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Press Release

4 October 2016

iran agro 2017 to be hosted in the far bigger hall 5

The agricultural event within the 24th iran agrofood expected to keep growing

Iranian agro industry to profit from huge investments

(Heidelberg / Tehran) iran agro 2017, the agricultural event within the 24th iran agrofood, has been scheduled for 23 to 26 May at the Tehran International Fairgrounds. Sanctions lifted the Iranian agro industry will profit from huge investments. After the success of iran agro 2016 with more than 40,000 visitors and 99 exhibitors (+41%) from 11 countries the organisers fairtrade and Palar Samaneh expect iran agro to continue to grow and will therefore host it in the far bigger hall 5. The 24th iran agro will be held in conjunction with iran food + bev tec, iran food ingredients and iran food + hospitality, together they build iran agrofood.

The 24th International Agricultural Trade Fair iran agro is scheduled for 23 to 26 May 2017 at the Tehran International Fairgrounds.



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Organised by the German trade show specialists fairtrade and their Iranian partners Palar Samaneh iran agro 2016 saw the participation of more than 40,000 visitors and 99 exhibitors (+41%) from 11 countries. Satisfaction rates among exhibitors were quite high as 88% were satisfied or even very satisfied with the whole event and 90% with their business contacts. 93% of the exhibitors recommend the fair.

“iran agro is the agricultural event within iran agrofood”, outlines Gudrun Bornschein, project manager with fairtrade. “Now that the international sanctions on Iran are lifted the Iranian agro industry will profit from huge investments. As we also expect the show to keep on growing we will host iran agro 2017 for the first time in the far bigger hall 5.”

Strong demand for quality agricultural technology

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 amounted to Euro 234 million in 2015.

Strong institutional support

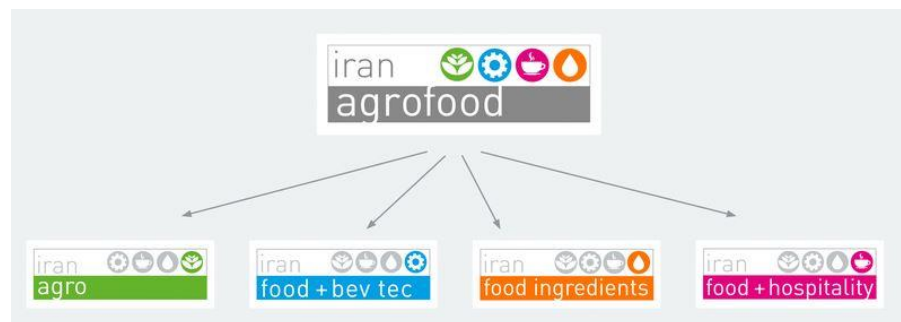
The event enjoys the official support of the Iranian Ministry of Agriculture Jihad, the Ministry of Industry, Mine and Trade, Trade Promotion Organization of Iran TPO and the Iran International Exhibitions Co. IIEC.

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iran agro 2017: A part of iran agrofood

Valuable synergies: Under the umbrella of iran agrofood 2017, iran agro will be held concurrently with the partner events iran food + bev tec, iran food ingredients and iran food + hospitality.



iran agro 2017 within iran agrofood ©fairtrade

For more information: <http://www.iran-agro.com>

Characters (incl. blanks): 2,343

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

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



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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.

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