

Press Release

IKEA marks its 13th consecutive year at the HORECA exhibition

[IKEA](#), a Foullis Group company, participated once again in the HORECA food and equipment exhibition, held from February 7 to 10, marking its 13th consecutive year at the event.

IKEA's continued presence at the leading exhibition for the hospitality and food service industry has consistently highlighted the strong interest of tourism professionals in the company's business solutions. For this year's event, IKEA created a space tailored specifically to this sector, offering solutions that address the unique needs of the Greek hospitality industry.

The aim was to design a space that reflects IKEA's distinctive Scandinavian aesthetic—light wood tones, neutral colors, and clean geometries in earthy materials—while preserving an authentic Greek character that would feel familiar to visitors. The design team drew inspiration from the iconic curves of Greek architecture and the timeless white-and-blue color palette, blending IKEA's signature blue with the deep blue of the Greek islands. The result was a seamless fusion of modern design and traditional Greek elements. Through this design approach, the company sought to highlight its ability to adapt to and harmonize with the Greek landscape, providing solutions that remain both functional and affordable.

At the specially designed 130-square-meter IKEA for Business booth, the company showcased how its extensive product range—combined with functionality, design, and affordability—can help hospitality professionals transform their spaces into beautiful environments that offer guests an unforgettable experience.

This year, through the dedicated IKEA for Business page on [ikea.gr](#), customers can access the annual digital catalogue—over 100 pages—featuring curated IKEA product suggestions by category and business use case. They can also visit the B2B sections at IKEA stores.

Moreover, through the IKEA for Business loyalty program, corporate clients can register to receive updates on IKEA's latest news and benefit from exclusive product offers.

IKEA strives to genuinely support its business customers by offering flexible payment options, including the new "Instant Business Loan" service. Additionally, with the new "Furnishing Advice" service, professionals can co-design their business spaces with the help of IKEA's specialized consultants.

IKEA takes every piece of customer feedback seriously. Events like HORECA offer a valuable opportunity to effectively showcase the company's philosophy and the practicality of its solutions.

#ikea

#zoumemazi #dimiourgoumemazi

For more information:

Paris Chraniotis, paris.chraniotis@ikea.gr, 210 3543583

Mirsini Marouli, Mirsini.marouli@gravitythenewtons.gr, 216 0048 205



Focus: ikea, ikea.gr

For more information:

Paris Chraniotis, paris.chraniotis@ikea.gr, 210 3543583

Mirsini Marouli, Mirsini.marouli@gravitythenewtons.gr, 216 0048 205