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The "Freskon" fresh fruit and vegetable exhibition in Thessaloniki is the largest meeting of producers and traders in Southeastern Europe

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This year's edition of Freskon, the 10th International Trade Event for Fruits and Vegetables, organized by TIF-HELEXPO from April 23 to 25 at the International Exhibition and Congress Center in Thessaloniki, is attracting strong international interest. Covering an exhibition area of 12,500 square meters, the event hosts 230 exhibitors with direct participation from 10 countries. As part of the main hosted buyer program, Freskon attracts professionals from 30 countries, of which 122 are major importing companies, with approximately 2,600 scheduled B2B meetings with exhibitors expected to take place.

At a press conference before the event's opening, the Chairman of the Board of Directors of TIF-HELEXPO, Mr. Christos Tsentemeidis, defined the Freskon exhibition as a powerful trade catalyst. He emphasized that in today's dynamic and global environment, high product quality is no longer a sufficient condition for competitiveness. Success today requires building stable partner networks, proper strategic positioning, and direct access to the key centers where decisions for international markets are made.

Traditionally, the exhibition focuses on the Balkans and the production and trade of fresh fruits and vegetables in Southeastern Europe. During the exhibition days, the organizers welcome delegations of 50 trade visitors from Bulgaria and 100 from North Macedonia. At the same time, the participation of a significant business delegation from Spanish companies is ensured, which are increasingly expanding their positions in the Greek market.

The accompanying events program covers all aspects of the production and supply chain. The leading initiative „FreshCon Market“, implemented in collaboration with FROUTONEA magazine, once again brings together producers with retail representatives. With the participation of 16 retail chains from Greece and abroad (mainly from the Balkans), producers gain direct access to major food distribution networks.

Regarding the promotion of fruit crops, the 2nd International Cherry Conference stands out as a key event, focusing on the latest developments in cultivation and the promising trade prospects of a product with high export value. The agenda is complemented by two specialized seminars: the first is focused on berries, examining new production trends and their growing demand, while the second is dedicated to industrial peaches (for processing), analyzing the challenges in processing this fruit and its domestic market.

The event will host lectures on the digital future of fresh produce and issues related to traceability and the integration of new digital tools in the sector. Additionally, a special discussion will be held on the fresh produce supply chain, offering answers and solutions to the high transport and storage requirements imposed by international trade.

Freskon 2026 | International Trade Event for Fresh Fruits and Vegetables

- **23 – 25 April 2026**
- **Friday:** 10:00 – 19:00
- **Saturday:** 10:00 – 17:00
- **Venue:** International Exhibition and Congress Center in Thessaloniki