



**DELIVERABLE 5.2.2:
PROMOTION & MARKETING GUIDE
FOR PROCESSED HOUSEHOLD PRODUCTS**

(DELIVERABLE 5.2.2: The QUALFARM Promotion and Marketing Guide for In-House-Processed Farm Products)

The project is co-financed by the European Regional Development Fund (ERDF) and by national resources of the countries participating in the Interreg VA Cooperation Program "Greece-Bulgaria 2014-2020".

The contents of this guide are the sole responsibility of "Demosynetaristiki Evros SA" and can in no way be considered to reflect the views of the European Union, the participating countries, the managing authority and the joint secretariat

APRIL 2023



www.qualfarm.eu

PALMOSANALYSIS
MARKET RESEARCH | WEB DEVELOPMENT | CONSULTING



**ΔΗΜΟΣΥΝΕΤΑΙΡΙΣΤΙΚΗ
ΕΒΡΟΣ Α.Ε.**

Table of Contents

INTRODUCTION	1
CHAPTER I–BASIC MARKETING CONCEPTS AND FUNCTIONS	3
1. Basic concepts – Characteristics of Marketing	3
1.1. Marketing Mix	6
2. Operations – Applications of Marketing	10
2.1. Marketing	10
2.2. SMART objectives	16
2.3. Sales Technique	19
2.4. Digital Marketing	24
3. Agricultural Marketing (Knowledge-Operations)	31
CHAPTER II – THE EXISTING REGIME IN ARCHITECTURE P.E. EVROU	37
1. The current situation and the driving factors of the construction industry	37
CHAPTER III–RESEARCH TARGET MARKETS	49
1. Markets – Targets that may have entry possibilities for processed household products 49	
2. Presentation of methods of promotion of processed household products	52
2.1. Agritourism: New channel for promoting household products	59
2.2. Women's entrepreneurship: the "hidden" force in the promotion of household products	64
CHAPTER IV – SUGGESTED IMPLEMENTATION ACTIONS FOR EXPORTS OF PROCESSED HOUSEHOLD PRODUCTS	66
CHAPTER V – CONCLUSIONS/OPINIONS	77
CHAPTER V I – ANNEX	80

INTRODUCTION

For the implementation of the Project¹ « **Support of Entrepreneurship in the Field of In - House Processing of Quality Farm Products in the Districts of Evros , Haskovo , Smolyan and Kar dz ha li** " with the acronym " **QUALFARM** " which is financed by the Cooperation Program " INTER REGV - A Greece -Bulgaria 2014-2020", the Research, Polling, Consulting and Communication company "PALMOS ANALYSIS IKE" has been designated as the Contractor .

The Project concept and the partnership were developed based on the experience of - "QUALFARM" Local Action Groups (LAGs) participants ², which showed that entrepreneurship in rural areas is hindered by some common challenges namely:

- . Difficulties in obtaining financing.
- . Entrepreneurs' limited access to business know-how.
- . Limited access to information and contacts.
- . Lack of support services.
- . Lack of access/expertise on cost saving technologies and
- . Inadequate skills.

For this purpose "QUALFARM" will establish four (4) Business Support Offices at the facilities of the respective partners of the program which are:

1. The Northern Evros Research and Development Company (from the Greek side)
2. Public Assembly (from the Greek side)
3. Haskovo (carrier from the Bulgarian side)
4. Kharkov (carrier from the Bulgarian side)

These support structures will be responsible for providing guidance, training and ongoing support to enable innovative entrepreneurship and support existing in the agricultural and livestock processing sector, with particular emphasis on small-scale 'in-house' processing of locally produced quality products , both from active businesses (small farms and small workshops), and from those who are interested in developing this type of business activity and come from the most dynamic segments of the rural population (women, young graduates, etc.).

The general and main objective of the project is to trigger innovative entrepreneurship in the field of quality processing of agricultural products, with a particular emphasis on "in-house" processing (cottage industry), i.e. on farms or small workshops, through training and guidance on innovation issues, marketing, food safety and traceability by specialized

¹ Public cooperative Evros S.A./No. Prot. 1404/16.12.2022

² <http://www.Greece-Bulgaria.eu/approved-project/104/>

business support structures that will be created with the development of the "QUALFARM" project so that existing and new businesses to improve the readability of their products and consequently , their commercial value. The end users of the activities are considered to be farmers and members of agricultural households active in the agri-food sector.

Within the framework of the Project, it is planned to draw up a "**Promotion and Marketing Guide** " that will concern the processed products of the Household Industry. The aim of the Promotion and Marketing Guide is to support individual producers or cooperative schemes and local businesses in their efforts to enter new markets or to strengthen their presence in markets that are already active .

CHAPTER I–BASIC MARKETING CONCEPTS AND FUNCTIONS

1. Basic concepts – Characteristics of Marketing³



Marketing is not the art of finding clever ways to market products and services. It is the art of creating real value for the customer (Customer Value Proposition– P . Kotler 2012) or a unique selling proposition (USP– Unique Selling _ Proposition), which is one of the reasons why customers choose it . P. Drucker also said that Marketing should not be characterized as a separate department of a business, but it is the business itself and the way it appears, judged by its results.

The key role of customer value allows us to formulate the following definition of Marketing:

"Marketing is delivering value to customers at a profit"

Therefore, we find that the two main elements of Marketing are value and profit . The ability to consistently deliver value and generate profit is a hallmark of the world's most successful companies⁴

A little historical review allows us to see that, in chronological order, the production orientation dominated (around the 1930s), then followed by the sales orientation (around the 1990s 1950) and finally customer orientation to appear in the 1960s and 1970s. However, it is clear that in practice all three orientations are still commonplace. Great importance is also given to newer business orientations that have appeared recently, especially the societal marketing concept.

One of the biggest concerns of both businesses and society is that the planet's resources are finite and business activity puts significant pressure on these already limited resources. The social marketing concept argues that the marketing strategy should deliver value to consumers in a way that maintains or enhances the well-being of both the consumer and society . This means that in addition to meeting the needs of customers, the company must also engage in activities such as pollution control, and develop corporate social responsibility programs. Finally, it is increasingly recognized that focusing on the needs of the customer does not always provide the kind of insights that the business expects. Consumers may not be able to - clearly articulate their needs and wants, and from time to time businesses will also have to direct purchases. These market-driven companies (market driven or outside-in firms) try to predict, but also identify consumer needs by creating the required resource profiles to meet -

³ YEP-TH _Economy – Business – Marketing (Adult Education Center)

⁴ Arxes-marketing-apospasma.pdf-p.33-40

current and forecasted future demand. In the same vein, authors Vargo & Lusch argue for a move away from the economic model of marketing, based on the notions of manufactured goods and transactional exchanges, and towards a model based more clearly on *relational exchanges* with raw economic units, where value is co-created rather than determined by one economic unit and exchanged for another.

Recent developments such as the rapid growth of social media further underline the important role of the customer in co-creation. In short, the differences between market oriented and introverted firms are summarized in the table below. These concepts can be considered as the two ends of a field . *Market-driven businesses* demonstrate an interest in the customer throughout their business , understand the criteria customers use to choose between competing suppliers, invest in market research and monitor market changes , consider marketing spend an investment and pursue new opportunities with speed and agility.

Marketing oriented businesses vs. businesses with an internal orientation

Businesses Marketing oriented	Businesses internally oriented
Customer focus runs throughout the business	Convenience comes first
They know the customer's selection criteria and adjust Marketing accordingly Mix	They consider price and product performance "key" to maximizing sales
They segment the market based on customer differences	They segment the market based on product
They invest in market research and monitor the changes that occur	They are based on practices and "ready knowledge"
They welcome change	They prefer the status quo
They try to understand the competition	They ignore the competition
Marketing expenses are considered an investment	Marketing expenses are considered a luxury
They reward innovation	Innovation is punished
They are looking for invisible markets	They stick to the familiar
They are flexible and quick to make decisions	They are not in a hurry
They strive to gain a comparative advantage	It is enough for them to copy the competitors

SOURCE: "The Nature of Marketing " _ P . 33–40

Marketing is a way of business thinking and action. It is based on the principle of the complete satisfaction of the customer's needs through the products or services, and the correct service offered to him and not simply on the sale of products and services that is focused unilaterally on satisfying the needs of the business. P. Kotler, to separate the function of sales from that of Marketing, argues that selling is a business activity that simply aims to ensure a sufficient quality number of orders to meet the company's profitability goals .

It's a bit anachronistic," states P . Kotler, let it be said that Marketing is strictly about sales. On the contrary, good Marketing removes the selling effort , while focusing on recognizing people and their needs and trying to formulate answers to the problems they face. A similar point of view has been expressed by the management guru Peter Drucker, who considers that Marketing does not necessarily aim at selling. The sale, however, comes as a result and a natural consequence of Marketing. Marketing aims to satisfy needs . Sales is certainly a part of it, but the main and most interesting thing is to identify the needs and solve the problems faced by the client .

In other words, Marketing is the art of creating satisfied customers and being able to keep them. Satisfied customers are the only element that ensures the long-term survival and growth of a business. This is also the reason why Relationship Marketing is constantly gaining ground.

1.1. Marketing Mix



Understanding and utilizing Marketing is essential to the success of a business . It is the framework used by professional marketers to define and plan the elements of the strategy to follow. From product and price to promotion and location, an integrated approach helps to create an effective marketing strategy that will be able to meet both the needs of each business and its customers ⁵.

But how can each of these elements be used to optimize a brand's success, and what exactly are they?

since the 1950s, Neil Borden 's theory ⁶of the Marketing Mix (Marketing Mix) has prevailed, which is reflected in the shape of the **4Ps** . The theory takes its name from the initials of the English words for the elements involved in the mixture, due to the fact that they all begin with the English letter P.

The Marketing Mix is defined as the set of tools and variables available that help us analyze consumer and market behavior . It is, in other words, the set of actions or tactics that a business uses to promote its brand or product in the market. Its aim is to create and maintain loyal and satisfied customers

So according to this concept, in order to be able to communicate and to to sell a good four basic elements / ingredients should be involved and mixed which are:

⁵ <https://marketingstrategy.gr/strathgikh-marketing/marketing-4p-7p>

⁶ Neil Hopper Borden (1895–1980) was an American academic who served as professor of advertising at Harvard Graduate School of Business Administration and coined the term " Marketing Mix " .

A. Product : It is the most important variable in the Marketing Mix, since it refers to the goods that a company offers to its customers. When developing a product, home builders should take into account various factors , such as the product's features and benefits, target markets and its market position relative to competitors. A good product strategy should focus on satisfying customers' needs and wants, but also on providing *value* to them. This involves ensuring that the product meets a defined level of quality , is priced appropriately for the target market and is easily accessible to customers , while in addition, it must be ensured that the product is constantly adapted to market changes.

B. Price : Price , as an important element of the Marketing Mix, refers to the amount a customer is required to pay to acquire the offered product. It has a significant impact on the profitability of a business and is the only part of the 4Ps that involves money. When deciding the price of their product, businesses should take into account a number of factors, such as demand, production costs , competition, market and product type, so that pricing decisions are carefully evaluated to ensure that they will generate those revenues that will cover costs and create a reasonable profit margin.

C. Promotion :



The promotion mix, or Marketing communication mix, includes a specific combination of advertising, sales promotion, personal selling, public relations, and marketing tools that hospitality businesses use to build strong relationships with their customers. In addition, hospitality businesses can benefit from events and experiences, interactive marketing and word of mouth (word of mouth) marketing with the aim of recognizing their brand, creating - positive feelings about the brand and strengthening customer loyalty ⁷.

- . Advertising is a primary paid way to reach potential customers and can be used to increase sales and brand awareness , covering a wide target area, by presenting the - message to the respective audience - the goal is to be done through various Media, such as

⁷ <https://konnnect.gr/promotion-mix/>

the traditional ones (television, radio, newspapers), but also all the new digital contact points.

- . Public **relations** involves building relationships between businesses and stakeholders – that is, customers, employees, suppliers and the media. It includes the development of communication strategies designed to improve relationships and maintain a positive corporate image, such as social responsibility (CSR) initiatives and crisis management.
- . Sponsorships involve investing in another organization in exchange for business exposure to the organization's target market.
- . **Social media marketing** is about using social networks such as Facebook, Twitter, Instagram and TikTok to reach customers, with businesses using social media to generate leads, customers, to promote their products or services, but also to interact with their customers.
- . **Word of Mouth** expresses the positive or negative evaluations of customers after they have purchased a product or service and concerns their consumer experience through oral, written or electronic communication. Businesses place great emphasis on WoM Marketing as its ramifications, both positive and negative, can prove to be particularly important. Due to the immaterial nature of hospitality and its focus (mainly on services), strengthening WoM – and eWoM in particular – plays a crucial role for any hospitality company operating in the age of Social media and Online Travel Agents.
- . Finally, **Personal Sales** refers to activities based on face-to-face (Face that Face) interaction with the buyer with the aim of informing and turning him into a satisfied and loyal customer. Personal selling results from the personal effort of individuals, such as sales presentations, sales meetings, exhibitions, etc. Some of the most well-known personal selling points (especially in the case of home appliances) are trade shows, trade fairs, public markets, open farms events, food stores and mass catering.

D. Place : Place, also known as distribution, is an essential element of the Marketing Mix and refers to the "where", that is, the place where the product is made available for purchase or consumption. It is the process of making products available, when and where consumers want them, playing an important role in the decision-making process of each interested party/customer. Factors such as availability, accessibility, convenience and cost are considered by the interested public when considering making a purchase. Distribution channels, physical locations (such as stores) and online marketplaces, must be carefully selected to ensure that the product reaches its target audience. These choices will affect the customer experience, as well as the overall success of the Marketing Strategy. By leveraging position in the marketing mix, businesses can increase their chances of success and ensure that their products reach the right people at the right time.

In recent years, modern scholars have formulated the existence of individual elements that increase the elements that shape the mix, from four to seven, and it mainly concerns Services Marketing. The **7Ps mix, in addition to the** previously analyzed elements, also includes the following three:

E. People : It refers to employees (staff and vendors who work for a business), including those involved in management of the business. The way a company's people interact with the public can have a significant impact on the overall customer experience and the experience they receive overall. When excellent service is offered to customers, then a positive experience is created for them. A friendly and helpful staff creates a positive impression of the business and encourages interested parties to make a purchase. Conversely, rude or unprofessional behavior can discourage customers and prospects, and lead them to look for alternatives. It is important that special care is taken when selecting staff to ensure that they have the right skills and knowledge to represent a business. Also, special importance must be given to his training so that employees can understand the importance of good customer - service and how to provide it.

F. Process (Process): It relates to the systems and processes applied by a business to create and deliver its products to its customers. By optimizing the process, a business can create and deliver its products in a timely and efficient manner, helping to improve their quality and the overall customer experience. Also , an effective supply chain (Supply Chain) , helps to reduce costs, increase efficiency and timely delivery of its products to orders , leading to high quality products quality and usability.

G. Physical evidence (Physical Evidence): When we refer to physical evidence , we mean anything customers "see" when they come into contact with a business. These extend from what its physical store looks like (i.e. the point of sale) and the packaging of its products, to the appearance of its site. These natural elements play an important role in the overall experience that customers get, affecting in a similar way how they perceive it as a brand, since each appearance will work encouraging or discouraging to interact with it. Also, the branding of the product and/or the point of sale (signs, markings), the branding of the service (service logo, microsite and social media), are elements that must be taken into account when creating the M Mix marketing.

Understanding how to use the 4Ps effectively to create a cohesive strategy can be the difference between success and failure in the marketing world, with the integrated 7Ps marketing mix providing a structured approach for businesses to plan and implement their marketing actions in a way that maximizes their chances of success.

Finally, with regard to ecotechnical businesses, the above tools present a diversity in the way they are managed, as they are small-scale processing units based on the farm (together with the cultivation areas), and therefore the way and the form of their utilization vary according to the size of the production unit, the variety and quantity of the produced/processed products, as well as the market to which they are addressed.

2. Operations – Applications of Marketing

2.1. Marketing Strategy

One of the key applications directly related to Marketing Functions/Applications is **Marketing Strategy**⁸, which is a long-term, future-oriented approach to planning with the primary objective of achieving a sustainable competitive advantage for a business. It is used so that a business can develop partnerships with its customers and know its customers based on the features, specifications and benefits of the products it offers. Basically, the Marketing Strategy focuses on encouraging the population/target to buy specific products that the business has.

In more detail, the effective Marketing Strategy:

- . It gives the business an edge over its competitors.
- . It contributes to the development of goods with the best possible profit.
- . It helps to highlight areas affected by business growth and thus helps to create a business plan to meet customer needs.
- . It helps to determine the right price for the company's goods, based on the information - collected, in the context of market research,
- . Ensures the effective coordination of the various departments of the business,
- . It helps a business make the best use of its resources to deliver a sales message to each Target Market.
- . Assists in proactively setting the advertising/promotional budget and also develops methodology for determining/budgeting revenue from the advertising/promotional plan.

The stages followed to define the Marketing Strategy are as follows :

⁸ <https://www.businessplanning.biz/el/blog/415-sxediasmos-tis-stratigikis-marketing-kai-etoimasia-planou-marketingk>

I. Defining Marketing Strategy

a) Unique Selling Proposition – Unique Selling USP _ _ _

b) Total Customer Experience – Marketing Mix

- . Product/Service ("Product")
- . Price Strategy
- . Place/Distribution ("Place")
- . Promotion Strategy - Marketing Plan ("Promotion")

II . Preparation of Marketing Plan

a) What determines the Marketing Plan

b) Monitoring and Measuring Marketing results Plan

I. Defining Marketing Strategy

a) Unique Selling Proposition – Unique Selling USP _ _ _

First, a description of the company's Unique Selling Proposition (USP) needs to be made , which must be an exciting proposition that describes its essence. It is what distinguishes the company's products from those of its competitors . It is expressed as just one sentence that summarizes the essence of the business. It is the single selling proposition that is the focus of all marketing efforts . The question that your unique selling proposition answers for your customer base is: "This is why you should buy from me, instead of my competition ." The key to a successful unique selling proposition is to provide potential customers with a specific benefit that they find attractive. It is not enough to say that the product is "better " or that it has "greater value". It should communicate to customers what **specific benefit is offered** to them.

For this reason, before introducing a product to the market, it is useful to develop a unique - selling proposition, in order to establish – in advance – whether or not there are prospects of selling the specific product :

- . If there is nothing that differentiates the product from the competition , why would anyone want to buy it?
- . But even if there is something that makes the product stand out, is it something that consumers will see as adding value to them?

If both of the above conditions are not met, there is no reason to spend time or money developing a product that has no prospect of being viable in the market. The Unique Selling Proposition is an especially important Marketing tool for small businesses that are forced to

compete, both with other small businesses and with larger ones. A business may outperform the competition, but if it doesn't communicate that to its potential customers they will have no reason to choose it over a competitor.

There are four steps to developing a Unique Selling Proposition (USP).

1. **The first step** involves evaluating the products offered by the company , always from the perspective of the target market based on economic, demographic , geographic , - psychographic characteristics, trends and behaviors. Thus, the following questions should be answered , from the perspective of the target market: " *What does our typical customer really want?* " "*Does our customer base want a lower price, better service , specific location, delivery to the place of production* " ?
2. **In the second step** , it is necessary to evaluate what specific benefit of what the target market wants , your products can offer, better than the competition . Essentially, the question should be answered: "*What do my products offer that my competitors' products don't ?* " In this context, it is necessary to consider the strengths and weaknesses of your - business in relation to the competition, so that the promise of a specific benefit to the customer, through the Unique Selling Proposition, is real. If the promise that will be given to the customer, through the MoP, does not correspond to the reality , the results of your Marketing actions will have negative, instead of positive, consequences.
3. **The third step** is to write a sentence that will include the result of the previous two stages, which will be easy enough for someone to remember, so that it can be used as an advertising message, for example: "*We produce products that protect your health* " *or* "*We serve only organic products on your plate* " .
4. **Finally**, the MoP needs to be incorporated into all activities and promotional material, such as emails to customers, the website , all publications and social media profiles such - as Face book, LinkedIn, Twitter, Pinterest, etc.

b) Total Customer Experience – Marketing Mix (4 Ps – 7 Ps)

The overall customer experience of the business is determined by Marketing Mix developed - thoroughly in Section 1.1.

II. Marketing preparation Plan

After the Marketing Strategy is defined, the **Marketing is drawn up Plan** . The Marketing Plan is a text that includes a description and instructions for Marketing tactics and programs , for a company , in relation to the availability of its products during a specified period of time (often on an annual basis).

A Marketing Plan focuses on attracting new and retaining existing customers . It is a Strategic tool and includes numbers, data and goals. It describes all the available means and tactics that a business will use to achieve its sales goals. It is her Action Plan , it defines what you will sell, who will want to buy it and the tactics you will use to generate sales .

a) What defines the Marketing Plan

The Marketing Plan determines what specific action will be implemented, the medium through which it will be carried out, the Marketing material that will be used for its implementation, the time point at which it will begin and when it will be completed, the cost of implementation, each person who will involved in the implementation of the action (internal or external partner) and his/her responsibilities/responsibilities in the context of the implementation, together with a schedule of the actions to be performed by each person involved. It also includes sales forecasts as a result of the action, so that they are taken into account, in the planning context , and no stock-out occurs, as a result of the Marketing action .

For the selection of media/channels for conducting advertising/promotional activities , - customer characteristics are taken into account (who makes the purchase decision, where they are informed, where they are influenced, etc.) and the cost of each medium. In order to maximize the effectiveness of Marketing actions and optimal use of the Marketing Budget, it is important to choose means and types of actions, always according to the objective of each action, which offer greater targeting possibilities in each target market .

For example, taking advantage of the possibilities offered by **Internet Marketing** , in relation to "traditional means" of promotion/promotion, enables both increased targeting and more accurate measurements. In addition, the possibilities offered by the Internet provide the opportunity to implement interactive actions and communicate directly with the potential market. End. meaning that it is important to take seasonality factors into account, where required.

b) Monitoring and measurement of Marketing results Plan

As with any Plan, the progress of the Marketing Plan should be monitored and measured so that it can be adjusted/revised as needed. The results of each action/campaign can be a basis for evaluating the Plan and adjusting the rest of the actions. Also, the Marketing Plan should be adapted /revised when market parameters change/affect, on the basis of which it was drawn up, so that it always supports the Marketing Strategy of the business. In addition, it is important to monitor the market and take into account the Marketing actions of the competition, both in the context of planning the implementation of our own actions, and for evaluating their results.

When Marketing Budgets are tight, Marketing needs to work smarter than ever. Evaluating our activities doesn't have to be expensive and can save us money in the long run

- **We use our website to measure our marketing**

Many Marketing activities are designed to drive customers to our website. That is why we should analyze the statistics of our website on a regular basis. We need to know how many people visit our website, which pages they visit and when. For example, if we run press ads, we can see if traffic to the website increased during the specific time the ad ran.

- **We ask customers how they found us**

We ask our new customers how they found out about us. It could have been "word of mouth (Word of Mouth)', from registering in a directory or he could have seen us at an exhibition that our business participated in. We should always ask and find out the source of their information and keep a record of their answers. This data will help us evaluate the - effectiveness of the Marketing methods we use.

- **We ask customers why they chose us**

We may know through which channel our customers reached us, but what was our message that captured their interest? For this reason, we ask a group of customers what brought them to contact our business. It could be the reputation of our business or the quality we offer relative to our prices. The Marketing message that proves most effective should be the one we focus on going forward.

- **our advertising**

If we advertise in different places or in different media, we may use separate contact numbers or URLs tailored to each individual advertisement so that we can track where the interest is coming from. This way we can compare response rates and evaluate which option offers the best return on investment (ROI).

- **Measuring the mail we send**

In the case of letter correspondence, a card or self-addressed prepaid envelope is included with each letter sent. The less someone has to do to respond, the higher the response rate will be. Response cards should be coded according to the recipient's target market segment so that we can track where each response is coming from . Statistically, however, it has been proven internationally that only 3-5% respond and therefore the response rate is particularly small.

- **We ask our customers about our marketing**

The response rate to our letters answers how many, but not why. For example , if we have sent 1,000 letters, we can call a small sample of 50 recipients and ask them, for example:

- . If they remember receiving our letter.
- . If they opened it.
- . If they can remember what the main message was.
- . If they have responded?
- . If so, why?

Based on results, we may find that while recipients positively received an e- mail, they did not go into the process of responding. In such a case, repetition with a reminder credit will increase response rates. We may also find that using other means than mail, such as telephone or e- mail, will enhance response.

2.2. SMART goals

When we talk about business targeting or goal setting, we talk about the **S model . M. _ A. _ R. _ T. _** where is the acronym for the characteristics that a goal must have in order to be achievable. So to make sure our goal is clear, concise and realistic it should be:



More specifically:

1. **S** pecific – Specific

A vague goal, such as "I want my business to increase its turnover", shows that the current situation is not satisfactory. Obviously, the turnover has to be strengthened. However, there is no real plan to achieve this goal ⁹. The goal must be clear and specific, otherwise we will not be able to focus our efforts or feel truly motivated to achieve it . In other words: ***"What do I need to do in order to succeed?"***.

When writing our objective, we try to answer the following questions:

- . **Who** : We think about who should be involved to achieve the goal (this is especially important when working on a team project).
- . **What** : We think about what exactly we are trying to achieve, without fear of getting too specific .
- . **When** : We should set a time frame for the implementation of the specific objective that will be analyzed in particular in the "timetable" section.
- . **Where** : This question may not always apply, especially if we are setting personal goals . However, if there is a specific geographical area, we specify it here.
- . **Who** : We identify any relevant barriers or requirements. This question can be beneficial in deciding whether our goal is realistic. For example, if our goal is e.g. to produce tahini, without first knowing the production process, we should refine the specifics of the goal which should be *"I first learn how to grow sesame, mechanically harvest it and process it, and then proceed to produce tahini."*

⁹ <https://among.gr/el/sharing-is-caring/smart-goals/>

- . **Why** : What is the reason for the goal? In the case of our example it is economic. That is, to increase my production capacity with the aim of increasing the market share.

So it should be clear what kind of actions I need to take to achieve them. When the goal is specific, there is a correlation with increased motivation and success. For example, I as a homemaker, instead of saying: "*I want to increase my turnover*", I should say: "*I want to increase the availability of my production in more S / M and retail stores*".

2. **M** easurable – Measurable

It's important to have measurable goals so I can track my progress. Evaluating progress helps me stay focused, meet deadlines, and feel excited as I get closer to my goal . In the above example I should say: "*I want to increase the availability of my production in more S / M and food stores, so that in the next 6 months I have a turnover increase of 20%, compared to the corresponding turnover of the previous 6 months*".

3. **A** chivable – Feasible

The goal must also be realistic and achievable to be successful. Also, it should be acceptable, both to me and to my team. It is important to build support for the goal among employees. Support will be enhanced if employees are involved in the decision-making process. This is especially true for short-term goals. In *our* example "*to increase the turnover by 20% in relation to the corresponding turnover of the previous 6 months*" it should be examined if this goal is too optimistic and possibly leads to a decrease in satisfaction if it is not achieved. Therefore, in order to be realistic and therefore achievable, the following should be assessed: the production capacity of the eco-technical unit, its possible reinforcement with additional crops, the provision of more modern machinery or spatial restructuring of the coking facilities

4. **R** elevant – Relevant

A relevant goal takes into account the practical situation and the work in which everyone is - involved . It is impossible for everyone to focus on the same goal all the time. Besides , there are always other matters that require attention. For example, urgent tasks and unforeseen events. In addition, the goal must be relevant to those who are going to work on it.

If in our example the financial management of the eco-technical unit is instructed to "*increase the turnover of the next 6 months by 20% in relation to the corresponding turnover of the previous 6 months*" the result will be ineffective for the following reason. The goals should be related to each other, i.e. the person in charge of the housework should, at the same time, have the goal of a proportional increase in production, as well as the supply of a modern appliance, e.g. standardization or packaging, as well as spatial configuration of its installation.

5. **Time _specific** – Time-specific

Every goal needs a target date so that we have a deadline to focus on it and work more methodically and according to a specific plan. In our example, the acquisition of e.g. *of the skills required to grow sesame , process it, and the tahini production process* may require a time horizon that we did not foresee from the beginning. So we should first determine the time limit for acquiring these skills (which is a sub-goal) and then proceed to achieve our big goal.

SMART method of goal setting is a very useful guide. If we can combine a "big vision" with "small and realistic goals", we will gradually develop a clear path with feasible actions in the direction we want to successfully realize our vision. When we set realistic and achievable - goals, we begin to gain more confidence. We are starting to see progress and this motivates us and gives us inspiration to continue. On the other hand , if we set ambitious and unrealistic or unattainable goals, we will quickly become disillusioned and ignominiously abandon the effort. For this reason, go step-by-step, evaluate, make corrective actions and continue.

2.3. Sales Technique

Selling is an ongoing process that affects our daily lives and is not limited to commercial acts and practices. It includes knowledge, desire, enthusiasm, creativity, confidence, intent to succeed, where every obstacle is seen as a new challenge to be met and not an excuse to suspend action . Consequently, sales is communication, culture, positive attitude that eventually becomes a way of life with optimism as the main characteristic.

Selling is a "mutual relationship" since both parties – seller and buyer – have needs, rights and undertake obligations . " You are not *born a salesperson, you just become one.*" No one was born possessing knowledge, but acquired it over time and after successfully attending specific stages of education.

An innate talent for communication is a prerequisite for a successful career in sales, but talent alone is not enough. Let us consider an artist with an excellent timbre in his voice but who cannot make out phrases or notes. Accordingly, the untrained salesperson who does not possess the knowledge of the product or service he is selling or does not follow the stages of the sale, it is natural that he cannot adequately satisfy the needs of his consumers and potential customers. Under these conditions, success is impossible, with unfavorable results for him and of course for the company he represents.

The science and not simply the art of sales has its roots in ancient Greece where sophists, through dialogue, could reshape perceptions and choices . The characteristics of a successful salesperson are: adaptability, i.e. the ability to change himself based on any new conditions prevailing in the environment in which he operates, the constant willingness to train and expand his knowledge and skills, his character and especially honesty, confidence in his abilities and in his relationships with clients, a positive attitude towards the challenges of the market, but also of his internal working environment.

The sales profession has gone through many stages in Greek society. It is a profession that absorbs a very significant number of workers over time and hardly experiences unemployment, characteristic of its necessity. Motivating a salesperson involves training , daily goal tracking, “extrinsic” and “intrinsic” rewards . Specifically, clear quantitative and qualitative goals are rewarded with financial benefits and moral recognition. Team spirit is built with shared actions and shared team rewards .

For decades, sales professionals, marketing teams and entrepreneurs have studied sales techniques and seen what works and what doesn't. So it stands to reason that the sales - techniques we use today are very different from those used a few decades ago. Some of the most effective sales and marketing techniques used are ¹⁰:

1. Develop a closer relationship with your customers

In many people's minds, salespeople have developed a reputation for being "pushy" or "all they care about is selling." Today, however, successful salespeople develop a closer relationship with their customers and show an interest in getting to know them better .

2. Know your customers

Know your customers better: who is the customer and what motivates them? More specifically, you need to ask yourself these four questions:

- . Who are your ideal customers?
- . Where can you find them?
- . What will you give them to attract them?
- . What is the result you want?

By answering these four questions, you begin to draw up a sales strategy.

3. Show them the value of your product from the start

In order to make a sale, you have to somehow provide something to the customer that has some value to them. Otherwise why would they want to listen to you? You don't have to do anything big. A free sample, a demo or even a tip can go a long way in attracting customers. You have to gradually build your relationship with the customer. The more you build a relationship of trust with the customer, the better products and service you provide . This is - also known as the "Value Ladder" . Each step on the ladder consists of a product of higher value to the customer. But don't forget that everything starts from this first communication with the customer, with an offer that initially attracts his attention to buy from you.

¹⁰ <https://uplevel.gr/6-texnikes-poliseon-gia-megista-apotelesmata/>

4. Collect recommendations

Recommendations could not be missing from the list of sales techniques. So, every time you make a sale, ask them to write a recommendation as well. Referrals are one of the best ways to get new customers, as according to a Nielsen survey, 83% of people trust recommendations from people they know and trust. These people are also more likely to buy from you. Recommendations, in addition to helping to increase sales, also make your job easier. If a customer likes what you have to offer, then they will definitely want to tell people they know. But don't expect the client to spread your word without asking. And of course, this doesn't happen just once. After each communication, give him the opportunity to introduce you to someone else.

5. Keep in touch with your customers

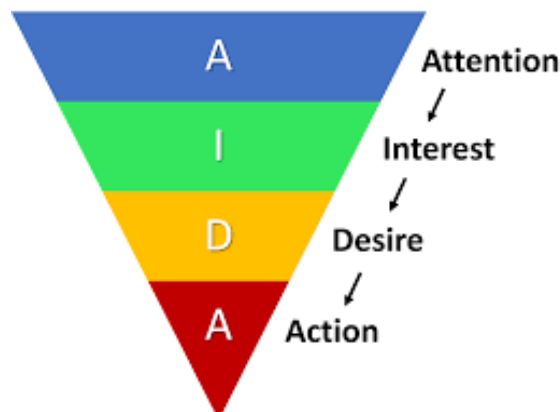
Most sales are not direct. You can often talk to someone several times before it's time for them to buy from you for the first time. That's why you have to keep communication with each of your customers separately. This way they will start to trust you more and more. The question is: how to keep in touch? This can be via email or social media messages.

6. Find the solution to the problem

Salespeople shouldn't just sell a product. They have to sell a solution. Sometimes, salespeople focus so much on their products that they forget the real problems of their customers. But when you become the one who helps them solve their problems, you change their life. When you serve your customers, you are not only helping them, but also yourself. Of course, to solve problems you have to be able to identify them. To do this, invest in *effective communication*. Listen carefully to your customer. Make sure you really understand what he's telling you. Ask direct questions that will help you get to the root of the problem. Only then will you be able to propose the right solution to his problem.

AIDA model is applied in the sales process, developed by the American entrepreneur E.St.ElmoLewis, in 1898. Its main purpose was to optimize sales calls and specifically the interaction between salesperson and customer regarding the product. It is a model used in Marketing that describes the steps a customer goes through in the process of buying a product. The AIDA model has been used since the late 19th century. It has been revised and modified many times over the years, both in Marketing and Public Relations.

The application of the **AIDA technique (verdi's verse)** is applied internationally and yields significant results in the promotional process:



Attention : I draw the customer's attention to the product

Often, the attention part is overlooked by many marketers. It is assumed that the product has - already caught the attention of consumers – which may or may not be true . In any case, don't just assume that everyone already knows your product. One of the best approaches to getting consumers' attention is what's called “creative disruption”—breaking existing patterns of behavior with a highly creative message. This can be done in several ways :

- consumer 's curiosity (implicit marketing) .
- A highly targeted message (personalized marketing) .

Essentially, the goal is to make consumers aware that there is a product out there that is worth paying attention to.

Interest : I get the customer interested in learning more about the product

Generating interest is generally the hardest part. For example, if the product is not intrinsically interesting, this may be very difficult to achieve . You should make sure that the advertising information is easy to read, with interesting subheadings and illustrations. Focus on what is most relevant to your target market about your product and convey only the most important message you want to convey to consumers.

Desire : I create the desire in the customer to proceed with a purchase

The second and third steps of the AIDA model usually go together. As you try to generate interest in a product, it's important to help customers realize why they "need" that product. Convey to the audience the value of the product and why they need it in their lives.

Action : I make him decide and proceed to buy the product

The final step of the AIDA model is to prompt your consumer to take action. The ad should end with a call to action, a statement designed to get an immediate response from the consumer. For example , Netflix uses persuasive text to convince the viewer to try their free trial. Good advertising should create a sense of urgency that prompts consumers to take action right now. A method commonly used to achieve this goal is limited time offers.

2.4. Digital Marketing

Marketing has always been about connecting the business with its buying public, at the right time and in the right place. This means that in today's time, communication with customers needs to be done in the place where they already spend a lot of time and this is the internet which, today, is a daily habit for the majority of people with the result that their number is increasing daily. More specifically, the majority of consumers and especially the 17–54 age groups who are more familiar with new technology, now search, compare and buy a multitude of products online and in this environment traditional marketing techniques they are no longer so efficient in contrast to Digital Marketing which is evolving rapidly.



Digital Marketing, also called Online Marketing, is the promotion of products and services, with the aim of connecting businesses with potential customers using the internet and other forms of digital communication. This includes not only email Marketing, Social Media and Internet advertising, but also all advertising channels that flow from them.¹¹ The Digital Marketing industry is booming and it has become a necessity for companies to invest in it. It has become a critical part of the Marketing Mix, which includes traditional Marketing channels such as TV, radio, print media and others. Digital Marketing is important because it helps businesses to reach their target audience in an effective manner and also helps them to increase their brand recognition and create an online presence for their business.

Therefore, the online market is the one that should be exploited primarily, on the part of the eco-technical producers, in order to take advantage of all the advantages it offers, so that with specific actions and actions, they address an expanded market, both nationwide and in foreign countries, in this case it is sufficient that they have the necessary production and processing capacity to respond to massive demand for their products. In this case it is necessary to train the producer or my person from his/her family environment, in the operation and applications of Digital Marketing, so that he/she can make use of this tool.

Otherwise, it is necessary to employ a digital marketer who will be responsible for the digital side of marketing to be able to manage all online channels and make sure they work according to the objectives of the technical unit. Digital marketing professionals (marketers) use a variety of techniques to grow the business, such as social media (social media), content marketing (content marketing), paid advertising (ppc), email marketing and

¹¹ <https://web-net.gr/digital-marketing/> _ The ultimate guide for 2023

many more. but. These techniques help to increase the visibility of the business by reaching new potential customers .

Regarding the cost of digital marketing, this varies depending on the type of channel used - and the level of effort required for success. The cost of digital marketing varies depending on the service and is divided into two parts:

- a) Freelancer fee or digital marketing agency .
- b) Payment to advertising media (facebook, google, etc.).

rises above (in the case of an experienced employee), even up to 1,500€, depending of course on the needs and the necessary tasks required and daily to advance a company in the world of internet marketing .

Next, the main types of digital marketing that exist on the market at the moment are listed , with a brief analysis of them:

- **Search Engine Optimization (Search Engine Optimization_SEO)**

It is the process of optimizing the website so that it gets a "higher ranking " in the results pages of a search engine. In this way, website traffic and brand recognition increase. Channels that benefit from SEO techniques include websites , blogs and infographics . The activity that can affect a website 's ranking is incoming links, also known as **backlinks** . The number and quality of websites that link to ours affect the ranking of the keywords that interest us . By networking on other websites, developing articles on them (as a guest), which lead back to our website, we can develop the links we need to rise in the ranking of the corresponding **SERP** ^b . Image compression, proper data management and CSS file optimization can increase the loading speed of our website, which is an important ranking - criterion in search engine results pages.

The Social Media marketer will then help promote these blogs through posts and/or advertisements on the business's Social Media accounts. Finally , the email marketer can create an email campaign to send those who bought the ebook more information about the business .

*(a) Backlinks are an essential component of a **website** . More specifically, every time one website connects to another via a link, it creates a backlink (a link back) for the linked site. Backlinks are vital as they are seen as something of a vote of confidence by the Google algorithm. Also, the more well-known and high-rated a website is that links to yours, the stronger and more quality the backlink is.*

*(b) **ERP** stands for Search Engine Ranking Page . **They are** simply the results that the search engine brings after you have written the keywords and pressed the search button.*

▪ **Social Media Management**

Manages Social Media and schedules the publication of written and visual content . He usually collaborates or works as a Content Mkg Specialist (in small businesses).

▪ **Content Marketing specialist**

This term indicates the creation and promotion of digital content with the aim of creating brand awareness (brand awareness), increasing visits to the website, generating interest from visitors and ultimately converting them into our customers (conversions).

▪ **Social Media Marketing**

Social media is probably the fastest growing trend in the history of the world. From this alone we can understand that a social media marketing strategy is necessary for any type of business. This strategy promotes the brand and its content on Social Media. The communication channels that play an important role in this Marketing strategy are:

- . **Facebook Ads:** Here, users can pay to customize a video , image post or slideshow, which Facebook will post to the news feed of people you target and match your business's audience.
- . **Twitter ad campaigns:** Users pay to place a series of posts in the news feeds of a specific audience.
- . **LinkedIn Sponsored Messages:** Users pay to send messages directly to specific LinkedIn users based on their industry and history .
- . **Pay Per Click (PPC) Ads :** One of the most popular and effective methods of digital - marketing in recent years is Pay per Click advertising. It is the method of advertising in which the advertised business pays the advertising platform every time a user clicks on its advertisement while browsing the web . Practically speaking, with the PPC campaign, you do not invest a huge amount of money for advertising from the beginning , but every time your ad banner is clicked , in a way you "buy " this action of the user , paying the so- called "CPC_ Cost per Click".
- . **Affiliate Marketing:** This is a type of performance-based advertising where you - receive a commission for promoting someone else's products on your website. The communication channels that play an important role are: a) Hosting Video Ads in the You Tube Partner Program and b) Posting affiliate links from your Social Media accounts .
- . **Email Marketing:** Email is often used to promote content, sales , events, as well as to attract customers to the business website. The types of emails you can send in a campaign are:
 - Newsletters to subscribers.
 - Follow-up emails to website visitors who have purchased something.
 - Customer welcome emails.

- Offers.
- Tips or emails for customer service.

▪ **Inbound Marketing**

is to attract and delight customers at every stage of the buying process . You can use any Digital Marketing technique to create an experience as long as it is geared towards the needs of the customer. Here are some classic examples of Inbound Marketing compared to traditional Marketing :

- . Blogging vs pop-up ads .
- . Video Marketing vs commercial advertising.
- . Email to contact/customer list vs spam.

▪ **Native Advertising**

This method refers to primarily content-based ads that appear on a platform alongside other free content. Many marketers consider Social Media advertising to be 'Native', such as - Facebook/Instagram advertising .

▪ **Marketing Automation**

Marketing Automation refers to software that automates key Digital Marketing functions such as :

- . **Email newsletter:** Email automation allows you to do more than just send emails to your subscribers. It can also help you customize your contact list depending on the needs that arise and the audience you want to target.
- . **Social Media Posting Schedule:** If you want to boost your social media presence you should post content frequently. Social Media scheduling tools promote your content to these channels, automatically and tailored to your needs.
- . **Generating Leads:** Attracting your audience and then converting them into customers / buyers can be a long process. But you can automate this process by sending emails with specific content to customers who meet the criteria you set.

Campaign monitoring and reporting: Marketing campaigns can include multiple people, emails, content, websites, phone calls, etc.

▪ **Online PR**

It is the practice of building relationships and interests between your business and other people/businesses online. It is developed through online publications , blogs and other

content-based websites. The communication channels that play an important role in this marketing strategy are:

- . **Reaching journalists through Social Media:** Chatting with journalists on Twitter, for example, is a great way to develop a relationship with the press.

▪ **Sponsored Content**

With Sponsored Content, you pay another company or person to create and promote content that mentions your brand in some way. A popular type of sponsored content is **Influencer Marketing** . With this type of Marketing, an influential person/company in their industry publishes posts/videos related to your business on Social Media. Another type of promoted content could be a blog post or article that is written to promote a topic, service or brand.

Digital **Marketing** is a powerful tool that can help businesses reach new customers and increase their revenue. However, despite its potential , digital marketing campaigns may not achieve the desired results . Next, we'll look at various aspects of digital marketing that can cause a campaign to fail. By understanding these common mistakes, you'll be better - equipped to create effective digital marketing campaigns that help you achieve your business goals ¹².

Here are several reasons why digital marketing campaigns don't work:

▪ **Lack of Strategy**

Having a comprehensive Plan is important to the success of a digital marketing campaign . Without a Strategy, it's easy to lose sight of your overall goals and your campaigns can be ineffective. Some reasons that lack of strategy can affect a campaign is:

- . If you don't know what you want to achieve with your campaign, you can't measure success.
- . If you don't identify who your target audience is, you can't create the right content.
- . If you don't determine which channels you'll use to reach your audience, you can't allocate your budget effectively.
- . If you don't have a detailed Budget Plan, you may overspend, without any results.

▪ **Targeting the wrong audience**

Knowing your target audience and understanding their needs and wants is essential to reaching the right people. Targeting the wrong community can mean your campaign is

¹² <https://beedigital.gr/digital-marketing-2023/>

reaching people who have no interest in your product at all . Examples of how targeting the wrong audience can affect a campaign:

- . A waste of advertising budget to people who are unlikely to be interested in what you have to offer.
- . High bounce rate on your site, resulting in visitors not finding the content they are interested in.
- . Failing to generate leads because your message isn't resonating with the people you're reaching.
- . The target audience should be properly defined and segmented before starting any - campaign to ensure that the message reaches the right people , increasing the chances of success.

▪ **Insufficient budget**

Adequate and well thought out budget is required to run a successful digital marketing - campaign . Not having an adequate budget can lead to cutbacks and an inability to invest in the necessary tools and resources to make a campaign effective . Examples of how a lack of budget can affect a campaign:

- . You are unable to pay for the creation of quality content such as videos or images, which will make the campaign less attractive.
- . It is not possible to advertise on multiple channels, thus limiting the number of users who would see your campaign. .
- . You avoid resorting to the help of a professional, which will affect the quality of the campaign.

▪ **Low quality website**

A well-designed and user-friendly website contributes to the success of your digital marketing campaign. A website that is difficult to navigate or has a poor user experience can lead to a high bounce rate and poor conversions . It is important to have a website that is easy to navigate, visually appealing and optimized for conversions. Examples of how a poor website design can affect a campaign:

- . High bounce rate as visitors struggle to find what they are looking for .
- . Low conversion rate as visitors do not trust the site or find it difficult to take action.
- . Bad brand image as a poorly designed website can make a business look unprofessional.
- . Poor search engine rankings, as search engines may penalize websites that have a poor user experience.

▪ **Lack of new and engaging content**

Having **relevant** and **engaging** content on a website is important to attract and retain a user online. Without fresh and engaging content , it can be difficult to attract new visitors.

Examples of how a **lack of new content** can affect a campaign:

- . Difficulty generating steady visitors, as visitors have little reason to return to the site.
- . Difficulty in ranking well in search engines, as search engines prefer websites with fresh content.
- . Difficulty generating leads and conversions, as visitors have little reason to take action.
- . Difficulty recognizing the website as a reliable source of information.

**It is important to regularly update the website with new and engaging content relevant to your target audience to keep visitors interested and coming back for more.*

▪ **Ignore data analysis**

Data analysis is important in understanding the success of a digital marketing campaign. Without this information, it's hard to tell what's working and what's not, making it difficult to make informed decisions and optimize a campaign.

Examples of how a **lack of attention to analytics** can affect a campaign:

- . Difficulty understanding how visitors are interacting with the site and where they are coming from.
- . Difficulty determining which channels bring the most traffic and conversions .
- . Difficulty understanding what types of content and campaigns are most effective .
- . Difficulty identifying areas for improvement and optimization.

It's important to regularly monitor and analyze data to understand a campaign's performance and make decisions. This will help identify areas for improvement, **optimize campaigns** and ensure that your **marketing budget is being used effectively** .

▪ **Lack of trial and error**

Testing and experimenting with **different strategies** is important to find the most effective approach for a **campaign digital marketing** . Without trial and error, it's hard to know what works and what doesn't and to optimize your campaign for better results. Examples of how lack of testing and repetition can affect a campaign:

- . Difficulty determining which strategies are most effective.
- . Difficulty identifying areas for improvement and optimization.
- . Difficulty understanding what resonates with the target audience.

- . Difficulty adapting to market and audience changes.

It's important to test different strategies and tactics to understand what works and what doesn't and make data-driven decisions. This includes testing multiple variations and experimenting with different ad copy, images and calls to action. Constant **testing** and **iteration** will contribute to **campaign optimization** and will increase the chances of **success** .

▪ **You don't follow trends**

Staying updated with the latest tools and strategies in digital marketing is important to stay competitive in the market. The digital landscape is constantly evolving and new technologies and trends can offer new opportunities for businesses to reach and engage with their audiences. Not keeping up with these changes can mean missing out on potential opportunities and falling behind the competition. Examples of how not following trends can affect a campaign :

- . Difficulty reaching audiences as they may be using new platforms and channels.
- . Difficulty engaging with audiences as they may expect different types of content and experiences.
- . Difficulty in monitoring and analyzing data, as new technologies are supposed to provide more accurate and detailed information.
- . Difficulty optimizing campaigns, as new strategies and tactics may be more effective.
- . Difficulty adapting to market and audience changes.
- . It's important to regularly research and stay up-to-date on the latest trends and technologies in digital marketing to ensure campaigns are using the most effective tools and strategies. This will help improve the effectiveness of the campaigns and increase the chances of success.

By understanding these common mistakes, each business unit can be better equipped to create effective digital marketing campaigns that will help them achieve their business goals. Finally, you should keep in mind that the digital marketing is a continuous process that requires testing, iterating and adapting to new trends and technologies . The support of a professional of this kind is necessary , as well as conducting a preliminary research that will contribute to the correct planning of an effective campaign.

3. Agricultural Marketing (Knowledge-Operations)

" **Agricultural Marketing** " ¹³ is the set of business activities that are related and developed with the flow of agricultural products - from producers to consumers - in such a way that,

¹³ <https://slideplayer.gr/slide/11614032/>

on the one hand, the needs of consumers are satisfied and , on the other hand, those of producers. More specifically, it is a process of planning the agricultural product , its pricing, promotion and distribution , in order to satisfy, through the transactions created, both the objective goals of individuals and agricultural enterprises . It is, in other words , a system of rational business decisions and activities, so that the needs and demands of the market can be diagnosed in a timely manner in order to correctly plan , design and develop those (agricultural) products , which to cover and satisfy these needs.

"Agricultural Marketing" is based on the Principles of General Marketing, but it includes - and applies additional points and principles that are mainly due to the following:

- . Agricultural products are organisms that often continue to live and breathe, even if they are cut from the trees and plants from which they were produced (Biological sciences, Nutritional sciences, etc.)
- . Agricultural production, unlike industrial production, is not controllable, since it depends to a large extent on uncontrolled climatic conditions, which cannot be greatly influenced by the human factor.
- . The specialist in "Agricultural Marketing" must have additional knowledge from other sciences (biological, technological, etc.) and apply appropriate Marketing strategies to - achieve effective marketing of agricultural products. In addition, its goal is to change some eating habits (mainly of foreign consumers), so that they prefer purely Greek products, highlighting at the same time their great nutritional value, deliciousness and high level of quality.
- . Thus "Agricultural Marketing", in contrast to General Marketing, is the leader and not the tail of the production and business process, and this is because it gives orders and directions to the primary sector on what, how much and how to produce the agricultural product, i.e. it orients agricultural production itself.

The modern Greek agricultural sector operates in conditions of extreme uncertainty and intense competition and therefore requires a general qualitative upgrade, combined with the application of innovative Agricultural Marketing strategies and procedures . It requires the modernization of agricultural holdings, a change in productive and business mentality, with extroverted characteristics.

Regarding the role and objectives of "Agricultural Marketing ", they focus on the following:

- . To identify the modern needs and preferences of consumers in goods and products of agricultural origin. Success in agricultural marketing means understanding the buyer - and offering him a product that will be chosen among all others . This, in a word, is competitiveness.

- . To guide agricultural production in those directions (production of those types and varieties of agricultural products and in those qualities and quantities) demanded by the final consumers.
- . To "enforce" the promotion-sale of agricultural products that are evaluated and recognized as pure, clean, safe and healthy.
- . To ensure and possibly increase the quantity of available agricultural products, through the preservation, but also finding new markets.
- . To achieve satisfactory, and therefore acceptable by the consumer, sale prices for agricultural products, while bringing the maximum profit to the producers - homemakers.
- . To contribute to the movement of agricultural products with the least possible deterioration and the achievement of the lowest possible cost of disposal.
- . To succeed in changing some eating habits - mainly of foreign consumers - and to direct them to preferences for purely Greek products.
- . To succeed in highlighting the nutritional value, the taste experience and the high - quality of Greek agricultural products.

Regarding the Agricultural Products Marketing functions, these start from the initial point - of production-processing-disposal of the product and follow actions that have to do with the form and size of the eco-technical unit, the number and quantity of agricultural products produced, processing-standardization-packaging -identification-storage, costing, market research, advertising, selection of distribution channels, promotion and distribution, after sales sale of coke. Success in "Agricultural Marketing" means understanding the buyer and offering him a product that will be chosen among all others. This, in a word, is competitiveness . International experience shows that the use of M arketng and B randing can multiply from 3 to 10 times the value of the product ¹⁴.

The most important parameter for a successful promotion is **word of mouth**_for an agricultural product which begins with a necessary strategy exercise in which we determine our competitive positioning. Especially for agricultural food products, the creation of a properly structured and consistent brand can have multiple benefits, both for the producer and the consumer. Subsequently, consistent and sustained effort is required at all levels (product configuration, communication, pricing policy , packaging , distribution channel, etc.) in order to make this strategy work in the minds of the consumer public . . In other words, to align the producer's desire with the consumers' thinking about the producer's product . The latter concerns the reputation and image of the business, whether it is a cooperative , a group of producers or an individual producer. This process requires an understanding of many factors, such as market conditions, industry competition , consumer identity and needs. First of all it is necessary to understand the motivation of the

¹⁴ <https://www.agro24.gr/agrotika/symvoyles/symvoyles-gia-marketing-agrotikon-proionton>

cooperative or producer group or the producer , that is, why the particular product is chosen to be offered and how it concerns others and answers their real needs.

But what does a branded agri-food product offer?

- . **Inspires trust:** A branded agri-food product bears the details and identity of the producer. In this way, it responds to consumer concerns regarding food safety.
- . **Cultivates relationships with consumers:** It is a fact that consumers choose food based on a combination of criteria, such as value for money, functional benefits (health benefits, etc.), but also emotional factors (childhood memories , etc.) .).
- . **Builds sustainable competitive advantage:** Branded products command a higher - profit margin than name brands, i.e. a higher price for the same features.
- . **Facilitates distributors and retailers:** Branded agri-food products attract more people to the store, on the one hand because consumers come looking for the specific products and on the other hand, because they strengthen the image of the store. At the same time, they enable a greater profit margin for the distributor or retailer.

The effort of the producers-artists of P.E. Evros, should focus on creating surplus value for the branded products they market, consolidating their competitive position at the same time and promoting the Greek diet, as a leading example of the Mediterranean diet which has been recognized worldwide as the healthiest and with the highest nutritional value. In this context, the following comparative advantages should be highlighted :

- . **Geographical and climatic conditions:** The geographical position of Greece and its mild climate make up the ideal conditions and offer the ideal ground to taste some of the most special and high quality raw materials.
- . **High quality local products :** Greece has a large number of Protected Designation of Origin (PDO) products, as well as local products recognized as unique and of excellent quality by the world's greatest chefs.
- . **Specialized know-how and significant experience :** Food and agricultural production have always been among the main occupations of the Greeks, which justifies the existence of a significant agricultural and research potential. The country has highly trained food technologists, as well as growers and producers with significant experience and know-how.

Therefore, the producers-homemakers of P.E. Evros should make appropriate use of all the tools of "Agricultural Marketing ", in order to take advantage of the comparative advantages they have with an emphasis on the following ¹⁵:

- . Repositioning and consolidation of primary food production using new technologies (hydroponics ¹⁶, greenhouses, etc.) and high value crops.

¹⁵ <https://www.enterprisegreece.gov.gr/ependyste-sthn-ellada/kladoi-aixmhs/trofima-agrotika-proionta>

- . Participation in the development and consolidation of cooperative schemes of producers of biological products, developing at the same time a significant export potential.
- . Development of highly aesthetic packaging, continuous effort to increase exports and emphasis on "Agricultural Marketing" actions for traditional categories of local Greek - products , such as silk items and fabrics, honey, cheese, mizithra, tomato sauce, candles, propolis tincture, wax ointments and cosmetics from beeswax , ointments and creams, in combination with aromatic plants, etc.
- . Investments in boutique and niche markets ¹⁷, leveraging high quality raw materials, EU production standards and low operating costs.
- . Development of product lines with high added value based on the global - "Mediterranean Diet" trends and the rapid increase in demand in the organic food sector .
- . Investments in the private label or branded food mass production market , benefiting from Greek access to the emerging markets of South Eastern Europe , where Greek food companies have developed an extensive production and distribution network.
- . Development of new products based on the research and development capabilities of Greek research centers, as well as the familiarization of Greek consumers with international food products and commercial brands.

In studies ¹⁸, it is pointed out that if Greece could achieve European levels of research and technology and Mediterranean levels in Branding , the added value in food production could increase by 2.5 billion euros per year (1.7 billion .through B randing and 0.8 billion, through Technological Upgradation). The conclusion that emerges is that in all the above efforts it must be understood that success will only come with teamwork and the continuous cooperation of agricultural agencies and agencies related to the agri-food sector, of the local government (A and B grade), university institutions and the competent state services.

¹⁶ Hydroponics is an advanced and sophisticated cultivation technique in which plants are grown without the use of soil or soil mixtures. Proper nutrition of the plants is ensured with a nutrient solution. The nutrient solution consists of water in which are dissolved, in balance, all the necessary inorganic nutrients that plants need for their growth. On the contrary, in the soil it is much more difficult to balance the ions and often reckless use of fertilizers is made with harmful consequences, both for the quality of the products produced and for the environment. Hydroponics allows absolute control of plant nutrition, and when applied to greenhouse crops, with the parallel control of the conditions of the greenhouse environment, it makes possible the intensification and planning of cultivation (<https://blog.farmacon.gr/katigories/texniki-arthrografia/kalliergitikes-praktikes/item/1565-ti-einai-iy-dro-ponia>)

¹⁷ With the term *Niche Market* we mean a small part of the market, which concerns the sale of specialized products and services and is targeted at a very specific audience. Choosing a Niche Market and positioning a brand in it can provide significant opportunities and competitive advantages for home improvement businesses.

¹⁸ <https://www.agro24.gr/agrotika/symvoyles/symvoyles-gia-marketing-agrotikon-proionton>



CHAPTER II – THE EXISTING REGIME IN ARCHITECTURE P.E. EVROU

1. The current situation and the driving factors of the home industry

According to the no. 4912/120862 /17-11-2015 (Government Gazette B' / 24 68/ 2015) Decision of the Ministry of Rural Development and Food the processed products that are produced are intended for immediate disposal, by the builder, at his premises or at periodic local events (such as trade fairs and municipal events) or at local street markets or farmers' markets or at local market retail and mass catering businesses.

In order to obtain a building permit, producers must not have equipment exceeding 10 kw in power, while preparation services (such as packaging and maintenance) for the storage of agricultural products must have a capacity of up to 50,000 cubic meters.

Home crafts are part of a special support regime within the Rural Development Programs and will be subsidized through the new Leaders for equipment and building facilities, as despite the small production, a serious effort requires more than 20,000 euros of capital.

As an example, the cost of equipment for small production units of jam or traditional spoon - sweets amounts to approximately 30,000 to 70,000 euros and includes a kettle, pumps, jar filler, container closer, small refrigerator or freezer for the fruit used, measuring instruments (Brix).

For the purposes of the above decision, the following definitions apply:

- **"Home-made food"**: Food produced by the processing , on a small scale, of agricultural products exclusively of own production, by the professional farmer , in the home-made food unit, which are intended for direct distribution to the consumer
- **"Small-scale processing"**: aa) The processing activities which are carried out in facilities with an installed motive power that does not exceed 10 kw, in accordance with point i of paragraph 3 of article 18 of Law 3982/2011 (A'143), as added by par. 3 of article 44 of Law 4155/2013 (A'120). The limit of the first paragraph does not include the installed motive power which is not directly related to the production process, as well as the power of mechanical installation intended exclusively to protect the environment from the activity carried out and bbb) Preparation services (such as packaging and maintenance) for storage of agricultural products up to 50,000 m³, according to no. 3137 /191/F.15/21.3.2012 decision of the Ministers of Development, Competitiveness and Shipping, Environment and Climate Change (B'1048/04.04. 2012), as applicable,
- **"Home-made food unit"**: The area of the farm or rural residence where home-made food is prepared,

- **"Primary ingredient"**: The food ingredient or ingredients which account for more than - 50% of that food or which are usually associated by the consumer with the name of the food and for which, in most cases , a quantitative statement is required .
- **"Farmhouse"**: The private residence of the producer.
- **"Responsible for a home-made food unit"**: The natural person, a professional farmer - who owns a home-made food unit and is responsible for complying with the provisions of this decision and Regs. 178/2002, 852/2004 and 1169/ 2011.
- **"Definition of producer"**: The person who combines the factors of agricultural production to produce the agricultural products that consumers need to satisfy their various nutritional needs and that will provide income to the producer himself for his livelihood.
- **"Producer Characteristics"**: Age, educational level and level of education , productive experience and disposition, organizational and operational ability, scope for - entrepreneurial innovation and productive-entrepreneurial ethics.
- **"Home-made food unit headquarters"**: That which the producer will designate in the area of the agricultural residence and/or agricultural holding.
- **"Disposal points"**: The headquarters of the home-made food unit, periodic local events (such as trade fairs and municipal events), street markets , farmers' markets markets)¹⁹ and retail and mass catering businesses.

In P.E. Evros, professional farmers and breeders, until recently, were either limited to the availability of their products in primary, fresh form, or were forced to turn into entrepreneurs if they wanted to proceed with processing and selling their products.

With the new institutional framework, the professional farmer and his family members are now given the following possibilities:

1. To proceed with legal food production, processing the agricultural products of their own production. These foods are prepared on the premises of the farm or the farm house, which is called a household food preparation unit or cottage industry. These are small-scale processing units of agricultural products exclusively produced by the producer and his family, in the area of the rural residence or farm.
2. To transform their agricultural holding into a **multi-functional farm**²⁰, i.e. a unit which operates with an emphasis on its local production potential and which has at least: a) arable land b) plant or animal stock and c) dining area or the possibility of training or the

¹⁹ It has not been clarified whether it is the intentions of the Ministry of Rural Development & Food to legislate / amend , re-establish the Markets for Agricultural Producers, so that they can operate legally and co-exist with the markets for Producers of Organic Products in Regional Units outside Attica and Thessaloniki, due to the small number of producers of Organic Products and their inability to set up a separate market on their own.

²⁰ Dr. A. Manouras_Assistant Professor TEI of Thessaly "Multifunctional Farm-Homemaking-New legislative data with me-New tools of Development"

possibility of demonstrating and monitoring the production process or eco-technical processing.

In order to distinguish the multifunctional farm from other businesses, a mark is registered, in accordance with the written provisions of Law 4072/23012 (A'86), the right of exclusive use of which belongs to the Ministry of Rural Development and Food. The new institution of multi-functional farms creates multiple sources of income and profits since farmers and breeders have the possibility to develop other activities on their lands, such as small processing units of the products they produce and then sell them directly to consumers, catering areas, as well as areas for educating visitors in the cultivation or rearing of animals. Thus, through this institution, the direct availability of the producer's products (primary or processed) to consumers is ensured, without the mediation of third parties, and at competitive prices. Also, farms can make synergies with museums, archaeological sites or other bodies, which highlight the culture, as well as particular local characteristics of their area.

According to reports of people who maintain a "Multifunctional Farm" farm, they could not fit into a specific legal framework, so they sell their products to visitors or to retail stores, informally. Now, as long as they receive the special "Multifunctional Farm" mark provided by the Ministry of AAT, the process of selling household products becomes legal. In addition, farms that produce and process agricultural products and also have agri-tourism hostels, will not be excluded from certification with the special mark of the Ministry of Agriculture.

Through this institution :

1. The combination and connection of the farmer's basic productive activity with related business activities is achieved, which ensures him alternative places to supplement his income and, by extension, improve his economic situation and standard of living.
2. The cooperation and connection of the producer's business unit with the other local production units and/or processing, standardization and/or service provision companies etc. is promoted, as a result of which the bonds of cohesion of the economic and social fabric of the region are strengthened. In this way, productive centers are created in each region that can function for employment and the overall development of the specific region.
3. Conditions are created for additional permanent employment in the agricultural holding and, by extension, for all members of the agricultural household (producer and members of his family) to stay in the area, as well as conditions for offering new jobs due to an increase in farm activities and a reduction in seasonality their.
4. A stable business framework is ensured for the exercise of this specific "multiple activity" within the boundaries of the producer's agricultural holding, without overturning the basic characteristics of the farmer's professional status, such as his tax treatment, as well as the income from the different operations and business activities is still considered agricultural

or its insurance treatment, as it is still insured in the OGA and in general the preservation of the privileges deriving from the status of a professional farmer is ensured .

5. The direct availability of the producer's products (primary or processed) to consumers/customers is ensured, without the mediation of third parties and therefore at competitive prices. In this way, stable and permanent producer-consumer "personal ties" are formed, based on high quality and mutual trust.
6. The "Multifunctional Farm" mark is established, the right of exclusive use of which belongs to the Ministry of Anti-Corruption, which certifies the quality of the services provided by the farm. This ensures its recognition and differentiation , in relation to other service businesses, while it becomes competitive, preferable for consumers and an attractive destination for visitors.
7. It is possible to highlight the cultural and cultural characteristics of the area, its identity and uniqueness in terms of rural life, agricultural products, cultivation methods and production techniques, the daily life habits of the inhabitants, gastronomy, history, culture, etc., with obvious benefits in terms of raising the awareness of visitors-customers in matters of environmental protection , preservation of traditional heritage, folk art , household arts and crafts, nutrition, etc. In addition, the possibility is provided the information and familiarization of the visitors, as well as their training in individual activities of the "Multifunctional Farm".

The relevant activities that can be developed more include indicatively:

- . Milk (e.g. cheese-making, with an emphasis on traditional cheese-making methods, cheeses and dairy products)
- . Eggs (eg standardization - egg packaging)
- . Honey and processing of beehive products*
- . Sericulture
- . Sweets
- . Cereals (such as flour production, drying of cereals)
- . Oil products (excluding oil mill establishments)
- . Wine
- . Fruits and vegetables, nuts (such as almonds, walnuts, peanuts, hazelnuts), nuts
- . Aromatic and medicinal plants
- . Sesame products (tahini, pasteli, etc.)
- . Vinegar (eg production of vinegar from wine, fruit and other agricultural raw materials)

** According to the Ministry of Agricultural Development & Food, cottage industry mainly refers to processing and based on Regulation 852/2004, which defines processing , it is the action by which the original product is substantially modified , either by heat treatment , either by drying, or by extraction, or by extrusion, or by a combination of all these . Based on the decision on cottage industry, but also from the fact that honey cannot be processed, it is understood that honey cannot be included in cottage industry. With Ministerial Decision*

144/15067 (Government Gazette 466/B'/18-02-2019) it is now possible to directly supply small quantities of honey, up to 1,200 kg/year, from the producer to the final consumer or to the local retail outlets , but the inclusion of the product in the broader sense in the home industry must be done, giving a substantial way out to the people involved in beekeeping so that they can value the product of their production themselves and collect themselves the profit from this production.

Then there is a related "Home Crafts Good Practice Guide" entitled : "*Make Your Own Home Crafts*"²¹



With Law 4235/2014 and YA 4912/120862/2015, as amended and in force, the professional farmer and his family members are given the opportunity to produce food , processing the agricultural products of his own production. These foods are prepared on the farm or in the farm house. The purpose of the Good Practice Guide for Home Food Preparation Units is to contribute to compliance with general hygiene requirements and to raise awareness among producers who wish to operate Home Preparation Food Units about their obligations in terms of food legislation. The specific food , as stated on the official website of EFET ²², includes foods such as: cereals, pastries, pasta, sweets, products of vegetable origin, olive oil to which spices and herbs have been added, dried products, honey products and others.

The legal responsibility lies with the *Head of the Home-made Food Unit* . The preparation area of the products can also be the kitchen of the house as long as it is sufficiently ventilated. Windows should have screens to prevent the entry of insects and there should be no domestic animals inside the food preparation area Walls , floors, cupboards, surfaces (e.g. counters, sinks), as well as equipment (eg knives, cooking utensils) must be made of materials that can be easily cleaned and kept in good condition. The classic infrastructure of the domestic

²¹ <https://webinarium.gr/ta-nea-mas-articles/93-odigos-orthis-praktikis-oikotexnion-ftiakste-ti-diki-sas-oikotexnia>

²² https://www.efet.gr/files/F7040_%CE%9F%CE%94%CE%97%CE%93%CE%9F%CE%A3%20%CE%9F%CE%99%CE%9A%CE%9F%CE%A4%CE%95%CE%A7%CE%9D%CE%99%CE%91%CE%A3.pdf

kitchen can be satisfactory if it is kept clean and in a good state of maintenance. Adequate storage space must be available and the necessary insecticide and fungicide program maintained. The use of mechanical capture traps is recommended. Chemical preparations must not be used in the area during preparation, nor in storage areas with food.

The **raw materials** should have the "normal organoleptic characteristics" (color , appearance, smell, etc.), after macroscopic inspection. Products with undesirable odors (such as from chemicals or fuels) or signs of deterioration (mold or rot) or contamination must be removed. Indicative points that require attention from the operator are personal hygiene and the hygiene of preparation areas. It is proven, both by the health certificate of those involved, but also by microbiological analysis of the counters and hands. Water analysis is necessary if it is a rural residence that is irrigated by a borehole.

Special attention should be paid to the **packaging materials** . These must not have a negative effect on the food by contaminating it with substances transferred from them to the food, causing an alteration in the composition of the food or damage to human health. EU legislation defines the obligation of food businesses to maintain a *traceability system*. Traceability is of particular importance because in the event that a food safety issue arises, it may be necessary to recall the products that have been made available. In order to satisfy this requirement , the company manager must know for each product he manufactures, where he has procured the raw materials and where he has made available the finished products. In the finished products, nutritional labeling is necessary, as well as possible analyzes of heavy metals, allergens, microbes and mycotoxins.

The selection of the right person for the promotion and distribution of home appliances products is an essential condition for a complete sequence of a supply chain, even in a rudimentary form for the data of a home appliances company. The specialty of **Food Marketing Manager** is for people who work or want to work in the agricultural products sector, graduates of schools of economics and management, food or marketing and advertising, as well as professionals in the field ²³.

Necessary components that the specific person must have are basic knowledge and skills related to agricultural marketing so that by utilizing them, in combination with his critical ability, he can rationally take the relevant decisions on issues such as planning, daily processes, problem solving. In other words , to have developed the criterion of understanding the "demand for products adapted to the needs of consumers", as well as the concept of "product and process innovation" and their importance for the company

More specifically :

²³ <https://www.techschool.gr/school/trofima-kai-agrotikos-tomeas?lang=en>

- . To recognize the peculiarities of food in relation to other products
- . To identify the group/category to which each food belongs, according to the various criteria
- . To have information on key issues related to food businesses and related trends internationally
- . To understand the basic concepts of cost, sales and profit of businesses
- . Understand the importance of business decisions by comparing costs with expected benefits (Cost Benefit analysis)
- . Understand the concept of competition between products and businesses
- . To understand the concept of quality and its adoption practices by businesses

For basic Food Marketing topics you should:

- . To define modern Marketing with different approaches
- . To understand the importance of Marketing for businesses and consumers
- . To learn the various phases of Marketing organization and related functions
- . To understand the importance, but also the individual topics that comprise the Marketing mix
- . Define services, understand their differences from products and understand their importance
- . To know the role of various intermediates in the food chain
- . To understand the concept of attractiveness and to know the alternative communication - practices of businesses
- . To know the alternative marketing strategies of food companies in order to approach markets

Regarding the concepts of Research and Market Analysis you should :

- . Understand the importance and content of market research
- . Understand the concepts of the internal and external environment of the enterprise and know the relevant tools and theories
- . Apply the SWOT diagnostic tool and identify the opportunities-threats of the external environment and the strengths-weaknesses of the internal environment
- . To understand the importance of analyzing consumer behavior in Marketing
- . To have the ability to categorize consumers (segmentation), according to their preferences, as well as the criteria for targeting food businesses in specific market segments
- . To know the phases through which the decision-making process of choosing products by consumers goes

In relation to Sales, Customer Service and the Agri-Food Chain you should:

- . Define the concept of market share and understand the importance of sales to business

- . Understand how sales targets are set by businesses
- . To apply the methodology of categorizing products based on their demand from customers.
- . Understand the relationship between consumer expectations and satisfaction and its importance in Marketing
- . To know the factors that define customer service and the main dilemmas in relation to dealing with customer needs
- . Understand the importance of the Customer Service Policy and learn about the relevant rules that make it up
- . To be informed about how to evaluate the level of customer service from food businesses
- . To know the concept of traceability in the supply chain, the types and materials of food packaging and the (potential) information on them
- . To hold the alternative collaborations between companies and entities active in the agri-food chain and the related expected results

Regarding Product Lifecycle and Pricing you should:

- . Understand the concept and content of the life cycle of products
- . Understand the importance of the product life cycle for business
- . To know the phases a product goes through after its introduction until its gradual withdrawal from the market
- . To have knowledge about the factors that shape the prices, in relation basically to the consumers, the operating costs of the business and the competition

Finally, regarding special Marketing issues you should:

- . To have knowledge about organic foods and to understand their differences with conventional foods
- . To have information about the prospects for demand for organic products in Greece and abroad
- . To know the procedures and conditions of exports
- . Understand the importance of adapting to the differentiated needs of consumers in the globalized environment
- . To know the importance and practices of Merchandising in modern Marketing
- . Understand the importance of sustainability in terms of modern Marketing and the content of the greenhouse gas footprint of the agri-food supply chain
- . To know the concept of social responsibility and its relationship with Marketing
- . To know the modern technologies applied in agriculture and the processing /processing of agricultural products

The extensive use of information technologies and a series of programs and applications from the production, marketing and distribution of agricultural products of eco-technical processing

to various points of sale of computers and special computerization programs, in all phases of the production process, but also distribution of the agricultural products, as well as the internet, social media (Facebook, LinkedIn , Twitter, Google+, Youtube), online product and service review communities and online marketing tools (Survey Monkey, GetSatisfaction, Velocify (Leads 360), BidSketch, MailChimp, SpyFu, HubSpot, Mixpanel, etc.) can have a very significant impact on the organization, efficiency and increase in efficiency and sales promotion of agricultural businesses ²⁴.

Consequently, the farmer-homemaker must systematically monitor and evaluate the technological environment, in terms of technological developments and technological innovations . Also, the new ways of harvesting products, processing them, packaging them, quality control procedures are directly related to the development of sales of agricultural products. Thus home-builders are able to reduce their costs and increase their sales if they effectively use the advances in technology.

It must also be immediately realized to the farmer-producers-homemakers, that the study to understand the socio-cultural environment is of crucial importance in identifying and understanding the purchasing and consumption behavior of the target consumers. We must not forget that:

- a) The consumer is part of the social whole .
- b) The consumer, in order to prove that he belongs to a social group, adopts its consumption model.
- c) The consumer observes, communicates and is influenced by the group members .
- d) The element of imitation in human behavior is strong .

Socio-cultural factors such as family, social class, reference group, opinion leaders, culture and subculture along with psychological factors such as personality and lifestyle deepen the comprehensive understanding of the basic patterns of consumer behavior for agricultural products and food. Understanding the above factors allows the agribusiness to be sustainable and competitive, by offering products and services that better satisfy the needs, demands, preferences and desires of consumers than the competition. Understanding all the variables of the socio-cultural environment determines the development of a clear identity of the agribusiness and its successful communication to target customers (its image) is the strongest basis of the competitive strategy of the farmer-homemaker entrepreneur for satisfaction and customer loyalty (over time). This means that the agribusiness succeeds in developing a sustainable competitive advantage, due to the trust of the customers in the business. The company's credibility and customers' trust towards it (from the company's commitment to customer satisfaction) translates into stable sales even in times of economic recession and low

²⁴ Agricultural Entrepreneurship – Marketing of Agricultural Products – Ministry of Education & Religion_Lifelong Learning Centers (p. 56-79)

consumer purchasing power, as experienced by all small and medium-sized businesses in Greece after 2010. It is also very important that both the entrepreneur and the marketing manager (a family member with relevant studies) make the agricultural business known (developing a culture and behavior with values such as honesty and ethics) and communicate this identity to thereby create a strong positive image.

Prevailing competitive trends (domestic and international) have implications for the marketing of agri-home products and therefore need to be considered carefully and in detail (e.g. partnerships, strategic alliances or even expansions). The competitive position of the agricultural business and in general the prevailing competitive conditions determine:

- a) Significant marketing decisions.
- b) The marketing strategy .
- c) The actions adopted to achieve marketing objectives (eg maintaining or increasing market share or changing the distribution model).

In a liberal economy and society, such as our country, the consumer can freely buy whatever he wants. Therefore, farmers-home entrepreneurs can target market research for the production-processing of products that they believe can effectively meet specific needs in the market they are targeting , in order to meet the corresponding demand. A demand that when evaluated must analyze elements related to consumption habits, purchasing and consumption behavior. That is why bodies such as the Directorates of Rural Development and the Ministry of Rural Development and Food come to help farmers – the craft entrepreneurs in this direction.

" **Promotion/Promotion**" and "**Distribution Channels**" are two critical parameters of the classic marketing mix ("7Ps"), which have a special relationship with each other and involve the exploitation of all available means, on the part of the producer – the techniques , for a - complete and efficient disposal of its processed products.

"Promotion" is a basic process of formulating and transmitting Marketing messages for the produced-processed and packaged products, so that an eco -technical company can communicate with the target audience. Some promotion strategies are aimed at developing primary demand (desire for a product category), but most aim at creating *selective demand* that relates to the desire for a particular brand. Customers tell businesses what types of - products they need and when, where and how they would like to buy them. The promotion strategy takes the form of a program of an "Integrated Marketing Communications Mix " that combines promotion activities (personal selling, advertising, public relations and sales promotion) with strategic dialogue, overall message management and is a function of information, knowledge, persuasion, reminding and influencing the decision of customers-consumers. Regarding the basic promotion strategies, the farmer-household entrepreneur can

choose between the push strategy and the pull strategy, depending on the stage of the product's life cycle, the conditions of competition and the demand characteristics.

The display and promotion activities in the "attraction" strategy that the producers-house-builders must follow are aimed at the final buyers-consumers in order, through the distribution network, to approach them and "incite" them to prefer their own products . The distribution network can be seen as the chain that facilitates the flow of goods from the farmer-producer to the final consumer. The healthy functioning of the agricultural value chain plays perhaps the most important role in achieving the most important Marketing dimension which is customer/consumer satisfaction.

Marketing channels for the farmer-entrepreneur is reflected in the following five (5) steps:

1st Step: Defining the target market.

2nd Step: Identification and study of purchasing habits.

3rd Step: Adaptation to purchasing habits.

4th Step : Record the alternative Marketing channels .

5th Step: Determination of distribution intensity (intensive, selective and exclusive).

The factors affecting the length of Marketing channels can be categorized into the following groups:

A) Factors related to the market (eg number of potential transactions, expected size of the transaction, geographical concentration of the market).

B) Factors related to the marketing mix (eg unit price of product, degree of vulnerability of product, breadth of product line, technical, specialized or personalized products).

C) Organizational factors (eg number of remaining products/product lines, financial resources, desired level of control and management skills).

Regarding the main key features of Marketing Mix (4 Ps), the new philosophy that dominates is the principle: « From 4 P ' s that Save » and in particular:

1. **Product _ that Solution :** Instead of the product , we focus on **the solution** . In other - words, we determine the offer in relation to the covered needs/solutions of the customer - and not in relation to the properties and other characteristics of the product
2. **Lace _ that Access :** Instead of distribution (place), we focus on **Access (Access)** . In other words, **we** create an integrated system of corporate presence in the channels, based on the total "buying journey" of the customer, instead of emphasizing individual - distribution points and communication channels .

3. **P**rice that **V**alue : Instead of price , we focus **on value** . In other words, we refer to the benefits the customer will get from using the product, rather than emphasizing price, relative to production costs, profit margins, or competition prices.
4. **P**romotion _ that **E**ducation / **E**ngagement : **Instead** of promotion , we focus on **education and** engagement **of** the customer/ **user** . In other words, we provide information about differentiated needs at every point in the customer 'life cycle', rather than relying solely on Advertising / PR / Promotion.

From 4 P's To SAVE



CHAPTER II I–TARGET MARKETS RESEARCH

1. Markets –Targets that processed home products may have potential to enter

As mentioned above, according to no. 4912/120862 /17-11-2015 (Government Gazette B' / 24 68/ 2015) Decision of the Ministry of Rural Development and Food the processed products - produced are intended for direct disposal by the builder on his premises or in periodic local events (such as trade fairs and municipal events) or in local street markets or farmers' markets or in retail and catering businesses of the local market.

The following is a description of concepts that are directly related to the promotion/disposal of home improvement products in targeted markets ²⁵:

- **"Outdoor trade"**: Commercial activity carried out in an open-air space, public or private, privately owned or leased, and is distinguished between trade in organized open-air markets, stationary trade and itinerant trade.
- **"Organized open-air markets"**: street markets, short-term markets, open- air markets for the preparation and sale of prepared food and drinks on the street (street food markets), model street markets and artisan/artist markets .
- **"Standing trade"**: The exercise of outdoor commercial activity by a seller who does not move from the fixed point determined by the competent authority.
- **"Street trade"**: The exercise of outdoor commercial activity by a seller who moves with any motorized vehicle, trailer or other type of moving vehicle.
- **"People's market"**: The outdoor, mobile, organized market, in which producers and sellers of primary products and processed household products , as well as professional sellers for the disposal of primary and industrial biotechnological non-food items are active .
- **"Short-term markets"**: Organized open-air markets, with a clear and defined limited - duration , which include markets of a religious nature (few- day festive markets, religious festivals, Christmas markets and Easter markets), trade fairs, anniversary markets, cultural markets, seasonal markets , Sunday markets and flea markets.
- **"Street Food and Beverage Market " or "Street Food Market"**: An open-air market in which businesses offering food and beverages from mobile shops in public (owned or - leased) and private spaces are active .
- **"Standard public market"**: An open-air public market, the points of sale of which have common technical characteristics and in which commercial practices are applied that contribute to the protection of the environment, to the promotion of the quality of local or domestic products and of Greek cuisine .

²⁵ GOVERNMENT LAW 4849/5.11.2021-NO. Sheet 207

- **"Special thematic market"**: An outdoor market in a public or private space that is concerned with the display and promotion of products and has a mixed nature of selling items (here both goods and non-goods).
- **"Artisan/artist market"**: The open-air market in which artisans and artists are active as sellers, either natural persons who create works of art , works of art, handicrafts and other works of original, exclusively their own, artistic creation or Social Cooperative Enterprises . OP.) of Law 4430/2016 (A' 205) that are active in the same subject.
- **"Market of producers of organic products"**: Organized market in which only producers of agricultural products and agricultural cooperatives participate, with the aim of making available directly to the consumer public the organic agricultural products that - they themselves produce or home - made organic agricultural products, or of organic agricultural products, the main component of which is of their own production , in accordance with what is defined in article 56 of Law 4235/2014 (A' 32) and the no . 1978/157498/ 28.6. 2019 joint decision of the Ministers of the Interior, Economy and Development , Rural Development and Food (B' 2710).
- **"Trade fairs"**: The responsibility for organizing trade fairs, under the terms and conditions herein, is assumed by the Municipalities. The legal entities of the OTAs they can undertake the implementation of the competence of the organizing body by decision of the relevant municipal council, as long as they include the relevant actions in their statutory purposes. If the trade fair operates in a space over which a legal entity of the Eastern Orthodox Church of Christ, according to Article 3 of the Constitution of the Eastern Orthodox Church of Christ, has full ownership, the aforementioned legal entity can: a) decide the same for its operation, taking over the organization and conduct thereof, in accordance with what is defined herein or b) to grant the space to the respective Municipality with a lease agreement.
- **" AGROLAIKI " electronic catalog platform** ²⁶: Agrolaiki is a functional and easy-to - use electronic catalog platform for the promotion of Greek food and goods in the Greek community. It is a connection between consumers , producers and people with commercial activity. It is also the first innovative presentation system of producers and traders who have a public market license.

²⁶ <https://www.agrolaiki.gr/>

It is a system that offers:

- . Automatic and easy registration with just one step. You state who you are and where you are.
- . Functional user profile, through which you declare the products you have – quantity , - price, availability. You fill in the days, regions and positions of your stall in the street markets you go to.
- . Creation of your personal page with your own address on the internet and the possibility of adding photographic material, text, maps and a detailed presence of products through your profile.
- . Easy and quick search by region or product.
- . Easy display of cheaper products and the people who have them.
- . Direct contact of registered consumer with the producer or trader.

A grolaiki is addressed to producers (farmers, breeders, beekeepers and fishermen or fish farmers), traders who are interested in selling or even buying (enterprises , retailers and wholesalers, food industries, grocers, mini and S / M) and finally to consumers-buyers (household consumers, hotels, taverns , restaurants, pastry shops). A grolaiki is also addressed to all producers or buyers who have a public market license and maintain their stalls in all regions of Greece and provides the following benefits :

- **If you are a producer-trader, by registering in the directory you achieve the following:**
 - . Better visibility of your property on the Internet.
 - . More sales of the products you have since contact with the buyer-consumer is easier and more functional with better visibility of the products.
 - . Direct contact with other producers - traders and consumers through messages.
 - . Manage your profile and account through a very easy to understand system.
 - . Declaration of the location of the street markets where you have a stall, so that contact with consumers and households becomes easier.

- **If you are a guest, by registering in the directory as a consumer you gain the following:**
 - . View more details of the producers—dealers in the directory.
 - . Direct communication with the producer you are interested in.
 - . Complete your profile to get better search results and find what you're interested in easily.

Despite the fact that many farmers have faced difficulties due to closed shops and markets - amid the pandemic, there is undeniably a growing demand for fresh produce from local producers around the world. Therefore, favorable conditions are created for the export of agricultural products by farmers-home craftsmen, through cooperative schemes (agricultural cooperatives, clusters, etc.) or individual producers , as long as their production capacity justifies such an undertaking. In general, however, if an eco-technical enterprise of agricultural products has export destinations , a targeted planning of the use of the internet should be carried out, either for the investigation of suitable markets, or for the promotion in target markets with special SEO works and a web marketing campaign , as well as registration in selected international directories and market places.

2. Presentation of methods of promotion of processed household products

Regarding the methods of promoting eco-technical agricultural products, it is necessary to - distinguish between the **two main methods** :

- One is the **traditional way** , with participation in events, local celebrations, fairs , - neighborhood S / M and catering shops, etc. It is a direct, fast, simple way , relying on friends, relatives, local visitors and consumers who they will try your products. But it has the important disadvantage that it is a very limited , geographically , way of promotion.
- The other method is the most modern and efficient. Electronic **promotion and promotion** , through website construction, combined with internet marketing ²⁷. Especially now with the corona virus crisis, a large part of food sales is done via **eshop** . Now the consumer, before buying a product , searches for it, wants to learn more, to learn specific things about the producer, the cultivation methods, the way of harvesting, etc. When a producer has a professional website that showcases his products, he automatically gains the trust of his audience. The most important thing, however, is that it widens the boundaries of the market to which it is addressed, since each anonymous consumer (in Greece and abroad) has the opportunity to learn about the specific products and, once convinced of their value, to purchase them with three (3) ways: a) through local points of sale, such as local and regional shops, delicatessen and S / M b) through online ordering and c) through a visit to the producer's farm, combining excursion, leisure and market (regards domestic, but foreign visitors looking for such agricultural products produced by small-scale eco-technical units.

Through the eshop , the application of content marketing and a professional photography , the website visitor will feel as if he has tried the product. When you see a professional photo with tahini e.g. flowing from a jar and spread on a slice of bread , you notice that you feel as if you are seeing it in front of you. So with the right slogan and description of the tahini, combined

²⁷ <https://webone.gr/proothisi-proboli-diathesi-egotikon/>

with the photo, you will feel like you are actually eating the feta with tahini at that moment. It is what the well-known phrase says: " **A picture is worth a thousand words**".

It is a fact that e-commerce has truly revolutionized the marketing and sales sectors for businesses. Most importantly, how this revolution has multiplied the opportunities available to small and medium enterprises . Today, a particularly large percentage of web users are now familiar with the online shopping process and use the internet to research and purchase products or services without ²⁸hesitation . The technological developments in the areas of wireless networks (4G, 5G), the rapid spread of smartphones, the abundance of electronic payment services available , the increasing number of goods transport companies and the reduction of the cost of creating an eshop are some of the most important reasons for the rapid development of **ecommerce**. Small businesses are no longer particularly disadvantaged . In fact, they can often offer unique experiences to their customers, making their products more attractive.

After the end of the pandemic, the demand for healthy and organic food is increasing more and more, making the period we are going through an ideal time to take advantage of the network by the producers - home craftsmen, through a **win-win** process for the farmers , consumers and the environment, by creating a website with agricultural products . In recent years, many producer-farmers have chosen to acquire a digital presence to overcome challenges, to modernize and improve their business activity and of course to increase their sales.

But what are the benefits we will get by creating an electronic system for our business ?

▪ **Increase readership – Expand customer base**

Perhaps the most obvious benefit of e-commerce is the fact that it expands our customer base. So one of the most important advantages of the eshop is that it "transports" our business to places where our physical store could not have a presence. With the online store we can operate throughout Greece and abroad. It is a fact that online we will face competition on a - larger scale , however the expected benefits and expected profit are a product of the activity we will develop in marketing and sales. Consumers today prefer and trust businesses with an online presence more than those with only physical stores . We can now use our company's eshop to increase the recognition and prestige of our brand .

▪ **Operational benefits**

A farmer who sells produce online is able to bypass middlemen to reach new markets, reduce operating costs, get fresh produce to customers more quickly and improve the quality of service and products he provides .

²⁸ <https://synergic.gr/el/dimiourgia-eshop-ofeli-gia-mme>

- **Global clientele**

With an eshop, we can target an expanded clientele regardless of geographic parameters. In a conventional physical store, the customers naturally come from the area in which the store is located. By building an eshop for our business, this will no longer be a problem for us. We are given the opportunity to promote our products and services on a global level and the success of our company does not depend on geographical criteria and limitations . By properly developing and advertising our own online store , we are given the opportunity to acquire customers from any part of the world, regardless of distance or time difference.

- **Sales increase**

The presence and visibility of our business on the Internet ensures the increase in the number of potential customers beyond the limited geographical boundaries determined by the location of the physical store. This results in an increase in the number of prospective customers. In addition, a functional and easy-to-use eshop will convert more visitors into customers. Consequently, more customers – more sales .

- **Low operating costs**

E-commerce businesses in their early stages can operate with a small number of staff. Therefore, we likely will not need to hire employees until we have sufficient revenue and sales to justify hiring an associate. Also, we will not have to bear the cost of operating a - physical store. This way we save money as we avoid expenses such as rent , salaries, other operating expenses and other fixed costs.

- **Sales 24X7**

By creating a well-designed eshop we will display our products and receive orders 24 hours a day, 7 days a week. In addition, we will have the possibility with smart up selling and cross selling mechanisms to increase the average of each order maximizing the total sales .

- **Critics**

If we have a small physical store it is difficult to exploit the appreciation of our customers for our products. Thus, we will not know our satisfied, but also dissatisfied customers, as well as the reasons why. An online store can accept customer reviews through various platforms - (facebook, twitter, google business, etc.) to which access is free and which we can share with the public of our business.

- **Analytics: Tools for analyzing and understanding our customers**

Web **analytics** concern the continuous recording, synthesis and analysis of traffic data of an eshop with the aim of improving the experience of visitors . With the data they collect, we can have a clear and immediate picture of the visitors of our online store. This category also includes Google Analytics, which is offered free of charge by Google and is the most popular platform for analyzing and understanding a website's visitors. In general, **analytics** are a powerful tool that can help us improve our marketing , sales, and customer service. One of the clear advantages of an online store is the ability to know and monitor the actions of our visitors in order to offer targeted products to special categories of visitors.

- **Automated marketing**

Modern **marketing automation platforms** allow us to scale and automate many promotion and promotion processes at a relatively low cost and without special training. By automating specific promotion processes we can target the right customers with personalized messages and offers through different digital media, such as email, sms, social media, search engines - and messaging platforms (viber, messenger, whatsapp).

- **More products and easy search**

An online store is not limited by physical size and thus can offer a much larger range of products. In addition, visitors to an eshop can browse various product categories using the navigation menu , search filters, the search function or even save products to the wish list. This makes for a much better shopping experience, compared to the ease of finding products in a physical store.

Although the benefits of ecommerce are clear, creating an eshop and taking advantage of its benefits for our business seems a complicated process. However , the evolution of technologies and the abundance of e-commerce platforms offered in recent years have made it

much easier. Open **source e-shops and cloud platforms** are much more accessible to businesses today, as they no longer entail large setup and operation costs.

But what does it take to build a modern online store? ²⁹.

Proper preparation and planning are essential elements to increase the chances of success. At the beginning it is important to have at our disposal a realistic business plan and of course the appropriate budget. Equally important is the creation of a team of partners which will consist of our accountant, a specialized legal advisor and an experienced company (or individual freelancer) in the field of e-commerce who will fully undertake the technical issues of - creation and operation of the online store (design, construction, training , technical support, etc.).

More specifically, whether it is a website or an eshop , we should take into account the following:

1. The construction of the agricultural products website or e-shop should be attractive, original , modern and aesthetically impressive at first glance.
2. Its structure and configuration ensure easy and pleasant navigation for visitors .
3. The management environment should be easy to use for administrators.
4. Have interactive features, so they can interact with their visitors and potential customers.
5. To contain rich and properly structured content about the products, their characteristics , - the way they are produced, packaged and distributed.
6. Have a mobile version or be automatically adaptable for mobile phones and tablets (responsive).
7. To have investigated what is the competition they have to face in the network based on our goals in Greece or in foreign markets.
8. Investigate how internet users search for specific agricultural products or information about them.
9. Have effectively implemented targeted SEO work.
10. Be secure (websites or online stores) and show it.
11. Periodically update their content and enrich it with information about the specific organic agricultural products, the legislation for them, the agricultural exhibitions that are of interest, the activity we develop for new products, etc.

²⁹ <https://synergic.gr/el/dimiourgia-eshop-ti-xreiazeste-gia-na-ksekinisete>

12. To convince of the security of transactions and the reliability of our company and, in general, to clearly inform our customers about the possibilities they have in terms of payments, receipt of products, transport costs , etc.
13. In the content of the page of each agricultural or organic product, it is good to include - specialized information on the method of production, the conditions of cultivation , preservation and packaging, etc.
14. To allow the evaluation of products and to encourage the evaluation of our online store in general. Buyers want to feel they can trust the seller and this is achieved by seeing reviews from previous buyers .

The main stages of the process of creating and launching the new eshop are:

▪ Launch of eshop

We are proceeding with the opening of operations at the Tax Office and registration with the competent bodies. If we already have a business, things are easier, since we have already started with the Tax Office. For those of us who do not have a company, we will have to create one in order to be able to issue the necessary sales documents, as Greek legislation - requires their issuance.

The steps required to establish a new company are as follows:

- . Temporary registration at the relevant Chamber and control of the desired brand. In the case of eshops, we can choose between a Professional and a Chamber of Commerce.
- . Certificate of registration with the insurance company which will then be submitted to the competent D.O.Y.
- . Start of operation at the Tax Office and obtain a VAT number.
- . Final registration at the competent Chamber of Commerce and its registration in the General Commercial Register (GEMI).

Today, through the digital platform of AADE (**myAADElive**) we have the possibility of - starting a business and rendering ATIN online (**via video call**) , without visiting the Tax - Office. In any case, we should consult or use the services of an experienced accountant-tax technician, who will undertake to "run" for us many of the individual steps that will be needed to officially start your business. In addition, we will need a cash register or tax mechanism to issue receipts and a connection to the myDATA platform for registering and monitoring the company's income and expenses in the AADE electronic books.

▪ What taxation do eshops have?

The taxation rates are determined by the legal form of the business to which the online store will belong (Individual, Sole Proprietorship, Limited Liability Company, LLC, I.K.E., S.A. etc.) .

▪ **CAD for eshop**

The KAD that we will use are determined by the commercial object of our business , just as it happens with the physical store. For sales through eshops, there is a special KAD category with the prefix 47.91 and the description "Retail trade by mail order or internet sales enterprises". In any case, we should consult with our accountant about the possibility of additional SDR.

▪ **eshop without a physical store**

As far as the headquarters of the company is concerned, an important advantage of the eshop is that there is no need to open a physical store, but only a warehouse space from where we will sell our products and which will be the legal headquarters of our company.

▪ **eshop financing programs**

There needs to be constant information on all NSRF subsidies for eshop - ecommerce - solutions and digital services to upgrade and strengthen the competitiveness of our business. The assistance of our tax expert or a specialized office is decisive .

▪ **Legal coverage – Legislation**

It would be good to avoid copying the necessary legal texts from our competitors' e-shops (terms of use, GDPR, etc.) . A relatively small budget will be needed for the employment of a lawyer specialized in e- commerce matters, in order to prepare us properly and to legally secure our eshop . Indicatively, we mention some of the steps that we should follow with the help of an expert:

- . We carefully prepare the right terms of use and privacy policy that will secure our business. The terms of use are a necessary means of protection , both for us who offer the products, through the online store , and for the customer.
- . We set out in simple terms our ordering, payment, shipping and product return policies . Clear policies help improve customer confidence in the company.
- . We reserve the copyrights of our business (trademarks, patents , applications, etc.)

▪ **We adopt the right personal data protection policy (GDPR).**

As regards the legislation governing the operation of online stores, the basic legal framework for the operation of electronic commerce is determined by **Directive "2000/31/EC."** which was incorporated into Greek legislation by the **Presidential Decree 131/2003** . On the occasion of the increasing participation of consumers in e-commerce, the European Union Strategy Plan for the creation of a free and secure Digital Market , in which citizens will be able to make cross-border purchases via the Internet and businesses will be able to sell in all - member states of the Union. Specifically, with Directive "2000/31/EC Electronic Commerce

in the EU", the EU establishes rules and standards in the EU for certain legal aspects of - information society services, and in particular electronic commerce and e-shops , in the European market. Some of the electronic services covered by the provisions of the directive are:

- . Online stores – eshops (sales of goods)
- . Travel services (tickets, accommodation, etc.)
- . financial services
- . Professional services (educators, lawyers, doctors, etc.)
- . News websites (news – update)
- . Advertisements

2.1. Agritourism: A new channel for the promotion of household products

Agritourism opens new horizons in terms of the methods of promotion of household products **in** P.E. Evros. According to the new joint decision of the Ministers of Tourism and Rural Development and Food (ref. 12528/2018) ³⁰ which includes – for the first time – an integrated framework of rules and conditions for the operation of agritourism businesses, all those the conditions for exploiting the possibilities offered to the ecotechnical production units to develop actions and implement tactics that contribute to an integrated effort to create or improve the tourist infrastructure within their farms, so as to achieve double benefits: attracting new visitors (Greek and foreign), as well as sales promotion of their agri-food products. The common denominator is the expected revenue that the specific actions will bring.

Agritourism is, in the sense of Article 28 of Law 4276/2014, the special form of rural - tourism , which concerns the provision of reception and hospitality services or catering in - areas functionally integrated with agricultural holdings, which are offered in combination with activities related to agricultural production, as well as the protection and promotion of the natural and man-made rural landscape. The activity of agritourism is compulsorily combined with the production of agricultural products in accordance with article 2 point g of Law 3874/2010, as applicable. In other words, guests will be given the opportunity, in addition to their main destination (holiday – rest and recreation), to engage in either agricultural work as a rule on the farm (animal care, milking, cheesemaking, harvesting, harvesting, horticulture, with linden cultivation, etc.), or with recreational activities offered by the environment of the rural area (swimming, fishing, hiking, mountain climbing, hunting, horse riding, etc.). In general, these activities promote the tourist visitor's contact with rural life, sustainable agricultural production, gastronomy, tasting, wine tasting and the protection of biodiversity. The activity of agritourism is compulsorily combined with the production of agricultural products and constitutes a special category of businesses that -

³⁰ Joint Ministerial Decision no. 12528/2018 _Government Gazette 3089/B/30-7-2018

are registered in the "**Register of Tourist Enterprises (MITE)**" of the Ministry of Tourism

Agritourism businesses are established by those registered in the "**Register of Farmers and Agricultural Holdings (MAAE)**". They are compulsorily accompanied by reception and hospitality services of the businesses of sub-cases aa', bb', and gg', case a' and case b' of paragraph 2 of article 1 of Law 4276/2014, as well ³¹as accommodation of as above businesses with a traditional or preserved or monumental character, with a maximum capacity of up to forty (40) beds, subject to more special provisions that may apply each time and in accordance with the permitted uses of land as defined in p. d. 59/2018 (A' 114). It is possible for hospitality and accommodation spaces to be set up by those registered with the MAAE and within a radius of 10 kilometers from the farm or agricultural holding within a Municipal or Local Community of up to 5,000 inhabitants.

The farm, as an agritourism enterprise, is a functionally integrated space, which is independent of the field/plot. The multifunctional farms referred to in Article 52 of Law 4235/2014 (A' 32) may join the agricultural enterprises and be granted a "**Special Agrotourism Mark (ESA)**", which will be compulsorily worn by all licensed agro-tourism accommodation, provided they have previously acquired the "**Special Multi-functional Farm Label**".

"**Multifunctional farm**" is defined as the agricultural holding which operates with an emphasis on the local production potential of each area and which has at least the arable area (plant or livestock) and a cooking area or the possibility of training or the possibility of demonstration and monitoring the production process or **co-technical processing**. Each "Multifunctional farm" will be able, provided it has the appropriate infrastructure and capabilities, to develop education, prevention and health protection activities, as well as sports. Also, it will be able to create **cooperative actions** with neighboring production units of agriculture and animal husbandry, with processing and standardization companies, as well as with local museums, monuments and archaeological sites, which promote and highlight the cultural heritage of the region, in addition to those that are intertwined with the productive culture of the place.

The **agritourism activity** within the farm concerns the provision of reception and hospitality services or catering. In cases where these businesses provide catering services, they use and offer compulsorily products for consumption from the "**Agricultural Products Basket**", in accordance with par. 5 of article 28 of Law 4276/2014 and /or **household products**, as specified in par. 2 of article 56 of Law 4235/2014, subject to the provisions on multifunctional farms.

³¹ Law no. 4276 _Official Gazette A'155/30.7.2014

A) Homecrafts: In the event that the agritourism enterprise **has a home-made food unit , a certificate of registration of the person in charge of the unit** in the "**Central Electronic Register of Homecrafts (KIMO)**" of the Ministry of Agricultural Development and Food (YPAAT) is required . For the conditions and requirements for the production and availability of home-made food , as well as the procedures for registering these units in KIMO, what is defined in no. 4912/ 120862 Ministerial Decision (A' 2468), as applicable.

B) Procedure for Granting a Special Agritourism Label (ESA): Agritourism businesses operate with a "Special Agritourism Label (ESA)" issued by the relevant Regional Tourism Office (RTA).) of the Ministry of Tourism. The E.S.A. is granted once with the conditions that: a) the permits of the individual facilities are valid throughout the operation of the company b) the valid ones whose validity expires must be replaced before they expire, otherwise the Special Mark is suspended automatically. Any change in the natural or legal person who manages the agritourism business entails the issuance of a new E.S.A.

For the granting of the E.S.A. the following supporting documents are submitted:

a) Application/Declaration which constitutes a responsible declaration in accordance with Article 8 of Law 1599/1986, in which the details of the applicant natural or legal person, the Tax Registration Number (TIN) and the Public Financial Service (PSO) in which belongs to and to which activity has been started based on KAD 55.90.14. In the responsible declaration, the training /demonstration/ monitoring activities carried out within the agricultural holding , in case the accommodation is outside it, must be declared. If any of the declared activities change , the company submits a new responsible declaration.

b) A copy of the general criminal record of the applicant (representative of the management body or lessee), showing that the applicant has not been irreversibly convicted of a felony.

c) Certificate of registration in the Register of Farmers and Agricultural Holdings (MAAE) of Law 3874/2010, which is renewed at the entrepreneur's responsibility until June 30 of each year.

d) In the event that the applicant has a "**Multifunctional Farm**" under article 52 of Law 4235/2014 (A' 32), the "Special Multifunctional Farm Mark" must be submitted.

e) Title deeds or lease agreement , in the case of a leased business , for the entire area where the agro-tourism activity is developed with an attached diagram of the area (scribble or map).

f) Copy of the applicant's Single Application for Support , at the time of submission of the request for E.S.A.

g) Copy of the notice of operation of the accommodation .

the) A copy of the notification of the operation of the sanitary interest stores (HCI) and swimming pools, if any .

i) Certificate of disinsection and mycicide for the main and storage areas within the farm or agricultural holding.

j) Certificate of registration at KIMO in case of eco-technical processing .

k) Any operating license in force, or an application for its renewal submitted to the competent body, or a certificate from the competent chamber, in case an operating license is not required by law, for any other individual sub-category of activity .

k) Receipt of deposit of €300. The above receipt is deposited in favor of the Greek State in any D.O.Y. to K.A.E. 3741.

l) Certificate from the relevant Municipality in which it is confirmed that the population of the Municipal or Regional Community to which the accommodation belongs is less than 5,000 inhabitants, in cases where the accommodation is located outside the farm or agricultural holding .

When the business is run by a legal entity, the above supporting documents are submitted by the legal representative of the business. Documents proving the legal establishment and operation of the legal entity are also submitted as supporting documents.

It is a fact that agricultural professions require knowledge & skills, but they mainly need social skills, since they are developed within the only organic society , the agricultural society. The development of agritourism in P.E. Evros requires the existence of an active and functional local society, in order to reciprocate the contribution of agritourism to local development as a whole. Therefore, agritourism requires synergies , solidarity and local cooperation.

Agritourism in international practice has prevailed in the following two main forms ³².

– The form of holidays on farms "Farm house holidays" which is particularly widespread in - countries where the concept of "farm" is intertwined with agricultural exploitation (Austria, Germany, etc.) and the guests participate in the life of the farmers and agricultural activities.

– The form of vacations in agritourism accommodations that provide "bed and breakfast" "Bed and breakfast" which refers to the creation of tourist accommodations and rooms for rent in suburban micro-districts or in rural accommodations (farmhouses) that are located -

³² <http://conference.arcadians.gr/index.php?itemid=7>

within the rural settlement and provide hosting tourists in them. This system is particularly suitable for countries such as Britain, France, Italy and Ireland

The international experience in the countries of France, Italy, England, Ireland, Denmark, Germany, Belgium, Holland, Israel , America and Canada shows that the pattern of agritourism varies in terms of its form and degree of development. This depends on the particularities of each country , the economic structure, whether the farm is large or small, the degree of development of the cooperative movement, agricultural overproduction, local entrepreneurship , agricultural income, the degree of regional disparities.

Below, a series of indicative proposals for the development of agritourism in P.E. Evidence that could be further utilized by policy makers at local and regional level. The main proposals are the following:

1. Creation of organized recreation / sports and walking areas in combination with other - accompanying activities (e.g. mountaineering, rock climbing, mountain parachuting, etc.).
2. Promotion of sports tourism (e.g. holding bicycle and motorcycle races).
3. Creation of traditional guesthouses.
4. Creation of cultural and historical itineraries.
5. Promotion of religious tourism.
6. Creation of conference centers, either independently in complex tourist accommodations , or in combination with sports centers.
7. Creation of a network of parks or protected natural parks.
8. Promotion of ecological tourism.
9. Creation of a network of cycling routes
10. Further highlighting/viewing of the Museum of Silk Art in Soufli where the visitor can get a taste of the stages of silk production through the machines at work, such as breathing, thread processing and even weaving.
11. Revival and promotion of traditional and other events of the P.E. Evros
12. Configuration of walking, viewing and leisure areas
13. Creation of tourist kiosks
14. Creation of bird observatories and viewing areas
15. Highlighting traditional mountain villages

It should be pointed out that, in any case, agritourism is not a panacea, nor does it provide the possibility of solving the economic and social problems of P.E. Evros. However, it is an alternative approach to the problem of its development perspective that can be used appropriately to launch development initiatives aimed at the revitalization and economic and social reconstruction of the local fabric of this region.

2.2. Female entrepreneurship: the "hidden" force in the promotion of technical products

, a beneficiary of the accelerator "A groanelixi - Homecraft" is ³³a living example of how homecraft highlights the power of Women's Entrepreneurship in Agri - Food .

D. Matziura, a young farmer who lives and works in the rural area of Evros, is a brilliant example of female entrepreneurship in the agri- food sector . With will, stubbornness and love for what she does, she managed to create her own home craft, " Oikotechneion Therapeion ", producing exclusively traditional handmade Greek products .

Her cottage industry has managed to earn a place in (15) we benefit minds of agri-food acceleration program of the " New Georgia - New Generation " organization , presenting the high quality products it produces, such as pasta (noodles, couscous and tracha na), jams, spoon sweets, but also tomato sauce.

The name of the ecotechnique is not accidental, as the village from which it originates is called Therapeio and belongs to the Municipality of Orestiada, next to the Arda river. "It is a healing place , as its name suggests. It 's a place to create", says D. Mazziura characteristically. In fact, it is one of the few cottage industries in the wider Akriti area , which struggles with difficult conditions, but also isolation.

"The idea of home cooking started, as there are many tasty treasures in the region, which are unknown to the rest of the world and still, there are in our quiver, as weapons, traditional recipes that have been passed down to us from generation to generation", says D Matzouria. Thus, on October 4, 2020, she started the creation of her own home , closing 2.5 years of operation , with great success and awards.

The raw materials of the household products are of extremely high quality , as the crops are located in designated NATURA areas , near the river Evros , while at the same time, all the products produced are handmade . As she says, "From picking the vegetables, to cooking, kneading and drying, everything is done traditionally, following the path of our ancestors, with a focus on the quality and purity of the products."

One of the flagship products of the household is the red spicy trachanas, which managed to receive a bronze award at the " Gourmet Exhibition" competition , held in Thessaloniki , while at the same time D. Matzouria was selected among (10) Women Entrepreneurs in agri-food , in the framework of the " EWA: Empo we ri ng Women Agripreneurs" program .

The Organization " New Agriculture - New Generation ", is an innovative action that can give new impetus to the promotion of household products in P.E. Evros.

³³<https://www.generationag.org/sxetika-me-emas/stories/1281-h-oikotexnia-poy-anadeiknyei-th-dynamh-ths-gynaikias-epixeirhmatikothtas-sthn-agrodiatrophh>

A tangible example is the " Oikotechneion Therapeion " which was chosen in acceleration program " **Agricultural development** " , among (15) participants. The mentoring she received through her participation in the agri-food accelerator from suitably qualified people, based on her needs, was essential .

Thus, " Oikotechneion Therapeion ", managed within a short period of time and under the guidance of the mentors assigned to them by the organization " New Georgia - New Generation ", to **develop a stable network of partners and customers in the wider area of Evros and beyond** . So far they have collaborated with over 10 selected eshops and delicatessens in regions of Greece, such as Alexandroupoli, Orestiada, Astypalaia, while their goal now is to be able to expand their network throughout the country.

All the products are made from quality handmade materials , such as for example noodles in new flavors, fasting products, but also new flavors in jams, such as pumpkin jam with honey and lemon. In addition, the cottage industry also offers products that are purely plant-based and are thus fully suitable for both vegetarians and vegans , something that they intend to highlight in their communications in the next period of time.

*The major donor of the organization "New Georgia - New Generation" is the Stavros Niarchos Foundation (SNF).

CHAPTER IV – RECOMMENDED IMPLEMENTATION ACTIONS FOR EXPORTS LTD OF DRY- GASTED HOUSEHOLD PRODUCTS

As mentioned above, according to no. 4912/120862 /17-11-2015 (Government Gazette B' / 24 68/ 20 15) Decision of the Ministry of Rural Development and Food, the promotion of processed products must be focused on specific points of sale in the market in the best possible way "exploitation" of the particular market. After all, the quantities of processed - products are not sufficient to make them available to a wider market, especially abroad, as there will be an inability to respond to mass demand. A case where such a need can be met is the cooperation of groups of producers, through the creation of "**Clusters**", Agricultural Cooperatives and COIN.Sep.

" **Clusters** " are cooperative formations of businesses or organizations, usually located in neighboring areas, which interact with each other with the aim of promoting products and services produced by different small businesses in a specific geographical area, achieving economies of scale (shared supplies, warehouses, etc. .a.), access to resources (capital purchases, knowledge development and transfer, specialized personnel), direct and timely information and, in general, taking initiatives to reduce production costs, improve operations and increase the competitiveness of businesses –partners. Enterprises in a cluster can be active in the same branch of activity ("horizontal cluster") or in different branches of the production process but belong to the same supply chain ("vertical cluster"). The aim is to consolidate a cooperative culture between the different production -processing units, with the aim of overcoming the objective common obstacles to their development, such as their small size, the weaknesses of the local administration, the spatial discontinuity, the small volume of the local market, the limited degree of networking etc.

Therefore, in order to implement a program to promote exports of processed household products, certain actions and actions are required that are considered necessary and necessary, so that the whole effort can be crowned with success.

In particular, it is pointed out that in this case, the whole process followed is provided that the cottage industry concerned has the specifications that allow it to respond to mass demand for its products and of course what is the maximum level of its production power to covers a given size of demand . Otherwise, the cooperative form of operation (clusters, partnerships , - joint ventures) with similar products is preferred, which gives another dynamic and provides the possibility of covering a larger volume of demand.

A key factor in the successful and correct placement of all types of Greek home improvement products in foreign markets is **thorough Market Research** and the search for the necessary information for each target country/market.

reliable data about the conditions prevailing in the country/target market, regarding the products available for export of each interested Greek company, should be particularly emphasized. And this is because it is more than obvious that a flawed, cursory or even without conducting market research, carries serious risks in terms of choosing the wrong country for the positioning of the company's products, since many times the special conditions and the already formed business environment of the country/target market automatically make the products to be exported, either uncompetitive (e.g. due to high final selling price or high internal & external competition), or unattractive due to different consumption habits of the population of the country / market -target.

Significant help in finding this useful information can be provided by the study and then the evaluation of the data provided by the **official website of the Greek Ministry of Foreign Affairs, which** deals with the commercial transactions of Greek products in the international markets. The Business Guides for International Markets are published on an annual basis by the **"Offices of Economic & Commercial Affairs (EFA) "**, in the framework of the implementation of the Quality Management System, for the market of their area of competence. **"Business" Guides** contain information related to any factor that may affect business activity in the country of jurisdiction, covering topics such as general country information, government regulations, financial environment, trade, regulations governing business operations, taxation, etc. ³⁴, as well as specialized export seminars ³⁵.

Then, there is a reference to the steps (step - by - step) that an eco-technical company or a consortium or a business cluster needs to follow, in order to visualize the chances of successful completion of this project³⁶

Exporting products to international markets and competing with other products in the same industry requires the study and creation of a product that has taken into account the following three conditions:

- . Proper design
- . Thoughtful packaging
- . Certification (of product and packaging materials)

Entering the global market presents opportunities, but it can also carry risks, so the strategic choice of exporting products must be carefully considered and not treated as an opportunistic prospect. Also, developing in foreign markets is a long-term commitment for the company and requires special efforts, resources and time. This must first of all be accepted by the management of the business.

³⁴ <http://agora.mfa.gr/>

³⁵ www.euepexeirein.gr

³⁶ <http://www.enterprisegreece.gov.gr/proothisi-eksagogon/diadikasia-eksogogon/odigos-eksagogon-vima-pros-vima>

The advantages of exporting products to foreign markets include:

- . Economies of scale
- . Sales increase
- . Increase in profits
- . Reducing the company's dependence on the domestic market
- . Acquisition of know-how
- . Strengthening the position of the product in the domestic market

However, in addition to the opportunities presented to the business, for growth and expansion, there are also challenges and threats many times, which must be diagnosed in time and dealt with.

- . Increased production or operating costs
- . Adjustments to the management of the business
- . Competition
- . Long-term return on investment
- . Bureaucratic procedures

Initially, the entrepreneur should know and take into account:

- . The competitiveness of the product
- . The company's human resources
- . The financing of the business
- . Expectations and goals

In order for the entrepreneur to research the position of his product in foreign markets, he must take into account the following main factors:

- . Who is the potential target customer?
- . What are the features of the product itself?
- . What is the production capacity of the company?

STEP 1 : PRODUCT ADAPTATION PROGRAM FOR EXPORT

In many cases, the choice to export a product is accompanied by necessary modifications to the product itself. The methods and techniques for checking the export suitability of a product cover a very wide range of procedures, starting from the most basic, quick and inexpensive techniques, to those that require complicated, expensive and time-consuming procedures. It is therefore up to the exporter himself, in consultation with his respective representative or the respective distributor of the product, to choose the size, technique and duration of the Market Research that should be carried out in each case.

Research may include the following:

1. Study – List of competing products

- . Technical characteristics: raw materials, product form, variety, type, sizes, marks, colors, modifications, improvements, durability.
- . Assessment of quality: durability, capacity, performance, appearance, fit and ease of handling.
- . Legal protection: design (product form, patent rights, approvals).

2. Packaging/Presentation

- . Technical characteristics: design, shape, construction materials, resistance to climatic conditions, ease and stability in loading and unloading, handling, storage and exhibition - procedures, adaptation to official rules and legal regulations.
- . Attractiveness: size, shape, suitable colouring, quality seal and label (inscription) design.
- . Identity: shape, color, trademark label.
- . Information: product description, composition of content, instructions for use,
- . Differentiation from competing similar products

3. Competitive prices

- . Consumer prices: list of basic prices – usual selling prices – taxes (value added, - community or municipal) – discounts (due to quantity or cash payment) – payment method (cash, credit, instalments) – discounts due to damaged goods – variety of products, market sectors and type of sale (gas stations and retail outlets).
- . Prices for trade: different prices – discounts – payment terms – special discounts for importers, wholesalers and retailers, due to products, sectors, order size, type of traders.

4. Product Acceptance

The exporter should present his product to prospective importers and consult with them about the conditions for the sale and distribution of similar products. This way he will be able to have a first indication and will be able to proceed with additions or changes to his product, where it is necessary to do so.

The next step should be to present the product to a group of wholesalers and retailers, so that he gets their opinion before making the final decisions. It may also request information directly from consumers.

At the same time, it should be considered:

- . The size and dimensions the product should have.
- . The type of outer casing in which it should be packed.
- . The way, which should be packed, so that there is ease for its handling.
- . The convenience that the packaging will provide for easy placement in refrigeration, if needed.
- . The issue of the sale price and the convenience of similar benefits.

STEP 2 : PRICING OF THE PRODUCT TO BE EXPORTED

The pricing of exported products is a particularly important process, as it takes into account, in addition to production cost factors, others related to the transportation and delivery of goods to foreign markets.

Such factors may be:

- . Differences in currency rates
- . The transportation of goods
- . The special packaging of exported products
- . Commodity insurance
- . Commissions and other fees related to intermediaries, etc.

The demand for the product, as in the local markets, is of decisive importance in shaping the prices. For most consumer products, per capita income is an indicator of market dynamics, while few products are considered to be in such high demand that they are unaffected by low per capita consumer income.

Competition, as in local markets, definitely affects the selling prices of products. A new product in a new market may have a high price, while the introduction of a product in a highly competitive market may require a reduced price in order to immediately gain market share.

To determine the prices, however, the export targets in each market are also taken into account. Such goals may be rapid market penetration, replacement of existing products, slow but steady penetration, etc. These goals and the overall pricing strategy are also influenced by the stage of development of the target market and the per capita income of potential consumers.

Some alternative forms of pricing are the following:

- . **Static pricing:** Same price for all customers.
- . **Flexible pricing:** Adjust prices for different types of customers.
- . **Pricing based on costs:** Pricing, to fully cover the fixed and variable costs of production and export of the products.
- . **Variable Cost Pricing:** Pricing to cover the variable costs of producing and exporting products, while fixed costs are covered by domestic sales.
- . **Penetration pricing:** Low price, to quickly enter the market and discourage competitors .
- . **Pricing for markets with little competition:** High product price, with a large profit margin in markets with little competition.

Once the pricing strategy has been determined and the various costs have been calculated, the products are priced based on the desired profit margin for the business.

In trying to price its products as efficiently as possible, the company should take into account all possible costs.

Below is a list of most of them:

- . **Marketing and promotion costs:** Distribution, advertising, travel, printed advertising - material , participation in exhibitions, etc.
- . **Production cost:** Production cost per product, packaging or assembly cost per product
- . **Packaging cost:** Materials, model, label, etc.
- . **Organization and administration costs:** Transport security, certifications, etc.
- . **Freight costs:** Storage, insurance, transportation costs.
- . **Financial costs:** Costs of financing exports, costs from changes in currency rates, costs from changes in interest rates, etc.

STEP 3 : PRODUCT EXPORT THROUGH THIRD PARTIES

Exports through third parties refer to the sale of the company's products to someone in the - middle, who can be a wholesaler or distributor. The business may also have a representative who does not buy its products, but represents them in the particular market. Entering into a partnership with another company to carry out exports can offer significant advantages such as transfer of know-how, risk sharing, equal contribution to the required funds, simultaneous penetration of various target markets , etc.

Entering into a strategic partnership with a target market firm can also be extremely beneficial, as firms with complementary products are usually selected and existing distribution networks and promotional tools are leveraged. Although direct exports may seem more profitable, having intermediaries can mean significant time and money savings for the business.

One form of introduction to the target market is through **agents** , who usually represent a specific market and also sell complementary products. They are authorized to enter into sales agreements for the businesses they represent and are paid a commission only when they make sales. An agreement with a representative in a foreign market helps the company or product to have a direct presence in that market. It usually costs less than direct exports , while the company retains control over the product and its selling price. Local representatives can also assist the business in carrying out Market Research, advising on freight issues, penetrating specific customer categories and providing information on legal, financial and procedural matters.

A second option for the entrepreneur is to sell in foreign markets through **wholesalers** , who in some cases buy and resell the products and in others sell with a commission. They usually specialize in specific products or product categories. In many cases, they undertake actions to promote the products in the respective market, through advertising, participation in exhibitions, personal sales, etc.

distributors must be mentioned , who buy the products and resell them to customers in the foreign market. Usually, they themselves determine the selling prices and undertake to monitor the course of the product in the market. The disadvantage of selling through distributors is the *reduction of the profit margin for the exporter and the reduced control over the product's position and price* . Several factors must be taken into account in choosing the intermediary with which the business will work to export, as the decision is particularly important and the options may be many.

Some of these factors may be:

- . The sales network of the intermediary, the degree of its development and spread over - time, etc.
- . The segment of the target market covered and its relationship with the company's objectives , the existence of branches or local offices in the target market.
- . The variety and mix of products it represents or sells, their relationship with the company's products, the representation of other products from the Greek market, the minimum sales it can secure, its effectiveness from sales of complementary or related products .
- . The method of storing or warehousing the products, the ease of communication with him, the organization of the business, the services he can offer to the end customer, etc.

- . The sales method followed, the way of monitoring the progress of the sales , the way of training the sales staff.
- . The characteristics of its customers, who and how many are its main customers.
- . The provision of technical assistance in conducting Market Research, the means of promotion it uses , the amounts it invests in advertising and other promotional actions, the intention to share advertising costs, the existence of a website and the promotion of the products of the companies it represents through her.

STEP 4 : PROMOTION METHOD IN FOREIGN MARKETS

Once the company has chosen the "best" markets for its products, the next decision concerns - the method of penetrating the target markets.

Factors to consider for this decision are:

- . The competitive advantages of the products in foreign markets and the possible risks.
- . The financial dynamics of the business.
- . The limitations and obstacles that the business will likely encounter in its endeavor.
- . The type of product to be exported.
- . The particularities of each market.

In general, the methods of exporting a product to a foreign market can be considered to be:

- . Direct exports.
- . Exports through third parties.
- . Entering into cooperation with domestic or foreign companies.

Direct exports refer to the sale of products directly from the company to the final customer. The main advantages of this method concern the securing of a greater profit margin due to the absence of intermediaries, the possibility of setting low prices and the direct contact and knowledge of the final customers/consumers of the company's products . But there are also disadvantages, such as that the business must have excellent knowledge of the market, and that awareness of the product and the business will be slow.

STEP 5 ° : MEANS OF PROMOTING THE PRODUCT IN FOREIGN MARKETS

The means of promotion available to the company in foreign markets are generally the same as in domestic markets. These are:

- . **Advertising:** Special attention should be paid to choosing the appropriate media that will have an impact on the potential consumer.
- . **Promotional material:** Material developed and distributed in the local market may need to be modified, both in terms of its design and the texts contained therein.

- . **Email messages:** Sending messages directly to potential target customers can only be done after experience in the specific market and effective Market Research .
- . **Personal visits:** Personal contact with potential customers is probably the *best way to promote (I see you, therefore I trust you)* . In many cases this also depends on the business culture of the target market.
- . **Participation in exhibitions:** Participation in exhibitions, in addition to promoting the products and the business, also contributes to getting to know the market and competitors . In the event that participation in an exhibition is difficult, only the visit of the entrepreneur to the exhibition is sufficient.
- . **Company website:** Every exporting company *must have a website* for advertising purposes and to help serve foreign customers . However, it is necessary to monitor and continuously update it, so that the information contained is up to date. The goal is not simply to have a website , but also to update it frequently, as a website with out-of-date information can do more harm than good to a business.
- . **Creation of an eshop :** With a well thought out and properly structured (by a specialized creator) eshop, we can target an expanded clientele regardless of geographical - parameters. We are given the opportunity to promote our products on a global level and the success of our company does not depend on geographical criteria and limitations. With proper development and advertising of our own online store , we are given the opportunity to acquire customers from any part of the world, regardless of distance or time difference.

It is noted that the above Reference Guide, in terms of the procedure to be followed for the export of Greek products, is primarily of interest to companies with specific characteristics , such as size, technological equipment, turnover, variety and type of products produced, etc.

In this context, we consider that eco-technical enterprises in any form (individual , cooperative) face difficulties in terms of their export activity. Moreover , according to the law no. 4912/120862 /17-11-2015 (Government Gazette B' / 24 68/ 2015) the processed products produced **are intended for direct sale, by the cook, on his premises or at periodic local events (such as trade fairs and municipal events) or in local street markets or farmers' markets or in retail and mass catering businesses of the local market.**

Therefore , I do not know how it is possible for the construction industry to develop an export activity , in any form , when such a thing is not foreseen by the specific law . Despite this, and for purely informative reasons, a number of new services have been designed and developed, investing in digital technology.

Especially for the Food sector , **the operation of** our electronic export promotion platform - "**Exports Greece**", which integrates the entire export process , was investigated ³⁷. This

³⁷ <https://www.enterprisegreece.gov.gr/proothisi-eksagogon/draseis-provolis-epixeirimatikis-diktiosis/psifiakes-platoformes-b2bs/%CE%B7%CE%BB%CE%B5%CE%BA%CF%84%CF%81%CE%BF%CE%BD%CE%B9%CE%BA%CE%B7-%CF%80%CE%BB%CE%B1%CF%84%CF%86%CE%BF%CF%81%CE%BC%CE%B1->

platform allows the matching between buyers and exporters , as well as the completion of some steps in a structured and organized way through partners (service providers), such as e.g. sending samples, trade insurance , conclusion of contracts, transactions, etc. leading to the conclusion of commercial agreements.

The ultimate goal is to assist and leverage transactions between exporters and buyers , with the following objectives:

- . The digital exit, projection and completion of the export process, for exporters .
- . Access to selected buyers and partners.
- . User training and support.
- . Participation in digital exhibitions.
- . Carrying out export transactions.

The pilot test started in July 2020 and involved 47 Greek food exporting companies, 33 buyers from continental Europe and the Middle East , as well as 14 service providers (banks, transporters, insurance companies). The test operation of "Exports Greece" was completed at the end of the previous year . During its duration, with the input and contribution of businesses, the first adjustments and improvements were made, so that the platform could be customized and respond to the needs of food exporting businesses.

The new "potential" tool, after its trial operation, is being evaluated in the present phase, both from the side of the companies that participated, and from the side of Enterprise Greece, in order to ascertain the technical parameters of the project's implementation, with the the personalized design and customization of the platform. The evaluation will be completed soon, where it will be judged whether it meets the objectives for which it was designed.

It therefore follows that the choice of Digital Display of Home Crafts Products is deemed the most appropriate as it offers the home craftsman-producer the opportunity to address a large market, directly and at low cost, creating a new dynamic for the promotion of his products.

In this context, the following procedures need to be followed:

1. A detailed record of the process followed to date, both during the production and processing stages. Through this process, the necessary information will be obtained, regarding the dynamics of the exploitation, its expansion possibilities, problems and perspectives.
2. Analysis of the data that will concern both the reduction of production costs, but also the best techniques to better highlight the product.
3. Attending seminars (online or live) for safe and creative internet (e-governance, e-commerce, e-banking, online platforms, etc.).

4. Digital basics Marketing or employment of a free lancer for creating a digital marketing campaign .
5. Attending seminars on marketing, packaging, branding, etc., as well as courses to acquire basic knowledge of a foreign language (English).
6. Information on possible financial tools that they can use to facilitate the development of their business.
7. Cooperation with university institutions, institutes and organizations for the transfer of knowledge and experience (mentoring) in the application of new cultivation methods, using modern technology
8. With the help of the Region, utilization of communication channels with prospective - foreign buyers for the development of partnerships.
9. Submitting an application, in accordance with the Law on "Appellations of Origin and Geographical Indications of Agricultural Products or Foodstuffs Law of 2002 (7(I)/2002)" for examination by the competent Committee of the request submitted under article 13, and to decide against whether the specific designation of origin or geographical indication of a given agricultural product or food can be registered as a protected designation of origin or protected geographical indication thereof, in accordance with the provisions of this Law. It is an extremely useful Marketing tool because it benefits both the product itself (especially in the case where we are talking about places with tradition in the specific type of product or places with strong biodiversity and a rich natural environment), and the place itself that is highlighted .

CHAPTER V – CONCLUSIONS/OPINIONS

Globally the agricultural industry sector has undergone a profound change in the last two decades. The deepening of the global crisis that has hit the economic system has significantly changed consumer habits and, as a result, agricultural enterprises have been forced to revise their action plans.

Consumers' increased attention to health has given scientific research and businesses an incentive to develop products with therapeutic properties that go beyond the role played by traditional foods. Research in this area has made a significant contribution and ensured that the food market can evolve.

Within this context and especially for P.E. Evros, the readjustment of the traditional units of production and marketing of agricultural products seems imperative in the context of their survival and development. Given the success that functional foods have in most industrialized and developing countries, but also the rate of growth they show, it is safe to say that an investment in this direction can be an opportunity, both for the investor from a financial point of view, as well as for the consumer in terms of health.

However, entering such a market presents opportunities, but also many risks. A greater increase in sales is possible if the products become recognizable, a clear increase in profits is expected when there is a proper management of money in relation to the costs incurred and the business is not entirely affected by the life of the domestic market, the which, especially in recent years, is in recession, although products that show increased sales and an upward trend in foreign markets usually strengthen their position in the local market. Of course, when a company starts an export activity, it should take into account the great competition, the additional costs that will arise for the production process, the acquisition of know-how, transportation costs, etc.

Of crucial importance would be the partnership of the agricultural sector with the research centers of the region (universities and other research institutes). The practical utilization of research results for the development of innovative functional foods will be profitable for all involved. The companies will seek to enter new target markets with high nutritional value products with proven health protective properties in their "quiver", while the researchers who will participate in the proposed partnership will have the opportunity to see their results transformed into products with a direct effect on the population, they will have the opportunity to perhaps conduct studies on their effects and of course they will expand their reputation and their appeal to the general and scientific public.

The transition from a typical traditional agricultural holding to an integrated processing and marketing unit of functional products seems completely feasible when a proper approach and utilization of existing raw materials, thorough research and evaluation of the research results of the world bibliography is done, selective collaboration with authoritative research

institutions and careful development of new products based on real consumer needs . Of course, these are low- risk products , with no particular maintenance or conservation requirements, such as for example spoon sweets, jams, compotes, sauces, pickles, pasta, pastels, nuts, nuts, crackers, tahini, silk items, aromatics plants and oils etc..

The institutionalization already and the existence of a legal framework, both for multifunctional farms and cottage industry, can be very important tools in the hands of small - producers. Mainly young farmers and those who produce by applying new and tasty methods and in an organic way, but their quantities are not sufficient to enter competitively in the large distribution chains, unless they develop cooperative schemes (cooperatives, clusters , etc.) that will empower thus their production potential and they will be able to respond, to a certain extent, to mass demand for their manufactured products. But on the other hand, it is a very good opportunity to strengthen the income of the producers but, at the same time , to support and spread the traditional recipes , the products and the particularities of the regions of origin . The tradition, therefore, and the connection between the producer and the consumer can act as an "antidote" to the crisis (health and economic) recommending tools for a viable and sustainable agriculture, based on the quality and the comparative advantages of the soil and climate conditions that prevail in the Evros Region.

Our country in general will not be saved by the olives, wines and feta that we export. The game will be decided on the services and how elegant and organized our fields will be. The "ball" is in the farmers' court and it is up to them to use their imagination, so that they can carry out further business activity and offer not only raw materials in the agri-food chain, but **final food products** , packaged, with all the necessary features , which will reach the end user, bypassing the scope of intermediaries. Such a change in mentality can prove to be something very powerful, if the Ministry and the Local Government draw up strategies that will revive the traditional products of local consumption, which due to the small quantities do not cause interest in the industry, but thus protect the small eco-techniques units, of a family nature, from mass production.

After all. prudent financial management, the utilization of National and European support and development programs and a customer-centric approach can provide the possibility for gradual development and safe establishment in the field of functional foods. The adoption of concepts such as quality, safety and sustainability in the way products are produced and distributed, ensuring the health of consumers and protecting production resources will contribute decisively to the further strengthening of eco-technical production units in the Evros area , while at the same time they will be a "bridge" of cooperation with counterparts in the cross-border area of Bulgaria with the aim of exchanging innovative methods and procedures, good practices, in terms of cultivation, production, packaging, standardization, selection of distribution channels and application land of modern methods of marketing and sales promotion.

CHAPTER V I – APPENDIX

According to data from Demosynetaeristiki Evros S.A., a small number of eco- techniques – of KIMO producers (10/37 or 27%) sell their products abroad and specifically in Germany, Switzerland, Austria, as well as in the rest of Central Europe (in small quantities, depending on their capacity, addressed to private consumers .

The products produced by KIMO Evros concern the following:

Blueberries, Turkish delight, honey, propolis, tahini, peanut butter, spoon sweets, tomato salad, legumes (lentils , chickpeas), essential oils of aromatic plants, olive oil , - olives, sea buckthorn juice, aronia juice, cheeses and yogurts.

As mentioned above, according to no. 4912/120862 /17-11-2015 (Government Gazette B' / 24 68/ 2015) Decision of the Ministry of Rural Development and Food, the promotion of products made with it must be focused on specific points of sale, within the Greek market, aiming at possible with better "exploitation " of it. After all, the quantities of processed - products are not sufficient to make them available to a wider market, especially abroad, as there will be an inability to respond to mass demand . A case where such a need can be satisfied is the cooperation of groups of producers, through the creation of "**Clusters**", Agricultural Cooperatives and COIN.SEp.

The study, in the context of strengthening the effort of cottage industry-producers to promote their products in foreign countries, specifically in Central and Northern Europe, describes the possibilities offered, as well as the ways and means that can be exploited .

On 21/4/2023 the European Commission ³⁸proposed the revision of the existing marketing standards applicable to certain agri-food products, such as fruit and vegetables , fruit juices and jams, honey, poultry or eggs. The proposed revisions aim to help consumers make more informed choices for a healthier diet by helping to prevent food waste.

The Commission submitted, inter alia, the following proposals:

- . **Labeling of origin:** Clearer, mandatory rules of origin labeling for **honey , nuts and dried fruit, ripe bananas, as well as cut , processed and sliced fruit and vegetables (such as packaged salad leaves) . The country of origin should appear on the label .** The breakdown of countries of origin will increase transparency for consumers .
- . **Packaging:** The products should be packaged in a way to avoid problems during transport, in a stylish and safe way, and have the brand and type of the product attached .
- . **Fruit juices:** Fruit juices will be able to be labeled '**no added sugars**' to clarify that, unlike fruit nectars, fruit juices cannot by definition contain added sugars - a feature most

³⁸ SOURCE: https://ec.europa.eu/commission/presscorner/detail/en/ip_23_2366

consumers are unaware of . In addition, to address the growing consumer demand for products with lower sugar content , a reformulated fruit juice will be allowed to state on its label '**reduced sugar fruit juice**'.

- **Jams:** The fruit content of jams **will increase from 350 grams to at least 450 grams (to 550 grams for extra quality) per kilogram of finished product** . By increasing the fruit content across the board, consumers will be offered a product with less sugar and more fruit than they currently get. The term "jam", until now only approved for citrus jams, **will now be allowed for all jams** .
- **Eggs:** **Solar panels can now be used outdoors used in free range egg production systems** . This will stimulate greater supply of energy from renewable sources . **Egg marking will also be done directly on the farm , which will improve traceability** .

Marketing standards

EU marketing standards are designed to ensure that product quality remains high, that consumers are protected and that standards are consistent across the EU market. They also facilitate trade with third countries as they are consistent with existing standards internationally level since the 1950s. Over the past decade, agricultural markets have evolved significantly, driven by innovation, but also by changing societal concerns and consumer demand . Today's proposals will ensure that, in line with the **Farm to Fork strategy**³⁹ and the UN Sustainable Development Goals , marketing standards can contribute to the promotion and adoption of sustainable products, while meeting the new needs of consumers and operators.

To be placed on EU markets and sold to consumers, most agri-food products must comply with EU standards or internationally established marketing standards . Marketing standards concern the external qualities of products and the non-visible qualities resulting from specific production processes, such as the fruit content of jams . They apply equally to you, both for EU products and for imported products.


From the secondary research (desk research) carried out, it is found that there are no exhibitions of edible handicraft products in Central European countries, but only through the - organization of local events, where producers - craftsmen exhibit their products.

As regards the proposed methods of distribution of the edible products of KIMO Evros (distribution channels, places and contact details), they have been developed in detail in the chapters "*Presentation of methods of promotion of the processed products of the industry* " (p. 55), as well as "*Proposed actions implementation of exports of processed household products* " (p. 70).

³⁹ The **Farm to Fork Strategy** sets specific targets to reduce the use and risk of pesticides, fertilizers and antimicrobials.

In this context and in order to contribute as dynamically as possible to the effort to strengthen the export orientation of KIMO Evros home crafts, we list several advertisements for entering into cooperation with foreign companies ⁴⁰:


1. Request for cooperation with olive producers in Greece

Company: Type: Information: Country of interest: Date:	<p>Cantoliva SA</p> <p>Demand</p> <p>The Portuguese company Cantoliva SA, which specializes in the production and preservation of olives, lupins and pickles, is interested in contacting olive production companies in Greece.</p> <p>The details of Cantoliva, SA are:</p> <p>Zona Industrial I, Lot 16/17 and Lot 4/5 3060-197 Cantanhede Tel.: +351 231 419 590, Fax: +351 231 419 599 Tel. : + 351 937 059 070 www.cantoliva.pt Geral@cantoliva.pt</p> <div style="display: flex; align-items: center;">  PORTUGAL </div> <p>15/05/2023</p>
---	---

2. Demand for white, raw and unhulled sesame seeds

Company: Type : Information:	<p>Amable AB</p> <p>Bomullsvägen 4 Uppsala / 757 57 TEL. +4676 80 95 462 Johannesgebara@gmail.com</p> <p>Demand</p> <p>Amable AB is looking for producers who grow white, whole and unhulled sesame - preferably organic. They are interested in buying seeds directly from producers, for further distribution and processing.</p>
---	--

⁴⁰ <https://agora.mfa.gr/applications/applications/limit/10?limitstart=0>

Country of interest:	 SWEDEN
Date:	14/06/2022


3. Food products

Company:	"SaboPack" Packaging company
Type:	Demand
Information:	<p>The food packaging, marketing and distribution company "Sabo Pack " - based in Sarajevo, is looking for Greek food importing companies and food store chains, in order to promote to them the food products it sells.</p> <p>Company manager: Mr. Harun Becirovic, General Manager (mobile: +387 62180181)</p>
Product category:	
Country of interest:	 BOSNIA AND HERZEGOVINA
Date:	06/04/2022

4. Request of a German company to import from Greece olives, cheese products , etc.

Company:	Feinkost Chatta
Type:	Demand
Information:	The Berlin EIF Office received a request from a German sole - proprietorship under the name " Feinkost Chatta ", which is active in the wholesale trade of Mediterranean food and beverages and which is interested in entering into a business partnership with Greek companies - /suppliers especially of olives, cheese products and the sprions.
Country of interest:	<p>The company's contact details are:</p> <p>Contact Person: Mr Khuram Ali Chatta Address: Äppelallee 69, 65203 Wiesbaden Tel.: +49 (0) 1774344980 Email: chatta-feinkost@hotmail.de</p> <div style="display: flex; align-items: center;">  GERMANY </div>
Date:	07/01/2022

5. Company interest in importing various traditional foods

Company:	Pinhao
Type :	Demand
Information:	The Pinhao company is active, among other things, in the import of marble from the area of Drama, food and beverages (imports wines of the Pavlidis Estate company) and is interested in importing food (olive oil , - nuts, etc.) from Greece. Recently the company opened a "Greek" cafe in Shanghai called "Molly & Monica".
Country of interest:	<p>Interested parties can contact Ms. Molly at email: zihui_zhang_14@sina.com</p> <div style="display: flex; align-items: center;">  CHINA </div>
Date:	

6. Interest in importing Greek products

Company:

AMAN d.o.o

Type :

Demand

Information:

Serbian company **Aman**, the largest domestic retail chain in Serbia with currently more than 280 retail supermarkets and 3500 employees, more than 30 supermarkets and 20 hypermarkets across the country, is interested in expanding its product range.

For this reason, he is looking for Greek companies interested in exporting to Serbia. The company imports various types of products from around the world, from food to clothing and home and household products . Aman has an annual turnover of €270 million

The main product categories they are interested in are: salty and sweet items, preserves, juices, jams, noodles, pasta, dairy products , meat, etc.

Information :

Aleksandra Vuković

Category manager

AMAN d.o.o

Vinogradska 52a

11000 Beograd

Phone: +381 62 88 70 630

E-mail: aleksandra.vukovic@aman.co.rs

www.aman.co.rs

Product category:

Edible meat and offal

Milk and dairy products. bird eggs. natural honey. edible products of animal origin, not elsewhere specified or included

Sugar and sugary preparations

Preparations based on cereals, flour, starches of any kind or milk.

confectionery

Waters, including mineral and aerated waters, with added sugar or other sweetening matter or flavoured, and other non-alcoholic beverages, excluding fruit or vegetable juices

Pasta in general, whether baked or stuffed (with meat or other substances) or otherwise prepared, such as spaghetti, macaroni, nougies, lasagne, gnocchi, ravioli, cannelloni. Arabic semolina

Country of interest:



SERBIA

With regard to the participation of producers-home craftsmen in targeted exhibitions, it follows from the results that there are no exhibitions of the specific object of activity of the - home technical form, but only international exhibitions with a more general purpose.

In this context, in order to facilitate the accessibility of home craftsmen-exporters to targeted markets of Central countries, but also of the rest of Europe, we consider that the two main sources of information and guidance are the following:

1. ENTERPRISE GREECE – GREEK INVESTMENT & FOREIGN TRADE - COMPANY S.A.

Investment Promotion & Export Promotion

109 Vasilissis Sofias, 115 21 Athens Tel: +30 210 335 5700 Fax: +30 210 324 2079 email:

info@eg.gov.gr & tradeinfo@eg.gov.gr

International Trade Fairs are an organized way of promoting Greek products and export businesses in general. Their purpose is the promotion of Greek products in international markets and the strengthening of national exports, the stimulation of public interest, the development of trade, and the disclosure of innovation in every sector of production activity. At the exhibitions, the conversation is promoted between the participants, who try to - demonstrate the diversity of their products and the superiority of their services through forms, product samples, discussions, screenings, demonstrations, events, etc.

The effort made by **Enterprise Greece** is to organize technically perfect entries that enable new and existing exporters to achieve the best possible result during each exhibition. The image of the national stands and the services offered to Greek exporters are of a high level , given the very strong competition from other mainly European countries, but also the special importance of the promotion and promotion of Greek products in support of national production and economy.

The exhibitor participation model is the '**one stop shop**' , i.e. the exhibitors simply declare their participation, pay the cost proportional to the size of their stand and the Organization undertakes the entire organization on their behalf. The benefit for Greek exhibitors is huge, since apart from the very financial cost of participation, they have nothing else to do and can focus on attracting new customers.

Each exhibition participation is evaluated at the end by the participating exhibitors , so that further actions to improve national participation can be planned. A great effort is made so that exhibition participation is also framed by display actions , in order to maximize the result, both for the exhibitors and for Greek products in general. **Also, the concept of clustering and cooperation between exporters is constantly being promoted with the aim of limiting costs and maximizing the result.**

The main benefits for exporters from cooperation with Enterprise Greece in international - positions are summarized as follows:

- . Subsidy & Organization of participation in International Exhibitions
- . Business exposure in the world's largest markets
- . Networking and developing know-how
- . Ongoing support before, during and after the exhibition
- . Cultivating a culture of national effort in promoting exports
- . Providing training for proper participation preparation

2. ROLE & MISSION OF OFFICES OEF

The **Offices of Economic and Commercial Affairs** are part of the diplomatic or salaried - consular authorities, and their main responsibility is to safeguard, support and promote Greek economic and commercial interests abroad . Today, **60 Economic and Commercial Affairs Offices** operate in countries with a particular economic and commercial interest for Greece. The **Secretary of Economic and Commercial Affairs** also operates in Thessaloniki, to **serve the businessmen of Northern Greece.**

The Offices of Economic and Commercial Affairs , responding to the new data, not only now provide this information electronically (through the new web portal of the Ministry of Foreign Affairs) to all interested parties, but have begun to offer their services based on standardized procedures in ISO 9001:2008 Quality Management System framework , in view of its future application.

In order to achieve these goals, the Offices of Economic and Commercial Affairs cooperate - with all foreign trade promotion bodies, sectoral production organizations and businesses, both in Greece and in the countries under their jurisdiction , trying to notify in time on both sides the messages of the market and the presented business opportunities and to make the - policy makers aware of the new data.

In this context, the **Offices of Economic and Commercial Affairs** , responding to the new data, not only now provide this information electronically (via the new web portal of the Ministry of Foreign Affairs) to all interested parties, but have started to offer their services

based on standardized procedures in the framework of ISO 9001:2008 Quality Management System, in view of its future implementation.

Below are some **IDF offices** in European countries:



BELGIUM / O.E.Y. Office Brussels

Contact

Address : Rue des Petits Carmes 6, 1000 Bruxelles

City: BRUSSELS

Opening hours (Greece time): 10.00-17.30

Phone: (00322) 5455506, 5455507

FAX: (00322) 5455508

Email: ecocom-brussels@mfa.gr

Person in charge details

JANETOS KARANTZIS: General Counsel OEY B'



BULGARIA / O.E.Y. Office Sophia

Contact

Address: Evlogi Georgiev 103, Sofia 1504, Bulgaria

City: SOFIA

Opening hours (Greece time): 09.00-16.30

Phone: (003592) 9447959 9447790

FAX: (003592) 9505375

Email: ecocom-sofia@mfa.gr

Person in charge details

Dimitrios Michas: General Counsel of OEY II



GERMANY / Office O.E.Y. Munich

Contact

Address: Möhlstraße 22, D-81675 München

City: Munich

Hours (Greece time): 09.00-17.00

Phone: (0049 89) 9988 6718

FAX: (0049 89) 409 626

Email: ecocom-munich@mfa.gr

Person in charge details

Rea Tsitsanis: Consultant of OEF A'



GERMANY / Office O.E.Y. Berlin

Contact

Address: Hiroshima Str. 11-15, 10785

City: BERLIN

Hours (Greece time): 10.00-18.00

Phone: 0049-30-208 387 131

Email: ecocom-berlin@mfa.gr

Person in charge details

Theodoros Xipolita: General Counsel OEY B'



SWITZERLAND / O.E.Y. Office Bern (Jurisdiction also for Liechtenstein)

Contact

Address: Welpoststrasse 4, Postfach 236, 3000 15 Bern

City: Bern

Hours (Greece time): 09:00 - 17:00

Phone: +41 (0)31 356 14 10

FAX: +41 (0)31 368 12 72

Email: ecocom-bern@mfa.gr

Person in charge details

Nikolaos Doukas: General Counsel of OEY A'



AUSTRIA / O.E.Y. Office Vienna

Contact

Address : Argentinierstrasse 14, A-1040 Wien, Austria

City: VIENNA

Opening hours (Greece time): 10.00-17.30

Phone: (00431) 5061518

FAX: (00431) 5056217

Email: ecocom-vienna@mfa.gr

Person in charge details

MICHAIL VRETTAKIS: Consultant O.E.Y. A' (from 19.8.2016)



CYPRUS / O.E.Y. Office Nicosia

Contact

Address: 8-10 Byronos Ave., 1096, Nicosia

City: NICOSIA

Opening hours (Greece time): 09.00-16.30

Phone: 00357 22 396052-3

FAX: 00357 22 672703

Email: ecocom-nicosia@mfa.gr

Person in charge details

Ioannis Katsaras? IEF Advisor A'



SWEDEN / O.E.Y. Office Stockholm

Contact

Address : P. Oh . Box 55565, 10204 Stockholm / Visiting Address : Kommend ö rsgatan 16, 2
nd floor

City: STOCKHOLM

Hours (Greece time): 9.00-17.00

Phone: +46854566010

FAX: +46854566020

Email: commerce.stockholm@mfa.gr

Person in charge details

Pavlos Olziersky: IEF Advisor A'

▪ **The main International Food Fairs in Sweden**

O.E.Y. office , it is considered as the first and decisive step for entering the Swedish market. - **of the Greek Embassy in Stockholm** , the participation of Greek companies in International Food Exhibitions. The main Reports in the **food sector** according to a document of the O.E.Y. is:

1. Gastro-Nord Exhibition (9 APRIL–11 APRIL 2024)

The Gastro-nord exhibition is one of the **largest food and beverage events in Scandinavia** aimed at a professional audience for the HoReCa sector (**so it is suitable for companies that do not have a presence on the Swedish market**) . Held every 2 years at the Stockholmsmässan fairground (**Mäs svägen 1 Älvsjö**).

The **participation fee** for exhibitors includes the registration (covers general expenses, e.g. digital stand, exhibitor insurance, handling of goods, etc.) which amounts to 6,290 SEK (**approx. 630 Euro**), **excluding VAT**. and the cost of the stand which amounts to 1795 SEK/sq.m, (**approx. 180 euros/sq.m.**), **without VAT**.

2. "Natural Products Scandinavia Nordic Organic Food Fair " exhibition

The exhibition Natural _ _ Products Scandin avia & Nordic Organic Food "Fair " is the only - Fair in the field of **organic and sustainable products** in Scandinavia.

Nordic _ Organic Food Fair 2024 will be held: MalmoMassan , Malmö , Sweden (M ä s - sga tan 6, 215 32 Malm ö, MalmöSweden (Tel: +46-40-631 11 10 <http://www.mal mo mas - san.se/>).

Organizer is : Diversified Communications UK Ltd (Blenheim House, 120 Church Street, Brighton, East Sussex BN1 1UD, Brighton UK (Tel : +44-(0)127-645110 [http:// www . - divcom.co.uk/](http://www . - divcom.co.uk/)

It is noted that Greece will participate in the above Exhibition, through Enterprise Greece , for the 1st time with a national stand, which will also be the honored country.

The **cost of participation** amounts to **€435.00 / sq.m. plus 24% VAT**. and includes:

Rent of space, construction of a stand with equipment, shipping to the exhibition and insurance of the exhibits (not including their return to Greece), technical and operational costs of the stand, cleaning of the stand, on-site presence of an employee of ENTERPRISE - GREECE SA, for supporting all exhibitors and providing market information.

I. INFORMATION ON FOOD FAIRS IN EUROPEAN COUNTRIES

1. ANUGA FOOD TEC (19-22 /3/2024) / COLOGNE (GERMANY) EXHIBITION CENTER KOELNMESSE

Contact for trade visitors

Anuga FoodTec Hotline for trade visitors:

Tel. +49 1806 578 866

Fax +49 221 821-991020

- . <https://www.enterprisegreece.gov.gr/proothisi-eksaggon/draseis-provolis-epixeirimatikis-diktiosis/diethneis-ektheseis/psifiakes-ektheseis/diethnis-ekthesi-trofimon-kai-poton-anuga>
- . <https://www.anugafoodtec.com/for-exhibitors/become-an-exhibitor/online-application/ps://www.anugafoodtec.com/for-exhibitors/become-an-exhibitor/visitor-survey/>

100 years of experience, **Anuga** is one of the leading trade shows in the food industry. The high level of internationalization of the exhibition attracts over 165,000 professional visitors from 198 countries , including buyers from leading food - companies . technological products for the retail trade sector, as well as products related to catering services .

Space has been provided for the Greek participation in the following sectors / rooms :

- . General Food (National Pavilions)
- . Dairy products
- . Bakery products (Bread & Bakery)
- . Beverages (alcoholic and non-alcoholic) Drinks
- . Refrigeration products, meat, fish, ready meals, etc. (Frozen food)

■ STATISTICAL DATA

Area: 280,000 sq.m.

Total exhibitors: 7,400 national and international exhibitors.

Total trade visitors: 165,000 from 198 countries.

■ PARTICIPATION FEE

The cost amounts to €460/sq.m., while the corner stands are charged with an additional 10%, i.e. their price is €505/sq.m. A €1,000 Registration fee (mandatory for every exhibitor) is added to the final cost .

For the companies that will participate in the exhibition with a Program (e.g. E XO STREFIA, ESPA , etc.) the cost of participation is €645/sq.m. + € 1,000 Registration Fee . The above amounts are subject to VAT. 24%. The price does NOT include the transportation of exhibits and/or equipment to the exhibition or their return

The cost includes:

- . Space rent
- . construction and complete stand equipment
- . technical and operational costs of the stand (supply and consumption of electricity, stand cleaning).

CAUTION! The cost per square meter includes a power supply and a 24-hour service (only for those with refrigerated products).

2. INTERNATIONAL FRESH FRUIT & VEGETABLE EXHIBITION FRUITLOGISTICA (7/2-9/2/2024)/ BERLIN (GERMANY) BERLIN EXHIBITION CENTER EXPO CENTER CITY

Exhibition Manager: FROSSO ZOGOPOULOU

E-mail: f.zogopoulou@eg.gov.gr | Tel: 210 3355795

<https://www.enterprisegreece.gov.gr/proothisi-eksaggon/draseis-provolis-epixeirimatikis-diktiosis/imerologio-eksoterikou-emporiou/%CE%B4%CE%B9%CE%B5%CE%B8%CE%BD%CE%AE%CF%82-%CE%AD%CE%BA%CE%B8%CE%B5%CF%83%CE%B7-%CE%BD%CF%89%CF%80%CF%8E%CE%BD-%CF%86%CF%81%CE%BF%CF%8D%CF%84%CF%89%CE%BD-%CE%BB%CE%B1%CF%87%CE%B1%CE%BD%CE%B9%CE%BA%CF%8E%CE%BD-fruitlogistica-2024>

FRUITLOGISTICA INTERNATIONAL EXHIBITION is the most important and the best international exhibition in the field of fresh fruits and vegetables, providing - direct access to the global market. FRUITLOGISTICA presents all the latest trends and innovations in the industry, providing a full range of products, services and technical solutions of the food chain from producer to consumer.

▪ **STATISTICAL DATA**

- Exhibition area: 128,600 sq.m.²
- Total exhibitors: 2,610 from 92 countries
- Total trade visitors: Over 63,470 from 140 countries

▪ **PARTICIPATION FEE**

The cost of participation amounts to €450.00/sq.m. plus VAT. The cost of participation amounts to €450.00/sq.m. plus VAT 24%. Corner stands are charged with an additional 10% per sq.m. (it is noted that the additional 10% will be paid in the payment after the booths have been placed. The payment of the additional amount with the advance payment does not in any case guarantee a corner booth). For the companies that will participate in the exhibition with a Program (e.g. WE DO BUSINESS OUTSIDE, ESPA, etc.) the cost of participation is €656/sq.m. plus VAT.)

The above cost includes:

- Space rent.
- Construction of a stand with full stand equipment.

Specifically for a 9 m² stand, the equipment includes: 1 tasting counter and 1 display counter, 1 table with 4 chairs, display case, shelves, cubes, holder for forms, one digital print per exhibitor, inscription with the brand name and logo of the company in front of the stand etc., for larger or smaller stands the equipment is configured accordingly.

3. **SIAL Paris (19-23/10/2024)/ EXHIBITION centre Paris Nordvillepint**

PHONE: +33 (0)1 76 77 11 11

EMAIL : dcom @ comexposium . com

WEB : https :// www . comexposium . com /

- . [https :// www . tradefairdates . com / SIAL - M 687 / Paris . html](https://www.tradefairdates.com/SIAL-M687/Paris.html)

The Sial Paris International Food and Beverage Fair is held every 2 years at the Paris Nord Villepint exhibition center in Paris , France. It is one of the largest and most important exhibitions of the Food and Beverage sector in the world and is a meeting point for the largest production companies in the sector, as well as for representatives from the largest retail and import chains in the world. For more than 50 years, this exhibition, thanks to the know-how of its executives and the "refinement" it possesses, has helped to shape the future of food and drink.

▪ **STATISTICAL DATA**

- Total exhibitors: 7,200 exhibitors from 120 countries
- Total trade visitors: 310,000 from 200 countries

▪ **PARTICIPATION FEE**

The cost of participation amounts to 500€/sq.m . The corner stands are charged with an additional 10%, i.e. their price is €550/sq.m. To the final cost is added the amount of 530 € Registration fee mandatory for each exhibitor. The billing of the corners is done by paying the participation fee for the placement of the booths. The payment of the additional amount for the corner panels with the advance payment does not in any case guarantee a corner panel . For the companies that will participate in the exhibition in conjunction with the funded Programs (e.g. EXOSTREFIA, ESPA, etc.) the cost of participation is €730/m². m. plus € 530 Registration fee. The above amounts are subject to VAT. 24%.

The cost includes:

- Space rent
- Construction and complete stand equipment

- Technical and operational costs of the stand (supply and consumption of electricity, stand cleaning).

CAUTION! The cost per square meter includes a power supply and a 24-hour service (only for those with refrigerated products). The transportation of the exhibits is not included in the participation fee.

4. NATURAK & ORGANIC PRODUCTS EUROPE (14 15/4/2024) / EC THE SI - AKOS SPACE LONDON EXCEL

Georgina Baker

Sales Manager

T: 01273 645125gbaker@divcom.co.uk

Anya Zervudachi

Sales Manager

T: 01273 916527azervudachi@divcom.co.uk

- . <https://www.naturalproducts.co.uk/>

Natural & Organic Products Europe International Exhibition is an attraction and meeting point for retail professionals, wholesalers, distributors and producers of the organic products industry, both for the UK and worldwide market. Natural & Organic Products Europe is your one-stop-shop for eco-friendly, sustainable, natural, organic food, beverages, self-care and wellness products. There you can find over **800 exhibitors from all over the world**. It's the only event to find innovative products that will make a real difference to your operation. The International Exhibition Natural & Organic Products Europe is organized on an annual basis, having now established itself in the Natural & Organic Products and Natural Cosmetics industry as one of the largest and most important annual meetings of the sector worldwide.

▪ **STATISTICAL DATA**

- Total exhibitors: 80 exhibitors from 66 countries
- Total trade visitors: 150,000 from 66 countries

▪ **PARTICIPATION FEE**

Information on the cost of participation can be obtained by addressing the contact details mentioned at the beginning of the paragraph.

▪ **BENEFITS**

- **Shell Scheme**
 - . Shell design (2.5m high wall panels)
 - . Carpet
 - . Tube lighting

- . Company branding on kiosk
- . Standard entry to exhibition guide, website display and supplier links
- . Base cleaning
- . Unlimited number of free personalized invitations
- . Vegan World also features a striped green dome

- **Only space**
 - . Opportunity to design and define your own booth contract
 - . Standard entry to exhibition guide, website display and supplier links
 - . Base cleaning
 - . Unlimited number of free personalized invitations
 - . Minimum base size = 15m²

- **Starting base**
a launch pad - limited availability criteria apply
 - . Shell design (2.5m high wall panels)
 - . Stand 2m x 1.5m (3sqm)
 - . Carpet
 - . Tube lighting
 - . Company branding on kiosk
 - . Standard entry to exhibition guide, website display and supplier links
 - . Base cleaning
 - . Unlimited number of free personalized invitations

- **Soil Association Pavilion**

It is available only to the licensed of the Food and Beauty for Soil Association Shell Scheme (2.5m high wall panels)

- . Custom SA Header Table
- . Hanging SA banner above the stand
- . Carpet
- . Tube lighting
- . Company name and signage on stand
- . Standard entry to exhibition guide, website display and supplier links
- . Base cleaning
- . Unlimited number of free personalized invitations

- **Exhibitor Insurance (£115)**

If you don't already have insurance, we'll charge you for Participation Insurance on your first invoice. If you already have suitable insurance (approved by our insurer) we will not charge this fee. Note that this does not apply to the boot zone.

- **Data Download App (£105)**

This fantastic tool is now part of all pigeon sales and enables you to simply scan visitor badges and collect all your customers with your phone!

- **Innovation Showcase & Awards (£147/product)**

- . Shelf space in Innovation Showcase on site
- . Entrance at the Natural & Organic Innovation Awards - Sunday 14 April
- . Online registration before screening
- . Special press release
- . Entry of winners in Natural Products News

- **Enhanced Exhibitor List (£149 (normally £199))**

- . 150 word profile
- . Logo
- . Contact info
- . Web link
- . 3 x product images

- **Super Enhanced Exhibitor Listing (£199)**

- . 250 word profile
- . Logo
- . Contact info
- . Web link
- . 20 x product images
- . Social media links & YouTube videos

5. Specialty & Fine Food Fair (11-12/9/2024)/ EXHIBITION " OLLY BIA "
CENTER LONDON

9 Manchester Square, London

W1U 3PL United Kingdom

General questions

info@montgomerygroup.com

Tel: +44 (0)20 7886 3000

. <https://www.showsbee.com/fairs/90187-Speciality-Fine-Food-Fair-2024.html>

The Specialty & Fine Food Fair is the UK's leading trade show for craft food and drink. From **11-12 September 2024** buyers from across retail, hospitality, foodservice, industry and other sectors will gather in the halls of **Olympia** to explore the latest additions to the fine dining offering , network and set trends. An elite range of buyers - along with farm shops, chefs, hoteliers , restaurant owners and managers visit the Specialty & Fine Food Fair events , **making** it an excellent stage for product presentation and brand promotion. More than 700 gourmet food purveyors will fill the showcase with innovations and samples of artisanal food and drink across three categories of exhibition floors: *The Sustainability Zone, The Discovery Zone and The Drinks Cabinet* . Diversify your company 's offer with 200 new producers. Learn from inspiring professionals, either in our live kitchen or at Food for Thought. See all 50 Great Taste Awards finalists under one roof. An Industry, Specialty & Fine Food Fair is open to trade visitors, industry professionals and businesses involved in the specialty food and beverage industry. This includes retailers, food traders , distributors and wholesalers, producers and manufacturers and food and beverage professionals.

▪ **STATISTICAL DATA**

- Total exhibitors: 700 national and international exhibitors
- Total trade visitors: 8,000

▪ **PARTICIPATION FEE**

Information on the cost of participation can be obtained by contacting the electronic address : <https://www.expobeds.com/event/speciality-fine-food-fair/2023>

6. ECO LIVING Nordic Organic Food Fair (15-16/11/2024)/ EXHIBITION centre MAL ME , SWEDEN

+44 (0) 1273 645110

Nordic @ divcom . co . uk

- <https://www.nordicorganicexpo.com/stand-rates-packages/>

The premier trade event for organic and sustainable products. Eco Living - Scandinavia & Nordic Organic Food Fair is the unique and exclusive B2B Fair for organic and natural products for the Scandinavian countries and is the most appropriate way to meet a business buyers , wholesalers, distributors and agents from Sweden - Denmark, Finland, Norway and Iceland. The exhibition is double and takes place in the same space, but in separate sections:

- **Eco Life Scandinavia** : It concerns conventional – natural products (9th year as a double exhibitionA
- **Nordic Organic Food Fair** : purely about organic products (organized since 1999)

▪ **STATISTICAL DATA**

- Total exhibitors: 500 international exhibitors
- Total trade visitors: 7,000

▪ **PARTICIPATION FEE**

1. Shell Scheme without furniture

+10% for bleachers and premium seats

€440 *per square meter

2. Shell Scheme with furniture

+10% for bleachers and premium seats

€455 *per square meter

3. Popular

Only space

+10% for premium seats

€420 *per square meter

7. ECO LIVING & Organic Food Iberia (4-5/6/2024)/IFEMA EXHIBITION CENTER, Feria de Madrid, Spain

info @ organicfoodiberia . com

Phone: +34 919 034 683

Sales Executive

T : +44 127 3916 526

And : [mfranco @ divcom . co . uk](mailto:mfranco@divcom.co.uk)

- . [https :// www . organicfoodiberia . com / en / contactanos /](https://www.organicfoodiberia.com/en/contactanos/)
- . [https :// www . organicfoodiberia . com / en / visiting /](https://www.organicfoodiberia.com/en/visiting/)

Organic Food IBERIA is the unique and exclusive Professional Exhibition of the Iberian Peninsula (Spain, Portugal, Gibraltar & Andorra) for organic and natural products. It is the only platform for Greek businesses that target the markets of Delicatessen, Super Market with premium products, Organic Products Stores, HO RE - CA and Health Store Chains.

▪ **STATISTICAL DATA**

- Total exhibitors: 600+ international exhibitors
- Total trade visitors: 7,000

▪ **PARTICIPATION FEE**

1. Shell plan (from 6 sqm)

Includes: Cardboard, carpet, 1 table, 2 chairs, 1 lamp per 4 sqm

Free Standard entry to the exhibition catalogue

Stand cleaning 1 x day

Storage is provided in booths 12 sq.m +

Free marketing and PR support

€380 *per square meter

2. Space only (from 12 sqm)

Design and build your stand yourself

Free Standard entry to the exhibition catalogue

Minimum electricity consumption at €6,563 per sqm and assembly fee at €7.58 per sqm

Free Marketing/PR support

€345*per square meter

3. Organic wine office

Open space with 1 bench, stool, cardboard, carpet and lamp

Free Standard entry to the exhibition catalogue

Stand cleaning 1 x day

Locking and data download app included

Free marketing and PR support

€999

4. Complete package

Boot Zone

Space 2m x 2m with 1 bench, carpet and lamp

Free Standard entry to the exhibition catalogue

Stand cleaning 1 x day

Locking and data download app included

Free marketing and PR support

€1,089

8. ALIMENTARIA BARCELONA (18/3-21/3/2024)/ FI RA DE BARCELONA EXHIBITION CENTER , SPAIN

Tel: +34 93 233 20 00

infofira@firabarcelona.com

Opening hours: 08:00-20:00

. <https://www.promosolution.net/exhibition/alimentaria-barcelona/>

Alimentaria **Barcelona is the International exhibition**, a landmark for all businesses - in the food, beverage and catering industry. H ALI ME NTA RIA plays a high role in the commercial transactions of North African countries, due to the geographical location of Spain, but also of Latin American countries (13% of visitors), which act as a communication channel and as a distribution channel from and towards Spain, since the latter considers Latin America as its natural extension. The alliance of two trade fairs, Alimentaria and Hostelco, has taken them to the top, making Alimentaria Barcelona the largest international platform for the food, gastronomy and catering equipment industries . Alimentaria creates trends and business opportunities. The visitors come from Spain and beyond and are:

- . Food and beverage distributors (supermarket chains, central purchasing offices, supermarkets, etc.)
- . Food and beverage wholesalers
- . Retail and E-commerce
- . Importers/exporters of food and beverages
- . Catering (restaurant chains, restaurants, bars, cafes, travelers' restaurants, collective, etc.)
- . Accommodation (hotel chains, independent hotels, resorts, holiday homes, spas, etc.)
- . Food services for consumption away from home
- . Food and beverage processors and transformers
- . Foundations and industry associations

- **STATISTICAL DATA**

Area: 85,000 m²

- Total exhibitors: 3,000 from 57 countries
- Total trade visitors: 100,000 from 150 countries

- **PARTICIPATION FEE**

Information on the cost of booths and other benefits is given at:

Tel: +34 93 233 20 00

Mail: infofira@firabarcelona.com

9. DRINK EXPO (29/4-1/5/2024) National Exhibition Center (NEC) BIRMINGHAM, LONDON

f.zogopoulou@eg.gov.gr /Tel: 210 3355795

Robert Proctor/+44 (0)1293 610401

robert.proctor@wrbm.com

- <https://www.foodanddrinkexpo.co.uk/>

Food & Drink Expo is the largest, oldest and most important Food & Drink trade show in the UK. It is organized as every year at the National Exhibition Center in Birmingham , United Kingdom. The show is a magnet for the biggest buyers from the wholesale, retail, catering, processing & packaging food & beverage industries. This year's organization of the Greek participation will be supported by **Enterprise Greece** and will be implemented in cooperation with the representative of the exhibition in Greece, RECO EXPORTS.

- **STATISTICAL DATA**

- Total exhibitors: 1. 200
- Total trade visitors: 100,000 from 150 countries

- **PARTICIPATION FEE**

£1,950 /business

Exhibition Manager: FROSSO ZOGOPOULOU

E-mail: f.zogopoulou@eg.gov.gr | Tel: 210 3355795

The final cost of participation will be paid directly to the official representative of the exhibition (RECO EXPORTS, which is based in the United Kingdom , therefore the above amount is exempt from VAT).

Joining a group booth includes:

- . Preparation of snacks with the products of the participants by Breda noche chefs inside the National Pavilion
- . Networking event of Greek exhibitors with British professionals
- . Info counter/showcase with logo
- . Stool
- . Graphics on the kiosk panels
- . Area carpet, lighting
- . Shared storage space
- . Shared meeting space
- . Shipping costs (does not apply to the return of exhibits)
- . Customs clearance and insurance costs for up to 3 boxes 40x30x30cm

*Due to the support of ENTERPRISE GREECE, the cost of participating in the action in question cannot be included in the co-financed program "Work Outside " . The role of Enterprise Greece only concerns the support of businesses and not the organization of their participation in it (construction of a wing, transport of exhibits , etc.).

10. IFE (The International Food & Drink Event) (25-27/3/2024) eXcEL London

ExCeL London

One Western Gateway Royal Victoria Dock, London

United Kingdom Vasileio

Tel : +44-20-7069 500

<https://www.excel.london/>

Federico Delafiore

+44 (0)20 7886 3061

Federico.Dellafiore@montgomerygroup.com

daniel.gray@montgomerygroup.com

- . <https://www.promosolution.net/exhibition/ife-london/>

It is the UK's largest and most important food and drink trade show. Every two years, you have the opportunity to present your products to foreign markets, inspire or even be inspired and add a new product to your own business. IFE, International Food & Drink Event, brings together more Food and Drink buyers and suppliers than any other event in the UK . For more than 40 years, IFE continues to be the largest and most successful product sourcing platform for senior buyers from across the retail, wholesale, distribution, import & export and foodservice sectors.

▪ **STATISTICAL DATA**

- Total exhibitors: 1.500 from 57 countries
- Total trade visitors: 27,000 from 102+ countries

▪ **PARTICIPATION FEE**

Information on the cost of booths and other benefits is given in the contact details at the beginning of the paragraph.

11. Cibus International Exhibition (7-10/5/2024)/ FIEREDI EXHIBITION CENTER PARMA , ITALY

Iatro Liuga 8 T.K. 166 75, Glyfada

Tel. 210 9630630

Fax. 210 9603142

info@promosolution.net

- . <https://www.promosolution.net/exhibition/cibus-2/>

The Cibus International Exhibition is the oldest and most important exhibition for the Food and Beverage industry held in Italy, but also in the wider Mediterranean and Southern Europe. It takes place every two years at the Fiere di Parma exhibition centre . Since it takes place in the Italian capital of gastronomy, it is also a unique " forum" for the presentation of all the latest trends in nutrition and retail , with presentations, seminars and "round tables " discussions by experts in the field of food. The exhibition covers the entire range of food and beverages, from raw materials to processed and - finished products.

▪ **STATISTICAL DATA**

Area : 135,000 sq.m

- Total exhibitors: 1.500 from 57 countries
- Total trade visitors: 20,000 from 90 countries

▪ **PARTICIPATION FEE**

Information on the cost of booths and other benefits is given in the contact details at the beginning of the paragraph.

12. FOOD EXPO CY (20-21/1/2024) / EXHIBITION CENTER

Phone : +35722315477

Email: info@arvani.com.cy

Social Media:

Facebook: @arvani.exhibitions

Instagram: @arvaniexhibitions

<https://www.icci.gr/wp-content/uploads/2023/05/%CE%9Dewsletter-new.pdf>

Your participation in **FOOD EXPO CY 2024** , which takes place on the weekend of - January 20 and 21, 2024, will undoubtedly yield maximum commercial benefits for your business, as it will give you the opportunity to showcase it, as well as your products. FOOD EXPO CY is the only Food, Beverage and Beverage exhibition in Cyprus, bringing a new note to local exhibitions. experience but also the knowledge, both our own and that of our exhibitors. It is expected that, due to its innovation, but also its uniqueness, it will establish itself as one of the most important of its kind in Cyprus. It is a magnet for more than 2,500 professionals from the organized retail, wholesale and mass catering, hotel and tourism industries, as well as the interested - public . The Exhibition is a prime moment for the domestic market, giving the opportunity to the largest production and processing units of Food and Beverages as well as to smaller and/or traditional industries, both from Cyprus and from Greece that will participate as exhibitors, to showcase their products to new buyers and close deals .

▪ **STATISTICAL DATA**

- Total exhibitors: 3 00
- Total trade visitors: 2,500

▪ **PARTICIPATION FEE**

- **Individual/Corporate:** Includes the construction of the stand at a cost of €105/m2. Special price for exhibitors who will close by the end of September : €85/m2
- **Group Cypriot or Greek products:** Includes the construction of the stand at a cost of €450 .

INFORMATION ON DOMESTIC FOOD EXPOSURES

1. FOOD EXPO (9-11/3/2024) / EXHIBITION METROPOLITAN EXPO CENTER

*Exhibition "Metropolitan EXPO" center
TWO HOURS COMPANY FORUM SA
328 Vouliagmenis Avenue, Agios Dimitrios PO Box: 17342
Phone: 210 5242100 EMAIL: info@forumsa.gr
 sales@forumsa.gr*

- . <https://foodexpo.gr/en/>

FOODEXPO is the largest Food and Beverage exhibition in Southern Europe and one of the most important of its kind internationally, attracting more than 32,000 organized retail , wholesale and catering professionals. The unrepeatable success that FOOD EXPO achieves year after year and its continuous upward trajectory, strengthen its reputation and radiance, not only in Greece, but also throughout the world . It is the leading exhibition institution, but also the most important commercial forum for Food and Beverages in our country, as it not only meets the needs of the domestic market, but at the same time fully responds to the export orientation of the Greek productive - enterprises in the sector . At the same time, it gathers thousands of commercial visitors from businesses in organized retail, wholesale , the food and beverage industry, hotels and mass catering. Finally, having "built" with targeted moves all these years a strong brand name abroad, every year it manages to attract a large number of foreign buyers from target markets for Greek food and beverages from all over the world, the most important of which includes them in the "Hosted Buyer" attraction and hosting program in order to hold scheduled b2b meetings with the exhibitors.

- **STATISTICAL DATA**

- Area: 50,000 sq.m
- Total exhibitors: 1.3 00 from 40 countries
- Total trade visitors: 32,000

- **PARTICIPATION FEE**

The cost of participation is not listed, only after contacting the organizing company Forum S.A. _

2. 10 h EXPO (3-5/2/2024)/ EXHIBITION MEDITERRA NEAN EXHIBITION CENTER, MEC PAIANIA

Information: Ms. Giovana

Tel. 210 96 10 135

backoffice@rmi.gr

- . <https://expotrof.gr/sxetika-me-tin-ekthesi/>
- . <https://expotrof.gr/kratisi-peripterou/>

The award-winning exhibition EXPOTROF returns for the 10th year with producers who participate exclusively in the exhibition and a rich program of activities . From Saturday 03 to Monday 05 February 2024, EXPO FOOD welcomes at the MEC Paianas a multitude of producers of artisanal products of small production and delicatessen products who participate exclusively in the exhibition, as well as representatives of businesses from the retail , catering , of tourism and hotels for a three-day full of commercial deals. EXPOTROF exhibitors will have the opportunity to talk directly with Greek and foreign industry professionals in the specially designed Buyers Square area, through prearranged meetings . Selected buyers from countries such as Dubai, Romania, Poland , Italy, the Arab Emirates, Cyprus and of course Greek companies will participate again this year , wishing to get to know unique Greek products and conclude commercial agreements . The favorite section "We eat Greece" with distinguished chefs and bartenders presenting the new trends in gastronomy. Specialized seminars and workshops for professionals in the sector with topics that concern the promotion of businesses , food safety, food waste, new culinary trends, the "secrets" of culinary art and much more.

▪ **STATISTICAL DATA**

- Area: 9,000 sq.m
- Total exhibitors: 400
- Total trade visitors: 7,000

▪ **PARTICIPATION FEE**

An update on the participation fee is made after filling out and sending the participation form.

3. D EDROP BOUTIQUE (24-26/2/2024/TEF EXHIBITION CENTER)

Exhibition Organizer:

Helexpo SA Egnatia 154, 54636 Thessaloniki Tel: +30 (2)310 291111 Fax: +30 (2)310 256827

www.helexpo.gr

- . <https://www.tradefairdates.com/Detrop+Boutique-M5574/Thessaloniki.html>

Detrop Boutique is an event that introduces the country's culinary culture to local and international buyers and is aimed at retailers , wholesalers, supermarket retailers, hotels, restaurants , as well as delicatessens, health food stores and bakeries . eh. Numerous exhibitors from Germany and abroad present their latest , most innovative products and services for the food and beverage industry. Exhibitors present the best delicatessen products and foods that show the quality but also the production methods of Greek small producers.

▪ **STATISTICAL DATA**

- Area: 15,000 sq.m
- Total Exhibitors: 400+
- Total trade visitors: 6,000

▪ **PARTICIPATION FEE**

Information on the cost of participation is provided after the participation form is completed and sent .

4. B IO FESTIVAL (6-8/5/2024)/TECHNOPOLIS EXHIBITION CENTER, ATHIS NA

Formula SA

328 Vouliagmenis St., Agios Dimitrios, Postal Code: 17342

Phone: 210 5242100

info@forumsa.gr

- . <https://biofestival.gr/episkeptes/katopsi-ekthesiakoy-choroy/>

Bio Festival is a fantastic three days full of organic products, music, happenings for the whole family, rich gifts, lots of smiles, endless fun. Crowds of all ages fill the Technopolis of the Municipality of Athens, try a panorama of organic and vegan food - and drinks, discover alternative food proposals and explore ecological and sustainable solutions for their everyday life. Production and commercial companies, as well as retail outlets, whose products are certified as organic or are in the process of certification or natural products, as well as products with organic raw materials, participate in the Bio Festival. The advantages are:

- . You will be able to showcase your products and services to thousands of trade visitors and close important business deals.
- . You will develop the distribution network of your products.
- . You will expand your customer base and get in touch with a wide, in-depth general audience.
- . You will improve your company's corporate image and create brand awareness.

** Important Note: Exhibitors may also sell their products to Festival visitors.*

▪ **STATISTICAL DATA**

- Total exhibitors: 120
- trade visitors: 50,000

▪ **PARTICIPATION FEE**

Information on the cost of participation is provided after the participation form is completed and sent.

5. SEREXPO 2023 (20-24/9/2023)

Register your participation at www.ser-expo.org .

T: 23210 99744 & 99723

E: info@epaneser.gr

- . <https://www.hey.gr/arthra-eea/serexpo-2023-apo-20-eos-24-septemvrioy-2023-sto-epicheirimatiko-kentro-serexpo-christos-megklas/>

The Chamber of Serres has been organizing SEREXPO since 2015 and has made it a highly prestigious and widely accepted institution, where hundreds of participants every year have the opportunity to showcase their products and services and get in touch with buyers from all over the world. SEREXPO attracts a particularly large number of Exhibitors, as well as trade visitors , with its attendance exceeding all expectations, reaching an average of 60,000 visitors annually from neighboring Prefectures & Balkan Countries. Its networking and publicity is achieved to such an extent that SEREXPO and the Prefecture of Serres causes a strong echo in media of nationwide and international scope.

It is noteworthy that SEREXPO is organized in a space of high standards and enormous potential, with a total area of 260 acres , the Business Center of the Chamber of Serres "CHRISTOS MEGLAS" (former Camp Kolokotroni).

Reasons for participation :

- . SEREXPO has established itself as an Institution for Business & Culture - nationwide .
- . Its high traffic is now taken for granted.
- . The attendance of thousands of visitors from Greece and abroad guarantees the best possible exposure of the exhibitors and their products and services.
- . All sectors are highlighted, while its commercial orientation contributes to the development of businesses, strengthens exports and enables the conclusion of beneficial partnerships.
- . The cost of participation is low and adapted to the needs of the exhibitors.
- . SEREXPO is supported by an extensive advertising program in Greece and abroad.
- . It is characterized by a high level of organization and quality of services and exhibits.
- . Rich Program of Parallel Events of Business & Cultural Interest.

▪ **STATISTICAL DATA**

- Total exhibitors: 1 6 0
- Total trade visitors : 60,000

▪ **PARTICIPATION FEE**

ONLY choose the size we need (SINGLE SIDE or MULTIPLE SIDES)

SINGLE VIEW PAVILION (2.5X2.5 m) €80.00/sqm

Total: €670

MULTI-SIDED PAVILION (5X5 m) €100.00/sqm

Total : €8250

6. Thematic Tourism Expo & Food Festival Exhibition Centre Lamia October 20-23 , 2022

Mact Media Group

Andreas Syggrou Avenue 72

2110129575

tte@tte.gr

. <https://tte.gr/>

The International Exhibition of Thematic Tourism meets the Food Festival held from 27-30/4/2023 at the Panhellenic Exhibition of Lamia. The exhibition is under the auspices of the Ministry of Tourism, the Ministry of Agricultural Development and Food, the Union of Regions of Greece, the Panhellenic Federation of Hoteliers, the Region of Central Greece, the Municipality of Lamia, the Chamber of Fthiotidos, the Confederation of Tourist Entrepreneurs of Accommodation and the Loutra Ypatis Hoteliers Association. As the organizations involved in the organization emphasized in a press conference, the Exhibition is a unique opportunity for the promotion of thematic tourism, while also offering the opportunity for industry professionals and producers to promote their products and services in Hellinikon , but also to the foreign audience. Exhibitors include Greek and foreign tourism agencies, local governments, chambers of commerce, large companies active in the tourism sector, large hotel companies, tourist and travel agencies, real estate companies, food and beverage companies, agencies related to the special forms of tourism and alternative tourism .

Participation Proposals

1. Pavilion 60 sq.m. with a frontage of 30m. in which 15 companies can participate .

Includes: 15 tables, 30 chairs, sockets, lighting, branded area, general cleanliness.

2. Pavilion 30 sq.m. with a frontage of 15m in which 7 businesses can participate .

Includes: 7 tables, 14 chairs, sockets, lighting, branded counter, general cleanliness.

3. Participation with the sq.m. that you want based on the price list (Mr. Karachristos will be contacted for the cost).

7. KAVALA EXPO (29/9-2/10/2023)/ELTHESIA CENTER "APOSTO LOS MAVRIDES" NEW KARVALI KAVALA

Information: 2510222212

S. Mavrommati (res. 4), A. Markou (res. 13), K. Aivazidou (s. 11).

- . <https://www.kavalaexpo.gr/>

KAVALAEXPO is the most important exhibition event not only for Kavala, but also for the wider region. For another consecutive year, it is expected to gather the interest of exhibitors and visitors. "KAVALA EXPO 2023" is now the most important economic, social, political and cultural institution of the region and has established itself as a place for exploring business partnerships, as it creates the conditions for the extroversion of businesses, the increase in tourist traffic with the promotion reception and transportation of trade representatives and visitors, from Greece and abroad, especially from the Balkan countries. During the Exhibition, there will be parallel sessions on economic development, strengthening the competitiveness of businesses, implementing innovation, dealing with the crisis, promoting business partnerships (B2B) and the opportunities for small and medium-sized businesses to adapt to the new economic condition. With this year's event, the Chamber's management, in its effort to highlight the Greek islands and strengthen the common actions of our regions, decided to honor the Chamber's Greek Islands Development Group - **E.OA.E.N.**, thus attempting to strengthen as much as possible both Greek products and the national economy in general.

All exhibitors, regardless of stand type and exhibition space, are offered the following benefits:

- . Basic booth structure.
- . Metopi with your company name.
- . 1 desk and 3 chairs per 12 sq.m.
- . 220 V socket outlet and 1 waste basket.
- . Presentation, in two languages, in the catalog of the Exhibition.
- . Secretarial support and interpretation.
- . General custodial and cleaning services.
- . Parking spaces. electricity consumption, free WIFI

Applications until **Friday, August 18, 2023.**

▪ **STATISTICAL DATA**

- Area: 4,029 sq.m
- Total exhibitors: 200
- Total trade visitors: 18,500

▪ **PARTICIPATION COST (PRICES WITHOUT VAT-50% ADVANCE PAYMENT)**

- SINGLE VIEW PAVILION: €35/sq.m
- TWO SIDED PAVILION: €55/sq.m
- THREE-SIDED PAVILION: €60/sq.m
- OUTDOOR ENTRANCE SPACE : €20/sq.m
- OUTDOOR SPACE OF KILIKEI : 15€/sq.m

8. 14th HONEY FESTIVAL (1-3/12/2023)/PEACE AND KISS STADIUM

Peace & Friendship Stadium

Tel. 21 0361 0265

info@greekhoneyfestival.gr

- . https://www.facebook.com/festivalmeliou/?locale=el_GR

The Greek Honey and Bee Products Festival is the largest event of the sector that takes place in Greece. It is the meeting place for beekeeping people and an excellent way to promote Greek honey, both in catering and trading areas, as well as to the consumer public that floods the exhibition areas every year. The aim of the Festival is to promote and promote branded Greek honey, mainly from small producers, and beehive products to the consumer public and in mass catering areas. In addition, it is the place for the conclusion of commercial and business agreements between producers and companies producing and trading beekeeping products and equipment.

Information on reservations, costs, etc. at the above phone number and email .

FOOD & BEVERAGE EXHIBITIONS IN EUROPEAN COUNTRIES _2024

N/A	NAME	DESCRIPTION	period	LOCATION	COUNTRY	CONTACT PHONE	E-MAIL
1	ANUGA FOOD TEC	FOOD	19-22/3/2024	COLOGNE KOELNMESSE EXHIBITION CENTER	GERMANY	210 6419027 +49 1806 578 866	tradeinfo@eg.gov.gr
2	FRUITLOGISTICA	FRESH FRUITS & VEGETABLES	7-9/2/2024	Berlin EXHIBITION CENTER BERLIN EXPOCENTER CITY	GERMANY	210 3355795	f.zogopoulou@eg.gov.gr
3	SIAL PARIS	FOOD	19-23/10/2024	PARIS EXHIBITION CENTER PARIS NORD VILLEPINT	FRANCE	+33 (0)1 76 77 11 11	dcom@comexposium.com
4	NATURAL & ORGANIC PRODUCTS EUROPE	ORGANIC & NATURAL PRODUCTS	16-17/4/2024	EXCEL LONDON	ENGLAND	+44 20 7069 5000	sfffteam@montgomerygroup.com
5	SPECIALTY & FINE FOOD	FOOD	11-12/9/2024	OLYMPIA EXHIBITION CENTER LONDON Hammersmith Road, Kensington	ENGLAND	+44(0)20 3350 1348	Dermot.OBrien@montgomerygroup.com sfffteam@montgomerygroup.com
6	ECO LIVING SCANDINAVIA & NORDIC ORGANIC FOOD FAIR	FOOD	15-16/11/2024	MALME	SWEDEN	+44(0)1273 944452	sbresnahan@divcom.co.uk

7	ECO LIVING & ORGANIC FOOD IBERIA	FOOD	4-5/6/2024	MADRID	SPAIN	34 919 034 683	mfranco@divcom.co.uk
8	ALIMENTARIA	FOOD	18-21/3/2024	BARCELONA FIRA DE BARCELONA EXHIBITION CENTER	SPAIN	(+34) 93 452 11 04	ssantamaria@alimentaria.com
9	FOOD & DRINK EXPO	FOOD	29/4-1/5/2024	NEC BRIMINGHAM	ENGLAND	+44 (0)1293 610401	robert.proctor@wrbm.com
10	IFE (INTERNATIONAL FOOD & DRINK EVENT)	FOOD	25-27/3/2024	eXcel LONDON EXHIBITION CENTRE	ENGLAND	+44 (0)1293 610402	daniel.gray@montgomerygroup.com
11	CIBUS INTERNATIONAL EXHIBITION	FOOD	7-10/5/2024	PHARMACEUTICAL EXHIBITION CENTER FIEREDIPARMA	ITALY	210 9630630	info@promosolution.net
12	FOOD EXPO CY	FOOD	20-21/1/2024	NICOSIA STATE EXHIBITION	CYPRUS	35722315477	info@arvani.com.cy

FOOD & BEVERAGE EXHIBITIONS IN GREECE _2024

N/A	NAME	DESCRIPTION	period	LOCATION	ADDRESS	CONTACT PHONE	E-MAIL
1	FOOD EXPO	FOOD	9-11/3/2024	METROPOLITAN EXPO +DIGITAL	END OF ATTICA ROAD TO AIRPORT	2105242100	info@forumsa.gr
2	9th EXPORT	FOOD	3-5/2/2024	MEDITEDDANEAN EXHIBITION CENTER (MEC) + DIGITAL	LAVRIOU 301 ATHENS	2109610135	info@rmi.gr
3	DETROP	FOOD	24-26/2/2024	INTERNATIONAL EXHIBITION CENTER OF THESSALONIKI (D.E.S.K.T.)	EGNATIA 154 THESSALONIKI	2310291135	detrop@helexpo.gr
4	BIO FESTIVAL	ORGANIC FOOD	6-8/5/2024	TECHNOPOLIS OF THE MUNICIPALITY OF ATHENS	PIRAEUS 100 GAZI ATHENS	2105242100	info@forumsa.gr
5	SEREXPO	FOOD	20-24/9/2023	BUSINESS CENTER CHRISTOS MEGLAS	SERRES	2321099744	info@epaneser.gr

6	THEMATIC TOURISM EXPO & FOOD FESTIVAL	FOOD	NOT DEFINED	LAMIA EXHIBITION CENTER	GHOUL	2110129575	tte@tte.gr
7	29th INTERNATIONAL EXHIBITION "KAVALAEXPO"	FOOD	29/9-2/10/2023	"APOSTOLOS MAVRIDIS" EXHIBITION CENTER	NEW KARVALI KAVALA	2510222212	kavalaexpo@gmail.com
8	14th GREEK HONEY FESTIVAL	BEE PRODUCTS	1-3/12/2023	PEACE AND FRIENDSHIP STADIUM	ATHENA	210 36 10 265	nfo@edpa.gr