

Press Release

IKEA participated for the 12th consecutive year in HORECA

[IKEA](#), a Foullis Group company, participated this year for the 12th consecutive time in the international HORECA 2024 exhibition, which took place from February 9 to 12, 2024, at the Metropolitan Expo.

This year, IKEA inspired the exhibition's audience with proposals for creating professional spaces by offering flexible and functional solutions. Specifically, more than 80,000 visitors of the largest exhibition in the hotel and mass catering industry had the opportunity to visit the [IKEA For Business](#) booth, get inspired, and receive smart advice on how to equip their business space.

Additionally, the company's specialized staff informed visitors about the services it offers to professionals and the different solutions available for their workspace, as well as the operation of the IKEA for Business program. By registering for the program, one can stay updated on IKEA news and enjoy product and service offers.

IKEA for Business is aimed at entrepreneurs who want to equip and decorate their business as they see fit. Specifically, with IKEA for Business and the new "Furniture Advice" service, you could have your personal consultant for immediate service and solutions for your business equipment, whether it is an office, a dining area, or a hotel. Try the new easy payment method through the "Instant Loan" program and create a better everyday life at work too!

#ikea
#zoumemazi
#dimiourgoumemazi

Focus: ikea, ikea.gr

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Για περισσότερες πληροφορίες:

Πάρις Χρανιώτης, paris.chraniotis@ikea.gr, 210 3543583

Μυρσίνη Μαρούλη, Mirsini.marouli@gravitythenewtons.gr, 216 0048 205