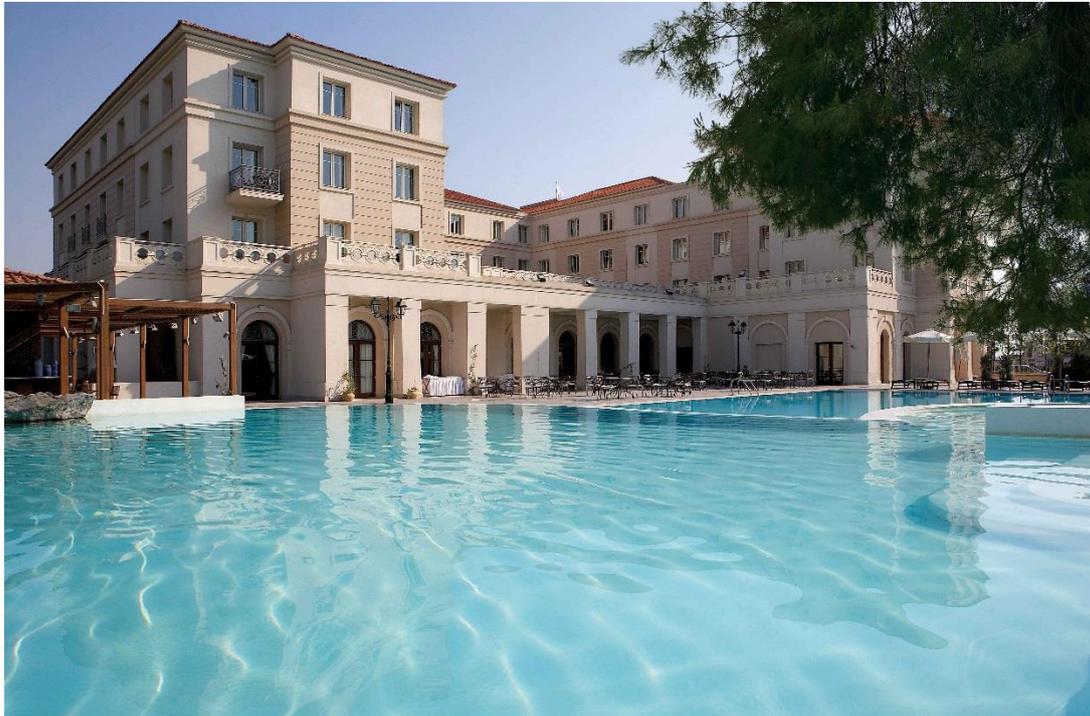


## International Publicity for Greek Products at Grecotel Larissa Imperial



A conference of international interest for the promotion of dairy and cheese products took place at the luxury hotel **Grecotel Larissa Imperial** on June 12th. This marks the 4th year of business meetings for exporting companies in the Food Industry, organized by the Chamber of Larissa and the Hellenic Investment and Foreign Trade Company "Enterprise Greece."

The business meetings were held at Grecotel Larissa Imperial and included the participation of 18 cheesemaking ventures from Thessaly, Epirus and Macedonia, while 22 foreign buyers came from North America, Canada, the European Union, the Arab world, China and Korea.

This year's event focused on the cheese produce submarket and marked the launch of an integrated program for the development and promotion of dairy-cheese products in Greece, supporting local economies too.

The business meetings were carried out with the support of the Economic and Commercial Affairs Offices of the Embassies of Greece, which allowed relevant exporting companies to meet with participating buyers, representatives of distribution networks and retail chains, enabling them to explore possibilities for cooperation and to be educated on competition and market conditions.

It is noted that Grecotel Larissa Imperial, a hotel complex created according to the international standards of 5 star hotels, has seen 15 years of operation and is a reference point for the inhabitants of Larissa. It is perfectly situated on the outskirts

of the capital of Thessaly, surrounded by lush greenery with well-kept rooms and bungalows. It features specially designed natural light spaces, which can host high-capacity events for up to 800 people. In summer, the beautiful gardens are cooled by an impressive swimming pool and the elegant terraces can accommodate unique events with exquisite menus and atmospheric decorations. The excellent infrastructure, the luxurious rooms and the modern Imperial Health Spa combined with Grecotel's experienced staff and the Grecotel's high caliber gastronomic performance are the guarantee for the impeccable hospitality of conferences and events.

*N. Daskalantonakis Group*