



May 30 – June 02, 2010
Tehran Permanent International Fairgrounds, Iran
17th International Agricultural Trade Fair

POST SHOW REPORT

The 17th iran agro a great success! 83 exhibitors from 13 countries and 43,589 visitors

The 17th International Agricultural Trade Fair was a great success. Once again, iran agro 2010 was the ideal business platform for both, foreign exporters and Iranian importers.

This leading trade show for the country's agricultural industry had been held on the Tehran International Fairgrounds on May 30 to 02 June 2010. iran agro is officially supported by the Iranian ministries of jihad – agriculture and industries and mines.

The event was organised by [Palar Samaneh](#) of Tehran and the German trade fair specialists [fairtrade](#).

This year, [83 exhibitors](#) (+6.4 %) from 13 countries displayed their latest technologies. National and regional pavilions from China, Spain (Barcelona region and Murcia region) and Turkey completed the event.



“iran agro 2010 was a great exhibition with many local and foreign exhibitors and an excellent number of professional visitors from related industries. The event was also very well organized.”

Sassan Khaladj-Nia
Schmidt-Seeger GmbH

“We thank all people who spend efforts in order to organize iran agro 2010 exhibition. It is really an important exhibition for Yuksel Seeds to introduce our company as a hybrid vegetable seeds breeder and producer company.”

Gokhan Cengiz
Yuksel Seeds



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iran agro 2010 in figures

	2009	2010	
Net exhibition space	1,393.5	1,739.5 m ²	+ 24.8 %
Outdoor space	327m ²	459 m ²	+ 40.4 %
Number of international exhibitors	22	30	+ 36.4 %
Number of national exhibitors	56	53	- 5.6 %
National Pavilions	2 (Spain, Turkey)	3 (China, Spain (Region Barcelona), Spain (Region Murcia), Turkey)	
Countries represented	12 countries (Brazil, Canada, China, France, Germany, Iran, Netherlands, Spain, Switzerland, Turkey, Ukraine and United Arab Emirates)	13 countries (Bahrain, Brazil, China, Egypt, France, Germany, Great Britain, Iran, Netherlands, Spain, Sweden, Turkey, United Arab Emirates)	
Number of visitors	32,838	43,589	+ 32.7 %

iran agrofood 2010 in figures

To create valuable synergies for exhibitors and trade visitors alike, "iran agro 2010" took place concurrently with "[iran food + hospitality 2010](#)" and "[iran food + bev tec 2010](#)".

	2009	2010	
<u>Exhibitors:</u>			
iran agro	78	83	+ 6.4 %
iran food + bev tec	311	379	+ 21.9 %
iran food + hospitality	287	361	+ 25.8 %
iran agrofood	676	823	+ 21.7 %
Countries represented	24 countries (Austria, Belgium, Brazil, Canada, China, Denmark, France, Germany, Great Britain, India, Iran, Italy, Japan, Netherlands, Spain, Sri Lanka, Sweden, Switzerland, Syria, Taiwan, Thailand, Turkey, Ukraine and United Arab Emirates)	31 countries (Australia, Austria, Bahrain, Belgium, Brazil, Bulgaria, Canada, China, Denmark, Egypt, Finland, France, Germany, Great Britain, Greece, India, Iran, Italy, Japan, Lebanon, Netherlands, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey and United Arab Emirates)	
Net exhibition space	22,608 m ²	24,853 m ²	+ 9.9%
Outdoor space	2,959 m ²	3,519 m ²	+ 18.9%



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Growing market

Iranian imports of livestock are increasing year by year. Within 2 years for instance, between 2005/06 and 2007/08, imports of livestock increased by 117 %, from US \$ 212.3 million to US \$ 460.8 million. During the same period, Iranian livestock exports as well went up by 25 % from US \$ 305.8 million to US \$ 382.2 million.

The Iranian agricultural market becomes ever more important. Exporters of agricultural machinery and animal husbandry products during the past few years made good business in Iran, now being one of the most important markets for major international players with interest in the region.



Evaluation of the visitor data of iran agro 10

Visitor data have been generated by official ticket sales by the IIEC Iran International Exhibition Company. A total of 43,589 tickets have been sold for iran agro, iran food + bev tec and iran food + hospitality, of which 480 were foreign visitors.

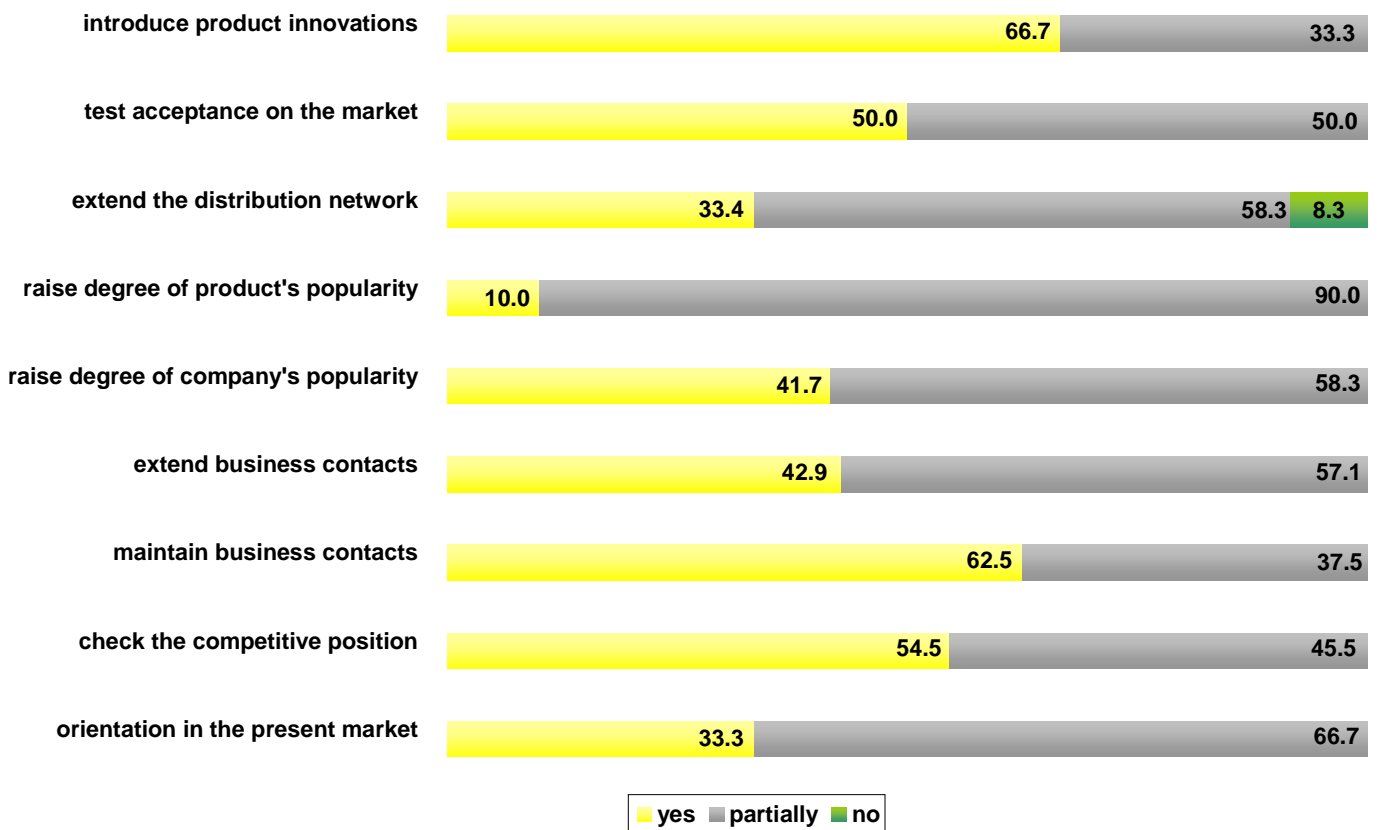


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Evaluation of the exhibitors' survey of iran agro 10

All exhibitors were required to fill in a questionnaire on the last day of the event. 67% of the exhibitors returned the questionnaire. The following evaluation is based on this survey.

Targets of participation and grade of achievement in %:



Graph 1

With the number of visitors, the exhibitors were:



With the business contacts initiated the exhibitors were:



Exhibitors would recommend the fair:



Graph 2



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UFI Approved Event

In 2009 the organisers have earned the 'UFI Approved Event' quality label for iran agro as certification of the highest level of professional exhibition standards" ([UFI The Global Association of the Exhibition Industry](#)).

As the provision of data which have been verified by independent auditors is one of the cornerstones of the quality standards of UFI Approved Events, all iran agro statistical data have been and will be audited by an independent auditing firm.

Outlook on iran agro 2011

The 18th iran agro is scheduled to take place at the Tehran International Fairgrounds in May 2011.

Thank
you!

On behalf of the entire organising team, we would like to extend our gratitude to all who have contributed to the success of the event, exhibitors, trade visitors, supporting authorities, sponsors, organisers of pavilions, agents, media partners, media, journalists, ...

Supporting authorities:
Ministry of Jihad-Agriculture
Ministry of Industries and Mines



Media partners:



Organisers of pavilions:

China:



Germany:



Spain:



Cambra de Comerç
de Barcelona

CAMARA DE
COMERCIO INDUSTRIA Y
NAVEGACION DE MURCIA

ANA MAMARBACHI

Turkey:



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