

14th INTERNATIONAL FAIR FOR LIVESTOCK & POULTRY



Zootechnia

HELEXPO

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Approved
International
Event

28-31.1.2027

THESSALONIKI
INTERNATIONAL
EXHIBITION & CONGRESS
CENTER, GREECE



zootechnia-expo.gr

ORGANIZED BY

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The gateway to the new era of livestock and poultry

Zootechnia returns to the Thessaloniki International Exhibition & Congress Centre from 28 to 31 January 2027, bringing together companies, professionals and institutions shaping the future of livestock and poultry farming in Southeast Europe.

With a proven international profile, Zootechnia is the leading specialised exhibition for the sector in the wider region, offering unique opportunities for business growth, networking and market exposure.

The success of the 2025 edition confirmed the exhibition's strong momentum:

- **954 exhibitors from 49 countries**
- **+51% in trade visitors**
- **+78% in international trade visitors**
- **Trade visitors and Hosted Buyers from 28 countries**
- **More than 500 scheduled B2B meetings**





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EXPO



Zootechnia 2027 will place even greater emphasis on the technologies transforming animal production: Artificial Intelligence, robotics, automation, digital livestock farming, precision nutrition and smart farming facilities. Leading companies, research institutes, universities and organisations from Greece and abroad will showcase the solutions shaping the next generation of animal production. At the same time, the Pet Festival, Horse show, specialised conferences and thematic events create a complete exhibition experience with strong visitor attendance and multiple target audiences.

Zootechnia is where the market meets.



WHY EXHIBIT?

At Zootechnia, tomorrow's partnerships begin

Access international markets

Take advantage of Thessaloniki's strategic position as the gateway to the Balkans and Southeast Europe and connect with trade visitors, Hosted Buyers and industry professionals from dozens of countries.

Build new business partnerships

Meet livestock farmers, poultry producers, cooperatives, traders, investors and industry stakeholders through targeted business networking opportunities.

Showcase your innovations

Present your products, services and technologies to a specialised audience actively looking for new solutions and investments.

Boost your sales

Zootechnia is the leading business event for the livestock and poultry sector in the region, creating direct commercial opportunities and new revenue streams.

Reach a targeted professional audience

Thousands of professionals visit the exhibition looking for suppliers, technologies, products and business partners.

Connect with the future of the industry

Artificial Intelligence, robotics, automation, smart farming and sustainable production solutions are at the heart of Zootechnia 2027.

Strengthen your brand visibility

Position your company alongside the leading players of the sector and benefit from strong visibility before, during and after the exhibition.



■ *Exhibition categories*

- Livestock - Poultry machinery and equipment
- Livestock - Poultry product processing - Preservation
- Packaging machinery
- Animal Feed - Raw Materials
- Animals (cattle, pigs, sheep and goats, poultry, etc.)
- Accessories and supplies
- Organisations - Services
- Sector Publications - Financial Press





Zootechnia
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2025

15.085 sq.m.
of exhibition spaces

48.946
Visitors

Visitors from
28
Countries

957
Exhibitors

Exhibitors from
38
Countries



THEMATIC TRIBUTES

The largest horse event in Northern Greece

One of the most popular and talked-about attractions of the exhibition, the Horse Show returns to Zootechnia 2027.

Horse enthusiasts, industry professionals, equestrian clubs, breeders and riders from Greece and the wider Balkan region will gather in Thessaloniki for four days of action, entertainment and business networking.

More than 50 horses will participate in a specially designed 20x50 m arena, presenting impressive riding demonstrations, chariot races and spectacular performances that attract thousands of visitors at every edition.

At the same time, equestrian clubs, organisations and professionals will showcase their activities, creating a vibrant meeting point for the Greek and Balkan equestrian community.

The Horse show is a unique visitor attraction that enhances the overall appeal of Zootechnia, offering a distinctive experience that combines tradition, culture, sport and entertainment.





THEMATIC TRIBUTES

The largest pet event in Northern Greece

The Pet Festival is the meeting point for pet industry professionals, companies and pet lovers, while also being one of Zootechnia's strongest visitor attractions.

For four days, the Pet Festival transforms the exhibition into a lively environment of information, education, entertainment and interaction focused on the growing pet care market. Visitors and pet owners have the opportunity to learn about nutrition, training, health, welfare and pet care through presentations, demonstrations and activities led by specialised professionals.

At the same time, pet care companies, veterinarians, trainers, animal welfare organisations and industry stakeholders meet in an environment that combines strong visibility with direct contact with visitors.

With a rich programme of events, competitions, presentations and interactive activities, the Pet Festival creates a unique experience that strengthens Zootechnia's visitor appeal and offers valuable branding and networking opportunities for participants.



SPACE RENT

Sides open	€/Sq.m.
One side	105,00 €
Two sides	115,00 €
Three sides	127,00 €
Four sides	140,00 €
Basic Shell Scheme	33,00 €
Special space-cattle positions (per position)	650,00 €
Special space-pig-goat-sheep positions (per position)	900,00 €
Outdoor space	60,00 €

These prices do not include 24% VAT.

STAND TYPES

EXHIBITION SPACE WITHOUT EQUIPMENT

Stand marked out on the floor, general cleaning charges.
 POWER SUPPLY AND CONNECTION IS NOT INCLUDED (wiring plan is necessary).
COST: 35,00 € / KW

BASIC SHELL SCHEME

INCLUDES: Aluminum, silver colored octanorm frame, with columns, horizontal girders and filling material of white colored melamine - 2.5 m. height, 30 cm fascia with exhibitor's logo / company name / stand number (1.52 x 0.20 m) with aluminum girders and filling material of flimsy (perforated) PVC, Dark grey colored carpet, 2 x 5 mirrored light spots & 1 power socket 500W - 220Volt / 16 m2, 1 desk & 3 chairs & 1 small table (regardless of the total space of your Exhibition Stand)



DISCOUNTS

- From **64-95 sq.m.**, **10%** discount
- From **96 sq.m.**, or more, **15%** discount

Discounts concern space rentals

Participation Cost

REGISTRATION FEE
 For each direct exhibitor
150,00€

EXHIBITOR AMENITIES

The rental price includes

- Participation in the B2B meetings held with Hosted Buyers & trade visitors
- Provision of exhibition spaces for preparation, operation, and dismantling
- New carpet floor in all the public spaces
- Cleaning services and security
- Operations - customer service support
- Free Wi-Fi during the show days
- Free visitor badges and free entry pass for exhibitors
- 1 Free parking pass at exhibition centre premises for exhibitors
- Medical aid



Information



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