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PANHELLENIC ASSOCIATION OF CATERING EQUIPMENT BUSINESSES

ASSOCIATION'S PROFILE



www.seeme.com.gr

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The Association

Profile

The Association of Catering Equipment Enterprises (S.E.E.M.E.) represents the majority of manufacturers, importers-representatives, and traders in the professional catering equipment sector, acting as a key pillar of support for the industry. With 145 member companies from across Greece, it serves as a collective voice for the sector, promoting innovation and excellence.

Its primary focus lies in the qualitative upgrading and strengthening of the industry's competitiveness, ensuring alignment with international standards and fostering sustainable growth. Additionally, S.E.E.M.E. actively encourages collaboration among all stakeholders, both within Greece and internationally, to support the broader tourism and hospitality ecosystem, recognizing its vital contribution to the Greek economy.

S.E.E.M.E. is a member of the European Federation of Catering Equipment Manufacturers (EFCEM), representing over 80% of the catering equipment sector across Europe.

In 2025, the Association launched the SEEME Academy platform (academy.seeme.com.gr), offering online workshops, educational materials, and training programs to professionals in the foodservice industry. This initiative aims to enhance skills and promote the optimal use and maintenance of catering equipment.

S.E.E.M.E. also actively participates in international exhibitions and networking events, fostering collaborations that strengthen the sector's position within the broader tourism and hospitality ecosystem.



Presidency

SEEME was founded in 2007 under the presidency of Mr. Georgios Karamanis, who served until 2010. Ms. Sofia Chaitaidou then took over until 2014. Mr. Giannis Avgerakis served for the next two terms and in 2018 Mr. Panagiotis Moraitis was elected, who remains president to this day.

SIGNIFICANT COLLABORATIONS

- Agreement with the leading trade show organizer in Greece - FORUM S.A.
- Joining as a member the Greek Tourism Confederation - SETE
- Collaborating with the Collective System for the Alternative Management of Waste Electrical and Electronic Equipment (WEEE) - RECYCLING S.A.
- Partnering with the official investment and trade promotion agency of the Greek State - ENTERPRISE GREECE
- Registering with the European Federation of Catering Equipment Manufacturers) - EFCEM

Board of Directors



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MEMBER



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MEMBER



GIORGOS GAVRIILIDIS
MEMBER



Mission and Vision

The Association of Catering Equipment Enterprises (S.E.E.M.E.) is dedicated to elevating the standards of the professional catering equipment sector. Its initiatives focus on creating a dynamic and forward-looking industry that meets modern challenges while supporting the essential infrastructure of tourism in Greece. With a commitment to quality and innovation, the Association actively works to ensure the sector's long-term impact and contribution to the national economy.

VISION

The vision of the Association is the advancement and development of the catering equipment sector and its contribution through its actions to the overall support of the tourism industry in Greece.

MISSION

Our mission is to strengthen and ensure the reliability of the association by safeguarding internal unity and supporting its members, facilitating smooth cooperation between traders/manufacturers and end consumers, and offering opportunities for growth and outward orientation.

"Together, we build the future of catering equipment and strengthen the foundations of Greek tourism."

Scope of Operations

The Association actively supports its members by providing essential tools and opportunities for growth and development within the catering equipment sector. Through targeted initiatives, it empowers professionals to enhance their skills, foster collaboration, and stay informed about industry advancements.



SEMINARS FOR
PROFESSIONALS TO
OPTIMIZE SERVICES



NETWORKING EVENTS TO
CONNECT INDUSTRY
STAKEHOLDERS



PUBLICATION OF GUIDES
LIKE "MAINTENANCE AND
REPAIR OF MACHINERY"



ADVOCACY FOR MEMBERS
THROUGH LEGISLATIVE
UPDATES AND TRAINING
FOR IMPROVED SERVICE
STANDARDS



Future Goals

The Association remains committed to driving progress and innovation within the catering equipment industry. By embracing digital transformation, expanding educational resources and organizing forward-thinking events, it paves the way for a dynamic and sustainable future for its members.

The following initiatives aim to equip professionals with the tools and knowledge needed to adapt to emerging trends, fostering growth and excellence across the sector.

- Digital transformation through the creation of the **academy.seeme.com.gr** platform, tailored to the hospitality sector
- New educational publications and online workshops
- Planning of innovative events and activities for the members

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- ZINOX S.A.



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EQUIPMENT SUPPLIERS ASSOCIATION

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