



Press Release

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Bigger and better: iran agrofood 2016 grows to 1,421 exhibitors from 48 countries

24 official pavilions – 30,000+ professional visitors expected

(Heidelberg / Tehran) The sold-out Tehran International Fairgrounds opens its gates for the 23rd iran agrofood on 30 May to 02 June 2016. Organized by the German fairtrade Messe and their Iranian partners Palar Samaneh 1,421 exhibitors from 48 countries present their innovations, a plus of 50% compared to the previous edition. 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 23rd iran agrofood takes place on 30 May to 02 June at the completely sold-out 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. No wonder iran agrofood is growing tremendously", so Martin März, fairtrade's managing director.



“1,421 exhibitors from 48 countries present their innovations at iran agrofood 2016 compared to 947 exhibitors from 22 countries in 2015 - a plus of 50%. This year we again expect more than 30,000 professionals with real buying power to attend the event.”

Valuable synergies

iran agrofood 2016 consists of the three dedicated events iran food + bev tec featuring 628 exhibitors, iran food + hospitality with 698 exhibitors and iran agro with 95 exhibitors. This year 24 countries are represented with official national pavilions supported by their respective governments and associations.

Special Show Food Ingredients

The new Special Show Food Ingredients within iran food + bev tec gathers 95 players from 22 countries in halls 35 and 38B, a plus for all trade visitors with special interest in new ideas and innovations.

Top institutional support

The event 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.

Characters (incl. blanks): 1,897

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

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

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

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



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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