



Press Release

16 May 2017

What's new at iran agrofood 2017?

**Special Showcase Bakery, Pastry & Foodservice
plast print pack dedicated hall 14
iran food ingredients**

**40,000+ attendees and 1,405 exhibitors from 39
countries**

(Heidelberg / Tehran) Lots of innovations make the 24th edition of iran agrofood again the most important meeting place for anyone within the Iranian agrofood industry. New this year is the Special Showcase Bakery, Pastry & Foodservice. Also new is the plast print pack dedicated hall 14. And new is also the dedicated trade show iran food ingredients. The event takes place on 23 to 26 May 2017 at the fully booked Tehran International Fairgrounds. Organized by the German trade fair specialists fairtrade and their Iranian partners Palar Samaneh, iran agrofood consists of the four dedicated trade exhibitions iran food + bev tec, iran food ingredients, iran food + hospitality and iran agro. The event is supported by major Iranian, European and Asian institutions and associations. 1,405 exhibitors from 39 countries have confirmed, 40,000+ attendees are being expected.



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**iran food + bev tec 2017 featuring Special Showcase Bakery, Pastry & Foodservice
plast print pack dedicated hall 14**

At iran food + bev tec 2017, more than 547 technology leaders from 26 countries including nine official national pavilions present their solutions towards professionals from the food, beverage and packaging sector from all over Iran. In order to meet the demand of exhibitors, visitors and associations, the Special Showcase Bakery, Pastry & Foodservice will be presented for the first time. Here, more than 70 suppliers are exhibiting in halls 38, 38A and 38B, not to mention the bakery ingredient exhibitors in halls 10-11, 18 and 35.

In addition to hundreds of packaging exhibitors in various halls, for the first time, the entire hall 14 has been dedicated to a special display plast print pack where 42 exhibitors present their innovations.



Growing at a fast pace: iran food ingredients

Iran's brand-new international food ingredients exhibition is growing at a fast pace. The premiere of the dedicated trade show this year already sees the participation of 141 exhibitors from 16 countries, compared to 96 exhibitors from 11 countries at the Special Showcase Food Ingredients within iran food + bev tec 2016. Four countries even participate with official national pavilions, namely Austria, China, France and India.

iran food + hospitality 2017: 619 exhibitors from 24 countries present thousands of product innovations

The 24th International Food, Beverages and Foodservice Exhibition is the place to be for thousands of f&h professionals to network with leading suppliers and to source latest product innovations from 619 leading exhibitors from 24 countries including ten official national pavilions. At iran food + hospitality 2017, Iranian food suppliers display in halls 6-13 and 27, international food traders in halls 18, 20-22 and 38, and international foodservice equipment suppliers in halls 38 and 38B.

iran agro 2017 featuring 98 exhibitors from 12 countries

The 24th iran agro is the agricultural event within iran agrofood. Here, 98 exhibitors from 12 countries including national pavilions from China, Hungary, Netherlands, Spain and Turkey present latest agricultural technology in hall 5 of the Tehran International Fairgrounds.

iran agrofood enjoys top institutional support

The event is supported by most major Iranian, European and Asian authorities including the Iranian Ministry of Jihad-e-Agriculture, the Ministry of Industries and Business, TPO-Trade Promotion Organization of Iran, IIEC-Iran International Exhibitions Co., adepta, Advantage Austria, AHK-German-



Iranian Chamber of Commerce and Industry, ARR-Agricultural Market Agency Poland, DI-Confederation of Danish Industry, EPO - Kyiv Chamber of Commerce and Industry, Export Promotion Centre Ukraine, German Ministry of Food and Agriculture, German Ministry for Economic Affairs, Switzerland Global Enterprise, TPCI- Trade Promotion Council of India and VDMA-German Engineering Federation-Food Processing and Food Packaging Machinery Association.

agrofood industry portal

Check out all exhibitors and products in the agrofood industry portal in [Farsi](#) or [English](#).

For more information:

<http://www.iran-agro.com>

<http://www.iran-foodbevtec.com>

<http://www.iran-foodhospitality.com>

<http://www.iran-foodingredients.com>

Characters (incl. blanks): 4.709

Pictures in high resolution can be requested by [email](#).

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 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, Building, CIT Solutions, Energy, Environment, 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. A member of

UFI The Global Association of the Exhibition Industry, fairtrade's management system is ISO 9001: 2008 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.

Contact for press and media:

fairtrade GmbH & Co. KG
Ms Sarah Nitsche
Public Relations
Kurfürsten-Anlage 36
D-69115 Heidelberg
Tel +49 / 62 21 / 45 65 22
Fax +49 / 62 21 / 45 65 25
s.nitsche@fairtrade-messe.de
www.fairtrade-messe.de

Contact for exhibitors:

fairtrade GmbH & Co. KG
Mr Paul März
Exhibition Director
Kurfürsten-Anlage 36
D-69115 Heidelberg
Tel +49 / 62 21 / 45 65 13
Fax +49 / 62 21 / 45 65 25
p.maerz@fairtrade-messe.de
www.fairtrade-messe.de