



THESSALONIKI
INTERNATIONAL
TRADE FAIR

THESSALONIKI 36, GREECE

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4-18 SEPTEMBER
THESSALONIKI, GREECE

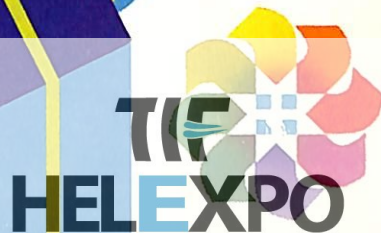
The Compact Fair for HELEXPO

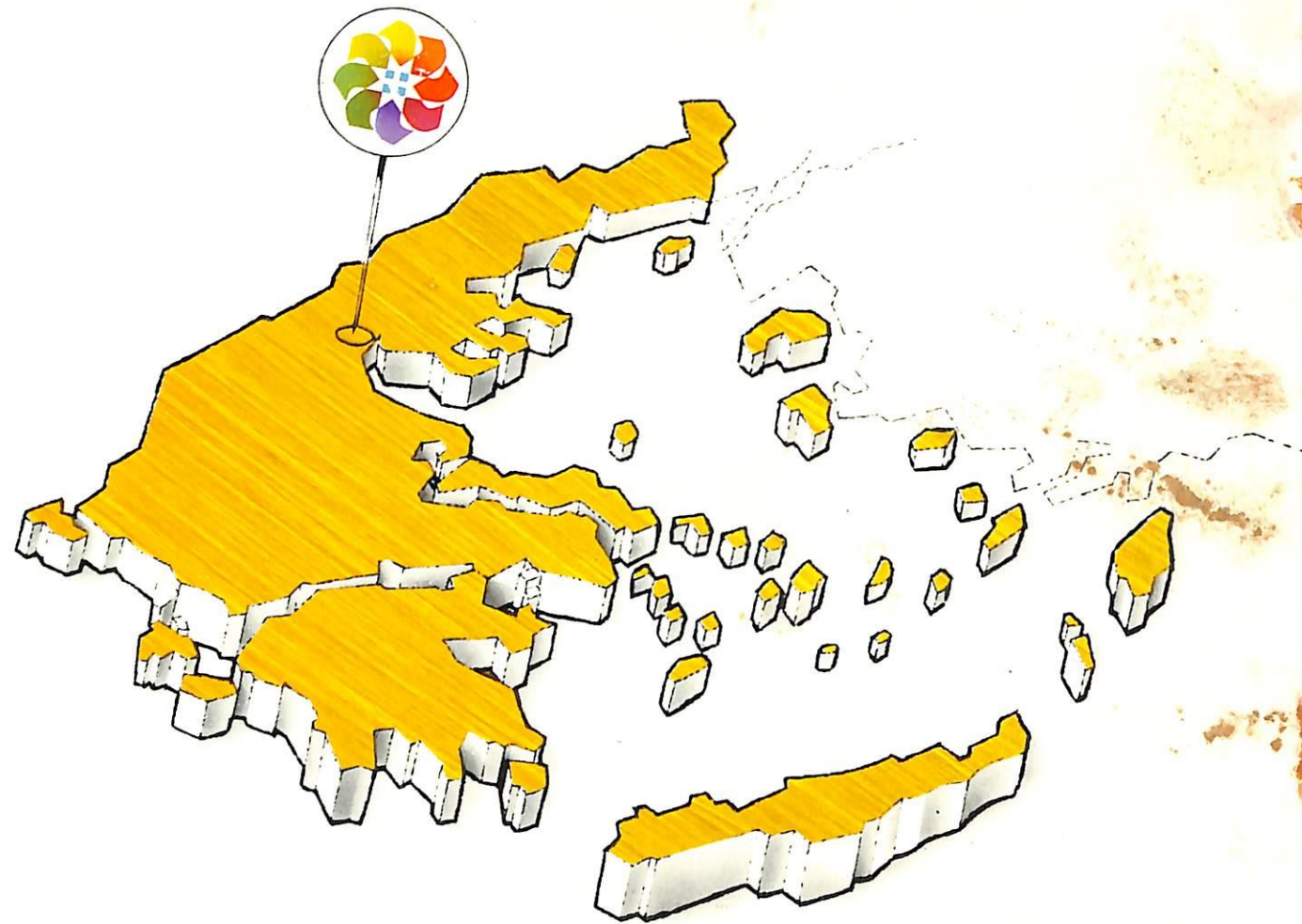
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THESSALONIKI
INTERNATIONAL
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4-18 SEPTEMBER
THESSALONIKI, GREECE

the
compact
fair





the compact fair

THESSALONIKI INTERNATIONAL TRADE FAIR

This is Greece - the meeting point of three continents.

Where thousands of years ago the civilizations of the East met a new type of mind from the West - and left an idea of man that the world has never forgotten. The surrounding sea bore the exchange of ideas. Both ideas and goods were imported and exported in a constant flow that, in time, reached all the known ports of the Mediterranean - from its western to its eastern limits, through the Aegean to the shores of the Black Sea. Or as myths would have it: from the Pillars of Hercules to the land of the Golden Fleece. So you see that even in myths, the borders of Greece's influence were clearly laid out. The gods and heros may

have ceased to be. And history may change. But Greece and the sea are the same as they have always been, and Greece's strategic position has remained as it was - **the meeting point of three continents.**

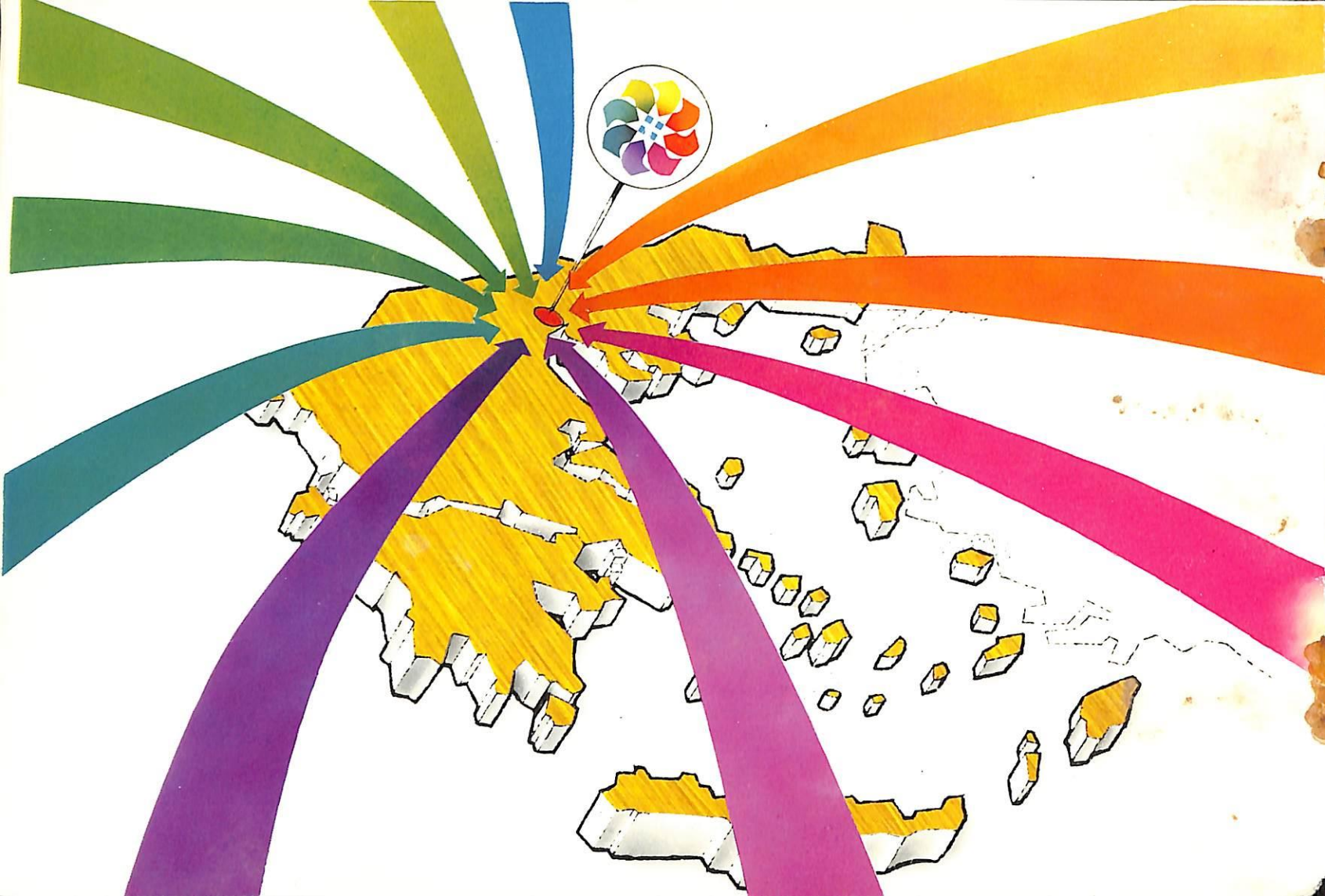
Visitors to Greece are always amazed at the scope and compactness of this country. So much history; such variety of landscape; such influence on culture; such ideas; and all this from just a "small" area - a dot on the map. It seems out of all proportion to its size.

But Greece's greatness has been based on a few fundamental points: its strategic position in time and place, its ideas, and its clarity in expressing essentials. Contemporary Greece has been growing along with a developing world, utilizing resources, generating power, and expanding production possibilities.

But Greece has not forgotten its heritage. It is still aware of its strategic position, still concerned with importing and exporting ideas and goods, still desirous of pinpointing essentials - still important beyond the limitations of its size.

This too, is what the Thessaloniki International Trade Fair is all about. This is the concept behind "The Compact Fair".





**the
compact
fair**

THESSALONIKI INTERNATIONAL TRADE FAIR

The sea has always linked Greece closely with its Eastern Mediterranean neighbors. But now a highway and railroad network joins this country with all the commercial centers of Western and Eastern Europe. And airlines, of course, have expanded its world-wide contacts. A few hours flight time from anywhere on the globe, and you can arrive in Athens - just 35 air-minutes from Thessaloniki.

Thessaloniki is the industrial capital of northern Greece and the hub for all land, sea and air communications - the center of a growing industrial prosperity. Olympic Airways flights arrive directly from Frankfurt, Stuttgart, Dusseldorf, London, Brussels, and Zurich; Lufthansa has direct connections from Frankfurt and

Munich; Austrian Airlines fly in directly from Vienna; and British Airways from London.

The cargo ships anchored in the harbor are from most every imaginable maritime nation. The names one sees on the trains and trucks also tell the story of countries and cities at the far reaches of an ever-expanding trade world.

This is Thessaloniki - home of the Thessaloniki International Trade Fair - **The Compact Fair**. Here for two weeks every September the trade world exhibits its latest wares - a selection of everything from the newest technological advances to the finest national handicrafts.

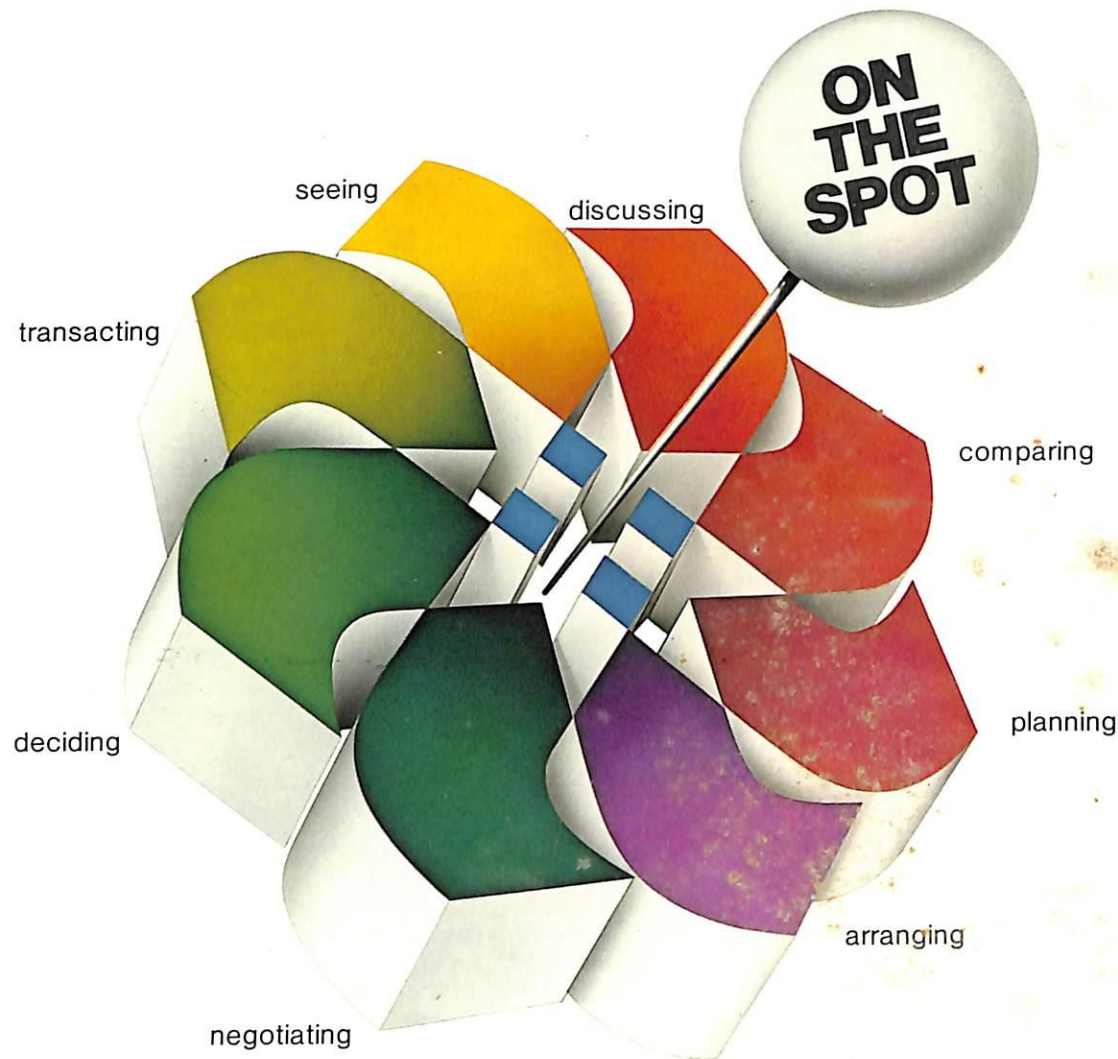
The fairgrounds have 91,276 m² of exhibition area. In 1976, 2,888 large-and small-scale industries exhibited here. 43 countries, including Greece itself, took part in the fair. More than 900,000 visitors and 35,000 commercial buyers from 47 countries attended*.

This **Compact Fair** shows the scope of modern-day trade. Here at the trade fair, exhibitors and commercial representatives come together to see the latest items and services, to learn new market potentials, to study the situation first hand, to compare the latest product capabilities, to talk to those people responsible for purchasing equipment, to meet those technicians who will finally use that equipment.

The Compact Fair - the compact and complete fair at the crossroads of three continents.

* Results from an independent statistical authority, operating under UF regulations.

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the compact fair

THESSALONIKI INTERNATIONAL TRADE FAIR

This year the Thessaloniki International Trade Fair is expecting more than a million visitors. And likewise its services to the exhibitor will also increase. This year our Compact Fair will have an up-dated method of operation and new ways of exhibiting.

In our Compact Fair, there are opportunities to exhibit all products both to Greece and to all the neighboring countries that are also concerned with their industrial potential.

Here too, one is able to see what Greece and this corner of the 3-continents market can offer.

There were days when fairs were nothing more than extra options. To participate was more a matter of prestige or "image". Nowadays, with a tightening economy, markets and fairs are not just faraway happenings, they are a basic part of the reality of the foreign market situation.

Hasty decisions and hopeful market guesswork can no longer be a part of any company's investment perspectives. These days, research, surveys and forecasts must be relied on to ensure that decision-making is realistic. But there can be no realistic appraisal of the foreign market situation without the reality of actual contact with the market-on the spot.

It is here that our fair becomes more than just another fair.

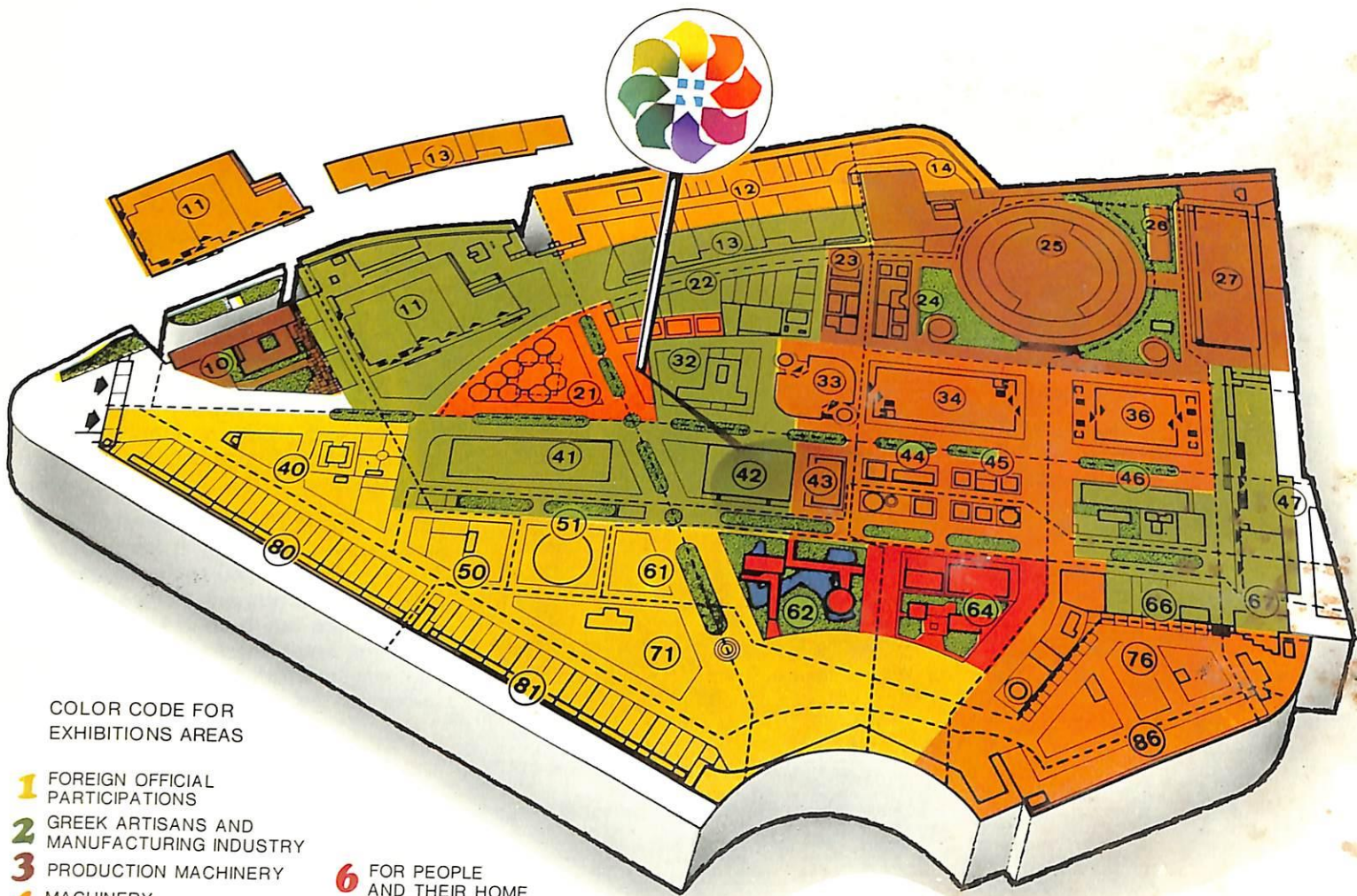
The Thessaloniki Fair can give that "on-the-spot view" of our market that is so necessary for an investment judgment to be realistic. It can add the proper perspective to forecast tabulations. Here one can experience the "feel" of the market. Here one will meet the people that actually live, buy, and sell within the market - the kind of people that make it a dynamic reality.

Taking part in the Thessaloniki Fair is a necessary investment. It completes the picture of a rich and fast-growing market. The Compact Fair can concentrate buying and selling possibilities, and offer on-the-spot contact with the enterprises and people who make the market real.

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THESSALONIKI INTERNATIONAL TRADE FAIR



COLOR CODE FOR EXHIBITIONS AREAS

- 1** FOREIGN OFFICIAL PARTICIPATIONS
- 2** GREEK ARTISANS AND MANUFACTURING INDUSTRY
- 3** PRODUCTION MACHINERY
- 4** MACHINERY AND TRANSPORTATION
- 5** AUTOS

- 6** FOR PEOPLE AND THEIR HOME
- 7** SERVICES
- 8** ADMINISTRATION BUILDING

1 Foreign Official Participations

State-organized exhibitions are housed in individual pavilions representative of the exhibiting country's entire spectrum of production. In these exhibitions, products imported and already available in the Greek Market are included: usually Greek importer or the Greek branch of the producing company takes care of exhibiting the products.

2 Greek Artisans and Manufacturing Industry

Greek large-and small-scale manufacturers, who are interested in exporting their goods, exhibit in this area representing the Greek Industry, and show the high level of product quality.

3 Production Machinery

Major manufacturers of capital goods machinery and technological equipment participate in the Trade Fair where they are exhibited to a growing Greek industry and

also to interested buyers from the Mediterranean countries, the Balkans, the Middle East, and North Africa. Machines for wood, plastic, and iron; knitting, sewing and textile machinery; hotel and store equipment; baking ovens, pastry machines, etc.

4 Machinery and transportation

Modernized Greek Agriculture and the rapidly advancing construction industry are attracting more and more foreign firms specializing in farming and construction material. Every year at the Trade Fair, transactions dealing with large quantities of such products take place.

5 Autos

Greece does not produce automobiles as yet, and the Greek market is still far from saturated. This is the reason the latest models are such an attraction at the Trade Fair each year, it is here that they are introduced to the Greek market.

6 For People and their Home

To be found here are all the articles which make life at home more comfortable, more beautiful; articles that are necessary for every day life: household articles, electrical equipment, High Fidelity items, textiles for the home, furniture, fashion, foods and beverages.

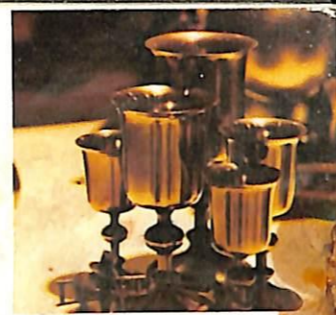
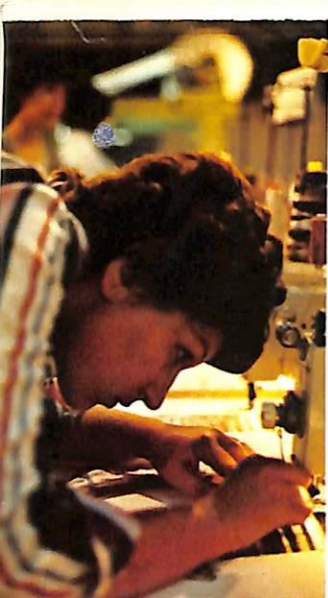
7 Services

At the Fair, large public utility enterprises not only participate but also operate to serve the visitors. These include: The Telephone, Telegraph, Post Office and Banks. Likewise the Trade Fair itself offers special services of its own.

8 Administration Building

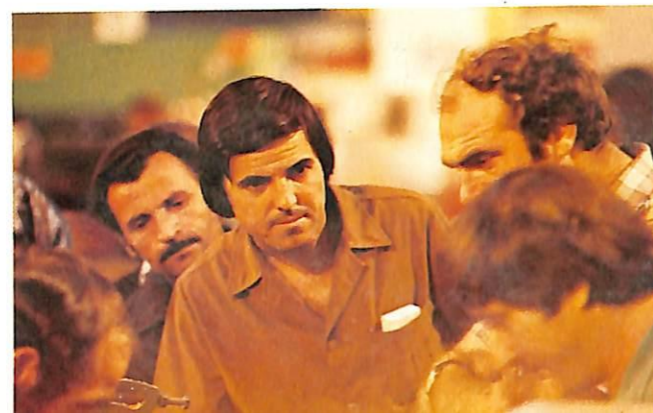
Many years of experience in organizing and carrying out a Trade Fair (as well as special exhibitions), is the best guarantee that the exhibitors will get efficient service and every possible help.

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Special Exhibitions

For the duration of the Fair, these Special Exhibitions will be held on the fairgrounds:

- Greek small-scale industry and manufacturing
- Greek jewelry
- Children's articles
- High Fidelity (Hi-Fi)
- Agricultural equipment and machinery
- Automobiles
- Carpets
- Furniture
- Shoes
- Greek tobacco
- Agricultural Products.

Services for Exhibitors and Visitors

- Low-cost exhibition stands
- Free entry commercial visitor's cards
- Free entry exhibitor's cards
- International reception and information center
- Bureau for contacts among exhibitors and commercial representatives
- Interpreter, translator, typing service
- Special rooms for confidential meetings
- Press Conference facilities
- Parking facilities
- Rent of the Fair's conference hall for festivities and/or movie projections, for 1,000 Drs/hour
- Accommodation Service.
- Special services, banks, telecommunications, connections, etc.

Two special days for commercial visitors and representatives

Every day is your day, but there are 2 special mornings (10 AM to 2 PM) just for you:

Monday, September 12th

Tuesday, September 13th

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

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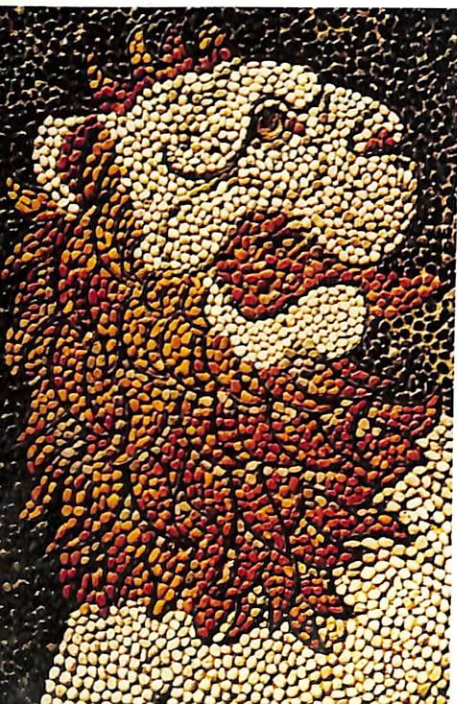
The Compact Fair can also offer a "Compact Vacation". It's quite simple actually. Greece is already compact – and complete. All one has to do is to look around.

Where else could you find such compact possibilities offered with such warm hospitality?

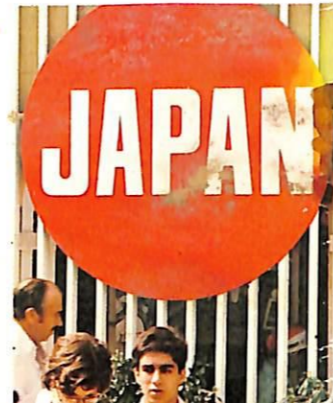
Where else but in Thessaloniki-home of the Compact Fair.

Thessaloniki is modern and cosmopolitan, but traces of its 24-century past can be found everywhere. Here the present and the past are bound together. No other city, for instance, has such an array of Byzantine monuments and buildings. And that is only one aspect of its history. Famous Roman architecture, Early Christian Basilicas; crenellated castle walls? – we have them all, and excellent seafood, and a view to Olympus, and more-than-moderate prices, and, and...

Within a few hours ride from Thessaloniki you can find everything from a snow-capped mountain to warm September beaches (22,5° C), from Alexander the Great's birthplace to a famous peninsula covered with 1000 year old monasteries.



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Write today your participation regulations.

The deadline for participation entries is April 30, 1977.

If you declare your participation in time, you can have bigger possibilities of presenting yourselves and avoiding additional aggravations.

Area Rentals:
1000 Drs. per m² for pavillions.
700 Drs. per m² for the open-air exhibition areas.
Fee for exhibitors is 500 Drs.
Advance payment is 25% of the rent.

This years THESSALONIKI INTERNATIONAL TRADE FAIR will be held from the 4th to the 18th of Sept. From 10:00 to 14:00 and from 18:00 to 22:00 daily.

Entrance fee: 20 Drs.
Price of catalog: 100 Drs.

The 1978 43rd THESSALONIKI INTERNATIONAL TRADE FAIR will be held from the 3rd to the 17th of September.

1977 Calendar of Fairs and Exhibitions at the Fair grounds

2nd DETROP-INTERNATIONAL FAIR OF FOOD, BEVERAGE and MACHINES. APRIL 17-24, 1977

5th MARMIN - MARBLES, MINERALS, BUILDING MATERIALS and MACHINES JUNE 5-12, 1977

On JANUARY 28-31, 1977 the 5th GREEK FASHION FAIR was held (It was co-organized with the Greek Fashion Center).

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