



Press Release

15 June 2016

Minister of Industries and Trade Nematzadeh: iran agro 2016 a great show

Valuable synergies: 1,443 exhibitors from 49 countries at iran agrofood 2016

(Heidelberg / Tehran) Officials, exhibitors, visitors and organisers are unanimous in their assessment: iran agro 2016 has been a great show. 88% of the exhibitors were satisfied or even very satisfied with the whole event, 93% recommend it. Organized by the German trade show specialists fairtrade and their Iranian partners Palar Samaneh the 23rd iran agro took place on 30 May to 02 June 2016 at the completely sold-out Tehran International Fairgrounds. In conjunction with iran food + bev tec including food ingredients and iran food + hospitality a total of 1,443 exhibitors from 49 countries participated and more than 40,000 professionals visited the show.

Officials, exhibitors, visitors and organisers are unanimous in their assessment: iran agro 2016 has been a great show as 99 exhibitors from 11 countries participated (up 41% compared to 2015) including 4 national pavilions. 88% of the exhibitors were satisfied or even very satisfied with the whole event, 93% recommend it.





The Iranian Minister of Industries, Mines and Trade Mohammad-Reza Nematzadeh said: "I know iran agrofood since the 1990's and whenever possible I have visited the show. This year it is overwhelming in terms of the number of exhibitors, visitors and nationalities represented. But what pleases me the most is the standard of our domestic engineering which has made good progress during the past few years. iran agrofood 2016 really is a great show!"



The Iranian Minister of Industries, Mines and Trade Mohammad-Reza Nematzadeh at iran agrofood 2016

Organized by the German trade show specialists fairtrade and their Iranian partners Palar Samaneh the 23rd iran agro took place on 30 May to 02 June 2016 at the completely sold-out Tehran International Fairgrounds. iran agro was held concurrently with iran food + bev tec and iran food + hospitality, the three dedicated events building the frame of iran agrofood with altogether 1,443 exhibitors from 49 countries, a plus of 52% compared to 947 exhibitors from 22 countries in 2015. More than 40,000 professionals visited the show.



Exhibitors satisfied with the whole event and their business contacts

“Sanctions lifted we had estimated that the show would become very successful. But we had not foreseen it would become that big a success for our exhibitors”, so Martin März, fairtrade’s managing director.



Bekir Altuntas, Altuntas Group - Chairman

Bekir Altuntas from Altuntas Group points out: “iran agro 2016 gives us the opportunity to maintain the relationships with our customers in an efficient manner and we have always been very satisfied with the exhibition.”

And Menije Tokel from Vatan Plastik added: “Hopefully the lifting of the sanctions will have a positive effect on the payment and banking landscape and make doing business in Iran easier. Participating in iran agro enables us to stay in an ongoing



Menije Tokel, Vatan Plastik - PR Manager

dialogue with our customers, make new business contacts and continue to establish ourselves in the Iranian market.”

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.

Save the date

fairtrade and their Iranian partners Palar Samaneh have already set the date for the 24th edition being 22 to 25 May 2017.

For more information about the event please have a look at the Post Show Reports on our website: www.iran-agro.com

Characters (incl. blanks): 3,440

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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