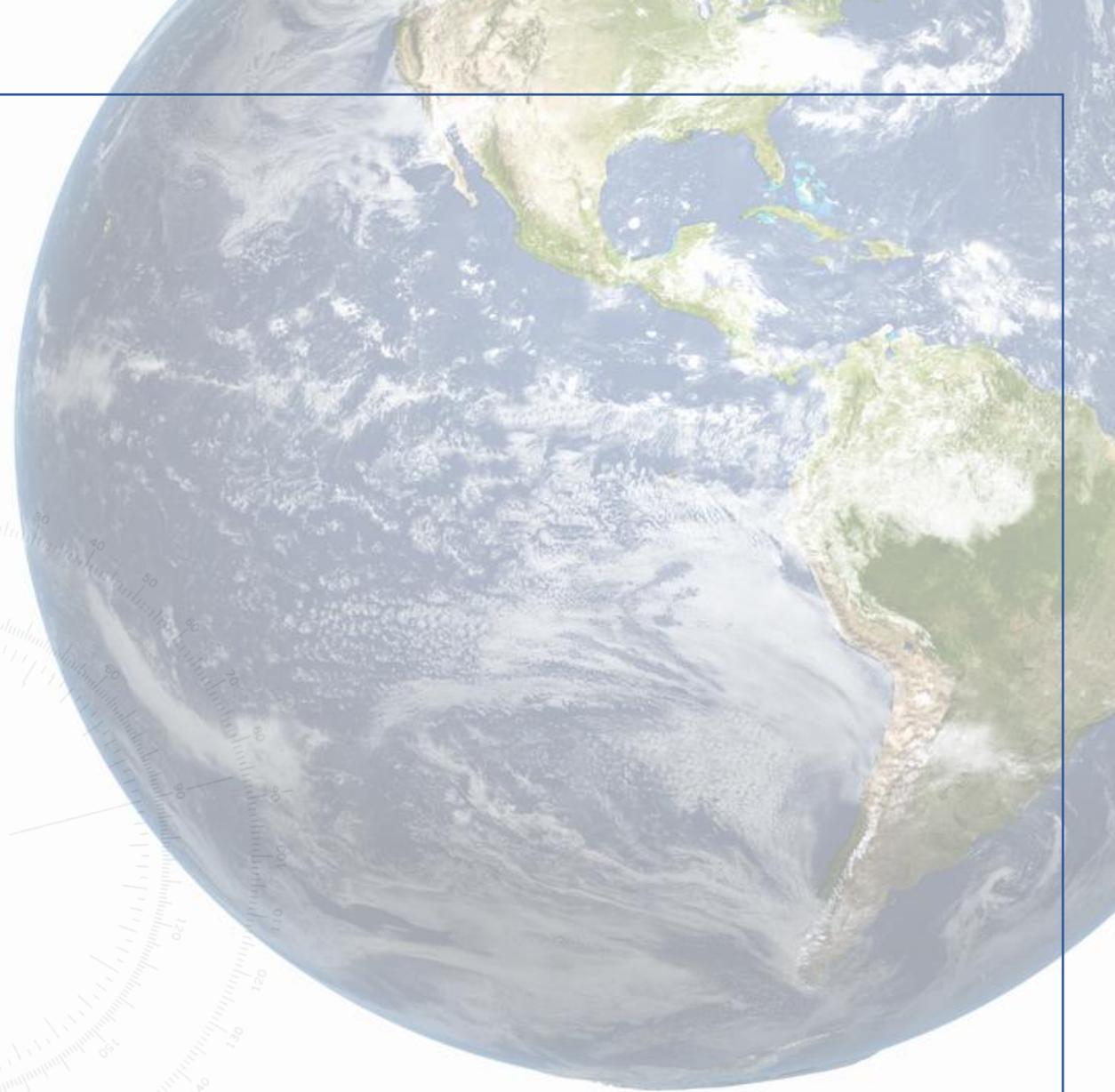




Posidonia  
Events

# Event Sustainability Report



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# The Global Impact of Posidonia 2022

- Posidonia 2022 was the largest ever in terms of exhibition space, visitor attendance and publicity in the exhibition's 50-year history and is now the most impactful international trade show in Greece.
- As the world's leading maritime exhibition and global influencer of developments in the maritime sector, Posidonia 2022 welcomed **1,964 exhibiting companies from 88 countries & territories** and was attended by **28,892 visitors from 103 countries**.
- In total, the Exhibition was attended by **40,950 participants** including exhibitors, visitors and media representatives and welcomed **24 national pavilions**.
- Posidonia also affects global policy making, as the event was attended by **11 international Ministerial delegations**, representing major maritime nations, as well as the EU Commissioner for Transport and the heads of all major shipping organisations.



28,892 visitors



from 103 countries



1,964 exhibitors



from 88 countries



40,500 total participants

## Top Visitors' sectors

Shipping Companies	15.9%
Shipmanagement	12.8%

## Top Visitor countries:

Greece  
United Kingdom  
Cyprus  
Turkey  
USA  
The Netherlands

over  
**50**  
years history

## 24 National Pavilions

Austria, Bahamas, Belize, Brazil, Cayman Islands, China, Cyprus, Denmark, Georgia, Japan, Republic of Korea, Lebanon, Liberia, Malta, The Netherlands, Norway, Panama, Republic of Poland, Romania, Singapore, Sri Lanka, Turkey, United Kingdom, USA

# Posidonia 2022 Receives Certification as Greece's First Sustainable Event

Posidonia 2022 has become **the first exhibition in Greece to receive the ISO 20121** certification, attesting the Greek exhibition industry's commitment to organising sustainable events.

Posidonia's event management system was successfully assessed according to the ISO 20121 main focus: the balanced approach and performance to **economic activity, environmental responsibility and social progress**.

**Lessons derived** from the pandemic, as well as the introduction of **new sustainability policies and legal requirements**, were the main drivers behind Posidonia's commitment to incorporate sustainability aspects during the planning and implementation stages of Posidonia 2022.

*"We are delighted to have received this certification as it's a testimony to the sustainability credentials of our signature event. The thorough auditing process we underwent with the guidance of Bureau Veritas made us delve deeper into crucial areas of our operations, helped boost our people's interest in sustainability, sharpened the team's focus and attention to detail and armed us with renewed drive and desire to continue our efforts to produce the high quality, internationally acclaimed events Posidonia has become synonymous to. This is the way forward for the exhibition industry."*

**Theodore Vokos, Managing Director, Posidonia Exhibitions S.A. & President, Greek Exhibition Industry Association**

Having successfully completed the exhibition, Posidonia Exhibitions' commitment has contributed to the achievement of significant milestones in below sustainability pillars:



# Health, Safety, Quality & Environment (HSQE) Achievements of Posidonia 2022

11.25%\* reduction in exhibitors' total electrical consumption

21.25%\* reduction in total water consumption



**Posidonia promoted Sustainability** via actions such as seminars on sustainable development of the sector, publication of 'Sustainability Tips' to exhibitors, etc.

50,000 paper cups used instead of plastic

55% of exhibitors implemented extended sustainability practices (i.e. recycling, LED lamps)



Extended shuttle bus service **reduced carbon footprint** of the exhibition

18.33%\* increase in re-usable stands

50% of exhibitors plan to use again the same stand for upcoming events



**Choosing suppliers with certifications** contributes to event's sustainability and quality, e.g., ISO 14001 on Environmental Management Systems, ISO 22000 on Food Safety Management, TUV Covid Shield

81%\* reduction in plastic waste

10.28%\* reduction in non-recyclable waste



**Full compliance** with all European Health and Safety Standards by exhibitors and their contractors



## **Digitalisation of communication**

Posidonia print material was radically reduced and replaced with digital means in all aspects of Posidonia operations -from sales to stand design & construction and all communication channels.

\*Compared to Posidonia 2018

# Social Contribution of Posidonia 2022

Over

## €200,000

allocated for the support of organisations, NGOs and social/ environmental initiatives by Posidonia Exhibitions S.A.:

Direct: €49,540

Indirect: €151,911

**Education: €53,132**

- Posidonia scholarship
- Athens University of Economics & Business
- National Technical University of Athens
- University of Piraeus
- University of the Aegean
- National Documentation Center
- Hellenic Institute of Marine Technology
- SYN-ENOSIS
- Isalos.net
- YES to Shipping Forum
- Project Connect/ Adopt a Ship
- Hellenic Offshore Racing Club (HORC)

**Health: €27,175**

- SYN-ENOSIS
- Doctors without Borders
- Mercy Ships
- Sailors' Society
- Mission to Seafarers

**Environment: €26,739**

- Hellenic Marine Environment Protection Association (HELMEPA)
- North American Marine Environment Protection Association (NAMEPA)
- Hellenic Offshore Racing Club (HORC)
- Social Fashion Factory (Soffa)

**Culture: €36,325**

- Ministry of Culture
- Hellenic Navy General Staff
- Hellenic Maritime Museum
- Hellas Liberty Museum
- Benaki Museum
- Maritime Photo Art Exhibitions

**Welfare: €58,080**

- Embassy of Ukraine
- SYN-ENOSIS
- WISTA Hellas
- Propeller Club of Piraeus
- Chatzikiriakeio Foundation of Child Support
- Boroume
- Social Fashion Factory (Soffa)
- Support of Ukrainian refugees via the Public Benefit Municipal Corporation of Piraeus

# Contribution of Posidonia to the Local Economy

over  
**€70million**  
generated for the local economy



stand constructions



customs  
transportations



meetings



corporate events



restaurants



hotels



tax revenue



foreign direct  
investment



approx.

**10,000**

people visit Greece for Posidonia



Average Stay

Exhibitors:  
7 days

Visitors:  
4 days

## THE WIDER IMPACT

Posidonia promotes Greece as a destination



### DIRECT BENEFITS of Exhibitions (on global basis)

- Direct spending per Exhibiting Company: €25,600
- Direct spending per Square Meter: €7,900
- Creation of ¼ of total overnight stays in the city during exhibition days

Source: Oxford Economics & UFI

# Supported Organisations Throughout the Years



Agaliazo



Adopt a Ship



Benaki Museum



BlueGrowth



Boroume



Chambers Group for the Development of Greek Isles

ΕΠΙΜΕΛΗΤΗΡΙΟ ΟΜΑΔΟΣ ΑΝΑΠΤΥΞΗΣ  
ΕΛΛΗΝΙΚΩΝ ΝΗΣΩΝ - Ε.Ο.Α.Ε.Ν.  
CHAMBERS GROUP FOR THE DEVELOPMENT  
OF GREEK ISLES - E.O.A.E.N.



Chatzikiriakio Foundation of Child Support



Ministry of Culture & Sports

HELLENIC REPUBLIC  
Ministry of Culture and Sports



Association of Diabetes Mellitus – Piraeus



Destination Piraeus



Doctors Without Borders



Greek Embassy in Lithuania

HELLENIC REPUBLIC  
Greece in Lithuania



Greek Economic Forum



Greek Shipping Miracle



Hellenic Offshore Racing Club

ΠΑΝΕΛΛΗΝΙΟΣ ΟΜΙΛΟΣ  
ΙΣΤΙΟΠΛΩΙΑΣ  
ΑΝΩΡΤΗΣ ΘΑΛΑΣΣΗΣ  
HELLENIC OFFSHORE  
RACING CLUB



HELMEPA

•HELMEPA•



HEMEXPO

ΕΛΛΗΝΕΣ ΚΑΤΑΣΚΕΥΑΣΤΕΣ  
ΝΑΥΤΙΛΙΑΚΟΥ ΕΞΟΠΛΙΣΜΟΥ  
HEMEXPO  
HELLENIC MARINE EQUIPMENT  
MANUFACTURERS & EXPORTERS



Hellenic Institute of Marine Technology



Hellenic Maritime Museum



Isalos.Net



ICS Greek Branch



Friends of Liberty Association

ΟΜΙΛΟΣ ΦΙΛΩΝ ΛΙΒΕΡΤΥ  
ΕΡΑ: ΠΕΙΡΑΙΑΣ  
ΚΕΝΤΡΙΚΟΣ ΛΙΜΗΝ ΠΕΙΡΑΙΑ  
ΠΥΛΗ Ε2  
ΤΗΛ: 6974 843061 - ΤΕΛΕΦΩΝ: 6971 829562  
e-mail: kousilose@costamare.com



Piraeus Marine Club



Medical Association of Piraeus

ΙΑΤΡΙΚΟΣ  
ΣΥΛΛΟΓΟΣ  
ΠΕΙΡΑΙΑ



Mercy Ships



Mission to Seafarers



Museum of Cycladic Art



National Archaeological Museum



National Documentation Center



NAMEPA



Project Connect



Propeller Club of Piraeus



Public Benefit Municipal Corporation of Piraeus



RIO ANEMOS



Reload Greece



Sailors' Society



SOFFA



SYN-ENOSIS



Embassy of Ukraine



YES to Shipping Forum



# Posidonia Events

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*Let's stay connected*

