

**Dr. Kyriakos Pozrikidis**

**Managing Director**

**TIF-HELEXPO**

Kyriakos Pozrikidis was born in Thessaloniki. He is a graduate of the School of Economics of Aristotle University of Thessaloniki and holds a post-graduate degree in Business Administration (MBA) from the University of Wales. He holds a Ph.D. from the University of Macedonia and his dissertation was titled 'Perceivable success factors and expected impact of World Expositions (EXPO): The case of Thessaloniki'. He has also authored a post-graduate dissertation titled 'Exhibitions as a Marketing Tool', a historical album titled 'Magical Pictures' on the history of Thessaloniki International Fair since its founding, the books "Fair Stories" and "How to participate at International Fairs", one comic "Dethistas" and one educational game "CITY GAME - Thessaloniki" concerning the history of Thessaloniki. Dr. Pozrikidis has also participated in dozens of studies on trade fairs and congress tourism, he writes articles for numerous trade exhibition and congress publications, he has organized and delivered speeches at colloquiums on exhibition and congress policy, at training courses and conferences in Greece and abroad.

Kyriakos Pozrikidis has served as a member of the Board (1995 - 1998) and as President (1998 - 2000) of the European Tourism Trade Fairs Association. He is a member of the Board (2012 - today) of the International Fair Union (Union des Foires Internationales) and he is a member of the European UFI working team (Regional Chapter Europe). He is also the President of the Central European Fairs Alliance - CEFA. He is a certified member of the International Association of Professional Exhibition Organisers (IAEM). He held the position of Project Manager during Thessaloniki's candidacy for the World EXPO 2008 and served as a Board member of HELEXPO SA; from 2007 to 2010, he served as the Executive Board Member of Thessaloniki International Fair SA (TIF) and has been honoured by the Hellenic Tourism Organisation for his contribution within the framework of the International Forum on Congress Tourism. He currently serves as Managing Director of TIF-HELEXPO, the national exhibition agency.