



Athens 12/01/2026

Subject: **Invitation to Participate in the 17th Greek Honey & Bee Products Festival**

Dear Sir or Madam,

We are pleased to inform you of the organization of the **17th Greek Honey & Bee Products Festival**, which will take place on **December 4–6, 2026**, at the **Peristeri Exhibition Center** in Athens, Greece, under the auspices of the **Hellenic Ministry of Rural Development and Food**.

As part of the Festival, the **Beekeeping Supplies and Equipment Exhibition** will also be held, and we cordially invite you to participate. This exhibition offers a unique opportunity to present your products and services to both industry professionals and the general public, fostering recognition, trust, and direct engagement with potential customers.

In parallel with the exhibition, the **17th Conference on Greek Honey and Bee Products** will take place, organized in collaboration with key industry stakeholders and distinguished scientific experts, addressing current challenges, innovations, and developments in the beekeeping sector.

Over the years, the Festival has established itself as the **most important event in its field**, attracting more than **200,000 visitors** in recent editions. The exhibition area covers **5,000 square meters**, and this year new initiatives and innovative actions are planned to further enhance the overall experience for exhibitors and visitors alike.

A comprehensive advertising and promotional campaign is already underway, targeting tens of thousands of high-quality visitors from Greece and other European countries. The campaign includes nationwide television coverage, radio advertising, print media, specialized magazines, and a strong digital presence, reinforcing the Festival's position as the leading event in its category.

For further information and participation inquiries, your associates may contact our **Sales Department: Ms. Katerina Tikozidou**, Tel.: +30 210 3610265 | +30 210 3622205 | +30 698 1313209, Email: info@greekhoneyfestival.gr

We look forward to welcoming you to this year's Festival and to showcasing your valuable contribution to the beekeeping industry.

Yours sincerely,



Ioannis Kakkos
General Director