

To: H.E The Ambassador of the Islamic Republic of Iran
Mr. Ahmad NADERI



Thessaloniki, 2 May 2023
Ref no: 595

Subject: «*Invitation for participation at the 87th edition of the Thessaloniki International Fair*»

Your Excellency,

We have the pleasure to inform you that the 87th edition of the Thessaloniki International Fair (T.I.F), will be organized by the National Exhibition Organization TIF-HELEXPO, from 9-17, September 2023.

The Thessaloniki International Fair is the largest commercial tradeshow in Southeast (SE) Europe and enjoys significant international appeal. It is held annually in September in Thessaloniki, which is the second largest city in Greece and a foremost administrative, cultural, and business hub of SE Europe. TIF attracts a large number of exhibitors, visitors, professionals, and business representatives from across Greece and the neighboring countries.

More than 200,000 visitors were welcomed by last year's edition of the 86th TIF, in scenes reminiscent of pre-pandemic traffic, confirming that it is indeed the largest exhibition event in Greece. The people returned to the TIF, which created an atmosphere of celebration in central Thessaloniki for 9 days, also providing the opportunity for a wealth of business contacts.

The 86th TIF was enhanced both as regards quality and quantity, with almost 1500 exhibitors and 19 international and state participations, including the United Arab Emirates, while 343 businesses attended the event under the umbrella of the Union of Hellenic Chambers and 46 Chambers from all over Greece.

The United Arab Emirates which was last year's Honored Country, was a pole of attraction and gave the opportunity to its visitors to learn about the culture and traditions of the Country as well as entrepreneurs to explore potential partnerships with 65 enterprises and entities of the public and private sector of the UAE.

Therefore, gaining momentum from the previous edition of T.I.F, we continue along on that successful track and since TIF remains the only Exhibition in Greece, which hosts the International Participations as official state participations, we give the opportunity to each country to present its products and commercial capacities to the business world as well as to make its culture and civilization known to the public.

Additionally, there are several Thematic Sections that characterize T.I.F and the one which hosts all the International Participations is this with the distinctive name KOSMOS (World). This is the section which attracts most of the interest of the thousands of visitors that enter the Fairgrounds of our Exhibition Center every year during the organization of T.I.F.

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Furthermore, several other thematic sections are included, like: Automobiles, Construction, Energy, Ministries & Authorities, Food and Beverages, Innovation & Technology, Information & Development, etc.

Therefore, considering our wish to enhance the commercial and cultural capacities that your country has to offer to the public and to contribute to the relationships between your country and Greece, TIF-HELEXPO would be honored to host your Official Participation in the organization of 2023.

TIF-HELEXPO is making once again **an exceptional offer for the International Participations** in order to support their presence in T.I.F Exhibition and invites you to participate with the following proposal:

- One stand of 12 square meters free of charge, space only (130€x12sq.m.= 1560€)
- Free of charge Registration Fee (110€)
- Payable amount only for Construction fees (shell scheme) 25€/sq.m. x 12 sq.m. = **300€ plus VAT**

We would highly appreciate it if you considered our invitation for participation positively and forward and promote it as well to the appropriate authorities of your country in order to support our efforts and give the opportunity to the Greek people to be acquainted with your country. Should you require more space than the one provided, the excess will be calculated according to the prices that you find at the electronic application form on our website.

Looking forward to your prompt response, we remain at your disposal for any further information, wishing to achieve a successful collaboration in the upcoming event.

Sincerely Yours



Dr Kyriakos POZRIKIDIS
Managing Director