



Bulgarian-Hellenic Chamber
of Commerce and Industry

MEMORANDUM OF UNDERSTANDING BETWEEN TIF - HELEXPO S.A. AND BULGARIAN - HELLENIC CHAMBER OF COMMERCE AND INDUSTRY (B.H.C.C.I.)

This Memorandum of Understanding ("MoU") is made and entered into by and between:

- TIF - HELEXPO SA, the National Exhibition Agency of Greece, headquartered in Thessaloniki, Greece, and
- Bulgarian - Hellenic Chamber of Commerce and Industry (B.H.C.C.I.), the leading business development and trade promotion organization in Bulgaria, headquartered in Sofia, Bulgaria.

Preamble

TIF - HELEXPO SA and Bulgarian - Hellenic Chamber of Commerce and Industry (hereinafter referred to collectively as the "Parties" and individually as a "Party"),

- Recognizing the historical ties of friendship and cooperation between Greece and Bulgaria,
- Affirming their shared commitment to promoting trade, economic growth, cultural exchange, and bilateral relations,
- Acknowledging the value of mutual cooperation in enhancing competitiveness and innovation in the exhibition and event industries,
- Recalling the importance of leveraging international partnerships to expand outreach and opportunities for businesses and institutions in both countries,

Hereby agree to enter into this Memorandum of Understanding, which will serve as a general framework for collaboration between the Parties in the areas of exhibitions, trade promotion, business networking, and institutional cooperation.

Article 1: Purpose of the MoU

The purpose of this MoU is to define the areas and methods of cooperation between the Parties and to promote joint activities aimed at strengthening the exhibition sectors and economy of Greece and Bulgaria, by creating new opportunities for exhibitors, visitors, government entities, business associations, and other stakeholders.



Bulgarian-Hellenic Chamber
of Commerce and Industry

MEMORANDUM OF UNDERSTANDING BETWEEN TIF - HELEXPO S.A. AND BULGARIAN - HELLENIC CHAMBER OF COMMERCE AND INDUSTRY (B.H.C.C.I.)

This Memorandum of Understanding ("MoU") is made and entered into by and between:

- TIF - HELEXPO SA, the National Exhibition Agency of Greece, headquartered in Thessaloniki, Greece, and
- Bulgarian - Hellenic Chamber of Commerce and Industry (B.H.C.C.I.), the leading business development and trade promotion organization in Bulgaria, headquartered in Sofia, Bulgaria.

Preamble

TIF - HELEXPO SA and Bulgarian - Hellenic Chamber of Commerce and Industry (hereinafter referred to collectively as the "Parties" and individually as a "Party"),

- Recognizing the historical ties of friendship and cooperation between Greece and Bulgaria,
- Affirming their shared commitment to promoting trade, economic growth, cultural exchange, and bilateral relations,
- Acknowledging the value of mutual cooperation in enhancing competitiveness and innovation in the exhibition and event industries,
- Recalling the importance of leveraging international partnerships to expand outreach and opportunities for businesses and institutions in both countries,

Hereby agree to enter into this Memorandum of Understanding, which will serve as a general framework for collaboration between the Parties in the areas of exhibitions, trade promotion, business networking, and institutional cooperation.

Article 1: Purpose of the MoU

The purpose of this MoU is to define the areas and methods of cooperation between the Parties and to promote joint activities aimed at strengthening the exhibition sectors and economy of Greece and Bulgaria, by creating new opportunities for exhibitors, visitors, government entities, business associations, and other stakeholders.

Article 2: Scope of Cooperation

The Parties agree to undertake the following activities within the scope of this MoU:

1. Trade Missions and Delegations

- a. TIF - HELEXPO SA shall provide Bulgarian - Hellenic Chamber of Commerce and Industry with the opportunity to organize and lead business or institutional delegations for each sectoral fair it organizes.
- b. Similarly, Bulgarian - Hellenic Chamber of Commerce and Industry shall provide TIF - HELEXPO SA with the opportunity to organize and lead such delegations at events under its auspices.
- c. Each Party shall support the participation of national exhibitors and official delegations in the partner's exhibitions or events.

2. Exchange of Know-How and Best Practices

- a) The Parties shall encourage the regular exchange of information, knowledge, and experiences related to the organization and development of exhibitions and other business events.
- b) They shall share expertise in digital tools, sustainability practices, and visitor engagement strategies.

3. Joint Events and Initiatives

- a) Business meetings, B2B networking events, and thematic seminars shall be organized jointly by the Parties to highlight each country's market opportunities and capabilities.
- b) Conferences and panels may be co-hosted in the framework of major exhibitions in either country.

4. Mutual Promotion

- a) Each Party agrees to promote the other's major exhibitions, congresses, and events through online and offline channels, including websites, newsletters, and social media.
- b) Where appropriate, information booths for the partner organization will be provided at exhibitions of mutual interest.

5. Support for Bilateral Investment and Economic Cooperation

- a) The Parties shall facilitate introductions and meetings with government bodies, trade chambers, professional associations, and private sector entities.
- b) They will explore cooperation in investment promotion through targeted events and matchmaking programs.

6. Institutional and Technical Collaboration

- a) Institutional visits shall be encouraged to foster technical collaboration and enhance institutional learning.

- b) Opportunities for internships, staff exchanges, and training sessions shall be explored between the Parties.

7. Visibility and Communication

- a) Media collaboration efforts will be initiated to improve public awareness of joint initiatives and strategic goals.
- b) Shared communication campaigns may be developed during specific exhibitions or around shared regional economic interests.

8. Information Dissemination

- a) Relevant information provided by either Party will be made available to third parties, such as government authorities, embassies, professional organizations, and business communities, with the aim of maximizing outreach and impact.

9. Future Opportunities

- a) Any additional topics of mutual interest may be proposed and developed jointly, following mutual agreement.

Article 3: Implementation Mechanism

- Each Party shall appoint a liaison officer or team to serve as the main point of contact for the implementation and coordination of the activities outlined in this MoU.
- Regular communication shall be maintained between designated representatives to ensure effective planning and follow-up.
- Annual coordination meetings may be organized alternately in Thessaloniki and Sofia to assess progress and identify new opportunities for cooperation.

Article 4: Financial Terms

- This MoU does not create any financial obligations for either Party.
- Any specific joint project that requires funding or resource commitment shall be governed by a separate written agreement negotiated in good faith by the Parties.
- The Parties agree that all mutual activities are based on the principles of reciprocity, mutual benefit, and resource-sharing where feasible.

Article 5: Duration and Termination

- This MoU shall enter into effect on the date of its signature by both Parties and shall remain valid until December 31, 2027.
- It may be renewed for additional periods upon written agreement by both Parties. Either Party may terminate this MoU with two (2) months' prior written notice, delivered in person or via registered mail to the other Party.
- In the event of termination, the Parties agree to make reasonable efforts to complete ongoing activities or transition them smoothly.

Article 6: Dispute Resolution

Given its non-binding legal nature, the existence and implementation of this MOU rely on the good faith efforts of each Party to accomplish the proposed objectives.

- In the event of a dispute, the Parties agree to pursue resolution through a conciliation process, guided by the principle of good faith.
- If necessary, disputes may be referred to senior management of each Party for resolution through direct dialogue.
- Should, however, an amicable settlement regarding the performance or interpretation of this MOU prove unattainable, any disputes, controversies, or claims related to its application or interpretation shall be governed by the laws of the Hellenic Republic and the competent Courts are the Courts of Thessaloniki.

Article 7: Final Provisions

- This MoU is non-binding and shall not create any legal or financial liability under national or international law.
- The MoU has been drafted in English and signed in four (4) original copies, with two (2) retained by each Party.
- Any amendments or modifications must be made in writing and signed by both Parties.

Signed on 27/03/2026, in Thessaloniki, Greece.

For T.I.F. - HELEXPO SA

Andreas Mavrommatis, CEO

Signature

For B.H.C.C.I.

Savvas Karafyllidis

Signature

DIETHNIS EKTHESI THESSALONIKIS SINGLE MEMBER S.A.
D.E.TH.-HELEXPO S.A.
HELLENIC ORGANIZATION OF INTERNATIONAL TRADE FAIRS,
EXHIBITIONS, CONGRESSES, EVENTS
154 EGNATIA str. 546 36 THESSALONIKI - GREECE
TEL. +30 2310 291 111, FAX: +30 2310 284 732
V.A.T. 099356797

БЪЛГАРО-ГРЪЦКА
ТЪРГОВСКО-ПРОМИШЛЕНА КАМАРА

ΒΟΥΛΓΑΡΟ-ΕΛΛΗΝΙΚΟ ΕΜΠΟΡΙΚΟ
ΚΑΙ ΒΙΟΜΗΧΑΝΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ