14th INTERNATIONAL FAIR FOR LIVESTOCK & POULTRY

Zootechnia

HELEXPO

ufi Approved International Event

28-31.1.2027

THESSALONIKI INTERNATIONAL EXHIBITION & CONGRESS CENTER, GREECE



zootechnia-expo.gr

ORGANIZED BY

HELEXPO

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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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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.



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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 HELEXPO 2025

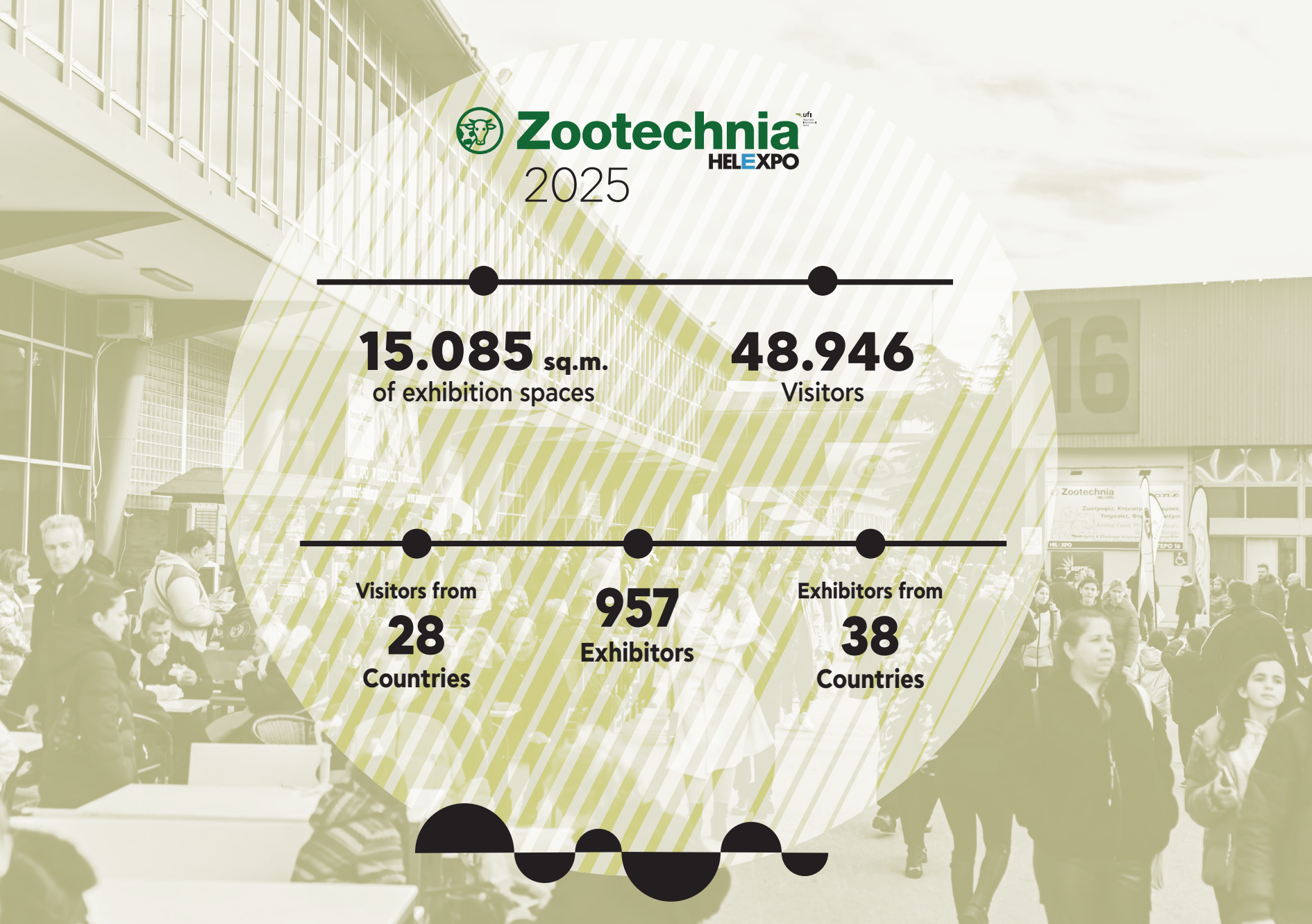
15.085 sq.m.
of exhibition spaces

48.946
Visitors

Visitors from
28
Countries

957
Exhibitors

Exhibitors from
38
Countries



horse show

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.



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.

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Participation Cost

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 €
Space Pet festival	70,00 €
Space Horse Show	70,00 €
Horse Space (BOX)	250,00 € / BOX
Outdoor space	60,00 €

These prices do not include 24% VAT.

REGISTRATION FEE

For each direct exhibitor

150,00€

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 fillingmaterial 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

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

Exhibition centre map

HALL 3 / Breeding Animals
HALL 4, 5,6 / Pet Festival
HALL 2, 17 / Horse show
HALL 8, 9, 10 / Animal feed, veterinarian medicines, tools. Services, Press
HALL 12, 13, 14, 15 / Livestock-Poultry machinery and equipment
HALL 16 / Livestock-Poultry machinery and equipment
HALL 7 / Animal feed, veterinarian medicines & tools

WORKING HOURS

Thursday | Friday | Sunday
10:00 - 19:00

Saturday
10:00 - 20:00

- A TIF HELEXPO ADMINISTRATION BUILDING
- B CONFERENCE CENTRE "N. GERMANOS"
- C CONFERENCE CENTRE "I. VELLIDIS"
- D EVENT HALL "AIMILIOS RIADIS"
- FIRST AID
- ENTRANCE-INFORMATION



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Information

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WITH THE SUPPORT OF

EKAGEM ASSOCIATION OF MANUFACTURERS OF AGRICULTURAL MACHINERY OF GREECE
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UNDER THE AUSPICES
HELLENIC REPUBLIC Ministry of Interior (Sector Macedonia Thrace)
REGION OF CENTRAL MACEDONIA

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