

## Press Release

30 July 2018

### **The 25th iran agrofood – A great show!**

**40,000+ visitors from all over Iran and the entire region discussed business with 1,225 exhibitors from 29 countries including 25 national pavilions**

(Heidelberg / Tehran) Organized by the German trade show specialists fairtrade and their Iranian partners Palar Samaneh, the 25th iran agrofood took place on 29 June to 2 July 2018 at the Tehran International Fairgrounds. Exhibitors, visitors and organisers were unanimous in their assessment: iran agrofood 2018 has been a great show. Consisting of iran food + bev tec, iran bakery + confectionery, iran food ingredients, iran food + hospitality and iran agro, more than 40,000 visitors from all over Iran and the entire region discussed their business with 1,225 exhibitors from 29 countries including 25 national pavilions.

The 25th anniversary edition of iran agrofood occupied the entire Tehran International Fairgrounds and kicked-off on 29 June 2018 in the presence of the Deputy Minister of Agriculture-Jahad, Mr Ali Akbar Mehrfard, the Ambassadors of India and the Netherlands and many other dignitaries.

### **iran food + bev tec & iran bakery + confectionery 2018**

[495 exhibitors from 20 countries](#) took part in iran food + bev tec & iran bakery + confectionery, a who-is-who of the international elite of food, bakery + confectionery, beverage and packaging technology, including 8 national pavilions from Austria, China, Denmark, France, Germany, Italy, the Netherlands and Turkey. 81% of the exhibitors would recommend the event. Amir Ghaffari, Area Sales Manager Middle East at KHS pointed out: "We've had many visitors from the beverage industry like Pepsi / Coca Cola / Heineken and also Iranian companies. The quality of visitors was better than last year."

### **iran food ingredients 2018**

[145 exhibitors from 18 countries](#) participated at iran food ingredients 2018, including almost all the world's leading suppliers, as well as 4 country pavilions, supported by adept French Agrofood Association, Advantage Austria, China and ITPO India Trade Promotion Organisation. 86% of the exhibitors would recommend the event, 85% were satisfied with the event as a whole and 79% with the quality of the visitors. "This year, we met a lot of professionals and all kind of food business", so Mr Alain Roubaud, Sales Director Flavours North Africa and Iran at Mane. "iran food ingredients 2018 shows us that the customers are still looking for high qualified products."

### **iran food + hospitality 2018**

[515 exhibitors from 12 countries](#) presented all of their latest Food & Beverage products and food service equipment at Iran's leading trade show. And no less than 8 national pavilions were present, namely from Brazil, China, India, Italy, Lithuania, Spain, Thailand and Turkey. 83% of the exhibitors would recommend the event, 83% were satisfied with the event as a whole and 82% with the number of visitors.

“At iran food + hospitality 2018 we met all kind of visitors from distributors to trading companies”, so Mr Thomas Oderich, Managing Director at Oderich. “Highlight at this show is the number of visitors from all different cultures and the variety of exhibitors.”

### **iran agro 2018: The agricultural event within iran agrofood**

At iran agro 2018, [70 exhibitors from 8 countries](#) presented adapted technologies and solutions for the Iranian market, among them many well-known global leaders in the fields of crop production, agricultural technology and animal husbandry. Highlights at the show were the Spanish and Turkish Pavilion. 81% of the exhibitors would recommend the fair, 78% were satisfied with the quality of visitors and 78% with the fair as a whole. Mr Massimo Digitali, Quality and Tech. Director at Viale Sistemi Srl pointed out: “Especially farmers and greenhouse builders have visited our booth at iran agro 2018. The amount of visitors has grown with progression of the exhibition.”

For more information:

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

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

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

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

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

Visit the galleries:

[iran agro 2018](#)

[iran food + bev tec 2018](#)

[iran food ingredients 2018](#)

[iran food + hospitality 2018](#)

Characters (incl. blanks): 3,692

### **fairtrade - Valuable business contacts**

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organisers of professional international trade fairs in emerging markets, especially in North and Sub-Saharan Africa, the Middle East and Eastern Europe. Managed by its shareholder and his son Paul März and committed to the values of a family business and the team spirit, fairtrade maintains a powerful network of partnerships throughout the world. fairtrade organizes shows in the sectors Agrofood, CIT Solutions, Energy, Industry and PlastPrintPack and strives for a high level of customer satisfaction. By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors. fairtrade is a member of UFI The Global Association of the Exhibition Industry and AAXO The Association of African Exhibition Organisers. Our management is ISO 9001:2015 certified.

### **About Palar Samaneh:**

Based in Tehran Palar Samaneh has organised over 50 international trade fairs of major importance in Iran over the past 10 years. Having played an important role in the growth of the Iranian trade fair market, Palar Samaneh makes use of this knowledge for the benefit of its customers. In addition to their exhibition organization department its stand building unit serves individual exhibitors as well as country pavilions all over the Middle East and the CIS-countries.

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