



Press Release

29 February 2016

Iran-sanctions lifted - Re-opening of a mega market in the Middle East

Growing participation at the 23rd iran agro 2016

Investments in the Iranian agricultural sector booming

(Heidelberg / Tehran) The Iranian agricultural sector is on the upswing. Sanctions lifted Iran's 80 million strong market is now opening-up. The participation at iran agro 2016 is growing tremendously. Organized by the German trade show specialists fairtrade and their Iranian partners Palar Samaneh the event takes place from 30 May to 2 June 2016 at the Tehran International Fairgrounds.

The 23rd International Trade Show iran agro takes place from 30 May to 2 June 2016 at the Tehran International Fairgrounds.

Institutional support by highest authorities

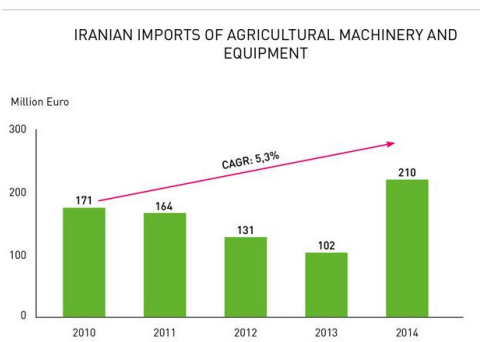
The international trade show iran agro 2016 is supported by the Iranian Ministry of Jihad-e-Agriculture, Ministry of Industries and Business, TPO-Trade Promotion Organization of Iran and IIEC-Iran International Exhibitions Co.



Further trust is given by Business France and adepta and by AHK-Delegation of German-Iranian Chamber of Industry and Commerce.

Re-opening of a mega market in the Middle East

“Sanctions lifted it is now very important to show presence on the Iranian market and to oppose competitors who have won market shares in recent years” reports Martin März, Managing Director of fairtrade. “Together with its partner events iran food + bev tec and iran food + hospitality held simultaneously the number of exhibitors of these three events increases to more than 1,200 this year compared to 951 in 2015.”



The Iranian agricultural technology market ranks among the TOP 3 in the Middle East, in line with Saudi Arabia and Iraq. According to VDMA – the German Engineering Association, Iranian

imports of agricultural machinery and equipment made up for 210 million US Dollar in 2014, a sharp increase compared to previous years.

www.iran-agro.com

Characters (incl. blanks): 1.698

Pictures can be downloaded from the [gallery](#).



About fairtrade:

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, Eastern Europe and 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.

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. Thanks to a highly motivated team of tradeshow specialists including architects, engineers, designers and technicians Palar Samaneh provides reliable and high quality services at reasonable prices.

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