



RE: INVITATION FOR PARTICIPATION IN PHILOXENIA 2012

Dear Sir/Madam,

We would like to introduce to you the **28th PHILOXENIA**, which is the Official International Tourism Exhibition of Greece.

PHILOXENIA is widely accepted and identified within the Tourist development in Greece, Europe and the broader Southeastern Mediterranean area as the right place to make business deals, enhance business relations and let the public get acquainted with new markets and destinations.

This year's event **redefines** its objectives and set **new goals**. The 28th PHILOXENIA is dedicated to the **Balkan Region and the Southeastern Countries of Europe**.

PHILOXENIA, **from the 22nd to the 25th of November 2012** in Thessaloniki, aims to boost the touristic perspective of the area and promote the whole region as a new integrated touristic destination.

Quality features of the 28th PHILOXENIA:

- Expanded and targeted **Hosted Buyers** programme (more than 100 buyers) from the target markets as well as the key markets of China, India and Russia
- **Special participation packages** for exhibitors wishing exhibition space and construction of stands for B2B meetings
- Free participation of the exhibitors in the **Cultural and Religious Tourism Conferences** to be organized within the framework of PHILOXENIA
- Special programmes for **new technologies** and **e-marketing** in tourism industry
- Extensive and targeted **advertising plan** in the Greek and foreign mass media as well as in the media of the related tourism sector
- Inviting **specialized journalists** from target countries

The Official International Tourism Exhibition of Greece, adjusted to the modern demands of the touristic market, invites you to participate in the new effort to make PHILOXENIA **the biggest touristic event in the Balkan Area and Southeastern Europe**.

Please find more information at the website of **PHILOXENIA 2012** www.helexpo.gr. We also remain at your disposal at +30 2310 250926 and +30 6973 223275.

Thank you very much for your consideration.

Sincerely yours,

Chrys Zervopoulos