



Smart Living Starts Here

January 16-18, 2027, Athens - Greece, MEC Exhibiton Center



Home Smart-Tech – Sector of HXG EXPO 2027

HXG EXPO 2027 – 16–18 January 2027 – Athens, Greece

Welcome to the Future of Living

Athens, Greece · 2027

Welcome to **Home Smart-Tech**, the smart living sector of HXG Expo 2027. This is the place where the future of home innovation takes shape. As Europe's smart living market grows at incredible speed, we bring together pioneers, designers, and technology leaders to explore the ideas that will define how we live tomorrow.

Co-located with the wider HXG Expo, Home Smart-Tech creates a dynamic environment where AI, automation, energy, design, and home security blend into one seamless ecosystem. Every space in this sector is designed to spark discovery, demonstrate real solutions, and create meaningful connections.

From AI-driven assistants and connected wellness systems to sustainable appliances and immersive home design, visitors can experience the technologies that make living smarter, safer, and more enjoyable.

Whether you are a homeowner, architect, technology builder, or investor, Home Smart-Tech gives you the insights and connections you need to make confident decisions and stay ahead of the curve.

We invite you to discover new ideas, meet forward-thinking exhibitors, and take part in expert-led sessions. Welcome to the home of the future.

About

Innovating the Way We Live

Home Smart-Tech is Europe's leading showcase for next-generation living environments. It brings together manufacturers, technology developers, designers, entrepreneurs, and decision-makers to present intelligent solutions that make everyday living more efficient, safe, and inspiring.

At the core of this sector is a simple belief. A home should be more than a place to live. It should be adaptive, secure, energy-smart, and centered on human comfort. Home Smart-Tech reflects this vision by presenting the most advanced tools in home automation, sustainable design, connected wellness, and personalized digital ecosystems.

Visitors gain hands-on access to live product demonstrations, immersive installations, and expert sessions that explore AI integration, interoperability, sustainable materials, user-centric innovation, and the next wave of connected home solutions.

Home Smart-Tech acts as a networking hub, connecting startups, investors, retailers, software developers, and industry professionals in the smart living ecosystem.

Whether you are upgrading your home, designing new living spaces, or building the next breakthrough product, Home Smart-Tech is where intelligent living becomes reality.

Scope of this Sector

A Complete View of the Smart Home Ecosystem

Home Smart-Tech provides practical insight into modern home-evolution, highlighting technologies, systems, and design shaping intelligent living. Covering automation, security, wellness, energy, and connected design, it presents a clear view of the future home's features and functions.

What You Will Explore

- [Smart Home Automation](#)
Platforms and devices that connect lighting, climate settings, appliances, and everyday functions into one seamless control experience.
- [Home Security and Access](#)
Smart locks, biometric access, surveillance systems, and integrated alarms that make residential protection simple and effective.
- [Energy Management](#)
Solar and grid-optimized systems, AI monitoring tools, and energy-saving solutions that help reduce consumption and increase sustainability.
- [Wellness and Lifestyle](#)
Smart air quality systems, sleep technology, fitness integrations, and home healthcare tools that support healthier living.
- [Design and Functionality](#)
Solutions that blend technology with interior design and architecture, creating connected homes that are both beautiful and practical.
- [Interoperability and Platforms](#)
Unified ecosystems that allow different devices and brands to communicate and work together smoothly.

Whether you are building, renovating, or innovating, Home Smart-Tech helps you imagine and achieve a smarter, healthier, and more sustainable living environment.



Highlights

Explore the Pillars of Smart Living

Home Smart-Tech brings together four core innovation sectors within HXG Expo. Each sector showcases practical solutions that redefine how modern homes operate, feel, and support everyday life.

1. Smart Home Automation

Automation is the foundation of every connected home. This sector presents the systems that make daily living smoother and more intuitive. Visitors can explore voice assistants, ambient intelligence, scheduling tools, sensors, control hubs, and AI platforms that bring simplicity and comfort into every room.

2. Energy and Sustainability

Smart living is also sustainable living. This sector highlights technologies that help homes manage energy more responsibly. From intelligent lighting and HVAC optimization to solar integration and energy-efficient appliances, visitors can see how digital tools reduce waste and lower consumption.

3. Security and Access

Protecting the home is easier and more reliable with connected systems. This sector covers doorbell cameras, smart locks, motion sensors, real-time alerts, and integrated monitoring solutions. It shows how modern security enhances convenience and peace of mind.

4. Health and Wellness

Modern homes support well-being at every level. This sector focuses on air quality systems, sleep optimization, fitness integrations, and connected wellness devices that bring health monitoring into the living environment. It merges lifestyle improvement with smart technology to create healthier home experiences.

Home Smart-Tech brings all four sectors together to show how intelligent living works as one unified ecosystem.



Segment Expansions

Home Smart-Tech offers a set of immersive zones that help visitors understand how smart living works in real environments. Each segment gives hands-on access to technology, design, and interactive learning.

Live Demos and Test Zones

Experience smart living in action. Lighting systems, entertainment setups, kitchen technology, and home security tools are presented in real-use scenarios so visitors can see performance and usability firsthand.

VR and AR Home Visualizations

Walk through virtual smart homes and explore how technology integrates into real spaces. These visualizations help visitors understand layouts, functionality, and design possibilities.

Workshops and Seminars

Learn directly from global experts on the future of AI integration, sustainability, user experience, automation, and smart-home design. Sessions offer practical knowledge that applies to both home upgrades and professional development.

Startup and Innovation Arena

Meet emerging companies and tech creators who are introducing new ideas to the smart living market. This zone highlights early-stage innovations and fresh perspectives.

Inclusive Living

Discover solutions designed to support independence for older adults and individuals with disabilities. These systems include automation features, voice control, and accessible interfaces that improve day-to-day living.

Smart Living for Families

Explore tools that make homes safer and more engaging for every family member. Child-safe features, parental controls, and shared device interfaces help families manage technology with confidence.

Home Smart-Tech combines these different areas into a single, useful experience, demonstrating how technology can improve comfort, security, and sustainability in daily life.



Greek Market Insights

The Greek smart home market is entering a strong growth phase, driven by rising awareness and increasing trust in connected technologies. Recent studies show that consumers in Greece are more willing than ever to adopt smart living solutions. The main factors influencing this shift include:

Perceived usefulness

Homeowners value technologies that improve daily comfort, strengthen safety, and simplify household routines.

Ease of use

User-friendly interfaces and app-based control systems make smart devices accessible to a wider range of consumers.

Sustainability awareness

Energy-efficient appliances, lighting, and monitoring tools are gaining popularity as households look for ways to reduce costs and environmental impact.

Support for an aging population

Smart home tools provide independence, security, and assistance for older adults, creating strong demand for accessible and adaptive technologies.

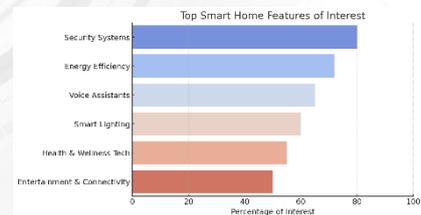
These insights support the mission of the Home Smart-Tech sector within HXG: guiding innovation, improving accessibility, and driving meaningful transformation in Greek and European households.

Top Smart Home Features of Interest

Visitor feedback and session engagement show clear trends in desired technologies and priorities:

- **Security Systems** – 80%
- **Energy Efficiency** – 72%
- **Voice Assistants** – 65%
- **Smart Lighting** – 60%
- **Health & Wellness Tech** – 55%

Entertainment & Connectivity – 50%



Smart Home Market Growth in Greece

The Greek market is seeing robust adoption of smart home technology. This upward trend is driven by:

- Growing consumer awareness
- Increased access to devices and systems
- Emphasis on energy-saving and home security

Adoption Rates:

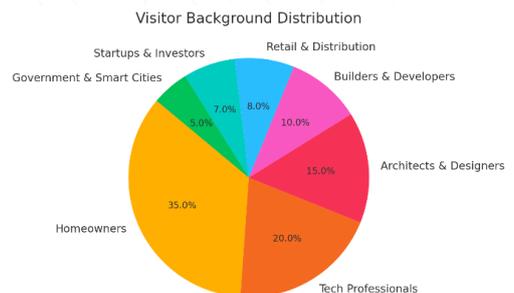
2022: 42% - 2023: 48% - 2024: 53% - 2025: 59% - 2026: 66%



Visitor Background Distribution

The Home Smart-Tech attracts a diverse cross-section of attendees, reflecting the broad appeal and relevance of smart home technologies:

- **Homeowners:** 35%
- **Tech Professionals:** 20%
- **Architects & Designers:** 15%
- **Builders & Developers:** 10%
- **Retail & Distribution:** 8%
- **Startups & Investors:** 7%
- **Government & Smart Cities:** 5%



Why Exhibit

Showcase. Connect. Lead.

Exhibiting within the **Home Smart-Tech sector of HXG Expo 2027** gives your brand a direct opportunity to stand out in one of Europe's fastest-growing consumer technology markets. It is a strategic platform where companies showcase their solutions to a highly engaged audience actively exploring the future of smart living.

With thousands of visitors ranging from homeowners and architects to investors, integrators, and lifestyle influencers, your presence in this sector delivers meaningful business value.

What You Gain

- **Targeted exposure**
Reach motivated homeowners, developers, and decision-makers who are ready to adopt and invest in modern living technologies.
- **Live product interaction**
Give visitors the chance to see, test, and experience your products in real environments. Demonstrations create understanding, trust, and faster decision-making.
- **Lead generation**
Reach qualified buyers and form lasting connections. Home Smart-Tech draws participants seeking new solutions.
- **Thought leadership**
Lead workshops, talks, or panels to position your brand as an expert in automation, energy efficiency, design integration, or smart living.
- **Media and industry visibility**
Gain exposure through tech, lifestyle, and design media outlets, as well as coverage from influencers and market analysts.
- **Investor access and partnership opportunities**
Startups gain visibility with funding partners, while established brands can meet potential collaborators and technology integrators.

Home Smart-Tech is where intelligent appliances, automation platforms, and connected living solutions gain recognition, build market presence, and convert interest into business growth.



Why Attend

Experience innovation. Live the future.

The Home Smart-Tech sector at **HXG Expo 2027** gives visitors a direct window into the next generation of connected living. Whether you are a homeowner, a tech enthusiast, or a professional in architecture, design, energy, or wellness, this sector offers the ideas, tools, and insights that help you build a smarter home and a better lifestyle.

What You Will Gain

- [Hands-on discovery](#)
Explore and interact with intelligent lighting, voice-controlled systems, home security hubs, energy-tracking tools, wellness devices, and more. Experience these technologies exactly as they work in real life.
- [Educational value](#)
Join expert-led sessions covering AI integration, sustainability, cybersecurity, design thinking, and interoperability. Learn how to upgrade or future-proof any living environment.
- [Product comparisons](#)
Evaluate a variety of smart devices and platforms across categories and brands. Understand functionality, usability, and best-fit solutions.
- [Tech insights and trends](#)
Stay ahead with deep insights into IoT, machine learning, home ecosystems, and the technologies shaping how homes connect, communicate, and adapt.
- [Sustainability focus](#)
Discover energy-saving solutions, eco-friendly appliances, and smart systems that support a greener and more efficient household.

Home Smart-Tech is more than a visit. It is a full experience that demonstrates how technology can make life safer, more comfortable, and more connected.



Exhibitor Profile

Who Should Exhibit

The Home Smart-Tech sector welcomes companies that are shaping the next generation of intelligent living. It is designed for brands that build smart devices, connected systems, and integrated home environments that support modern lifestyles. Exhibitors gain direct access to a targeted audience looking for reliable, innovative, and practical home solutions.

Ideal Exhibitors Include

- [Home automation providers](#)
Voice assistants, control platforms, ambient systems, and scheduling tools that create seamless user experiences.
- [Consumer electronics manufacturers](#)
Smart TVs, connected appliances, entertainment hubs, and lifestyle devices designed for modern living spaces.
- [Security and access control companies](#)
Smart locks, video doorbells, biometric access, surveillance cameras, and integrated residential protection systems.
- [Energy management firms](#)
Smart meters, solar technologies, monitoring platforms, and AI-driven energy optimization solutions.
- [Healthcare and wellness technology](#)
Air quality systems, sleep and fitness tools, connected health devices, and wellness monitoring platforms.
- [Interior design and smart furniture brands](#)
Design-forward solutions and technology-enhanced furniture that blend function with aesthetics.
- [Telecom and networking companies](#)
Routers, mesh networks, smart Wi-Fi systems, and home connectivity solutions.
- [Construction and real estate developers](#)
Smart-enabled buildings, renovation services, and retrofit solutions that support connected living.
- [Smart outdoor and garden solutions](#)
Automated irrigation, smart lighting, exterior security systems, and connected outdoor tools.
- [Consultants and integrators](#)
Specialists in custom smart home planning, installation, interoperability, and system optimization.

Whether your goal is to launch a new product, expand into the European market, or strengthen your brand presence, the Home Smart-Tech sector places your innovation in front of the right audience.

Visitor Profile

Who Attends

The Home Smart-Tech sector attracts a diverse, future-focused audience ready to explore, invest in, or implement smart living solutions. Visitors come to understand how connected technologies can enhance comfort, safety, efficiency, and overall quality of life.

Visitors Include

- **Homeowners and tech consumers**
Individuals are looking for lifestyle upgrades, enhanced security, automation options, and smarter everyday living.
- **Architects and interior designers**
Professionals integrating smart technologies into residential and mixed-use projects.
- **Real estate developers and property managers**
Stakeholders planning, designing, or managing future-ready buildings and connected living environments.
- **Builders and construction firms**
Teams exploring smart integration for new developments, renovations, and retrofit projects.
- **Retail buyers and distributors**
Professionals sourcing the latest consumer technologies and evaluating new product lines.
- **Tech startups and innovators**
Entrepreneurs and creators are scouting trends, partnership opportunities, and market-entry pathways.
- **Public agencies and urban planners**
Authorities are examining smart home solutions as part of wider smart city strategies.
- **Investors and venture capital firms**
Funding partners identifying emerging technologies, scalable concepts, and high-potential companies.

Home Smart-Tech brings together the complete ecosystem of smart living, connecting ideas with real applications and helping visitors make informed decisions about the future of home technology.

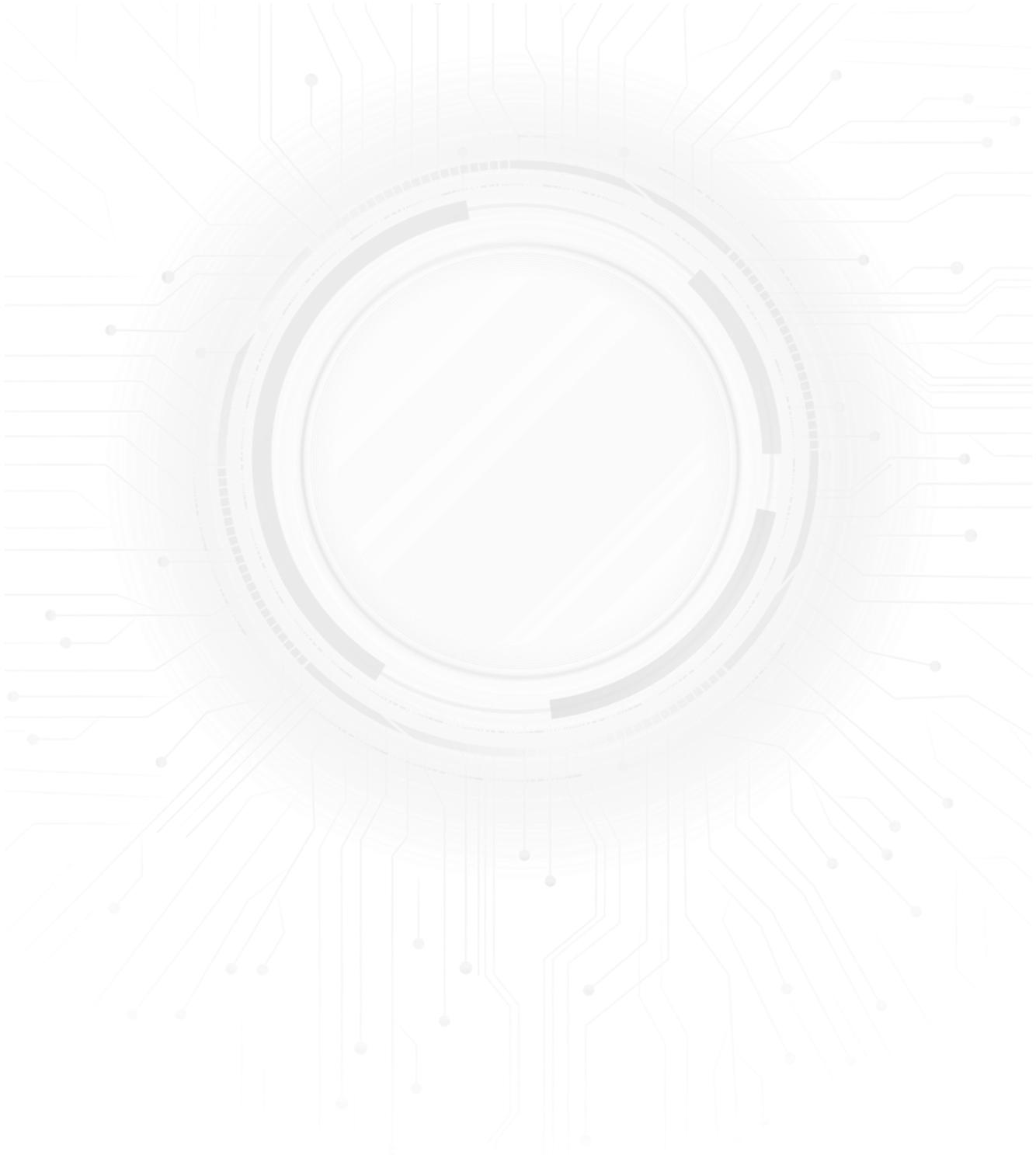


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THANK YOU FOR JOINING US
TOGETHER, WE'RE SHAPING
THE FUTURE OF SMART LIVING.

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