



Greek Exhibition Industry Association (SOKEE) Founded

The inaugural General Assembly of the Greek Exhibition Industry Association (SOKEE) took place on Friday 8 July 2022 at the Athens Metropolitan Expo, marking the start of a much-needed official representation of the Greek exhibition industry.


The importance of SOKEE

Representing in total over 1,500 companies, 4,400 employees and €225 million turnover, SOKEE is set to communicate the importance of trade fairs and exhibitions for the Greek economy.

The sector's significant multiplier economic effect for the Greek economy translates into more than €1 billion for a raft of collaborating sectors such as tourism, catering, conferences, transport, customs clearance, and many others, while yielding respective tax revenues to the government.

 1,050
companies

 4,400
employees

 225€K
turnout

SOKEE Mission

To support the interests of its members through organized promotional activities, setting its members' development as a priority

To contribute to the Greek exhibition industry's growth by promoting it locally and globally, as well as representing it on a business, social, cultural and political level

To communicate the sector's requirements & challenges to governmental and industry authorities with the aim to find solutions

To facilitate and encourage the interchange of info, knowledge, and know-how among its members.

SOKEE first Board of Directors Elected

SOKEE's first Board of Directors was elected during its first General Assembly on July 8.

The Association's BoD is comprised of:

President Theodore Vokos, Posidonia Exhibitions SA

Vice-President Kyriakos Pozrikidis, TIF - HELEXPO SA

Secretary General Evangelos Charalambous, Be Best

Treasurer Evangelos Galatsopoulos, Expowork SA

Member Sofoklis Iosifidis, Interform SA

Member Alexis Lagoudakis, Metropolitan Expo SA

Member Athanasios Panagoulas, Forum SA

Introducing SOKEE to Organisations & Authorities

Following SOKEE's official launch, members of its BoD organized a series of meetings with representatives of key Greek authorities and organizations, with the aim to introduce SOKEE and inform them about its mission and goals. During those meetings, they exchanged views about possible common activities and synergies in their effort to further develop the exhibition sector in Greece.

SETE

Greek Tourism Confederation (SETE)

SOKEE BoD members met with SETE General Manager Mrs Maria Gatsou on Wednesday 24 August 2022, to inform her about the Association and discuss ways that SOKEE can contribute to the activities of SETE.

ENTERPRISE GREECE

INVEST & TRADE

ENTERPRISE GREECE

Secretary General for International Economic Affairs of the Greek Ministry of Foreign Affairs & Chairman of Enterprise Greece, Mr Yannis Smyrlis, and the administration of SOKEE had the opportunity to discuss possible **ways of collaboration as well as the creation of a hosted buyers' programme**, during a fruitful meeting held on 29 August 2022.

SOKEE's further **contribution to the exporting activities of Greek enterprises** was also discussed, as trade fairs act as a catalyst for exports by attracting foreign buyers of Greek products.

SOKEE was represented by its President Theodore Vokos, Secretary General Evangelos Charalambous, and Members Alexis Lagoudakis and Athanasios Panagoulas.



HAPCO & DES - Hellenic Association of Professional Congress Organizers & Destination Events Specialists

On October 7th, SOKEE BoD members visited HAPCO & DES to discuss exhibition industry and conference sector issues & challenges.

The two organizations agreed to coordinate their activities to promote further development of MICE in Greece. The formation of a common committee was proposed in order for SOKEE and HAPCO & DES to jointly participate in meetings with government representatives and sector authorities. Other issues that were discussed include the conduct and communication of studies that will highlight the MICE sector potential and dynamics, the need to reinforce exhibition infrastructures, and the **strengthening of the two organizations' members**.

SOKEE President Mr Theodore Vokos (Posidonia Exhibitions SA), Secretary General Mr Evangelos Charalambous (Be Best), Mr Alexis Lagoudakis (Metropolitan Expo SA) and Mr Petros Theodoridis (Vision Ltd) attended the meeting on behalf of SOKEE, whereas HAPCO was represented by its President Mrs Sissy Lignou (AFEA), Mrs Vassiliki Roufou (HAPCO & DES), Mr Panagiotis Podimatas (Podimatas Audiovisual SA) and Mr George Kiayas (Optimum Greece).

SOKEE collaborations

SOKEE joins UFI



SOKEE was recently confirmed as a member of The Global Association of the Exhibition Industry (UFI).

UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry.

UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 66 national and regional associations members.

804 member organisations in 86 countries and regions around the world are presently signed up as members.

More than 900 UFI events proudly bear the UFI approved label, a quality guarantee for visitors & exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

EMECA General Assembly taking place in Greece

During the 2-days official EMECA General Assembly that was held on October 19-20 in Athens, Greece, SOKEE President Mr Th. Vokos and Member Mr Th. Panagoulas met with EMECA BoD and analyzed the Greek exhibition market. Including Greece's largest exhibition centers in the EMECA network was discussed, as it is important for the country to be represented in this European exhibition association. Founded in 1992, EMECA unites 24 leading exhibition venues in Europe, many of which are also exhibition and event organisers.

In 2019, the EMECA venues hosted and organised almost **2,000 exhibitions a year** with roughly **400,000 exhibitors** and **38,5 million visitors** on a gross rented display area of **38 million sqm**.

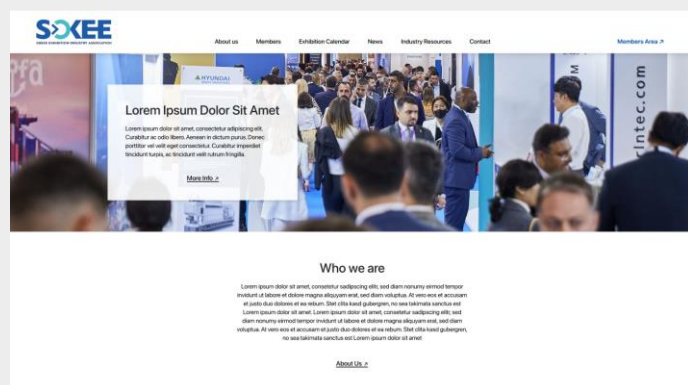
SOKEE joins forces with the International Federation of Exhibition & Event Services



In its effort to develop its members' collaboration network globally, SOKEE decided to join the International Federation of Exhibition & Event Services (IFES). Entering IFES will provide access to an international grid of exhibition industry professionals, and the opportunity to exchange ideas, best practices and knowhow about legislation, quality standards, code of conduct and other issues affecting the industry.

In a continuously changing environment, IFES provides its members a support system so that they can more effectively face challenges, sign new business deals and service their customers in the best possible way.

SOKEE website development



SOKEE BoD has assigned the design and development of the association's webpage to AboutNet. The webpage will contain information about the association and its actions, its members and their activities. At the same time, the website will include a dedicated Members' Area to provide its members with exclusive information, data and studies.