



## **Press Release**

18 May 2016

**iran agro 2016 with 95 exhibitors from 11 countries**

**30,000+ professional visitors expected**

**Iranian agro industry will profit from huge investments**

**(Heidelberg / Tehran) The sold-out Tehran International Fairgrounds opens its gates for iran agro, the 23<sup>rd</sup> International Agricultural Trade Exhibition on 30 May to 02 June 2016. Organized by the German fairtrade Messe and their Iranian partners Palar Samaneh 95 exhibitors from 11 countries present their innovations. The organizers again expect more than 30,000 professional visitors.**

Organized by the German trade show specialists fairtrade and their Iranian partners Palar Samaneh the 23<sup>rd</sup> iran agro takes place from 30 May to 02 June at the Tehran International Fairgrounds. "International sanctions lifted many new players now enter Iran's 80-million-strong, highly educated, consumption-savvy market for the first time", so Martin März, fairtrade's managing director.



“As Iranian imports of agricultural equipment have already increased in 2014 and 2015, this up-beat trend is expected to continue in the years to come. The Iranian agro industry will profit from huge investments. No wonder Iran agro grows tremendously and 95 exhibitors from 11 countries present their innovations at Iran Agro 2016. This year we again expect more than 30,000 professionals with real buying power to attend the event.”

The exhibitors come from Bahrain, China, Georgia, Germany, Iran, Netherlands, Poland, Spain, Turkey, Ukraine and the United Kingdom.

#### **Top institutional support**

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. Institutional partners also include ADEPTA, AHK-Delegation of German-Iranian Chamber of Industry and Business France.

#### **Valuable synergies**

Iran Agro takes place concurrently with Iran Food + Bev Tec and Iran Food + Hospitality, the three events building Iran AgroFood, this year with 1,421 exhibitors from 48 countries (947 from 22 countries in 2015) and 24 official country pavilions.

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

Characters (incl. blanks): 1,948

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.

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