



## **Press release**

June 16<sup>th</sup>, 2011

### **iran agro 2011 – numbers of exhibitors increased by almost 50%**

### **122 exhibitors from 7 countries displayed their state-of-the art technologies**

**At iran agro 2011, 122 exhibitors from 7 countries discussed business with more than 35,000 visitors. The event took place from 06 to 09 June 2011 at the Tehran Permanent International Fairgrounds. The 18<sup>th</sup> International Agricultural Trade Fair was organised against the exports of agricultural engineering products into Iran, which have increased by 56%. Held under the auspices of the Iranian ministry of jihad – agriculture and the ministry of industries and mines and organised by Palar Samaneh of Tehran and fairtrade of Germany.**

This year 122 exhibitors from 7 countries participated, compared to 83 exhibitors last year. The exhibition was officially opened by Hamid Safdel, Deputy Minister of Commerce and President of the Iranian Trade Promotion Organization, Mr. Rejaie, Head of Agricultural Commission of the Parliament and Mr. Akbarpour, Managing Director of the Iran International Exhibition Center, Antonio Avallone, Director of the Italian Institute for Foreign Trade ICE in Tehran and by the organisers Shahrooz Shahverdi of Palar Samaneh, Tehran and Martin Maerz, Managing Director of fairtrade Messe in Germany.

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."

Having earned the 'UFI Approved Event' quality label for iran agro as certification of the highest level of professional exhibition standards, all exhibitor and visitor numbers will again be audited this year.

To create valuable synergies for exhibitors and trade visitors alike, iran agro 2011 takes place concurrently with iran food + hospitality (this year with 473 exhibitors from 20 countries) and iran food + bev tec 2011 (328 exhibitors from 22 countries), the three dedicated events building the frame of "iran agrofood 2011" with altogether 923 exhibitors (+12.% compared to 2010). iran agrofood 2011 covered a net area of 26,935.5 sqm inside the halls and 3,821 sqm on the outdoor grounds.

[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.

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