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Greece

Post: Athens

Export Opportunities to Greece

Report Categories:

Market Development Reports

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Report Highlights:

Greece is a net-importer of agricultural goods and a large consumer of U.S. tree nuts, field crops, and fish-related products. In addition to offering U.S. producers a range of export opportunities, Greece also presents several areas for further agriculture-related investment. U.S. exporters wishing to enter the market may want to attend one of Greece's up-coming trade events in 2010 or contact the relevant Greek agencies for more information.

General Information:

I. **Overview:**

Greek agriculture is characterized by many small, relatively inefficient farms that employ three times as many people as farms in Italy or France. Greece's agricultural sector accounts for 3% of GDP, has relatively low output compared to other EU countries, and is a primary recipient of EU farm aid. Greek agriculture also suffers from rugged terrain and hot summers that lead to drought and fire. Greece mostly exports high-value products such as canned peaches, cotton, olive oil, cheese, and olives. Primary agricultural imports include cheese, beef, wheat, pork, and sugar.

Table 1. Key Figures for Greece's Agricultural Sector

Figures Shown in \$ Million			
	2008	2009	2010 (est.)
Total Market Size	\$17,530	\$14,960	\$15,530
Local Production	\$15,418	\$12,872	\$13,805
Total Exports	\$5,085	\$4,952	\$5,213
Total Imports	\$7,197	\$7,040	\$6,938
Imports from the United States	\$164	\$139	\$138

Unofficial estimates

I. Best Products and Services

The largest U.S. agricultural exports to Greece are tree nuts, soybeans, cuttlefish and squid, and sunflower seeds. Corn, frozen fish fillet, and lentils are also important products that may present future export opportunities. A primary source of competition for U.S. exporters are other EU countries which do not face tariffs and are geographically closer to Greece. Table 2 gives an overview of the best product prospects listed, including the percentage of Greek imports coming from other EU countries. For products such as cheese, beef, and pork, it will be difficult in the short-term to enter the Greek market given the saturation of EU imports.

Table 2. Key U.S. Exports to Greece in 2009

	Value of U.S. Exports to Greece in 2009 (in \$ Million)	2009/08 % Increase (Jan-Sept) in U.S. Exports	U.S. Share of Total Imports (\$Value)	% of Imports Coming From Other EU Countries
Tree Nuts				
Almonds	\$23.7	-31%	74%	20%
Pistachios	\$13.6	+81%	54%	43%
Walnuts	\$3.6	+116%	27%	8%
Soybeans	\$10.5	-80%	8%	<1%

Cuttlefish and Squid	\$5.4	+51%	11%	20%
Sunflower Seeds	\$3.8	+74%	18%	63%
Corn	\$1.8	+150%	3%	35%
Frozen Fish Fillet	\$1.5	+4220%	4%	30%
Lentils	\$1.2	-12%	13%	5%
Cheese	\$0.2	+161%	0.04%	97%
Beef (frozen)	\$0.04	-94%	0.04%	80%
Pork	\$0.006	-25%	<0.01%	99%

a. **Tree Nuts**

Overview: The United States is a significant exporter of tree nuts to Greece. In 2009 tree nuts were Greece's largest agricultural import from the United States. Pistachio and walnut imports from the United States increased significantly in the first half of 2009 while almonds steadily lost market share. However, almonds are still Greece's second largest agricultural import from the United States, in terms of value (\$24 million annually).

**Table 3. Greece: Tree Nuts
Trade Figures**

Almonds	2007	2008	2009
Total Exports (in \$ million)	\$29.6	\$19.7	\$13.0
Total Imports (in \$ million)	\$58.1	\$44.2	\$31.8
Imports from the United States (in \$ million)	\$46.3	\$35.3	\$23.7
Pistachios	2007	2008	2009
Total Exports (in \$ million)	\$4.5	\$5.8	\$6.9
Total Imports (in \$ million)	\$13.7	\$17.3	\$26.5
Imports from the United States (in \$ million)	\$7.8	\$7.5	\$13.6
Walnuts	2007	2008	2009
Total Exports (in \$ million)	\$4.5	\$3.3	\$1.9
Total Imports (in \$ million)	\$26.0	\$20.6	\$15.6
Imports from the United States (in \$ million)	\$2.2	\$1.6	\$3.6

Unofficial estimates

a. **Field Crops**

Overview: The best prospects for U.S. field crop exports to Greece are soybeans, sunflower seeds, corn, and lentils.

Table 4. Greece: Field Crop Trade Figures

Soybeans	2007	2008	2009
Total Exports (in \$ million)	\$0.5	\$1.1	\$0.1
Total Imports (in \$ million)	\$131.7	\$196.5	\$129.7
Imports from the United States (in \$ million)	\$5.3	\$52.3	\$10.5
Sunflower Seeds	2007	2008	2009
Total Exports (in \$ million)	\$0.9	\$0.3	\$1.2
Total Imports (in \$ million)	\$6.9	\$15.5	\$26.0
Imports from the United States (in \$ million)	\$2.5	\$2.2	\$3.8
Corn	2007	2008	2009
Total Exports (in \$ million)	\$16.4	\$15.4	\$24.9
Total Imports (in \$ million)	\$212.5	\$197.0	\$63.0
Imports from the United States (in \$ million)	\$2.2	\$1.4	\$1.8
Lentils	2007	2008	2009
Total Exports (in \$ million)	\$0.2	\$0.3	\$0.2
Total Imports (in \$ million)	\$8.4	\$11.8	\$9.7
Imports from the United States (in \$ million)	\$0.8	\$1.2	\$1.2

Unofficial estimates

U.S. soybean and soybean oilcake exports to Greece rapidly expanded in 2008, valued at \$52 million. While imports dropped off in the first half of 2009, they remained higher than 2007 levels. In 2008 soybeans were Greece's largest agricultural import from the United States, in terms of value.

Sunflower seed imports from the United States increased rapidly in the first half of 2009. Greece imported over \$2 million in sunflower seeds from the United States in 2008. Demand for sunflower seeds has increased rapidly since 2004, driven by increasing biofuel production. Greek production of sunflower seeds has expanded for the same reason, as Greek sunflower oil accounts for 10-30% of Greek biofuel production.

Greece's climate makes corn production difficult. The increasingly dry climate has reduced the acreage of irrigable land in the country and limited Greek producers' ability to expand production. The 2009 Greek corn harvest was favorable, but climate change could increase demand for imports in the medium to long-term. The profitable Greek poultry industry may also contribute to higher demand for corn. Market opportunities will be limited by Greece's ban on biotech crops.

The value of U.S. lentil exports to Greece has steadily increased in recent years, reaching over \$1.2 million in 2009. Demand for lentils may in part be driven by the rising number of immigrants in Greece.

a. Fish-Related Products

Overview: The best prospects for U.S. fish-related exports to Greece are squid, cuttlefish, and frozen fish fillet. The United States accounts for over half of Greece's cuttlefish and squid imports. Greece imports about \$600 million in fish and seafood annually to satisfy domestic demand.

**Table 5. Greece: Fish-Related Products
Trade Figures**

Cuttlefish and Squid	2007	2008	2009
Total Exports (in \$ million)	\$7.3	\$5.6	\$4.4
Total Imports (in \$ million)	\$67.1	\$70.3	\$54.2
Imports from the United States (in \$ million)	\$3.5	\$3.4	\$5.4
Frozen Fish Fillet	2007	2008	2009
Total Exports (in \$ million)	\$2.0	\$1.8	\$1.1
Total Imports (in \$ million)	\$43.4	\$45.8	\$42.2
Imports from the United States (in \$ million)	\$0.9	\$0.1	\$1.5

Unofficial estimates

Other products currently dominated by EU imports, but with a potential for future U.S. exports:

a. Cheese

Greek cheese production is expanding slower than domestic demand, leading Greece to increase its cheese imports. U.S. cheese exports to Greece rose significantly in the first half of 2009 to a value of

\$170,000.

a. **Beef**

Greece is heavily dependent on beef imports to satisfy domestic demand. Beef consumption reached 215,000 tonnes in 2008, and demand is expected to rise steadily through 2013 while production is expected to decrease. From 2006 to 2008 Greek imports of U.S. frozen beef increased dramatically, valued at \$597,000 in 2008. While imports were significantly lower in the first half of 2009, U.S. exporters may want to further explore the Greek beef market.

a. **Pork**

Greece's pork industry suffers from low productivity and animal welfare issues. There is also a constant threat of livestock disease in Greece, particularly PPRS for swine. Greece produces about one-third of the pork it consumes, with consumption a little over 3,000 tonnes annually. Future Greek pork production is expected to fall whereas demand may increase slightly. The United States began to export pork products to Greece in 2008, and while they were only valued at \$8,000, U.S. exporters are in a favorable position to take advantage of strong Greek demand for pork in the future.

I. **Investment Opportunities**

Biofuel Production Plants: Greece is rapidly expanding its biofuel production. The EU Renewable Energy Directive requires that at least 10% of transportation fuel must come from biofuels or electric power by 2020. In 2008 Greece produced 107,000 tonnes of biodiesel and by 2009 production capacity rose to 715,000 tonnes. U.S. companies looking to invest in Greek biofuel production may wish to approach companies like Agroinvest SA (located in Athens with daily biodiesel capacity of 700 tonnes) that have already built production facilities. Hellenic Sugar also hopes to convert two of its production sites into bio-ethanol plants. U.S. biofuel exporters may wish to invest in Greek companies rather than export finished biofuel products from the United States given EU tariffs on biodiesel.

Food Processing Facilities: Greece imports significantly more food and drink products than it exports. There may be significant opportunities to invest in Greek production plants that would manufacture food and drink products that Greece currently imports. Greek producers have recently increased production accordingly, and the trade deficit is expected to narrow from 2009 to 2013.

I. **Resources**

a. **Upcoming Trade Events in 2010**

HO.RE.CA

5th Hotel – Restaurant – Cafe Exhibition

Date: Jan 22-25, 2010

The Tourist Industry moves toward a new period, which is primarily determined by the world's financial crisis. The tourist product upgrade, as well as the quality-price relation is considered to be the only way road for the Greek heavy industry. The goal of the 5th HO.RE.CA. 2010 is to become an important commercial forum, as well as to offer an optimistic point of view against this difficult financial period.

Venue: Former International Airport

Organizer: Forum S.A.

2 Vilara Str. - 104 37 Athens - Greece

Ph.: +30 210 52 42 100, +30 210 52 00 328 - Fax: +30 210 52 46 581

E-mail: info@forumsa.gr

www.forumsa.gr

23rd International Food, Drink, and Technology Exhibition

Date: 05-FEB-2010 to 08-FEB-2010

The International Food & Drinks Exhibition is the leading part of this technology forum. It showcases all kinds of food processing and packaging machines, materials, systems, and products under one roof. This is a unique opportunity to meet senior buyers and decision makers from all facets of the user industry.

Venue: METROPOLITAN EXHIBITION CENTER, Athens, Attiki, Greece

Organizer: Mack Brooks Hellas

Tel: +(30)-(210)-6564411

Fax: +(30)-(210)-6564410

E-mail: info@mackbrookshellas.gr

Website:

http://www.mackbrookshellas.gr/index.php?option=com_content&view=article&id=32&Itemid=25

ZOOTECHNIA 2011: 6TH INTERNATIONAL FAIR FOR LIVESTOCK AND POULTRY

Date: 03-FEB-2011 to 06-FEB-2011

ZOOTECHNIA is the only specialized exhibition concerning the breeding, meat, and dairy animal farming sectors in Greece and the Balkans; it opens its

gates every two years at the Thessaloniki International Exhibition Centre and presents developments in the animal husbandry-aviculture sector.

Venue: International Exhibition Center Of Thessaloniki

Organizer: HELEXPO

Tel.:++30 2310 291 101

Fax: 2310 291 551

E-mail: zootechnia@helexpo.gr

AGROTICA 2010

Date: February 3-7, 2010

23rd International Fair for Agricultural Machinery, Equipment & Supplies

Keeping its promise every two years, the biggest international meeting of professionals from the agricultural sector presents the latest developments in Machinery, Equipment and Supplies from all over the world. It is the biggest agricultural exhibition in South – Eastern Europe.

Venue: International Exhibition Center of Thessaloniki

Organizer: <http://www.helexpo.gr/registration>

Tel.:+30 2310 291 101, 30 2310 291576

Fax: +30 2310 291 551

Email: agrotica@helexpo.gr

10th Pan-Hellenic Exhibition of Food & Beverage, Bakery and Confectionary

Date: Feb 19-22, 2010

Venue: International Exhibition Center Gournes, Iraklio Crete

Phone: +30-210-2232-441-4, Fax: 210-2232441-4 (Athens)

Phone: +30-2810-331-101, 2810-344020 9 (Crete)

Email: aeckthes@otenet.gr, www.alfaekthesiaki.gr

10th Thessaloniki International Wine Competition, Thessaloniki, Greece

Date: March 3-5, 2010

The only International Wine Competition held in Greece. Every March, the O.I.V. (International Organization of Vine and Wine) organizes the competition, where Greek and foreign wine tasters (enologists, sommeliers, and journalists) taste wines from Greece and abroad for three days. The public has the opportunity to taste the award-winning wines at a wine tasting event that is held every year after the end of the competition while winners receive the awards at an official awards ceremony.

Venue: Thessaloniki International Exhibition Centre, Thessaloniki, Greece

Organizer: Wine Union of Northern Greece - HELEXPO

Phone: 2310 281 617, 2310 281 632 Fax: 2310 281 619

E-mail: info@wineroads.gr

BIOLOGICA

Date: 05-MAR-10 to 07-MAR-10

Biologica is a fair dedicated exclusively to organic products. Visitors will have the opportunity to directly contact producers and learn about methods of cultivation and production of the products.

Venue: Thessaloniki International Exhibition Centre, Thessaloniki, Greece

Organizer: Helexpo

Tel: +(30)-(2310)-291201

Fax: +(30)-(2310)-291658

Email: biologica@helexpo.gr

DETROP

Date: March 11-14, 2011

Detrop Food & Beverage Expo is the first quality and food and beverages show in Thessaloniki.

Detrop is exclusively dedicated to the suppliers, distributors, manufacturers, retailers, and small-scale producers of food and beverage products to meet the needs of the rising demands of the food service and hospitality industry.

Venue: Thessaloniki International Exhibition Centre, Thessaloniki, Greece

Organizer: Helexpo

Tel: +(30)-(2310)-291201

Fax: +(30)-(2310)-291658

Email: detrop@helexpo.gr

Oenos – 2ND International Wine Fair

Date: March 11-14, 2011

Oenos is an international wine fair that offers a wide range of products from the Agriculture & Wine Industry.

Venue: Thessaloniki International Exhibition Centre, Thessaloniki, Greece

Organizer: Helexpo

Tel: +(30)-(2310)-291201

Fax: +(30)-(2310)-291658

Email: detrop@helexpo.gr

ARTOZYMA

Date: March 5-8, 2010

6th International Exhibition for Bakery – Confectionery – Raw Materials – Equipment – Products

Phone:2310 291201, Fax:2310 291551

Organization: Helexpo

Email:artozyma@helexpo.gr

Eleotechnia 2010 - Mediterranean Exhibition for Olive and Olive Oil

Date: 16-APR-2010 to 18-APR-2010

ELEOTECHNIA is an Olive oil and edible olives exhibition. ELEOTECHNIA is organized under the auspices of agencies and vocational organizations, in collaboration with International Organizations, the participation of foreign organizations and important Mass Media as media partners or sponsors.

Venue: Athens, Exhibition Centre-Hellenikon (Former West Airport)

Organizer:

COMPASSexpo Ltd

Tel.: +30 210-756 8888

Fax.:+30 210-756 8889

E-mail: info@elaiotexnia.gr

AGROTECH

Date: September 23-26, 2010

2nd Fair for Agricultural and Animal Breeding Machinery, Equipment & Supplies

This event aims at promoting products of Greek and global production, providing information on technology developments and hosting trade contacts, both for specialized trade visitors and for the general public.

Venue: Exhibition Centre of Lamia

Phone:2310 291101, Fax:2310 291551

Organization: HELEXPO - PEL

Email:agrotica@helexpo.gr

Philoxenia 2010 – 25th International Tourism Exhibition

Date: 18-NOV-2010 to 21-NOV-2010

Philoxenia Expo aims at introducing the variety of the touristic climate and develops the environment of tourism in the region in order to attract as much visitors and tourists as they can to visit the

outstanding features of our country.

Venue: Thessaloniki International Exhibition Centre, Thessaloniki, Greece

Organizer: Helexpo

Tel: +(30)-(2310)-291293

Fax: +(30)-(2310)-291656

Email: philoxenia@helexpo.gr

Hotelia 2010

Date: 18-NOV-2010 to 22-NOV-2010

Hotelia is the definitive event for the restaurant, hotel, and motel industry. It is the essential showcase for hotel, leisure and related products, services, and technologies. Venue: Thessaloniki International Exhibition Centre, Thessaloniki, Greece

Organizer: Helexpo

Tel: +(30)-(2310)-291293

Fax: +(30)-(2310)-291656

Email: philoxenia@helexpo.gr

XENIA

42nd International Tourism & Hospitality Industry

Date: November 2010 TBD

Related Industries: Catering & Hospitality Industries, Food Processing Industries, Tourism-Travel

Venue: Metropolitan Expo Exhibition Centre

Phone: 30 210 6030402

Fax: +30 210 6847289

Email: info@expoathens.gr

a. Contact Information for Relevant Agencies and Groups

European Commission

Rue de la Loi 200

1049 Brussels

Belgium

Tel: +32 2 299 11 11

http://ec.europa.eu/index_en.htm

Permanent Representation of Greece to the EU

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1000 Brussels

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Fax: +32 2 512 79 12/ +32 2 551 56 51

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Permanent Mission of Greece in the WTO, Geneva

4, rue du Léman

1201 Geneva, Switzerland,

Tel: +41 22 909 8940

Fax: +41 22 732 2150

E-mail: grdel.gva@mfa.gr

<http://www.greeceun.ch/>

Greek Embassy, Washington

2221 Massachusetts Ave. N.W.

Washington, DC 20008

Tel: (202) 939-1300

Fax: (202) 939-1324

Website: <http://www.greekembassy.org>

United States Mission to the European Union

Office of Agricultural Affairs

27 Boulevard du Regent

1000 Brussels

Belgium

Tel: +32 2 508-2760

Fax: +32 2 511-0918

E-mail: AgUSEUBrussels@fas.usda.gov

General Customs and Excise Department

Kar. Serbias 10

GR-10184 Athens

Greece

Tel: (+30) 210 3375 000 / 210 3375 714 / 210 3375 715

Fax: (+30) 210 3375 034

E-mail: gdcustom@otenet.gr

Website: <http://www.e-oikonomia.gr>

Greek Ministry of Economy and Finance

GGPS

(General Secretary of IT-Systems)

Section of Customs

1, Chandri Street

GR-18346 Athens, Greece

Tel: (+30) 210 480 2400

Fax: (+30) 210 480 2400

E-mail: a.manta@gsis.gr, info@gsis.gr

Website: <http://www.gsis.gr>

Ministry of Agricultural Development and Food Directorate of Plant Production

Phytosanitary and Plant Protection Division

150, Syggrou Avenue

Phone: +30.210. 9287232 – 233

Fax No: +30.210.9287234

E-mail: syg059@minagric.gr, syg042@minagric.gr

a. For Greek Agriculture-Related Inquiries:

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Office of Agricultural Affairs

Via V. Veneto, 119/A

00187 Rome, Italy

Tel. (+39) 06.4674.2396

Fax (+39) 06.4788.7008

E-mail: agrome@usda.gov

Website: <http://italy.usembassy.gov/agtrade/default.asp>

