

PRESS RELEASE

Greek F&B Roadshow | Next stop: Malta powered by ManaGi



Strong presence of ManaGi in the Maltese market

With great success, the first **Greek F&B Roadshow | Next stop: Malta**, organized by **ManaGi** with the support of the Greek Embassy in Valletta, took place on March 23. This event inaugurated a new initiative for promoting Greek food, beverages, and natural cosmetics in the global market.



The concept of the **Greek F&B Roadshow** aims to reinforce **ManaGi's** strategic vision, which places Greek quality food, beverages, and natural cosmetics at the forefront on a global scale. Through targeted recurring events held in various cities worldwide and in collaboration with local embassies of Greece, domestic food and beverage importers, fresh fruit and vegetable importers/distributors, supermarkets, beverage stores, grocery stores, delicatessens, wholesalers, hotels, restaurants, caterers, and more, have the opportunity to directly engage with Greek products through tasting and sampling. Additionally, they get to experience the full range of services designed specifically for them by **ManaGi**.



The product presentation event of **ManaGi**, introduced by Ambassador Tassia Athanasiou, took place at the InterContinental Hotel in Malta, attracting a large number of visitors, including interested importers, and receiving enthusiastic feedback. The company has already started its export activities to Malta since last autumn.

Malta, with a population of approximately 600,000 residents and around 5,000,000 tourists annually, has almost no domestic production in the F&B sector. As a result, it relies entirely on imports to meet its needs. This gap in the market was recognized through the repeated visits of **ManaGi** executives to the country, leading to the identification of the first importer and the establishment of a trusting relationship with the Greek Embassy.



The **Greek F&B Roadshow | Next stop: Malta** was attended by representatives from 110 production companies who had the opportunity to travel to Malta themselves for the best possible presentation of their products and to meet potential new customers. Among a wide range of products that impressed attendees, wine, olive oil, and olives stood out and attracted the greatest interest from Maltese importers.



The **ManaGi** team expressed their sincere gratitude to the producers and importers for their positive response and active participation in this inaugural project. They also extended their thanks to the Embassy of Greece in Valletta, particularly Her Excellency Ambassador Tasia Athanassiou, for her full support of the new concept, as well as the team at Intercontinental Hotel in Malta for providing excellent services.

You can get a taste of the **Greek F&B Roadshow | Next stop: Malta** [here](#)

Stay tuned for **Next Stop...**



A few words about **ManaGi**

ManaGi is the first Greek company that provides a full range of services to Greek producers. Essentially, it functions as the "Outsourced Exports Department" for its network of partner-producers. This means that **ManaGi** undertakes all the necessary actions for their products to be exported. These actions include sales, promotion, advertising, branding, packaging design, and, of course, handling the entire export process.

At the same time, **ManaGi** is the first Greek company to provide a full range of one-stop services to international buyers. This means that it takes care of the physical and logistical groupage of products, export document issuance, logistics services, quality control, private label design, label modification and translation, as well as flexible payment methods, managing multiple suppliers, and providing after-sales and marketing support.

ManaGi

MANA GI SMPC
Nafsikas 237
Athens, Greece, 13122
[+30 698 174 9994](tel:+306981749994)