



## **Press release**

May 23<sup>th</sup>, 2011

### **iran agro from 06 - 09 June 2011**

**Exports of agricultural engineering products to Iran increased by 56% -**

**Featuring 121 exhibitors from 7 countries**

**At iran agro 2011, 121 exhibitors from 7 countries will discuss business with more than 40,000 expected visitors. The event is scheduled for 06 to 09 June 2011 at the Tehran International Fairgrounds. Organised by Palar Samaneh of Tehran and fairtrade of Germany, the 18<sup>th</sup> International Agricultural Trade Fair is held under the auspices of the Iranian ministry of jihad – agriculture and the ministry of industries and mines.**

According to VDMA – The German Engineering Association, exports of agricultural engineering products to Iran have increased by 56% to 106.3 million US-Dollars in 2010, compared to 67.9 million US-Dollars in 2009 and 62.6 million US-Dollars in 2008. China, Italy, Germany, the Netherlands, Poland and Brazil being the main supplier countries.

The Iranian agricultural jihad minister Sadeq Khalilian announced, that the volume of Iran's agricultural products set a new record high in the past Iranian year (ended on 20<sup>th</sup> March 2011) and had reached to 107 million tons. The country's agricultural output would surpass 118 million tons in

the current year. Iran exported more than 5.1 billion US-Dollars' worth of processed and non-processed crops in last year. "Iran now is the largest producer of some crops such as pistachio, caviar and saffron, according to FAO statistics," said Khalilian (Payvand Iran News of 05 April 2011).

Monika Schaedel, senior project manager with fairtrade, mentioned: "Taking these upward trends into account, it comes to no surprise that iran agro 2011 is on the upswing. Until now 121 exhibitors from 7 countries signed up, compared to 84 exhibitors last year."

To create valuable synergies for exhibitors and trade visitors alike, iran agro 2011 takes place concurrently with iran food + hospitality (this year with 462 exhibitors from 20 countries) and iran food + bev tec 2011 (313 exhibitors from 22 countries), the three dedicated events building the frame of "iran agrofood 2011" with altogether 896 exhibitors in 2011.

According to official figures of the IIEC Iran International Exhibition Co., 43,589 visitors (+32.7%) had been registered for the three events iran agro, iran food + hospitality and iran food + bev tec in 2010. For the 2011 event, the organisers expect again more than 40,000 trade visitors.

[www.iran-agro.com](http://www.iran-agro.com)

#### **About Palar Samaneh:**

For more than 10 years, Palar Samaneh, headquartered in Tehran, have organised some 50 international trade fairs of major importance in Iran. Being very familiar with the Iranian trade fair market, Palar Samaneh makes use of its know-how to the benefit of their customers.

**About fairtrade:**

Ever since its foundation in 1991, fairtrade ranks among the leading organisers of professional international trade fairs in the emerging markets of the Middle East. Headquartered in Heidelberg, Germany, fairtrade's management system is ISO 9001:2008 certified. Being a member of UFI The Global Association of the Exhibition Industry, fairtrade organises events according to the UFI quality norms.

**Contact for press and media:**

fairtrade GmbH & Co. KG

Dominik Rzepka

Public Relations

Kurfuersten-Anlage 36

D-69115 Heidelberg

Tel +49 / 62 21 / 21 45 22

Fax +49 / 62 21 / 45 65 25

[d.rzepka@fairtrade-messe.de](mailto:d.rzepka@fairtrade-messe.de)

[www.fairtrade-messe.de](http://www.fairtrade-messe.de)

**Contact for exhibitors:**

fairtrade GmbH & Co. KG

Monika Schaedel

Senior Project Manager

Kurfuersten-Anlage 36

D-69115 Heidelberg

Tel.: +49 / 62 21 / 21 45 19

Fax: +49 / 62 21 / 45 65 25

[m.schaedel@fairtrade-messe.de](mailto:m.schaedel@fairtrade-messe.de)

[www.fairtrade-messe.de](http://www.fairtrade-messe.de)