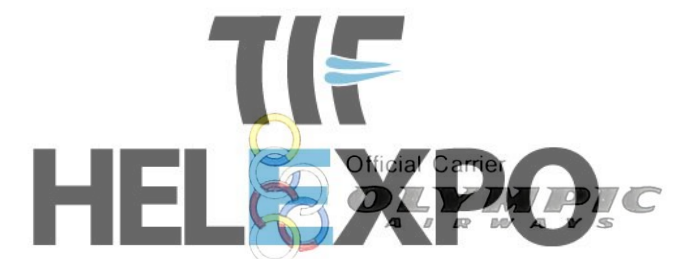
On October 3, 1926, their dream was realized in the form of an international trade fair in Thessaloniki. For 15 days, in the autumn sunlight, 600 Greek and

foreign exhibitors displayed their very finest wares to 150,000 visitors. That was the beginning of the making of a new Greek tradition — a commercial tradition bent on binding East with West in a small-world's fair.

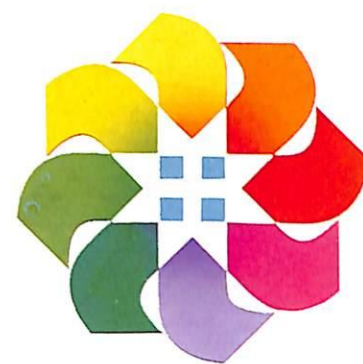
Many things have changed since that day over five decades ago. Countries of the world have moved closer together through technology, Greece has taken on new dimensions and the fair has grown and expanded to include many new and dynamic aspects of modern living.

Each year at the Thessaloniki International Trade Fair, members of the Greek business community (representing both large and small enterprises), along with participants from all over the world, take time out from the usual way of doing business to gather together — to meet, to exchange ideas and display new products and technology. The fair is a means of evaluating achievements and providing for commercial needs. Greeks see Greece through the efforts of its artisans, agriculturists, chemists, engineers, architects — members of the private sector and government. And the world sees itself as

it is: striving, progressing, active. People become a little closer and the world becomes a little smaller in Greece — at the Fair.







# Greece – at the Fair

The Thessaloniki International Trade Fair now plays an instrumental role within the economic framework of the Greek business community. It has, in fact, become "An International Passport for Greek Products." As Greece approaches membership in the European Economic Community, the value of the trade fair as a vehicle for introducing Greek goods into the international marketplace is apparent. Through an extensive advertising campaign, Greek

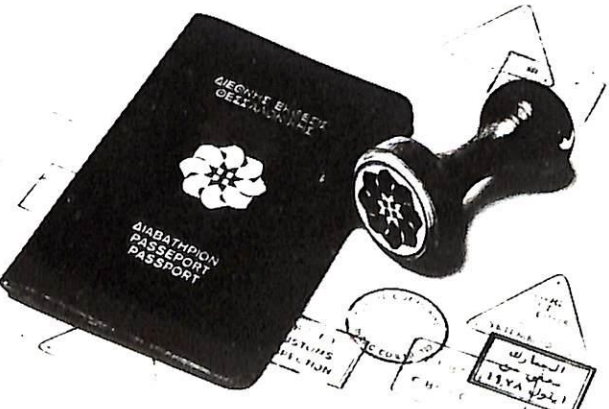
commercial interests are encouraged to "invest in their future through their collective presence at the fair" in an effort to make the country a center of intermediate trade and a meeting point of Western Europe, the Balkans and the Middle East. The importance of cooperating with countries in Europe, the Balkan nations and the Arab world, in a combined endeavor, is reflected in advertising

messages that circulate within Greece and throughout the world. In keeping with the underlying principle of the fair which promotes the free exchange of ideas, the focal point of our communication is **you**. The purpose is to reach you – however near or far – and extend to you a warm invitation to meet your market midway at the Thessaloniki International Trade Fair and be a part of our small-world's fair.

## Η Δ.Ε.Θ '78 ΕΞΑΣΦΑΛΙΖΕΙ ΔΙΕΘΝΕΣ ΔΙΑΒΑΤΗΡΙΟ ΣΤΑ ΕΛΛΗΝΙΚΑ ΠΡΟΪΟΝΤΑ

Στη Δ.Ε.Θ. θα ηχογραφήσουν και φημισμένα εμπορικά προϊόντα από την Ευρώπη και από τον Κόσμο κυρίως για να γνωρίσουν τα ελληνικά προϊόντα τα προϊόντα σας, και να αυξηθούν μαζί σας. Έτσι συμμετέχοντας στη Δ.Ε.Θ. θα λάβετε σε απευθείας έμφυση κινήσεις, πληροφορίες και θα έχετε τη μοναδική ευκαιρία να παρουσιάσετε μέσα σε 14 μέρες τα προϊόντα σας σε 40 ταυτόχρονους χώρους δίπλα στο Βενιζέλο στην Ελλάδα. Από την άλλη πλευρά στη Δ.Ε.Θ. θα μπορείτε να ενημερωθείτε για όλα τα άλλα προϊόντα που βγαίνουν ή εμπόρευμα σχετίζονται με το δικό σας, και να βγάλετε συμπεράσματα και αποφασίσετε για την εξαγωγή σας. Έρπον μη λησθήτω στην Ελλάδα θα είναι το δεκάτο μελος της ΕΟΚ. Έτσι θα πρέπει από σήμερα να ξέρετε πάντα τον κανονισμό εμπορικού κώδικα. Η Δ.Ε.Θ. σας δίνει καινούργιες ιδέες και δυνατότητες για καινούργιες, διεθνείς και εμπορικές συμφωνίες. Άνοιξε στην επιχείρησή σας τις πύλες για την ΕΟΚ και όλα τον Κόσμο. Και εξασφαλίσει στα προϊόντα σας ΔΙΕΘΝΕΣ ΔΙΑΒΑΤΗΡΙΟ.

ΕΠΙΣΗΜΟΣ ΜΕΤΑΦΟΡΕΑΣ **OLYMPIC**



ΤΟ «ΠΑΡΩΝ» ΣΑΣ ΣΤΗ Δ.Ε.Θ. ΕΙΝΑΙ ΕΠΕΝΔΥΣΗ ΓΙΑ ΤΟ ΜΕΛΛΟΝ. ΛΑΒΕΤΕ ΜΕΡΟΣ.

**ΔΙΕΘΝΗΣ ΕΚΘΕΣΙΣ ΘΕΣΣΑΛΟΝΙΚΗΣ**  
10-24 ΣΕΠΤΕΜΒΡΙΟΥ 1978

Greece means not only marble, columns and amphoras...

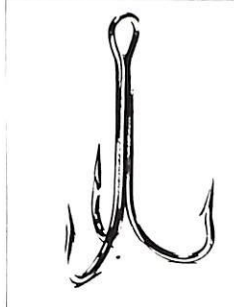


## Today, Greece means business

We're proud of our past. We're proud of our present too. Today Greece is exporting over \$ 2.5 billion of goods to 40 countries. That adds up to a good bit of territory – nearly 200,000 km – 146 times the length of Greece. In the past, our ideas have always been far-reaching. Our ideas today are no exception. We're now manufacturing a range of goods from jewelry to cement and our ever-expanding industrial growth is putting our products all over the map. All of this activity means business today in Greece. Come to the Thessaloniki International Trade Fair and let's do business. We've got all it takes for a great international business meeting. Two special days (September 18 and 19) for commercial visitors exclusively. Participants from 40 countries. A wide selection of products from the latest in technology to the finest in popular handicraft. A location that attracts the best business minds of three continents. And a holiday setting that combines the glory of times old with the freshness of a sea breeze. You're invited to see Greece today at the Thessaloniki International Trade Fair where Greece means business. And the past is ever-present.

**43rd THESSALONIKI INTERNATIONAL TRADE FAIR**  
10-24 SEPTEMBER 1978

Where can a Japanese department store buyer specializing in sporting goods equipment meet a Swedish manufacturer of stainless steel fish hooks?



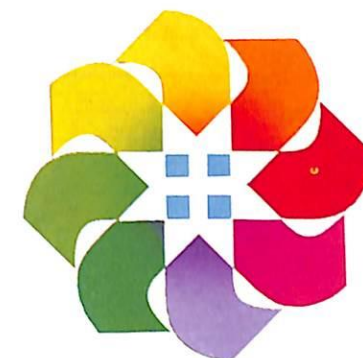
In Greece... at the Thessaloniki International Trade Fair ...where we invite you to:

## MEET YOUR MARKET MIDWAY

Everybody knows being in the right place at the right time is important for successful business. Most times it's a matter of luck. At the Thessaloniki International Trade Fair it's a matter of fact. We've got all it takes for a great international business meeting. Two special days (September 18 and 19) for commercial visitors exclusively. Participants from 40 countries as geographically diverse as Brazil and Kuwait. A range of international and Greek products (representing 2,195 foreign and domestic industries) from the latest in technology to the finest in popular handicraft. A location that attracts the best business minds of three continents. And an important place in the sun near sand and sea for the vacation time of your life. Meet your market midway at Thessaloniki and be a part of our small-world's fair.

**HELEXPO 43rd THESSALONIKI INTERNATIONAL TRADE FAIR**  
10-24 SEPTEMBER 1978





# Small-world's Fair

From its very beginnings in 1926, the Thessaloniki International Trade Fair has had an international flavor. At that time, 310 of the original exhibitors and a large number of visitors came from abroad. Over the years, as the fair has expanded to accommodate new and unique aspects of modern industry, more and more businesses are recognizing the value of meeting in an open market situation. Here buyer meets seller. Deals are transacted on the spot with attention given to individual marketing needs. Situations are studied firsthand with

opportunity to compare the latest product capabilities.

Last year 43 countries including Greece took part in the fair and more than 900,000 visitors and 45,000 commercial buyers from 38 countries attended.

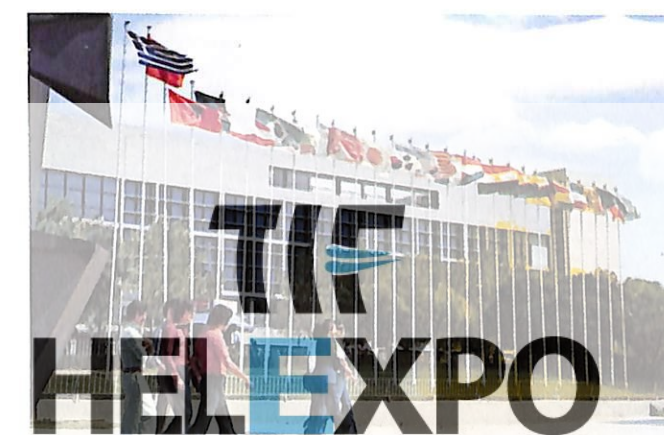
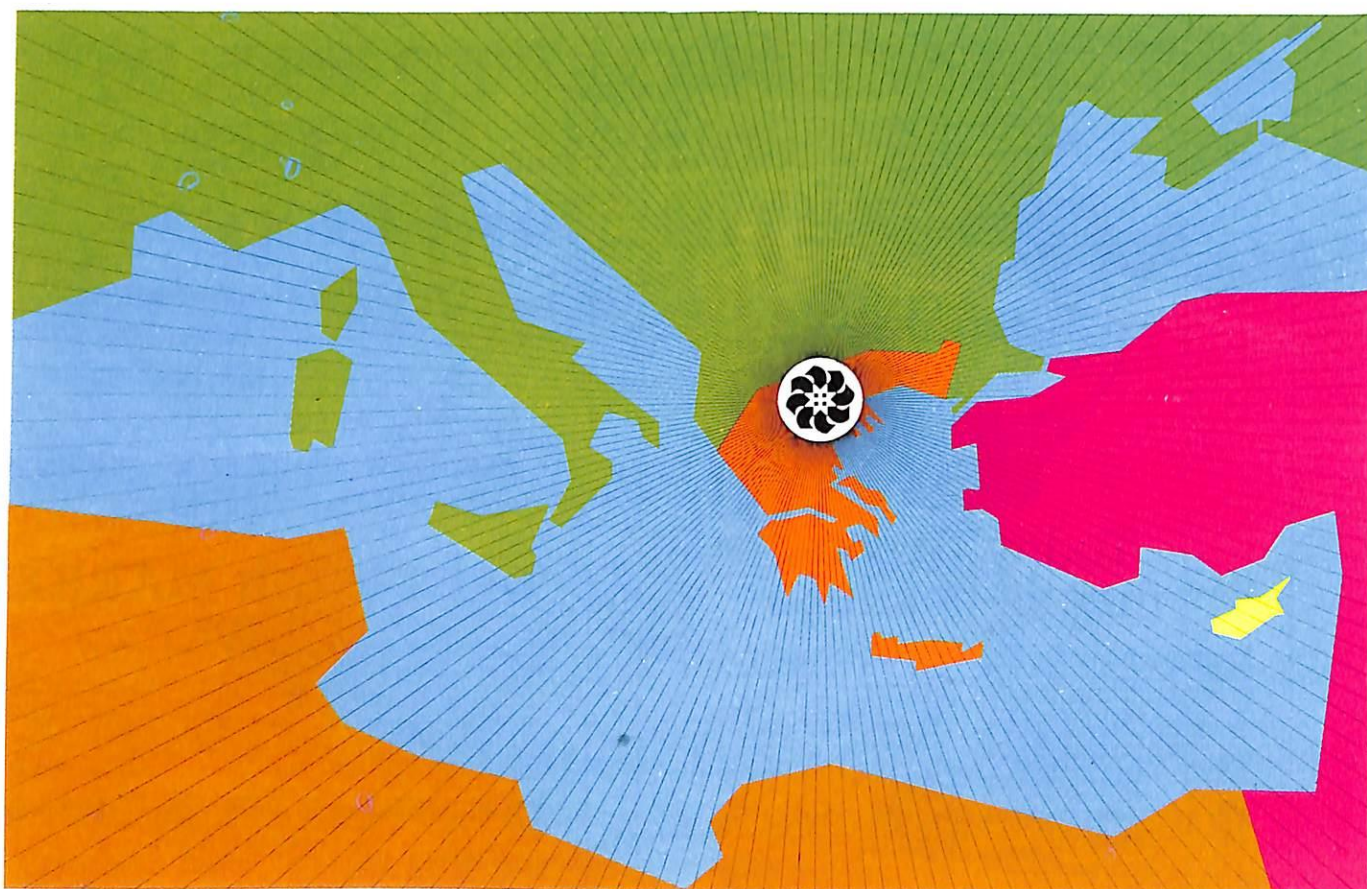
Over 2,195 different industries were represented in a broad spectrum of products.

The Thessaloniki International Trade Fair has proved to be a successful and effective meeting place for half a century. Because Thessaloniki is geographically located at the crossroads of three continents, it is

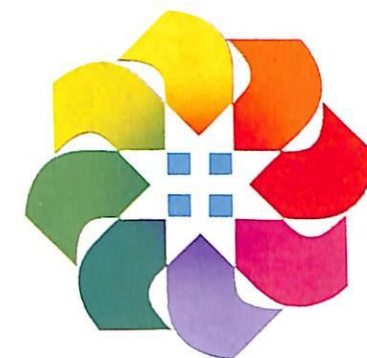
conveniently accessible by land, sea and air. Today, many airlines offer direct flights from major cities in Europe. Olympic Airways flights arrive directly from Frankfurt, Stuttgart, Düsseldorf, London, Brussels and Zurich. Lufthansa has direct service from Frankfurt and Munich. Austrian Airlines flies directly from Vienna and British Airways from London. Thessaloniki is only 35 air-minutes from Athens where connections from other international cities can easily be made.

As the second largest city in Greece, Thessaloniki is

one of the most important ports of the Mediterranean acting as a major import and export center for Western Europe. The cargo ships anchored in the harbor are from almost every imaginable maritime nation. Trucks and trains symbolizing the impact of an ever-expanding trade world come from far and wide. For two weeks in September, all of the activity characteristic of the commercial world is concentrated in Thessaloniki—the industrial capital of northern Greece and home of the Thessaloniki International Trade Fair.







# Thessaloniki International Trade Fair '78

This year's bigger and better small-world's fair will be held from the 10th through the 24th of September at our permanent fairgrounds in the center of the city which now includes 94,415 m<sup>2</sup> of exhibition area. This area is designed to offer maximum display possibilities for all types of merchandise. Among the many services especially for exhibitors are power, water and telephone connections plus arrangements for "in transit" importation of equipment and exhibition material.

This year's fair will include many additional features to benefit both exhibitors and visitors.

## SPECIAL EXHIBITIONS

The following Special Exhibitions will be held throughout the duration of the fair.

- Greek small-scale industry ● Children's articles
- Greek handicraft and popular art
- High Fidelity equipment (Hi-Fi)
- Agricultural equipment ● Automobiles

- Carpets ● Furniture ● Greek tobacco
  - Agricultural products ● Construction machinery
- ### SERVICES FOR EXHIBITORS AND COMMERCIAL VISITORS

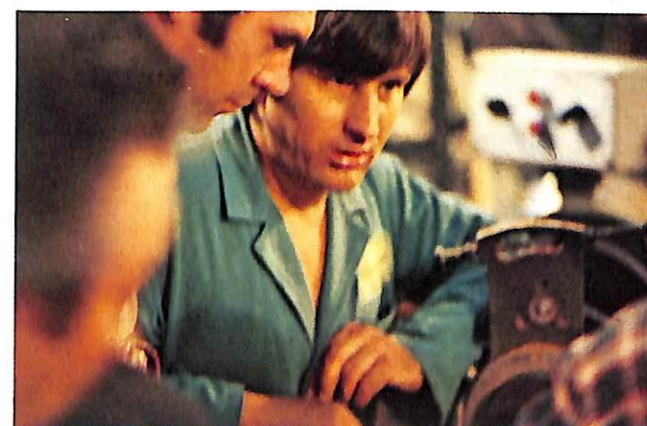
- Low-cost exhibition stands ● Free entry cards
- International reception and information center
- Accommodation service ● Translation services
- Press Conference facilities
- Rental of the Fair's conference hall for festivities and/or movie projections

- Special services including banks, telecommunications, post office

### TWO SPECIAL DAYS FOR COMMERCIAL VISITORS AND REPRESENTATIVES

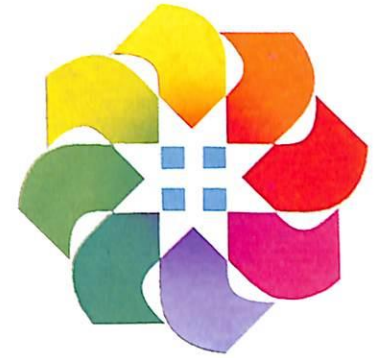
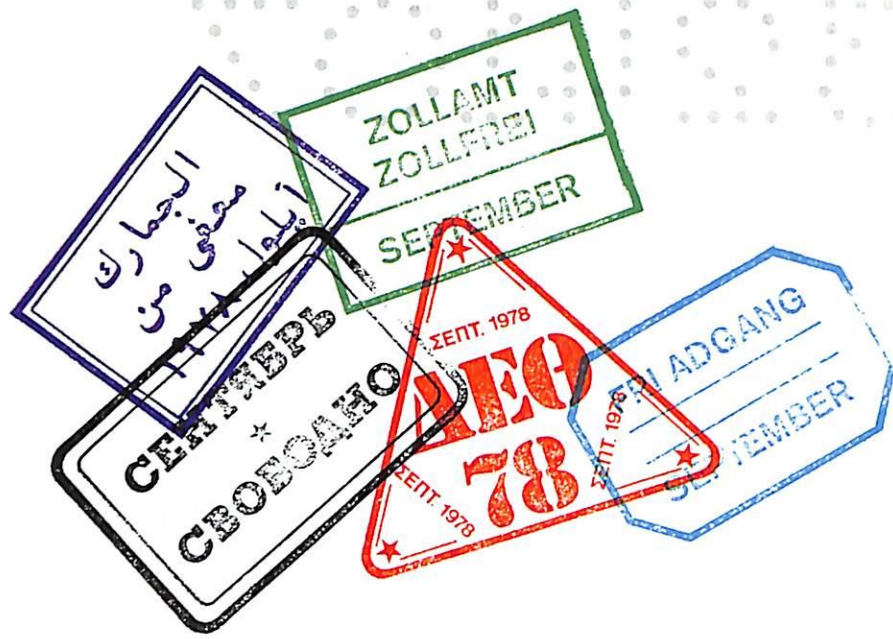
Every day is your day but there are 2 special mornings (10AM to 2PM) just for you. Monday, September 18 and Tuesday, September 19.

These mornings will be devoted exclusively to Greek and foreign commercial visitors and offer one more possibility for business meetings and useful contacts.



**TIF**  
**HELEXPO**





# You're invited... to be a part of our small-world's fair

## OFFICIAL STATE PARTICIPATION

State-organized exhibitions represent an individual country's wide range of production capability. Exhibits include new products and those already existing in the Greek market.

## GREEK MANUFACTURING INDUSTRIES

Greek large and small-scale manufacturers interested in exporting goods exhibit in this area. The exhibitions represent many different aspects of Greek industry.

## PRODUCTION MACHINERY

Major manufacturers of capital goods machinery and technological equipment provide diverse exhibits

covering many fields. Machines include those especially designed for wood, plastic, iron; textile machinery for knitting and sewing; hotel and store equipment; baking ovens, pastry machines.

## AGRICULTURE AND CONSTRUCTION MACHINERY

Modernized Greek agriculture and the rapidly advancing construction industry are attracting more foreign firms specializing in farming and construction material. Transactions dealing with large quantities of such products take place here.

## AUTOS

As Greece does not as yet manufacture automobiles,

the automotive exhibition is particularly popular and provides an opportunity for the latest cars to be introduced into the market.

## HOUSEHOLD ITEMS, SMALL APPLIANCES

Articles for the home are grouped together and exhibited in this area. These include household articles, electrical equipment, High Fidelity components textiles for the home, furniture, foods.

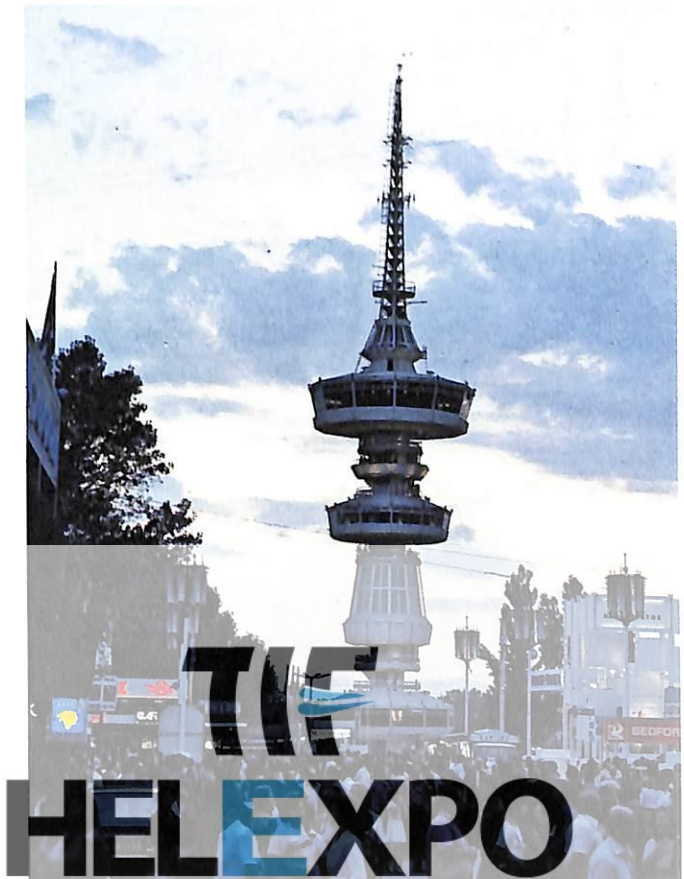
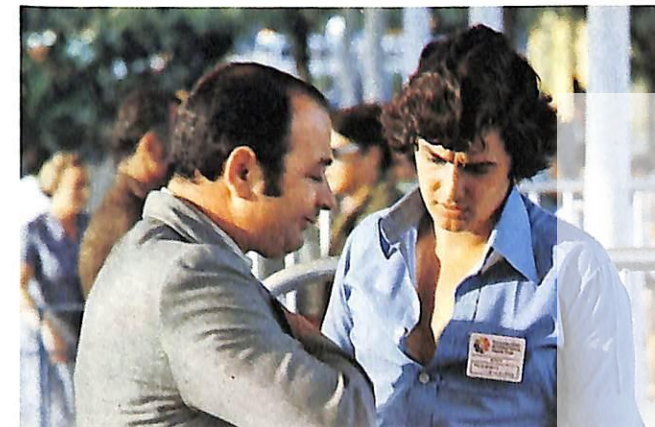
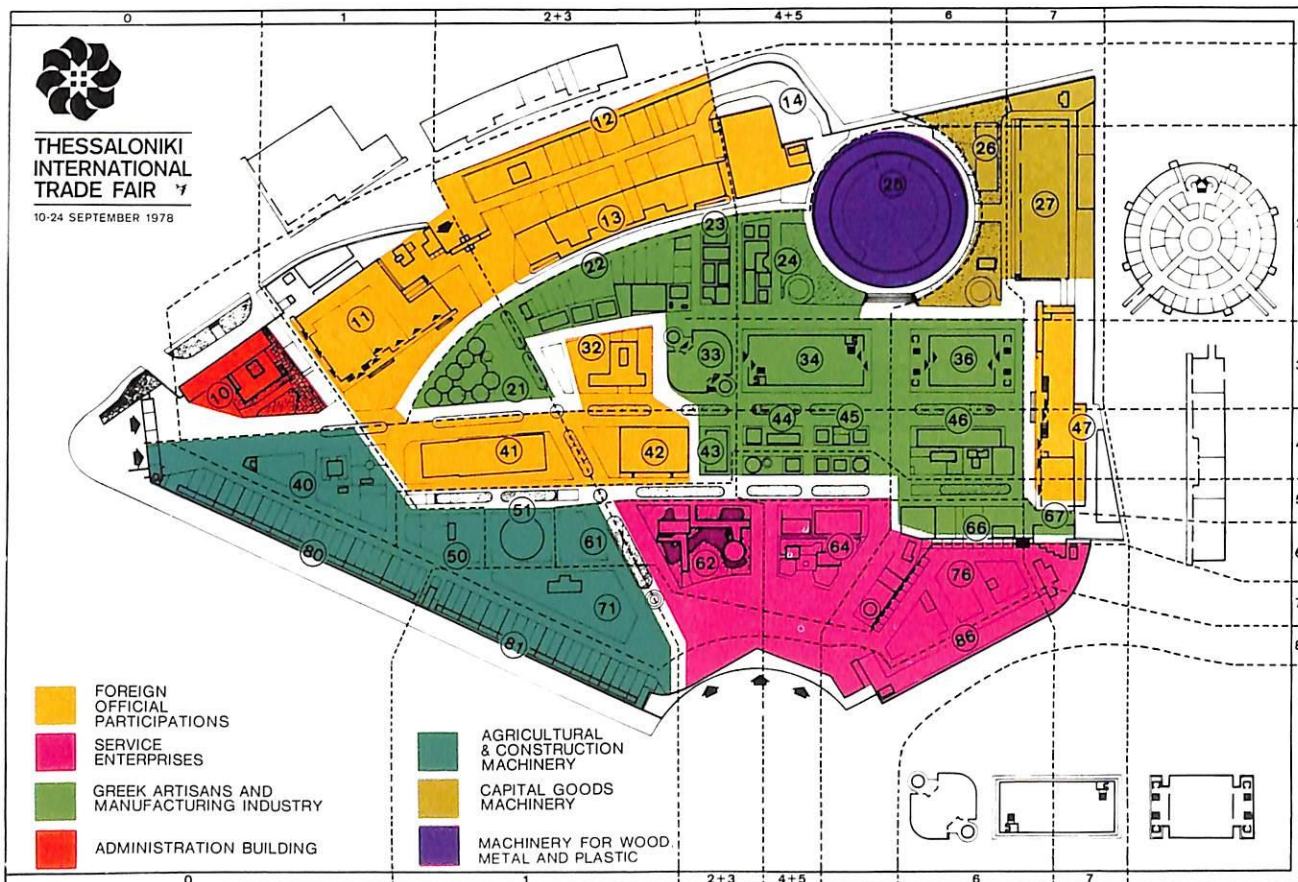
## PUBLIC SERVICE ENTERPRISES

Large public service concerns not only participate in the fair but also operate for the convenience of visitors. These include telephone and telegraph

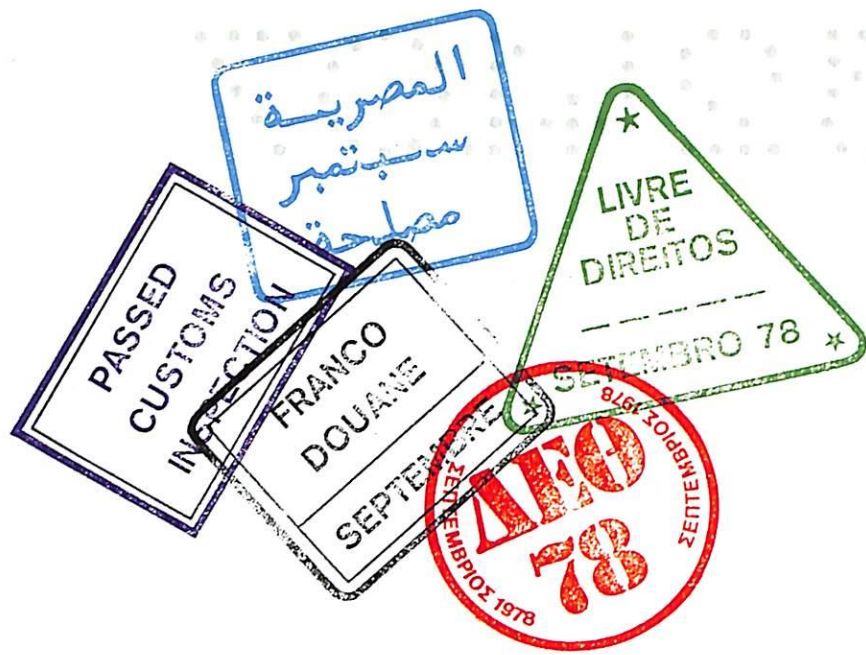
services, postal services, banking services.

## ADMINISTRATION OFFICES

Through many years of organizing and coordinating the events of the Trade Fair, many services have been developed to accommodate both exhibitors and visitors. These include information services, accommodation services, reception.





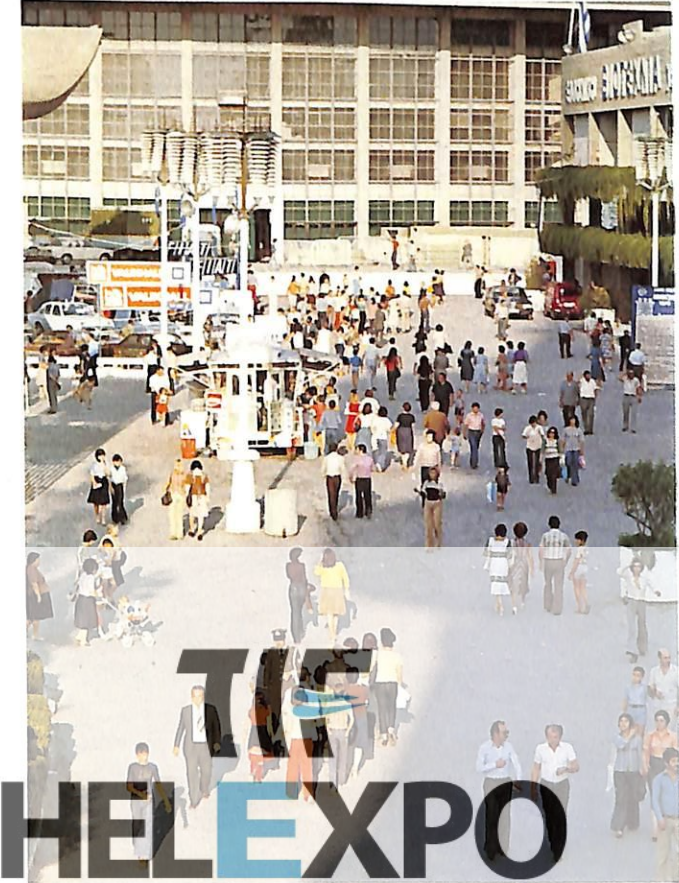
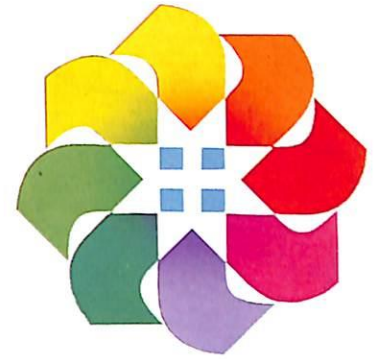


## The Other Side of the Fair

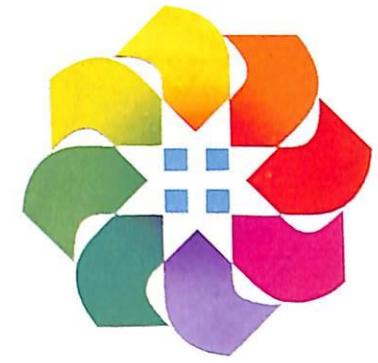
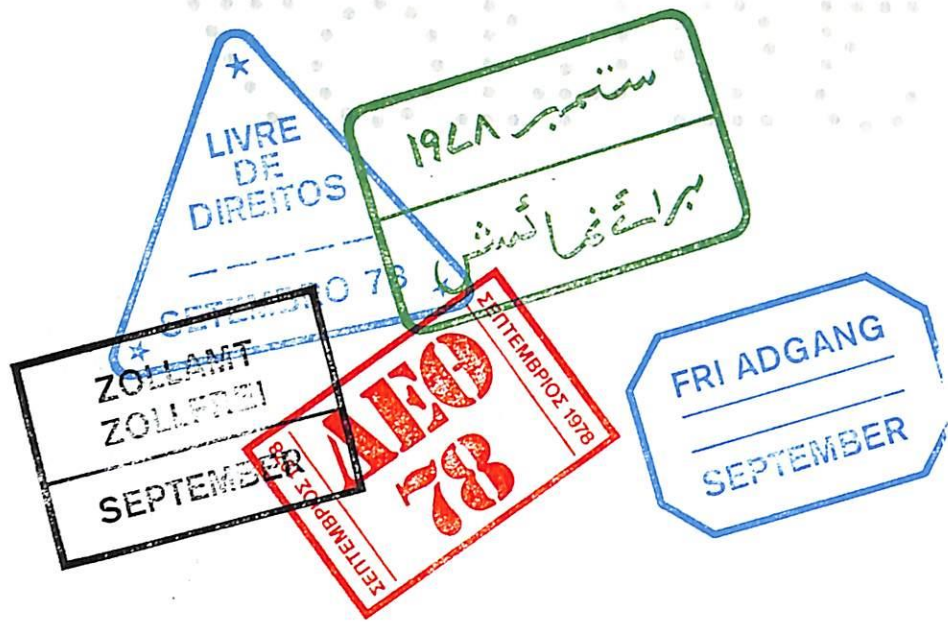
Every year hundreds of thousands of visitors pour into Thessaloniki for two weeks in September to be a part of the excitement of our city at the fair. They come from all over the world to see the exhibitions, to do business, make discoveries, relax and enjoy. Businessmen, mothers, children, students all add to the activity. Some are in a hurry to close important business deals. Others are more likely to stroll leisurely through the landscaped fairgrounds stopping to take a closer look at the la-

test model car or to sample Greek ice cream at one of many canteens. Children gaze longingly at the multitude of new toys at the Special Children's Exhibit and laugh in delight at a puppet show. Businessmen sip coffee in the coffeehouses where the ambience reflects the host of nationalities present for business and fun. Tourists enjoy a relaxing lunch as they survey the fairgrounds from the revolving restaurant atop the new telecommunications tower. There are many facilities to cater to the needs

of international visitors. Information booths are located throughout the fairgrounds where questions concerning the fair and Thessaloniki are readily answered. An Accommodation Office is available to assist in finding hotels for the duration of the fair. Many other services are available to all the welcomed visitors who contribute each year in making our small-world's fair a big success.







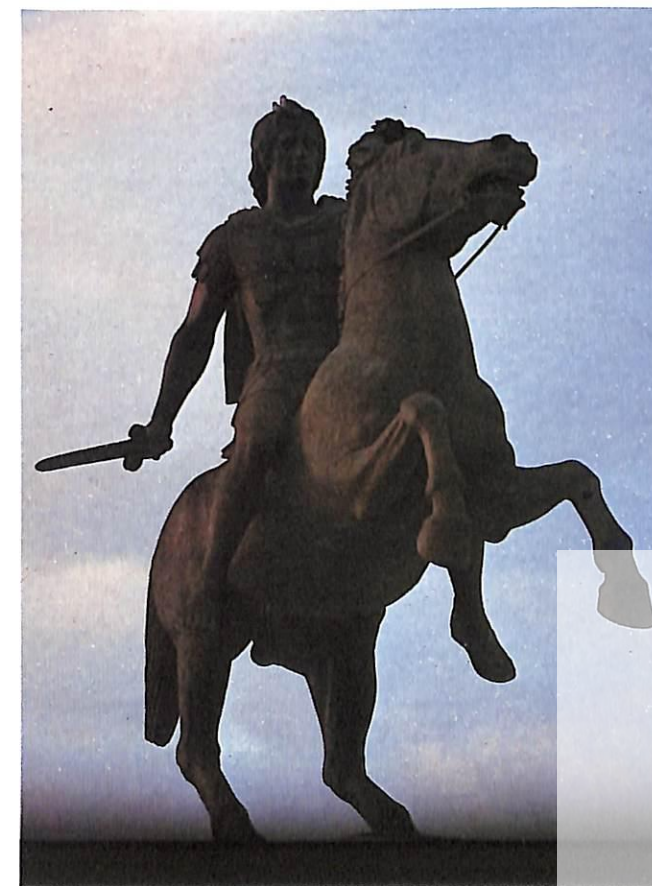
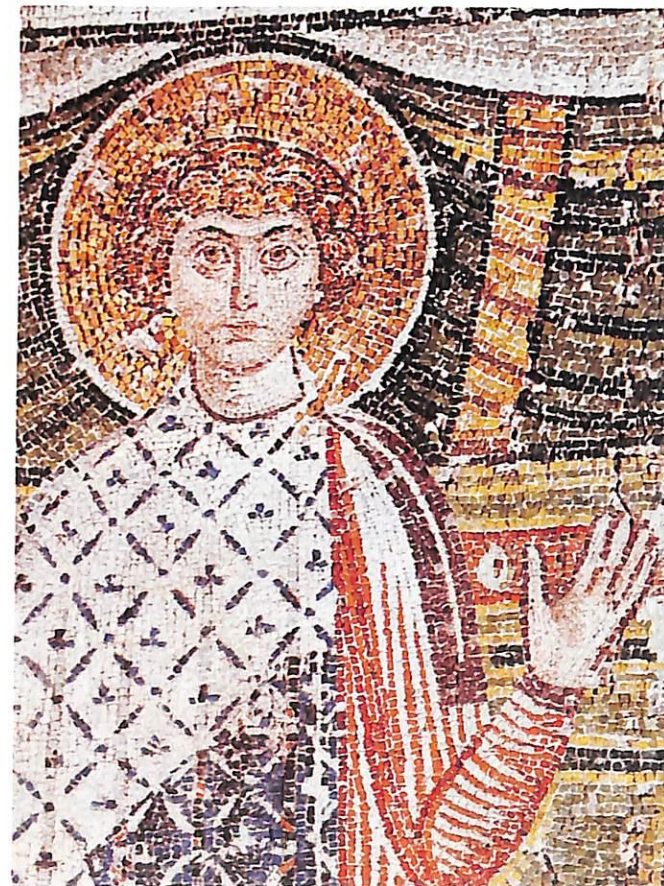
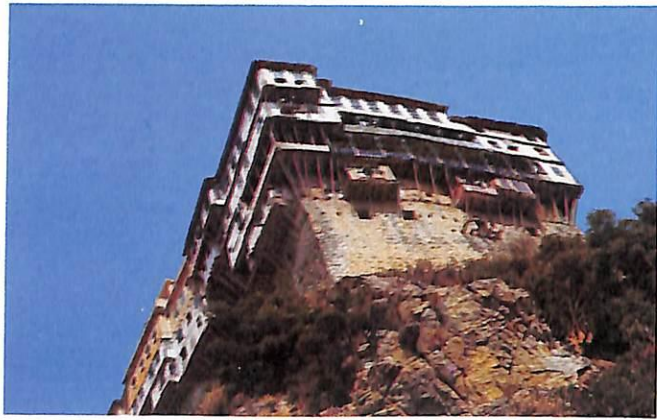
# Thessaloniki – See and Do

Thessaloniki is a modern and cosmopolitan city with a diverse and colorful past. Once a very wealthy town in Alexander's empire, its history includes Roman and Byzantine rule. Presently, much of the varied architecture serves as a tribute to the many different cultures that have contributed to its richness since its founding over 24 centuries ago. The Via Egnatia, the Roman Empire's strategic east-west artery, remains as the foundation for the city's main street to this day. The Triumphal Arch of

Emperor Galerius, an elaborately ornamented 4th century monument glorifying his victories over the Persians, still straddles the Via Egnatia and is the city's second most popular tourist attraction. The first is the well-known White Tower (which is for the city what Big Ben is for London and the Eiffel Tower for Paris) built by the Venetians in the 15th century. Still remaining in the city are 20 Byzantine churches (out of 365) with exquisite frescoes and mosaics.

As Thessaloniki is located on the sea, there are many waterfront restaurants and tavernas within walking distance of the town-center where fresh seafood and Greek specialties are among the daily fare. The copper and brass market which has remained in the same location for 400 years is a bargain hunter's delight. Thessaloniki is also surrounded by exciting places. Aretsou (9km) and Agia Trias (27km) have organized beaches and excellent camping sites. (The average

temperature in September is 82°F-27.8°C). Pella, the famed birthplace of Alexander the Great, is 38 kilometers from Thessaloniki where the ancient city streets are still lined with stone drains. Halkidiki, a little further but well worth the trip, offers a perfect vacation setting with miles of golden beaches and ideal places for fishing and skin diving.







DESIGN & LAYOUT OLYMPIC ADVERTISING S.A

## Meet your market midway

This year's THESSALONIKI INTERNATIONAL TRADE FAIR will be held from the 10th through the 24th of September from 10AM-2PM and from 6PM-10PM daily.  
Entrance fee: 30 Drs.  
Price of catalog: 150 Drs.

1978 Calendar of Fairs and Exhibitions at the fairgrounds:

3rd DETROP – INTERNATIONAL FAIR OF FOOD, BEVERAGE and MACHINES  
April 14-19, 1978

6th MARMIN – MARBLES, MINERALS, BUILDING MATERIALS and MACHINES  
May 26-31, 1978

The following Fairs and Exhibitions are scheduled for 1979:

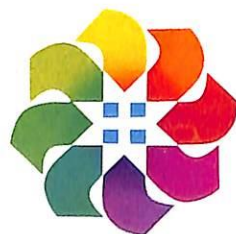
FURNIDEC – INTERNATIONAL EXHIBITION OF FURNITURE, DECORATION and MACHINES.

TEXTILIA – INTERNATIONAL EXHIBITION OF TEXTILES, READY-TO-WEAR and MACHINES

The 1979 44th THESSALONIKI INTERNATIONAL TRADE FAIR will be held from the 9th to the 23rd of September.

For further information, please contact:  
THESSALONIKI INTERNATIONAL TRADE FAIR, S.A.  
Thessaloniki 36, Greece

CABLE FOIRINT THESSALONIKI  
TELEX: THESSALONIKI (41) 291,  
TELEX: ATHENS (21) 5604  
TEL: THESSALONIKI (031) 271.823  
TEL: ATHENS (01) 323.0959, 323.8051



THESSALONIKI  
INTERNATIONAL  
TRADE FAIR 

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HELEXPO



