

#### Abstract:

Fresh fruit and vegetables are highly perishable and the market for such horticultural produce is characterized by a rapid turnover and seasonal fluctuations in demand and availability. The horticultural sector in Greece holds a significant position in the national agricultural economy. However, it presents a foreign trade deficit. Electronic commerce is the communication of any object of commercial interchange by electronic means such as telecom and Internet. By enabling new ways of doing business through information technology, electronic commerce transforms industry structure, improves organizational effectiveness, and increase customer welfare. Within this context, the present study presents a model of an Internet-based virtual exhibition for the electronic marketing of fresh horticultural produce.