

«HELLAS IN AUSTRALIA 2027»

ATHENS > MELBOURNE – ANTIPODES FESTIVAL, MELBOURNE

25 February – 01 March 2027

The major national outreach mission to Melbourne and the Greek diaspora's Antipodes Festival.

ChooseGreece and TravelDailyNews Media Network present an initiative to strengthen Greece's international outreach and actively promote Greek tourism and gastronomy in Australia.

Strategic objective

To connect Greek institutions, Regions, Municipalities, Chambers, tourism and export businesses directly with the Australian market and the Greek diaspora.

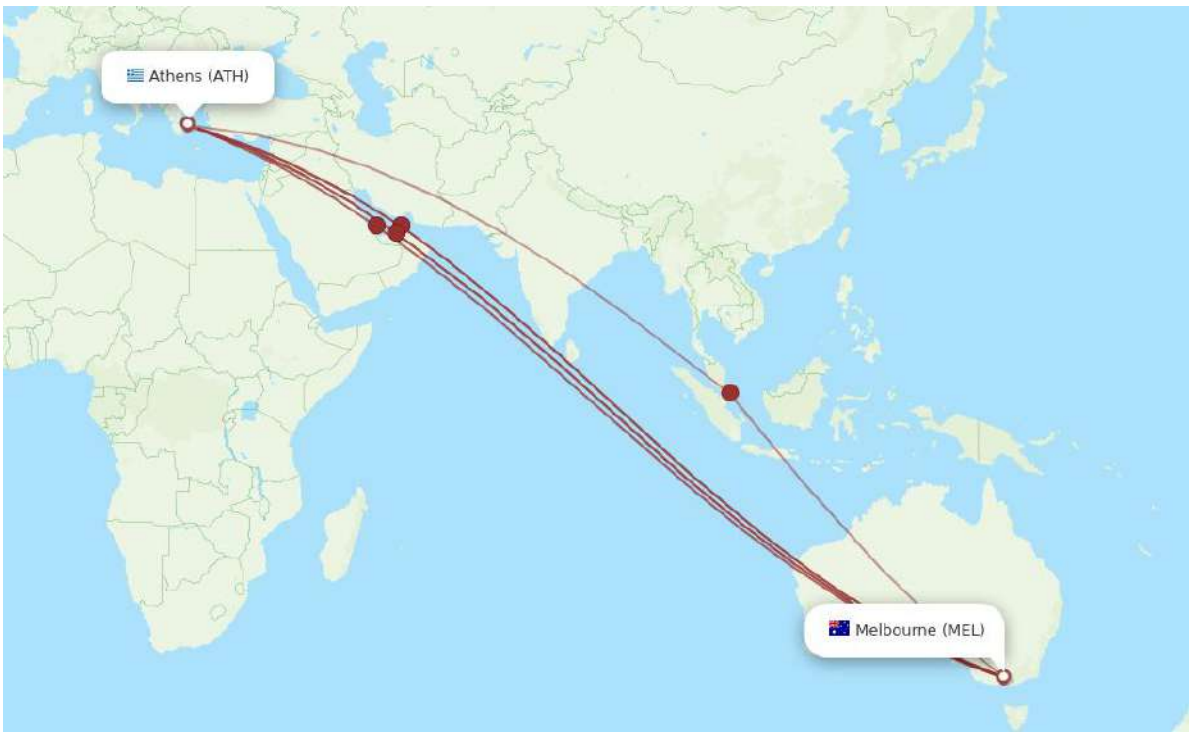


WHO & WHEN

HELLAS IN AUSTRALIA 2027 at a glance

Under the title “HELLAS IN AUSTRALIA 2027”, the major National Business and Tourism Mission will take place from **25 February to 01 March 2027**, directly connecting **Greek Regions, Municipalities, Chambers, tourism and export businesses** with Australia’s prosperous market and its influential Greek diaspora of more than 600,000 people.

25 FEBRUARY – 01 MARCH 2027



Project lead

Leonidas Babanis
ChooseGreece

Communications partner

TravelDailyNews
Media Network

WHY AUSTRALIA?

Five reasons to build visibility, networking and partnerships

Large audience and diaspora

Australia has a large Greek diaspora. The mission recognises its contribution and strengthens its connection with Greece.

Tourism promotion

Greek Australians frequently visit Greece, while their descendants often seek their roots and authentic experiences. A presence with print material, gastronomy, video, VR and themed stands can encourage visits to participating regions.

Economic and trade dimension

Chambers can showcase local products and tourism destinations, opening routes to partnerships in agricultural products, wine and tourism services.

Greece's international profile

An organised institutional presence adds weight to Greek participation and strengthens the country's profile. Its absence could suggest that Greece is not using such a powerful market and platform.

Partnerships with local organisations

Melbourne's strong, well-established Greek organisations can bridge campaigns, joint initiatives and future Chamber-led projects.



GREEK REGIONS WITH MARKET POTENTIAL

For the Australian market

1. Attica

Wine & spirits
Savatiano

2. North Aegean

Mastiha
Ouzo & liqueurs
Olive oil, dairy
Wine & spirits

3. South Aegean

Santorini – Assyrtiko

4. Crete

Strong brand in Australia, with a large Cretan community
Olive oil, herbs
Rusks, graviera cheese, honey
Vidiano and Kotsifali wines

5. Peloponnese

PDO Kalamata olive oil
Nemea wines (Agiorgitiko)
Raisins & traditional products

6. Epirus & Thessaly

PDO Feta (very high awareness)
High-value dairy
Herbs & wellness products
Tyrnavos tsipouro, wine

7. Macedonia & Thrace

Xinomavro, Moschomavro
International varieties with a Greek identity
Organic products, pulses
Florina peppers

8. Ionian Islands

Corfu kumquat liqueur
Olive oil (Corfu, Zakynthos)
Premium small-batch products



SCHEDULE OF THE GREEK MISSION

The HELLAS IN AUSTRALIA 2027 mission
is designed around two strategic touchpoints:

1. **Melbourne**, a dynamic Australian metropolis with the world's highest proportion of residents of Greek heritage, named the world's best city for 2026.
2. The renowned diaspora festival **"Antipodes"** in Melbourne, a bridge connecting Greece and Australia.

Melbourne
25 February – 01 March 2027

The two-day programme on 25–26 February includes targeted B2B meetings and high-level networking with Australian food importers, supermarket chains and Victoria-based travel agencies. A press conference with Australian media and an evening dinner for the diaspora will take place on 26 February.

Antipodes Festival
27–28 February 2027

The mission culminates with an impressive Greek Pavilion at the Antipodes Festival on Lonsdale Street. At the largest Greek cultural event outside Greece, attended by 150,000+ visitors, Greek destinations and regional products will be presented through live gastronomy shows and digital applications.

Networking & Study Tour
01 March 2027

Mission members may continue their networking or join a specially organised professional study tour.



TWO B2B STREAMS: TOURISM AND TRADE





150+ buyers
Business meetings

4 markets
Victoria, NSW, Tasmania, NZ

2 sectors
Tourism & Exports

B2B + Gala
high-level networking

Sector: Tourism

B2B Tourism Matchmaking

- ✓ Meetings with Australian tour operators and travel agents.
- ✓ Focus on alternative, thematic and premium tourism segments.
- ✓ Gastronomy, religious tourism, luxury travel and real estate.

Sector: Trade & Exports

Trade Matchmaking Meetings

- ✓ Meetings between producers and chambers and importers, food brokers and premium delicatessen chains.
- ✓ Trade contacts with distribution networks for PDO products, wine and spirits.

B2B MEETINGS WITH BUYERS

Targeted contacts with 150+ buyers, importers, distributors and tour operators from Australia, New Zealand and Tasmania



B2B for Tourism

➢ B2B Tourism Matchmaking

Meetings with tour operators and travel agents to promote Greek destinations.
Focus on premium travel audiences, authentic experiences and themed routes.

➢ The Diaspora Link

Targeting second- and third-generation diaspora members seeking boutique hotels, exclusive experiences and investment opportunities.

B2B for Trade

➢ Trade Matchmaking Sessions

Contacts between producers and exporters and importers, brokers and distribution networks.

➢ Independent supermarket buyers

IGA & FoodWorks: independent supermarkets with greater flexibility in selecting premium products.

➢ Fine Food Distributors & Food Brokers

Connections with HORECA, delicatessen chains, sourcing agents and category managers.

High-Level Networking Gala

Closed business networking with a Greek buffet, aimed at establishing long-term business and investment channels.

PARTICIPATION IN THE FIRST GREEK PAVILION

At the **Antipodes** Lonsdale Street Greek Festival



For **the first time**, the mission will collaborate with the major annual Antipodes Greek cultural festival in Melbourne's historic Greek quarter, particularly on Lonsdale Street near the Greek Centre / Greek Community of Melbourne.

The festival features music and dance performances, Greek gastronomy, family and children's activities, Greek product stands, cooking demonstrations, competitions and performances by Greek dance groups.

150,000 visitors each year

27–28 February 2027





INSTITUTIONAL ALLIANCE & SUPPORT

Support from diaspora and Australian market organisations

The mission is actively supported by leading diaspora and Australian market bodies, including the **Greek Community of Melbourne**, the **Greek Orthodox Archdiocese of Australia**, and the **Hellenic Australian Chamber of Commerce and Industry** (HACCI).

Greek diplomatic authorities have also been mobilised, while procedures have begun to secure final patronage from the Ministry of Tourism, GNTO, the Hellenic Hoteliers Federation, the Hellenic Chamber of Hotels, HATTA and the Union of Hellenic Chambers.

"We are not going to Australia as tourists. We are going in an organised manner, endorsed by leading institutions, to open a market with exceptionally high purchasing power and a strong appetite for Greece,"

Leonidas Babanis
Head of the mission

"HELLAS IN AUSTRALIA 2027 is a unique opportunity for Regions, Municipalities, Chambers and businesses to position their brands at the forefront of a premium international market."



REGISTRATION

Places are limited and will be allocated strictly in order of registration

HELLAS IN AUSTRALIA 2027

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WE LOOK FORWARD TO WELCOMING YOU