



Press Release

6 July 2017

Exhibitors highly satisfied with iran agrofood 2017

40,000+ attendees and 1,405 exhibitors from 39 countries – Special Showcase Bakery, Pastry & Foodservice – Special display plast print pack – iran food ingredients as a dedicated event

(Heidelberg / Tehran) Lots of innovations made the 24th edition of iran agrofood again the most important meeting place for anyone within the Iranian agrofood industry. More than 40,000 trade visitors discussed their business with 1,405 exhibitors from 39 countries. Organized by the German trade show specialists fairtrade and their Iranian partners Palar Samaneh the 24th iran agrofood took place on 23 to 26 May 2017 at the fully booked Tehran International Fairgrounds. Highlights this year were the Special Showcase Bakery, Pastry & Foodservice and the Special display plast print pack. New was also the dedicated trade show iran food ingredients. Exhibitors were highly satisfied with the event.

iran agrofood consists of the four dedicated trade exhibitions iran food + bev tec, iran food ingredients, iran food + hospitality and iran agro and was supported by major Iranian, European and Asian institutions and associations.



iran food + bev tec 2017 featuring the first-ever Special Showcase Bakery, Pastry & Foodservice

Showcase plast print pack with 100+ exhibitors

547 technology leaders from 27 countries including nine official national pavilions presented their solutions at iran food + bev tec and no less than 84% of the exhibitors would recommend the event. Vera Fritsche of VDMA pointed out: "The Iranian industry must invest in modernizing processing and packaging technology to improve the product quality and to diversify their product range. There is a big potential for the next years for processing and packaging machines. This was also underlined by the visitors of iran food + bev tec. German exhibitors had good business contacts and are confident to expand their business in Iran for the next years."

One of the many highlights this year was the first-ever Special Showcase Bakery, Pastry & Foodservice which was enthusiastically received by the exhibitors as 88% would recommend the Special Bakery Showcase, 77% were satisfied or very satisfied with the number of visitors and 73% with their quality.

The same goes for the premiere of the Showcase plast print pack as far more than a hundred exhibitors reported excellent business and valuable business contacts.

Great iran food ingredients 2017 as a record high of 89% of the exhibitors would recommend the event

The premiere of iran food ingredients as a dedicated trade show this year already saw the participation of 141 exhibitors from 16 countries and four national pavilions. 89% of the exhibitors would recommend the event and 75% see good chances of business after the show.



Mr B.S. Parmar, President of Capricorn, said: "The Iranian market offers a good scope for growth and we are happy to meet lots of beverage-, juice- and ice-cream companies here at iran food ingredients 2017. The first three days have been great and we are looking forward to a successful fourth day of the show."

Thousands of product innovations presented at iran food + hospitality 2017

Exhibitors and visitors are unanimous in their assessment: iran food + hospitality 2017 has been a great show as 83% of the exhibitors would recommend the event. 619 leading exhibitors from 24 countries including ten official national pavilions participated. Mr Dario Mamerti from GIMA added: "In my opinion the current situation is very appropriate for commercial cooperations, especially because Iran is a country with lots of resources and possibilities. Our main target here at iran food + hospitality 2017 is to present and diffuse the taste and the quality of our products and I'm expecting that the Iranian people will receive our products warmly."

iran agro 2017 featuring 98 exhibitors from 12 countries

98 exhibitors from 12 countries including national pavilions from China, Hungary, Netherlands, Spain and Turkey presented latest agricultural technology at iran agro 2017. Mr Shoja Barzegar, Managing Director of Kandwan Trading explained: "iran agro is the first exhibition we join so for now we are checking the market but we already have the feeling this is the right place to grow business more and more."



iran agrofood enjoyed top institutional support

The event was supported by most major Iranian, European and Asian authorities including the Iranian Ministry of Jihad-e-Agriculture, the Ministry of Industry, Mine and Trade, 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 Food Processing and Packaging Machinery Association.

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): 4,818

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