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# Trade Fairs, Host Cities and Tourism Development: The Case of Thessaloniki, Greece

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**Abstract:** The literature has mainly focused on the significant business opportunities that companies obtain from their participation in trade fairs while less interest has been given to their impacts on the host regions. However, trade fairs are events with complex socio-spatial dimensions and an important scope of urban governance that need further analysis. The purpose of this article is to investigate the attitudes, opinions and representations of the exhibitors and visitors of the trade fairs in Thessaloniki, regarding the trade fair itself and its efficiency, the city of Thessaloniki as a destination, as well as the relationship between trade fairs and the city. The method of collecting qualitative material and information involved in-depth interviews with a semi-structured interview guide, while quota sampling was used. In total, 103 interviews were conducted at the trade fairs of Zootechnia and Detrop. Results show that the effect of trade fair activity on the city of Thessaloniki is strong and multi-layered. Also, the relationship between trade fair activity and the city is interactive and two-way, as one feeds and is powered by the other. Moreover, the need for coordination and cooperation between local agencies in an urban governance framework was highlighted.

**Keywords:** urban tourism; business tourism; trade fairs; events effects

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## 1. Introduction

An important topic in the Meetings, Incentives, Conferences and Exhibitions (MICE) literature are the events referred to as "trade shows" [1,2], "trade fairs" [3–7], "exhibitions" [8], or "industrial events" [9]. Although these terms are often used synonymously, in reality, "exhibition" has a broader meaning than the rest of the terms. According to UFI [10], exhibitions encompass more than just assemblies of items gathered in a particular location and timeframe. They represent human endeavors pursued with specific intentions and goals in mind. While "trade fairs" or "trade shows" facilitate the direct buying and selling of goods, exhibitions primarily focus on showcasing items without direct commercial transactions. The interest in this research is focused on trade fairs which are commercial events within a specific professional sector, the purpose of which is to buy and sell products and services. These are events held periodically where companies present their main products and services and sell mainly to trade buyers [9].

The global economic impact of this market is significant (EUR 298.7 billion of total output in 2019) [11]. Although the COVID-19 pandemic has tragically affected the sector, canceling almost every event worldwide, recovery is near pre-pandemic levels [12]. The unfortunate juncture of the pandemic highlighted, even more, the value of these events, as participants do not seem to prefer virtual forms of trade fairs, while they still value physical presence and personal contact [12,13].

A large body of literature has focused on the significant business opportunities that companies obtain from their participation in trade fairs [14–17]. The main motivations for exhibitor participation in trade shows include promotion or sales [18,19], but also some

subjective criteria for the effectiveness of trade fairs, such as establishing international business connections [1,20,21], information concerning competitors and customers [1,20–22], discovering new market opportunities [21], etc. Regarding trade fair visitors, the primary reasons why they select the trade fairs they attend include their knowledge about the event, the marketing objectives of their businesses, and the anticipated cost of participation [23]. The main motivations for their participation include discovering new products, trends and innovations [24], while, at the same time, they engage in social gatherings, fostering and sustaining networks [8].

However, less interest has been given to the impacts of trade fairs on the host regions [9,25], even though they are events with complex socio-spatial dimensions; therefore, they have significant impacts on host cities [26]. The impacts studied in the literature are mainly economical [8,27–29], but also social and political [3,26,30–32]. The economic impacts of events stem from the construction of facilities (where applicable), the operations of facilities/events, and from the expenditures associated with attending and participating in the event [27]. Social impacts are related to community pride, social capital, a sense of community, community capacity enhancement, and facilities impact [31].

Given that many stakeholders are involved in the exhibition activity, both from the public sector (local government, central administration bodies, etc.), and from the private sector (chambers, professional associations, etc.), urban governance is considered effective as a decision-making model. A large event organized in a city, such as a trade fair, has the potential to reach and mobilize different segments of society and bring to the surface different combinations of both overt and internalized power relations [33]. On the occasion of specific events, local administration can achieve a form of governance whereby a network of services, local government organizations and business actors can direct the planning of the city [34,35].

It is recognized that business events enhance tourism in the host region, in the broader concept of business tourism [9,32]. Although exhibitors are mainly interested in the trade fair, they also place great importance on the host area as a tourist destination with socio-cultural significance and attractiveness, as it is an important component of their overall experience [5,36]. The initial motivations of trade fair participants are business related but they often participate in leisure activities; thus, they are usually referred to as "bleisure" travelers [37–39]. Therefore, the economic impact of business travelers is significant as they are also attracted to non-event activities [37], while they are spending a lot at the destination [40]. Although the methods used in the literature to assess the economic impact of events on a destination vary, it can generally be said that most studies focus on increasing sales, income and employment opportunities [29].

But apart from the tangible and measurable economic effects, the events also cause intangible effects in the host destinations. Although social impact studies of events lack the theoretical clarity usually associated with economic research [31], there are studies which, although focused on specific case studies, yield interesting results. As mentioned above, business travelers usually participate in non-event touristic activities that affect their experience. If their overall experience is positive, then they will pass it on to others, thus improving the reputation of the destination where the exhibition took place. Trade fair participants' motivation for a repeat visit to a particular destination is mainly the successful participation in the trade fair [5,41,42], as well as the attractiveness of the destination [5,7,43,44].

On the other hand, some negative effects of trade fairs are mentioned in the literature, mainly the increased traffic congestion in the host areas, the high prices of accommodation, the overcrowding in the means of transport, and disrupting residents' quality of life [45]. Furthermore, studies indicate that significant ecological impacts can swiftly arise from visitors during major events. The volume of attendees, their means of transport to an event and the waste they produce can lead to significant ecological consequences [46].

The present study is a continuation of the research of Kourkouridis et al. [26], where the opinions of the local community on the effects of trade fair activity in the city of

Thessaloniki were investigated. In an attempt to take a holistic approach, the focus here is on the views of the participating exhibitors and visitors to the trade fairs. In particular, the purpose of this research is to investigate the attitudes, opinions and representations of the exhibitors and visitors of the trade fairs in Thessaloniki, regarding the trade fair itself and its efficiency, the city of Thessaloniki as a destination, as well as the effects of trade fairs on the city environment. In particular, a central research question is the investigation of how to assess the effects of trade fair activity in the city of Thessaloniki, as well as, in general, the relationship between trade fairs and the city. The contribution of this particular study to the literature lies in the holistic approach to the subject, as equal weight is given to the tangible and intangible effects of the trade fair activity in the city, while, at the same time, including the main stakeholders of the trade fair activity.

## 2. Materials and Methods

Figure 1 presents the qualitative research process of the present study. Methodologically, in-depth interviews with a semi-structured interview guide were chosen as a method of collecting and producing quality material and information in this research [47]. The interviews that were conducted were face-to-face, researcher and interviewee, and were semi-structured, that is, there was a set of predetermined questions, and we handled them with flexibility in terms of the order, wording, and even the content of the questions (see Appendix A).

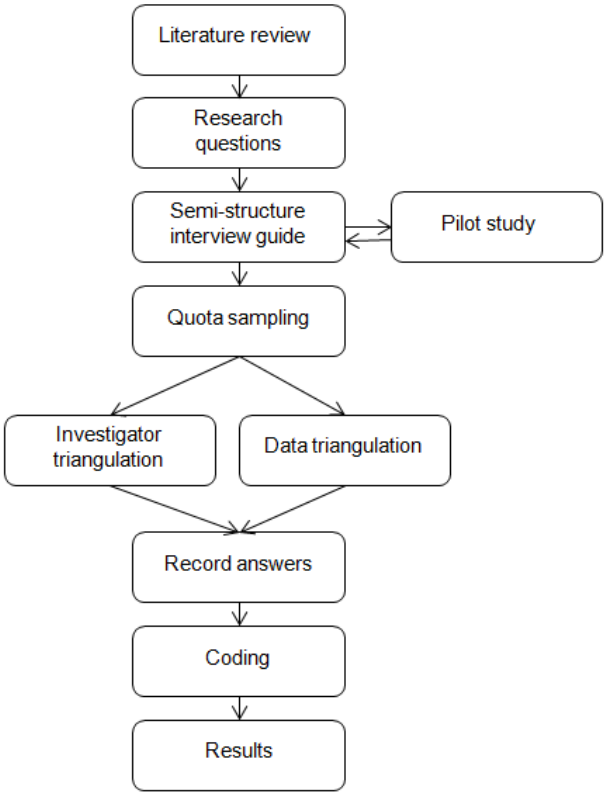


**Figure 1.** Research process.

The target group of our research includes the exhibitors and the visitors of two specific trade fairs: Zootechnia and Detrop. These two trade fairs were chosen, as they are two major trade fair events that have been organized by TIF-HELEXPO in Thessaloniki for three decades. In fact, these trade fairs are an institution for the people of the two sectors (livestock and food–drinks), as they gather participants from Greece, but also from the wider Balkan region. Zootechnia is the International Exhibition for Livestock and Poultry, which takes place every two years in Thessaloniki. It is the only specialized trade fair

event in Greece and, in general, in Southeast Europe, and gathers the interest of the entire industry. Zootechnia 2019 had 988 exhibitors from 14 different countries and more than 60,000 Greek and foreign visitors. Detrop is the International Exhibition of Food, Beverage, Machinery, Equipment and Packaging, which takes place every year in Thessaloniki. Detrop 2019 had 435 exhibitors and more than 22,000 Greek and foreign visitors from 37 different countries, while more than 3500 predetermined meetings (B2B Meetings) took place between exhibitors and visitors [48].

Regarding the sampling of our research, quota sampling was used, that is, selecting a sample based on some known characteristic of the population [47]. Specifically, two interviewees were selected from each pavilion of the trade fairs (see floor plan in Figure 2 and the pavilions in Table 1). It should be noted here that different categories of exhibits are grouped in each pavilion; therefore, there are different characteristics of the research population in each of them.

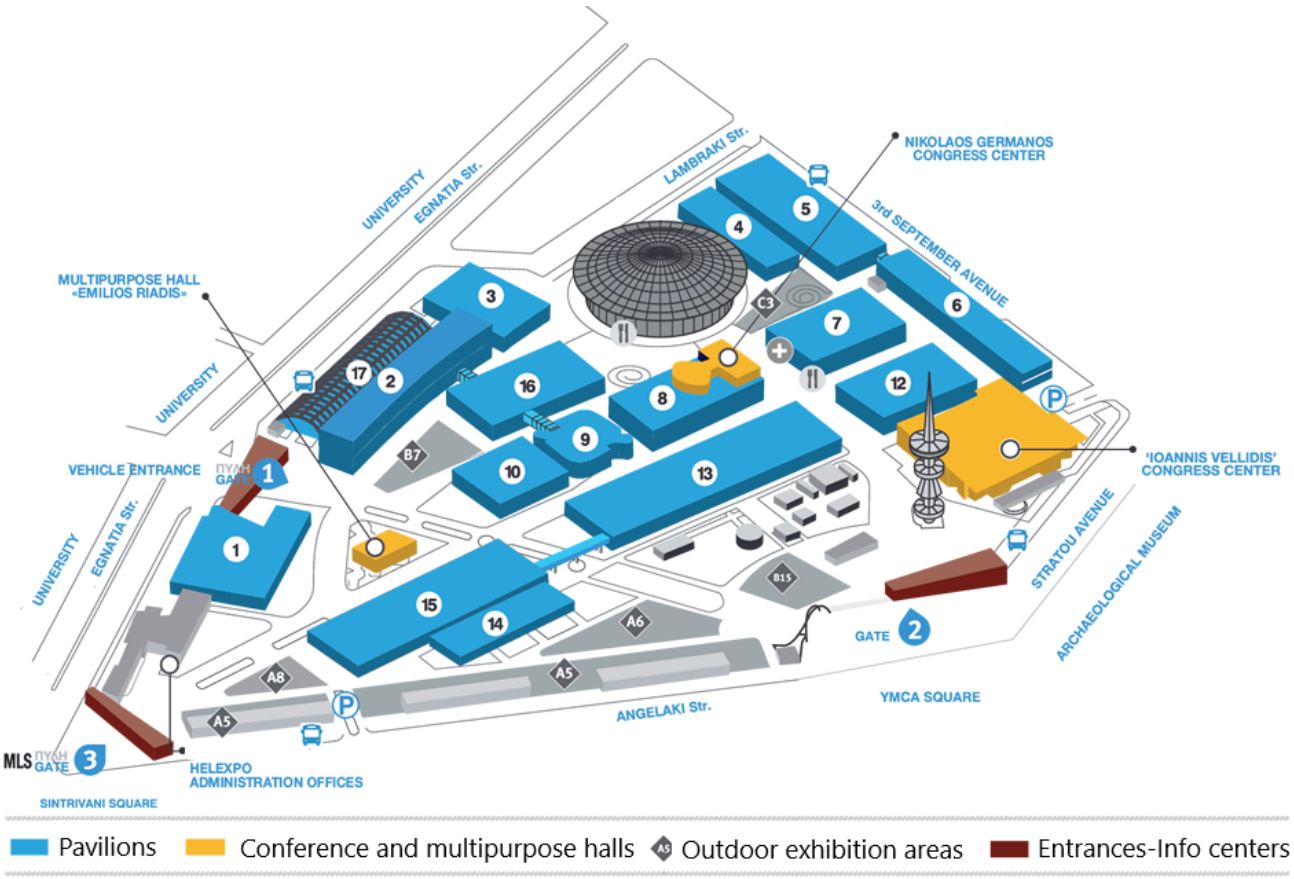


**Figure 2.** TIF-HELEXPO floor plan (source: TIF-HELEXPO: https://www.helexpo.gr, accessed on 11 April 2024).

**Table 1.** Pavilions of the trade fairs Zootechnia 2019 and Detrop 2019.

| Pavilion | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Zootechnia 2019 | - | X [1] | X | - [2] | X | - | X | X | X | X | - | X | X | X | X | X | X |
| Detrop 2019 | - | - | - | - | - | - | - | X | X | X | - | X | X | - | X | X | - |

[1] "X" means that the trade fair took place in the specific Pavilion(s). [2] "-" means that the specific Pavilion(s) was(were) not used during the trade fair.

Regarding the sample size in qualitative research, there is no consensus in the literature. However, if we accept the view of Marshall et al. [49], a sample size of 20–30 interviews

is sufficient for grounded research and a sample size of 15–30 interviews is sufficient for case studies. Also, Guest et al. [50] observed that data saturation began to emerge after conducting 6 in-depth interviews and was clearly evident after 12 in-depth interviews. However, as Boddy [51] astutely points out, for this assertion to hold true, the population should be relatively homogeneous.

Our research was conducted in two phases. Initially, during Zootechnia, a total of 58 interviews were conducted, 30 with exhibitors and 28 with visitors (31 January 2019–1 February 2019). During Detrop, a total of 45 interviews were conducted, 22 with exhibitors and 23 with visitors (3 March 2019–3 April 2019). So, 103 interviews were conducted in total, 52 with exhibitors and 51 with visitors. The overall response rate (the number of respondents to the total number of approaches made by the researchers) was approximately 80%. The criterion for selecting the sample size was exclusively to achieve the desired degree of saturation. Appendix B lists the main characteristics of the interviews carried out. The selection of respondents was based on two criteria, which emerged from the first two questions of the interview guide: professional activity and geographic origin. Specifically for the visitors, the first criterion was the relevance of their professional activity to the theme of the trade fair, thus excluding the public who may be at the trade fair for other reasons (e.g., accompanying a friend, visiting an exhibitor, etc.). Also, a specific "step" was followed in approaching the visitors, which is every three passing visitors, ensuring randomness. In the case of the exhibitors, the professional relevance was unquestionable, while a "step" was also used in their selection; specifically, every three stands of the trade fair hall. The second selection criterion in both cases (visitors–exhibitors) was their geographical origin. Specifically, a relatively even distribution of respondents who are permanent residents of the city and those who live in a different area was attempted.

A very important step, before starting the main research, is the evaluation of the research tool through a pilot study on a small sample. This is necessary to avoid errors and to make sure that the questions are clearly worded and understood and that no misinterpretations and doubts are created [52]. In our research, the interview guide was tested on four people who had participated as exhibitors and visitors in the past at the particular trade fairs. No significant problems emerged, although individual problems occurred in the interpretation of some questions. Thus, these questions were reformulated with greater clarity. In addition, the order of some questions was varied, as it was found that the respondents to one question gave their answers and then came back to the specific topic later.

All ethical principles were followed during the qualitative research. Initially, the entire rationale of the research was briefly described to the interviewees and the research objectives were mentioned. Also, the principle of informed consent was observed, as the participants agreed to take part voluntarily after being informed about its purposes.

Before the interviews began, the interviewees were asked for their consent to record the interview. In addition, it was noted that the data obtained from the interviews would be evaluated and published based on the principles of privacy and confidentiality. Finally, regarding the principle of accuracy, the appropriate research methodology was used in the research in order to draw valid and reliable conclusions.

To achieve a thorough comprehension of phenomena and assess validity, the research employed the triangulation approach. Initially, three researchers (the authors) were involved in the study to offer diverse observations and conclusions. This form of triangulation (investigator triangulation) can validate findings while also offering varied perspectives, thereby enhancing the depth of understanding. Moreover, research entails gathering data from various sources (data triangulation) to attain diverse perspectives and validate the data [53,54]. In particular, two different groups of people involved in the exhibition activity (exhibitors and visitors) were selected to participate in the study, specifically aimed at examining divergent viewpoints and identifying potential commonalities.

After the interviews were completed, the main points of each interview were recorded in an excel file. The answers were grouped, with the aim of looking for patterns—regularities

of answers in a color printing table. In particular, the trends that were repeated were colored with the same color, so that we could highlight the dominant patterns of responses [55]. Coding serves as a method for effectively mapping data, offering an overview of diverse data sets that enable researchers to understand them in the context of their research questions [56,57]. In this case, the three researchers who conducted the interviews coded the responses (after the interviews) and a cross-check was then carried out between the three perspectives. After discussion, the coding presented in Table 2 emerged. Four main codes emerged, while the codes of positive impacts and negative impacts were separated into three secondary codes each.

**Table 2.** Primary and secondary coding.

| Code | Description | Values of the Code | Example |
|---|---|---|---|
| | | Primary Coding | |
| TourAct | Participate in tourism activities while staying at the trade fair destination. | Value 1: yes<br>Value 2: no<br>Value 3: n.d. [1] | "We certainly do other activities. Shopping and entertainment as much as we can". |
| PosIm | Positive impacts of trade fair activity in the city. | Value 1: yes<br>Value 2: no<br>Value 3: I do not know | "The trade fair attracts a lot of people to the city, these people will go out, eat, see the city, go out at night, the hotels are full. I think the effect of an exhibition on the city is very positive". |
| NegIm | Negative impacts of trade fair activity in the city. | Value 1: yes<br>Value 2: no-more benefits than problems<br>Value 3: I do not know | "Compared to the benefits, the problems are much smaller". |
| ThessCr | Thessaloniki as a selection criterion for the specific trade fair. | Value 1: yes<br>Value 2: no | "For our participation in the trade fair, the city's reputation for recreation and dining also plays a role". |
| | | Secondary Coding | |
| | | PosIm | |
| Econ | Positive economic impacts. | Various economic impacts were reported. | "The fair has people coming from other areas, who will go around the city and spend money. So, there is also a financial benefit for the Thessaloniki market". |
| Rep | Positive impact on the reputation of the city. | Enhancing destination reputation was reported. | "The trade fair gives a prestige that the city needs and becomes known to people who come for the fair and at the same time get to know the city". |
| Pol | Political impacts. | Various political impacts were reported. | "There are also political benefits. With this trade fair, Greece has established itself as a pillar of technological developments, new inventions and trade promotion. Also, the institution of the honored country plays a role even in diplomacy". |
| | | NegIm | |
| Traf | Traffic problem during the trade fair. | The problem of increased traffic congestion and difficulty finding parking were mentioned. | "Due to traffic, problems arise in the city and the quality of life of the citizens". |
| Prot | Protests during the trade fair. | The problem of protests during Zootechnia was mentioned. | "Farmers' protests during the trade fair is a problem". |
| Env | Environmental problems during the trade fair. | The environmental impact of the trade fair activity in the city was mentioned. | "Increased traffic in the city center has an impact on pollution". |

[1] n.d. = not defined.

## 3. Results

### *3.1. Sample Profile*

Regarding the exhibitors' sample, their position in the company is investigated, where differences between the two trade fairs emerge. In Zootechnia, the majority of the interviewees were senior executives (owners, directors, managers, etc.), while in Detrop, the majority were middle managers (sales executives, marketing, etc.). This differentiation between the two trade fairs is possibly also related to the importance that companies attach to these two trade fairs. In Zootechnia, which is the largest trade fair of the sector in Greece, but also in the wider region of Southeast Europe, companies make use of their top executives. In Detrop, where it is considered one of the most important trade fairs of the sector in Greece, but clearly not the most important in the country, the representation of companies is at a lower level in the hierarchy of companies.

With regard to the size of the companies, a differentiation was identified; in Zootechnia, the majority was medium and small, contrary to the companies in Detrop, where the majority was large. This differentiation is related to the structure of the businesses in each sector, as, in the livestock sector, they are mainly family-owned, while in the food and beverage sector, they are larger businesses with export activity and a wider organizational structure.

Regarding the geographical distribution of the companies, a significant differentiation appears between the two trade fairs; in Zootechnia, they cover the entire country, while in Detrop, they are mainly concentrated in Thessaloniki and the surrounding areas. This finding also reveals the different dynamics of the two trade fairs: Zootechnia is the largest and only trade fair of the livestock sector in Greece and the wider region, while there is a lot of competition in the food and beverage fairs.

The business fields in which the exhibitors are active cover the entire range of activities of the livestock and food–beverage sectors. In particular, the majority of companies in Zootechnia deals with the construction sector, the manufacturing and marketing of equipment and machinery, followed by the animal feed, veterinary/livestock products sector, and there is significant representation from the service sector (certification). In Detrop, the interviewees work in the food production and processing, wine/brewery, food and beverage trade, machinery and equipment manufacturing and trading, and packaging industries.

On the other hand, regarding the sample of visitors, in Zootechnia, they were mostly professionals of the sector (breeders, farmers, agronomists, veterinarians, meat, animal feed trade, etc.); while in Detrop, they were almost exclusively industry professionals (import food and beverage trade and related services).

The visitors' origin shows differences between the two trade fairs; in Zootechnia, almost half of them come from the Central Macedonia Region, followed by visitors from Western Macedonia and Epirus. Also, to a lesser extent, there are visitors from Thessaly, Central Greece, Thrace and abroad, mainly from North Macedonia and Cyprus. On the other hand, in Detrop, the majority of them represent companies based abroad (United Kingdom, Belgium, Netherlands, Sweden, Germany, etc.). It should be noted that the visitors from abroad were Greeks who live and work professionally abroad. The rest of the visitors came from Thessaloniki and Northern Greece.

### *3.2. Descriptive Statistics of Coding Variables*

Table 3 presents some general descriptive statistics of the coding variables for the two groups (exhibitors and visitors). It was found that the opinions of the two participating groups converged on almost all the variables under consideration, which strengthens the validity of the research. Table 3 shows that the majority of exhibitors (52.9%) and visitors (55.3%) participate in tourism activities during their stay at the trade fair destination. Regarding the "not defined" part, it is clarified that it concerns respondents who did not give a clear answer regarding their participation in tourist activities.

**Table 3.** General descriptive statistics of coding.

| Code | Value | Exhibitors | Visitors |
|---|---|---|---|
| | Primary Coding | | |
| TourAct | yes | 52.9% | 55.3% |
| | no | 21.6% | 26.3% |
| | n.d. [1] | 25.5% | 18.4% |
| PosIm | yes | 76.5% | 84.2% |
| | no | 7.8% | 0.0% |
| | I do not know | 15.7% | 15.8% |
| NegIm | yes | 33.3% | 42.1% |
| | no-more benefits than problems | 62.7% | 47.4% |
| | I do not know | 3.9% | 10.5% |
| ThessCr | yes | 74.5% | 84.2% |
| | no | 25.5% | 15.8% |
| | Secondary Coding | | |
| | PosIm | | |
| Econ | Various economic impacts | 60.8% | 57.9% |
| Rep | Enhancing destination reputation | 27.5% | 13.2% |
| Pol | Various political impacts | 3.9% | 5.3% |
| | NegIm | | |
| Traf | Traffic-parking problems | 49.0% | 47.4% |
| Prot | Protests (during Zootechnia) | 5.9% | 2.6% |
| Env | Environmental impact | 2.0% | 2.6% |

[1] n.d. = not defined.

Moreover, the majority (76.5% exhibitors; 84.2% visitors) believe that the trade fair has positive impacts on the city. A slight difference is found in the opinion that the negative effects do not exist or are negligible compared to the positive ones (62.5% exhibitors; 47.4% visitors). Also, the majority of exhibitors (74.5%) as well as visitors (84.2%) reported that Thessaloniki was a selection criterion for the specific trade fair. Regarding secondary coding, the perspective of the two groups is also similar. Specifically, both exhibitors (60.8%) and visitors (57.9%) stated that there is significant economic impact of trade fairs. The positive impact on destination reputation was reported by 27.5% of exhibitors and 13.2% of visitors, while a few mentioned some political impacts (3.9% exhibitors; 5.3% visitors). Also, the negative impacts of traffic and parking were mentioned by 49% of exhibitors and 47.4% of visitors. The protests during Zootechnia were mentioned by a few participants (5.9% exhibitors; 2.6% visitors), as well as the environmental impact of trade fairs (2.0% exhibitors; 2.6% visitors).

### *3.3. Exhibitor Survey Results*

A total of 52 interviews were conducted with Zootechnia 2019 (30 interviews) and Detrop 2019 (22 interviews) exhibitors. The impact of trade fairs on the city of Thessaloniki was positively commented by the vast majority of exhibitors. Most of the respondents emphasized the contribution of the trade fair activity to city development and primarily recognized the direct economic benefits that the city gains. They referred to the overall stimulation of the economy not only during the days of the trade fairs but also during its preparation. Particular economic benefits are recognized in specific sectors, as turnover increases in catering, hospitality, shops, transport companies, taxis, etc. As one interviewee said: "I think it has a positive effect, as it gives jobs to those who make the trade fair, the surrounding shops are crowded, the hotels, the restaurants. This gives jobs to the people. . ." (IN.EX.12, Female, Oinoi Attica, Construction of Greenhouses and Stables).

However, some commented that there is room for further growth. Detrop exhibitors, in particular, compared the influence the trade fair had on the city in the past, when there

were not so many competing trade fairs in other cities, with the influence it has today. On the other hand, there were very few interviewees who considered that the interaction between the trade fair and the city is limited due to the limited scope of the trade fairs. An exhibitor's statement is typical: "Detrop is a very important old fair with a long history. It has an effect on professionals and the consumer public, who come to walk around and see products. I believe there is a lot of room for growth. Detrop must stay and grow stronger in Thessaloniki. After our participation this year, I believe that other large companies will follow. Because the large companies are missing" (IN.EX.35, Male, Athens, Beer Production and Trading).

In addition to the direct effects, several people mentioned the general stimulation of entrepreneurship, as commercial contacts increase and people from the same professional sector come into contact. One exhibitor said: "Detrop, and in general the trade fairs organized in Thessaloniki strengthen the entrepreneurship of the region. Important commercial agreements are conducted at the trade fairs with a large economic impact for the wider region" (IN.EX.45, Male, Athens, Industrial Automation).

Moreover, some interviewees referred to the social impact of the trade fair activity on the city, emphasizing the festival dimension, which invigorates the city and gives it an additional dynamism and vitality. A notable reference is: "Great social event for the city itself. The city doesn't have many similar events like this" (IN.EX.36, Male, Heraklion, Production, Standardization and Trade of Olive Oil).

Interestingly enough, it was pointed out that the positive interaction between the trade fair and the city works multiplicatively for the city, especially due to the position of the exhibition center on the city center, which ensures and also feeds this dynamic relationship. Most of them refer primarily to the effect that the trade fair has on tourism and on attracting visitors, not only from the wider region, but from all over Greece and abroad, and especially from the surrounding Balkan countries. Visitors, in addition to the trade fair, often indulge in many of the activities the city has to offer, with an emphasis on entertainment and shopping.

A limited number of respondents raised the issue of the possible relocation of the exhibition center out of town for the convenience of visitors and exhibitors. On the contrary, several respondents recognized that the trade fair's positive benefits to the city exist precisely because the fair is located near the historic center, so all visitor activities take place there. This argument is best expressed in the statement of an interviewee from Zootechnia who said: "The trade fair has a positive effect; every trade fair has an effect, but mainly in Thessaloniki where the exhibition center is in the heart of the city" (IN.EX.25, Male, Chalkida, Pig Breeding Unit).

On the occasion of the trade fair, visitors are given the opportunity to get to know the city itself, its attractions and its tourist areas. In addition to the economic impact that the trade fair activity brings directly to businesses, it also contributes to the strengthening of tourism in general and this is a long-term benefit for the city. Visitors get to know the city on the occasion of the trade fair, and there is a possibility that they will choose Thessaloniki again as a destination for their family holidays. The statement of an interviewed exhibitor is typical: "Thousands of people, who come to the city stay, eat, have fun, shop. For some it may be a first contact with the city. But they are potential tourists in the future. . ." (IN.EX.36, Male, Heraklion, Production, Standardization and Marketing of Olive Oil).

In addition to the direct and measurable economic impact, the effect that the trade fairs have on the international promotion of the city is also pointed out, saying characteristically: "Thessaloniki has now become identified with the trade fair activity. They come here from all over the Balkans. Thus, the trade fair offers international recognition to Thessaloniki, which is projected as an important, dynamic and outgoing city" (IN.EX.10, Male, Crete, Manufacture of Livestock Production Machinery).

Recognizing that promotion plays an important role in the development of a place, it is pointed out that the city should take advantage of this dynamic relationship between trade fairs and the city to a greater extent and more constructively. In particular, it was

mentioned that cooperation and coordination in this direction are required between the various entities of the city for the greater success of trade fair activity but also for obtaining a greater benefit for the city itself.

On the other hand, possible problems created by the trade fair activity in the city were also investigated. The most important problem recognized by all is the traffic problem, which includes increased loads on the road network, burden on urban transport, the lack of sufficient organized parking spaces and illegal parking. In a city with an already burdened traffic problem, such as Thessaloniki, on days with a large number of visitors, the problem worsens. This malfunction changes the daily life of the residents, degrades their quality of life and increases the dissatisfaction of the visitors. But while some perceive traffic as a major problem, others assess it as secondary, recognizing that the problems are interrelated with the benefits: "...traffic is a problem caused by the trade fair, but when you do something big, you also have such problems. However, compared to the benefits from the trade fair in the city the traffic should not be evaluated as something tragic" (IN.EX.07, Male, Karditsa, Insulation, Sealing, Production of Insulating Materials). Most interviewees look forward to a future solution to the city's traffic problem, with the launch of the metro in the city. Proposals were formulated mainly regarding the creation of organized parking in order to serve the exhibitors and visitors and not burden the city.

At this point, however, it should be mentioned that a large part of the interviewees overlooks even this, the important parameter of the traffic problem, and consider that the trade fair does not cause any problems in the city or that any problems it creates are outweighed by the benefits: "I think that the increased traffic shows that people are coming to the city from all over Greece. So, the problems are much smaller compared to the benefits the city gains" (IN.EX.16, Male, Trikala, Livestock Machinery).

Few interviewees recognize the existence of the exhibition center in the city as negative. But this is perceived as a problem mainly for the local residents, as the same interviewees hasten to add that this serves the visitors who benefit from the proximity to the city center, typically stating: "The trade fair could of course be outside of the city but it would not have such a benefit for the city" (IN.EX.13, Male, Almyros Magnesia, Construction of Poultry Equipment).

In conclusion, according to the exhibitors of both trade fairs, the benefits that the trade fair activity brings to the city definitely outweigh any problems that occur, as it benefits the city on an economic and social level and, at the same time, enhances its reputation and prestige; although, the price of the benefits are the traffic burden and the disruption of everyday life.

The interviewees were then asked for their opinion on whether they consider Thessaloniki as a destination to be a criterion for choosing this particular trade fair over others in Greece and abroad. On the one hand, about half of the Zootechnia exhibitors said that the city played no role in their choice to participate in the trade fair. The subject of the trade fair was what exclusively determined their decision to participate in it. Characteristically, they stated that they would go wherever such a trade fair was held. This opinion was expected because Zootechnia, being the largest and, partly, the only trade fair in the sector, attracts the interest of all professionals in the sector.

For other Zootechnia exhibitors, the geographical location of the city is what influences the choice and not the fact that Thessaloniki is an attractive city. Thessaloniki is very close to agricultural/livestock areas and the Balkans, and this makes it easily accessible for travelers, many of whom do not even spend the night in the city, but make a one-day visit. The exhibitors based in Thessaloniki similarly consider that it is an important selection criterion that the trade fair takes place at their headquarters.

However, there is also a significant part of the Zootechnia exhibitors who recognize that Thessaloniki as a destination is a selection criterion, and they choose it as an attractive city: "I like Thessaloniki. My family likes it. When we go to Athens, we get dizzy. When we come to Thessaloniki, our headache is gone. So it's an opportunity to go for a walk" (IN.EX.23, Male, Bulgaria, Ventilation of Livestock Farms).

From these points of view, the interaction between the trade fair activity and the city is evident, as the trade fairs supply the city with visitors, while, at the same time, enhancing the dynamics of the city as a tourist destination.

*3.4. Visitor Survey Results*

In total, 51 interviews were conducted with visitors in Zootechnia (28 interviews) and Detrop (23 interviews). Initially, the effect of the trade fair activity in the city of Thessaloniki was positively commented on by all the visitors. The vast majority of visitors to both fairs commented on the direct economic benefits the city derives from the fairs. The financial contribution of the events to shops, catering and entertainment, hotels and taxis is valued as important. At the same time, the increase in seasonal employment is also highlighted. Remarkable is the statement of a Detrop visitor: "The trade fair has been the heart of Thessaloniki for many years. I am used to the general trade fair of Thessaloniki, in September, because I have been coming since I was a child with my father. I believe that trade fairs stimulate a place, because they create permanent interest, jobs, people in restaurants, hotels, shops, etc. Thessaloniki is a beautiful city, the people are very nice. . .. Trade fairs certainly count, from the biggest to the smallest. It is certain that anyone who comes to the trade fair will also go out. It is a fact. No one comes only to the trade fair and the hotel. Not just financial benefits. It is what anyone is looking for. For example, there are film festivals, art exhibitions, museums. You can combine doing tourist trips with other interests, archaeology, etc. Trade fairs and conferences are an opportunity to get to know new places" (IN.VI.40, Male, Brussels, Greek restaurant owner).

A Zootechnia visitor mentioned the following characteristically and with a strongly patriarchal tone: "The benefits are certainly many: money, jobs. Everyone is doing business here at the fair. And of course all these people who come to the trade fair also go out, filling the shops, restaurants, bars, and night clubs. I hear about prostitutes. Great turnover. They spend at least 300 Euros each for two days" (IN.VI.04, Male, Igoumenitsa, Farmer-Animal breeder).

Moreover, the impact of the trade fair activity on the city's tourism is commented on positively. Although the purpose of visiting the city is primarily business, visitors also participate in tourism activities and visit attractions, museums and other cultural events. There have been some positive comments about the fact that the Detrop trade fair is organized alongside the Thessaloniki Documentary Festival. Especially the visitors of Detrop referred to the foreign visitors, many of whom are estimated to come back to Thessaloniki with their families in the future. A very typical point of view on this subject is the following: "You can combine tourist trips with other interests, archaeological sites, etc. Trade fairs and conferences are an opportunity to get to know new places and the Thessaloniki trade fair puts the city on the map of international exhibition tourism and this is very important. . ." (IN.VI.25, Male, Athens, Animal feed).

At the same time, several commented on the collateral benefit of the reputation that the city gains. Due to the trade fair activity, Thessaloniki becomes widely known while, at the same time, life in the city is stimulated. A characteristic statement of an interviewee is as follows: ". . .Greece with this trade fair has established itself as a pillar of technological developments, new inventions and promotion of trade. . ." (IN.VI.08, Male, Skopje, Director of Insulating Materials Factory).

Some are very emphatic about the positive effect the trade fair has on the city: "If Thessaloniki did not have trade fairs and university students, it would not have anything. What gives value to Thessaloniki are the students and then the trade fairs" (IN.VI.16, Male, Thebes, Agriculturalist).

From the views expressed above, it appears that the trade fair activity has strong and multi-level effects on the city of Thessaloniki that are not limited to the direct economic effects from the presence of visitors. The effect of trade fair activity on the city is also related to the indirect, intangible effects, such as the reputation and prestige it offers to the city. Effects of this form are difficult to approach and assess, as they are indirect and, in

many cases, are visible in the long term. In turn, the city influences the creation of a visitor destination that is partly exhibition tourism, but, more broadly, it is part of the landmark of a tourist destination city.

On the other hand, almost the entire sample referred to the city's traffic problem and especially to the parking problem they faced. Some, however, consider traffic as a general problem of the city and not a problem that stems exclusively from the operation of the trade fair, noting the following: "The chaos of Thessaloniki is more or less known, whether we have a trade fair or not, this problem is not solved. It's permanent. I consider it as nothing extraordinary" (IN.VI.05, Male, Thessaloniki, Vet, Public servant). Many of the interviewees also expressed their optimism that the city's traffic situation will improve in the future with the launch of the metro.

Afterwards, the visitors were asked if Thessaloniki as a destination city is a criterion for choosing this particular trade fair over other similar ones in Greece and abroad. For the majority of Zootechnia visitors, the city was a selection criterion. For most of them, the geographical position of Thessaloniki, and the easy access from Egnatia Odos, was the most important selection criterion.

However, several interviewees emphatically stated that although the reason for their visit is the trade fair, the fact that Thessaloniki is an attractive city in which they can combine other activities determined their decision to choose this particular fair. An interviewee mentioned the following: "Thessaloniki has a role to play of course. If it was in Naoussa I wouldn't go. Because Thessaloniki is a big city and you can combine other things" (IN.VI.02, Male, Goumenissa, Animal breeder). Another interviewee stated: "It goes without saying that Thessaloniki plays a role for us to come to the trade fair. Thessaloniki is a favorite city. There are also trade fairs in Larisa which are closer to us but I prefer Thessaloniki because I like the city" (IN.VI.15, Male, Katerini, Animal breeder). Interesting was the opinion that the historicity of the trade fairs is a criterion for choosing them over other trade fairs. Only a small percentage of Zootechnia visitors answered that the city played no role at all in choosing the trade fair.

The sample of Detrop visitors overwhelmingly stated that the city was a criterion for choosing this trade fair, while most of them considering that the city itself is an attractive destination determined their decision. A Greek restaurant owner from Brussels said: "Yes! That's why I'm coming. The city itself is attractive, as are the people, the atmosphere, the lifestyle and the nightlife. I believe that Thessaloniki acts as a catalyst for me to choose the trade fair. We are in the hosted buyers program and we had an invitation to both Thessaloniki and the FoodExpo in Athens, but I preferred Thessaloniki, even though I am from Athens" (IN.VI.40 Male, Brussels, Owner of a Greek Restaurant).

Visitors pointed out that the city's reputation for recreation is widespread and plays a role in the trade fair selection decision. An organic food trader interviewee from Belgium said: "I like the city, I know it and I love it, so for me it matters. But also for my partner, there was motivation to get to know Thessaloniki. My partner didn't know the city. He will come again with his wife" (IN.VI.33, Male, Belgium, Trade in Organic Foods).

A particularly apt comment about the Thessaloniki trade fair activity from a visitor was the following: "The size of the city is ideal for holding large events of this kind. I believe that Thessaloniki helps us as a city because you do not have huge distances to commute. While in Athens the trade fair would be lost. The size of the city is therefore ideal for a large event" (IN.VI.32, Female, Rotterdam, Export Development Consultant).

In summary, it seems that the city of Thessaloniki, as an attractive destination, significantly influences the decision of visitors to come to the trade fairs. From this, it follows that the relationship between trade fair activity and the city is interactive and two-way, as the trade fair brings visitors to the city, but also the attractiveness of the city helps the trade fair to attract visitors. This finding reveals, in the most characteristic and clear way, the two-way interactive dynamics displayed by the relationship between trade fair activity and the city.

## 4. Discussion

The first significant conclusion that emerges from the research is the fact that trade fair participants judge positively the multifaceted effects of fairs on the city, a fact that also coincides with the views of local residents [26]. Considering the perspectives of the main participants in the trade fair activity, including exhibitors, visitors, and residents, enhances the credibility of the conclusions reached.

In particular, the positive economic effects that are highlighted are the following: general stimulation of entrepreneurship, increase in professional contacts, attracting visitors, sales increase in shops, dining and entertainment, hotels and taxis. At the same time, the increase in seasonal employment is also noted. These findings are in line with the research data to date on the economic effects of the events in the hosting cities [8,26–28,30]. The strengthening of the local economy and entrepreneurship due to trade fairs is a well-studied topic, but also a well-established perception of those involved in them. The spontaneous response to the positive effects of trade fairs included the economic dimension in the majority of respondents.

Also, the tourism empowerment of the city is particularly identified in the answers of the participants in the research, a fact that is also found in the available bibliographic data [9,25]. It was additionally confirmed that business visitors are significantly interested in the city and involved in tourism activities outside of the business event. This finding is consistent with the literature that considers professional tourists as "bleisure" tourists who are attracted by non-event activities [37–39].

However, a largely understudied issue is that of the social impacts of trade fairs. The positive social effects that were mentioned by the interviewees are as follows: the festival dimension that invigorates the city and gives it additional dynamism and vitality; international promotion of the city; enhancing the reputation of the city. Their satisfaction with the destination will probably lead to future visits, something that has been pointed out before [5,43]. As for the negative effects that were highlighted, these are mainly the traffic congestion and parking problems that disrupt the daily life of the citizens, but also upset the visitors. These negative effects are consistent with the literature findings [45,46]. However, an important finding, which provides differentiation from existing literature data, is the fact that the problems are considered by the majority of those involved in trade fairs as secondary in relation to the benefits.

Another interesting finding is the fact that the exhibitors and the visitors of the trade fairs highlight the necessity of enhancing even more the positive effect on the city while simultaneously limiting the negative effect. In order for this to happen, as was highlighted through the words of the interviewees, coordination and cooperation between local agencies in a framework of urban governance is required. In essence, then, the opinions of the two main groups of stakeholders (exhibitors and visitors), who give the «bottom-up» perspective of those involved, recognize and highlight the necessity of adopting urban governance procedures in order to strengthen the trade fair activity in Thessaloniki and, at the same time, the city to gain significant benefits without being burdened. This finding is consistent with the available literature which suggests that urban governance is an important factor in the successful organization of events and the positive impact on host cities [33–35].

One of the main findings of our research is the fact that both exhibitors and visitors highlight the fact that the relationship between the trade fair activity and the city is interactive and two-way, as one feeds and is powered by the other. Specifically, trade fair activity supplies the city with visitors who support it financially. On the other hand, the city itself being an attractive destination strengthens trade fair activity, as exhibitors and visitors choose a trade fair event partly based on the attractiveness of the city, which offers the opportunity to participate in other parallel activities (entertainment, shopping, etc.).

Finally, it is worth mentioning that the research took place at two B2B (Business-to-Business) trade fairs; hence, rendering the conclusions non-generalizable. In the future, the research could be expanded to B2C (Business-to-Consumer) and B2G (Business-to-

Government) events in order to approach the topic more comprehensively. Also, the present survey included exhibitors and visitors, following on from a previous survey that studied the opinions of local residents [26]. Thus, future research should include other stakeholders in the trade fair activity, such as organizers, local businesses and city authorities. In this way, the entire range of trade fair activity in the city will be covered.

## 5. Conclusions

From our survey, it was revealed that both the exhibitors and the visitors of the trade fairs of Thessaloniki recognize the generally positive climate that prevails at the fairs of Thessaloniki. In particular, the effect of the trade fair activity in the city of Thessaloniki is strong and multi-layered (general stimulation of entrepreneurship; increase in professional contacts; attracting visitors; sales increase in shops, dining and entertainment, hotels and taxis; increase in seasonal employment; tourism empowerment of the city). This effect is not only limited to the strengthening of the local economy, but also has to do with indirect effects that are not easily identified, as they are intangible (the festival dimension that invigorates the city and gives it an additional dynamism and vitality; international promotion of the city; enhancing the reputation of the city). Of course, it should be noted that trade fair activity also brings negative effects to the city (traffic congestion; parking problems), but the general balance of the trade fair activity for the city of Thessaloniki tends to be assessed as positive. Finally, an interactive and two-way relationship between trade fair activity and the city is recognized, while the need for coordination and cooperation between local agencies in an urban governance framework is highlighted.

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**Data Availability Statement:** The raw data supporting the conclusions of this article will be made available by the authors on request.

**Conflicts of Interest:** The authors declare no conflicts of interest.

## Appendix A

Interview Guide

A. Visitor profile

A.1. What is your specialty/What do you do professionally?
A.2. Where do you live?

B. Exposure and city

B.1. As part of your participation in the trade fair, do you also do other activities in the city of Thessaloniki (shopping, entertainment, etc.)?
B.2. Tell us about your experience in relation to how the trade fair affects the city.
B.3. In your opinion, what are the benefits that the trade fair brings to the city?
B.4. Do you think the trade fair brings problems to the city?

- If so, what are they?

B.5. Is Thessaloniki, as a destination, a criterion for selecting this particular trade fair, compared to other similar ones in Greece and abroad?

## Appendix B

**Table A1.** Zootechnia and Detrop Exhibitor Interviews.

| id | Gender | Company Headquarters | Business Activity | Trade Fair | Date |
|---|---|---|---|---|---|
| IN.EX.01 | Male | Lagadas Thessaloniki | Cheese dairies-Livestock Equipment | Zootechnia | 31 January 2019 |
| IN.EX.02 | Male | Lagadas Thessaloniki | Livestock Equipment | Zootechnia | 31 January 2019 |
| IN.EX.03 | Male | Megara Attiki | Livestock Equipment, Biogas Units | Zootechnia | 31 January 2019 |
| IN.EX.04 | Male | Kalochori Thessaloniki | Livestock Products | Zootechnia | 31 January 2019 |
| IN.EX.05 | Male | Thessaloniki | Importer of Cereal Drying and Storage Systems | Zootechnia | 31 January 2019 |
| IN.EX.06 | Male | Lagadas Thessaloniki | Trading of Milking Systems | Zootechnia | 31 January 2019 |
| IN.EX.07 | Male | Karditsa | Insulation, Sealing, Production of Insulating Materials | Zootechnia | 31 January 2019 |
| IN.EX.08 | Male | Larisa | Manufacture of Cheese Production Machinery | Zootechnia | 31 January 2019 |
| IN.EX.09 | Male | Trikala | Construction of Livestock Units | Zootechnia | 31 January 2019 |
| IN.EX.10 | Male | Crete | Manufacture of Animal Feed Production Machinery | Zootechnia | 31 January 2019 |
| IN.EX.38 | Female | Nea Magnisia Thessaloniki | Production and Trading of Cheese Products | Detrop | 3 March 2019 |
| IN.EX.39 | Male | Germany | Winemaking Machinery | Detrop | 3 March 2019 |
| IN.EX.40 | Male | Thessaloniki | Professional refrigerators | Detrop | 3 March 2019 |
| IN.EX.41 | Male | Athens | Trading of Cutting Machines | Detrop | 3 March 2019 |
| IN.EX.42 | Female | Thessaloniki | Adhesive labels | Detrop | 3 March 2019 |
| IN.EX.43 | Female | Platy Imathia | Food Packaging | Detrop | 3 March 2019 |
| IN.EX.44 | Male | Thessaloniki | Water processing | Detrop | 3 March 2019 |
| IN.EX.45 | Male | Athens | Industrial Automation | Detrop | 4 March 2019 |
| IN.EX.46 | Male | Thessaloniki | Weighing and Food Packaging | Detrop | 4 March 2019 |
| IN.EX.47 | Male | Thessaloniki | Food Packaging | Detrop | 4 March 2019 |
| IN.EX.48 | Female | Athens | Food Commerce | Detrop | 4 March 2019 |
| IN.EX.49 | Male | Kavala | Wine production | Detrop | 4 March 2019 |
| IN.EX.50 | Female | Thessaloniki | Food Commerce | Detrop | 4 March 2019 |
| IN.EX.51 | Female | Thessaloniki | Food Packaging | Detrop | 4 March 2019 |
| IN.EX.52 | Male | Thessaloniki | Trade in Coffee Products | Detrop | 4 March 2019 |

**Table A1.** *Cont.*

| id | Gender | Company Headquarters | Business Activity | Trade Fair | Date |
|---|---|---|---|---|---|
| IN.EX.26 | Male | Athens | Packaging materials | Zootechnia | 1 February 2019 |
| IN.EX.27 | Male | Athens | Packaging materials | Zootechnia | 1 February 2019 |
| IN.EX.28 | Female | Ioannina | Animal Feed Industry | Zootechnia | 1 February 2019 |
| IN.EX.29 | Male | Athens | Certification of Livestock Products | Zootechnia | 1 February 2019 |
| IN.EX.30 | Female | Thessaloniki | Trading of Animal Feeds | Zootechnia | 1 February 2019 |
| IN.EX.31 | Male | Thessaloniki | General food trade | Detrop | 3 February 2019 |
| IN.EX.32 | Male | Thessaloniki | Trade of Coffee–Chocolate | Detrop | 3 February 2019 |
| IN.EX.33 | Male | Thessaloniki | Food Production and Processing Factory | Detrop | 3 February 2019 |
| IN.EX.34 | Male | Thebes | Production and Trade of Wine | Detrop | 3 February 2019 |
| IN.EX.35 | Male | Athens | Production and Trade of Beer | Detrop | 3 February 2019 |
| IN.EX.36 | Male | Heraklion | Production, Standardization and Marketing of Olive Oil | Detrop | 3 February 2019 |
| IN.EX.37 | Male | Neochorouda Thessaloniki | Production and Trading of Cheese Products | Detrop | 3 February 2019 |
| IN.EX.11 | Male | Athens | Machinery | Zootechnia | 31 January 2019 |
| IN.EX.12 | Female | Oinoi Attiki | Construction of Greenhouses and Stables | Zootechnia | 31 January 2019 |
| IN.EX.13 | Male | Almyros Magnesia | Construction of Poultry Equipment | Zootechnia | 31 January 2019 |
| IN.EX.14 | Female | Larisa | Agricultural and Livestock Machinery | Zootechnia | 31 January 2019 |
| IN.EX.15 | Female | Tripoli | Construction and Trading of Silo | Zootechnia | 31 January 2019 |
| IN.EX.16 | Male | Trikala | Livestock Machinery | Zootechnia | 31 January 2019 |
| IN.EX.17 | Female | Piraeus | Conveyor Screws | Zootechnia | 31 January 2019 |
| IN.EX.18 | Male | Sindos Thessaloniki | Machinery | Zootechnia | 31 January 2019 |
| IN.EX.19 | Female | Larisa | Equipment of Livestock Units | Zootechnia | 31 January 2019 |
| IN.EX.20 | Male | Orestiada | Agricultural and Livestock Machinery | Zootechnia | 31 January 2019 |
| IN.EX.21 | Female | Thessaloniki | Agricultural and Livestock Machinery | Zootechnia | 31 January 2019 |
| IN.EX.22 | Male | Agrinio | Machinery | Zootechnia | 31 January 2019 |
| IN.EX.23 | Male | Bulgaria | Ventilation of Livestock Units | Zootechnia | 1 February 2019 |

**Table A1.** *Cont.*

| id | Gender | Company Headquarters | Business Activity | Trade Fair | Date |
|---|---|---|---|---|---|
| IN.EX.24 | Male | Boeotia | Production and Trading of Animal Feed | Zootechnia | 1 February 2019 |
| IN.EX.25 | Male | Chalkida | Breeding Pig Unit | Zootechnia | 1 February 2019 |
| IN.EX.38 | Female | Nea Magnisia Thessaloniki | Production and Trading of Cheese Products | Detrop | 3 March 2019 |
| IN.EX.39 | Male | Germany | Winemaking Machinery | Detrop | 3 March 2019 |
| IN.EX.40 | Male | Thessaloniki | Professional refrigerators | Detrop | 3 March 2019 |

**Table A2.** Zootechnia and Detrop Visitor Interviews.

| id | Gender | Profession | Job Title | Trade Fair | Date |
|---|---|---|---|---|---|
| **IN.VI.01** | Male | Thessaloniki | Agronomist, Feed Trade | Zootechnia | 1 February 2019 |
| **IN.VI.02** | Male | Goumenissa | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.03** | Male | Ioannina | Vet, Public Servant | Zootechnia | 1 February 2019 |
| **IN.VI.04** | Male | Igoumenitsa | Farmer-Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.05** | Male | Thessaloniki | Vet, Public Servant | Zootechnia | 1 February 2019 |
| **IN.VI.06** | Male | Karditsa | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.07** | Male | Kozani | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.08** | Male | Skopje | Director of Insulating Materials Factory | Zootechnia | 1 February 2019 |
| **IN.VI.09** | Female | Amyntaio | Farmer | Zootechnia | 1 February 2019 |
| **IN.VI.10** | Male | Serres | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.11** | Male | Preveza | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.12** | Female | Katerini | Farmer | Zootechnia | 1 February 2019 |
| **IN.VI.13** | Male | Thessaloniki | Owner of a Biogas Unit | Zootechnia | 1 February 2019 |
| **IN.VI.14** | Male | Grevena | Farmer | Zootechnia | 1 February 2019 |
| **IN.VI.15** | Male | Katerini | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.16** | Male | Thebes | Agriculturalist | Zootechnia | 1 February 2019 |
| **IN.VI.17** | Male | Kilkis | Farmer-Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.18** | Male | Kilkis | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.19** | Male | Cyprus | Agriculture student | Zootechnia | 1 February 2019 |
| **IN.VI.20** | Male | Xanthi | Farmer-Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.21** | Female | Serres | Organizer of Agricultural Conferences | Zootechnia | 1 February 2019 |
| **IN.VI.22** | Male | Trikala | Farmer | Zootechnia | 1 February 2019 |

**Table A2.** *Cont.*

| id | Gender | Profession | Job Title | Trade Fair | Date |
|---|---|---|---|---|---|
| **IN.VI.23** | Male | Halkidiki | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.24** | Male | Thessaloniki | Agriculturalist | Zootechnia | 1 February 2019 |
| **IN.VI.25** | Male | Athens | Animal feed | Zootechnia | 1 February 2019 |
| **IN.VI.26** | Γυναίκα | Thessaloniki | Vet | Zootechnia | 1 February 2019 |
| **IN.VI.27** | Male | Thessaloniki | Farmer-Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.28** | Male | Xanthi | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.29** | Male | Glasgow | German Food Products Representative | Detrop | 4 March 2019 |
| **IN.VI.30** | Male | Kassel | Importer of wines in Germany | Detrop | 4 March 2019 |
| **IN.VI.31** | Female | Stockholm | Wholesale of Oil | Detrop | 4 March 2019 |
| **IN.VI.32** | Female | Rotterdam | Export Development Consultant | Detrop | 4 March 2019 |
| **IN.VI.33** | Male | Belgium | Trade in Organic Foods | Detrop | 4 March 2019 |
| **IN.VI.34** | Male | Thessaloniki | Chemical engineer | Detrop | 4 March 2019 |
| **IN.VI.35** | Male | Thessaloniki | Food Commerce | Detrop | 4 March 2019 |
| **IN.VI.36** | Male | Kavala | Trade of Confectionery | Detrop | 4 March 2019 |
| **IN.VI.37** | Female | London | Trade of Greek Products in Great Britain | Detrop | 4 March 2019 |
| **IN.VI.38** | Female | Volos | Trade of Greek Products in Russia | Detrop | 4 March 2019 |
| **IN.VI.39** | Male | Auckland | Trade of Greek Products in New Zeland | Detrop | 4 March 2019 |
| **IN.VI.40** | Male | Brussels | Owner of Greek restaurant | Detrop | 4 March 2019 |
| **IN.VI.41** | Female | Moscow | Trade of Greek Products in Russia | Detrop | 4 March 2019 |
| **IN.VI.42** | Male | Thessaloniki | Food Commerce | Detrop | 4 March 2019 |
| **IN.VI.43** | Male | Serres | Food Commerce | Detrop | 4 March 2019 |
| **IN.VI.44** | Female | Thessaloniki | Restaurant owner | Detrop | 4 March 2019 |
| **IN.VI.45** | Male | Kavala | Wholesale of Food and Beverages | Detrop | 4 March 2019 |
| **IN.VI.46** | Male | Athens | Wholesale of Beverages | Detrop | 4 March 2019 |
| **IN.VI.47** | Male | Ioannina | Food Commerce | Detrop | 4 March 2019 |
| **IN.VI.48** | Female | Athens | Food Commerce | Detrop | 4 March 2019 |
| **IN.VI.49** | Male | Drama | Wine commerce | Detrop | 4 March 2019 |
| **IN.VI.50** | Male | Thessaloniki | Food and Beverage Commerce | Detrop | 4 March 2019 |

**Table A2.** *Cont.*

| id | Gender | Profession | Job Title | Trade Fair | Date |
|---|---|---|---|---|---|
| **IN.VI.51** | Male | Thessaloniki | Food and Beverage Commerce | Detrop | 4 March 2019 |
| **IN.VI.01** | Male | Thessaloniki | Agronomist, Feed Trade | Zootechnia | 1 February 2019 |
| **IN.VI.02** | Male | Goumenissa | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.03** | Male | Ioannina | Vet, Public Servant | Zootechnia | 1 February 2019 |
| **IN.VI.04** | Male | Igoumenitsa | Farmer-Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.05** | Male | Thessaloniki | Vet, Public Servant | Zootechnia | 1 February 2019 |
| **IN.VI.06** | Male | Karditsa | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.07** | Male | Kozani | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.08** | Male | Skopje | Director of Insulating Materials Factory | Zootechnia | 1 February 2019 |
| **IN.VI.09** | Female | Amyntaio | Farmer | Zootechnia | 1 February 2019 |
| **IN.VI.10** | Male | Serres | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.11** | Male | Preveza | Animal breeder | Zootechnia | 1 February 2019 |
| **IN.VI.12** | Female | Katerini | Farmer | Zootechnia | 1 February 2019 |
| **IN.VI.13** | Male | Thessaloniki | Owner of a Biogas Unit | Zootechnia | 1 February 2019 |
| **IN.VI.14** | Male | Grevena | Farmer | Zootechnia | 1 February 2019 |
| **IN.VI.15** | Male | Katerini | Animal breeder | Zootechnia | 1 February 2019 |

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