

THE 30TH ANNIVERSARY EDITION

Iran
agrofood



agro



food + bev tec



food ingredients



food + hospitality



Agriculture, Animal & Crop Production | Food Processing & Packaging | Ingredients | Food & Hospitality

16 - 19
June 2023

Tehran International Permanent Fairgrounds
www.iran-agrofood.com



Iran
agrofood



agro



food + bev tec



food ingredients



food + hospitality



The 30th anniversary edition Iran agrofood 1994 - 2023

Since the very first event in 1994, Iran agrofood has developed over the decades into the most important annual industry meeting place for Iran and its neighbouring countries. The fair has long been an integral part of the international trade fair calendar.

In 2023, exhibitors, trade visitors and organisers will now all celebrate the 30th anniversary edition of Iran agrofood together.

fairtrade and Palar Samaneh as organisers are proud of the long and successful path they have taken together. The guiding idea has always been to organise Iran agrofood as the perfect platform for valuable business contacts between exhibitors and trade visitors.

Exhibition topics

A unique concept: Iran agrofood covers the entire value chain – from field to fork

Iran
agrofood



agro

Iran
agrofood



food + bev tec

Iran
agrofood



food ingredients

Iran
agrofood



food + hospitality



Review: Facts & figures on Iran agrofood 2022



Gallery



Video 2022

It was the massive influx of well over 40,000 visitors and the thousands and thousands of serious B2B meetings that made the 2022 edition so successful for the **616 exhibitors from 17 countries** exhibiting in 18 halls, up from 311 exhibitors last year.

See full details on the 2022 event in the [Post Show Report](#).



Iran
agrofood



**Valuable
institutional
support**

Supporting authorities

Ministry of Industry, Mine and Trade
Ministry of Jihad-e-Agriculture
TPO-Trade Promotion Organization of Iran
IIEC-Iran International Exhibitions Co.



Institutional partners



Türkiye

Network partner events



Why exhibit?

Iran agrofood



Iran ranks among the two largest sales markets for agricultural technology in the Middle East

Strong demand for quality agricultural technology

- Iranian imports of agricultural technology have grown by 15.8% annually over the past five years.
- The Iranian market for agricultural technology thus ranks among the TOP 2 in the Middle East, in line with Saudi Arabia.
- According to VDMA – the German Engineering Association, Iranian imports of agricultural machinery and equipment amounted to Euro 124 million in 2016.

Visitor profile

- Farmers
- Breeders
- Keepers

Voices of the exhibitors



Ali Hashemi
Administration Director – PETKUS

Petkus delivers best solutions for precision processing and farming. Here in Iran, our opto selectors for sorting of grains and seeds find a great interest.

At Iran agro, we meet CEOs, technical and executive managers. In view of the great market potential, we would have expected more European companies and experts to be present here at the show



Sara Torabi Dastgerdouel
Agriculture Policy Support Officer – Embassy of the Kingdom of the Netherlands

We offer trade research and knowledge information about Dutch enterprises. At Iran agro, we receive importers & exporters, science hubs representatives, knowledge-based companies, researchers and Iranian distributors of Dutch companies.

We have received quite a good number of requests on trade and knowledge and made good contacts.





Voices of the exhibitors

➔ more food + bev tec



Azita Rezaei
Sales Manager – SPAD

SPAD is an international engineering firm based in Tehran and specialised in bakery and confectionery processing technologies. In our second division we export and import raw materials, ingredients, additives, herbs ...

Most demanded by Iranian customers are products & solutions to produce chocolates, jelly, chewing gum and the packaging of nuts, spices and dates. Here at Iran food + bev tec, we meet with new investors who want to discuss their projects.



Oliver Parche
Head of Marketing Department – German Near and Middle East Association on behalf of the German Pavilion

At the information stand of the German Pavilion at Iran food + bev tec, we receive importers and exporters and customer requests on investment and science, German companies and technologies as well as on Germany in general and on German associations.

We are glad about the ever-growing interest in German products and bilateral relations.



Mario Cvitkovic
Managing Director – Vibrofloors

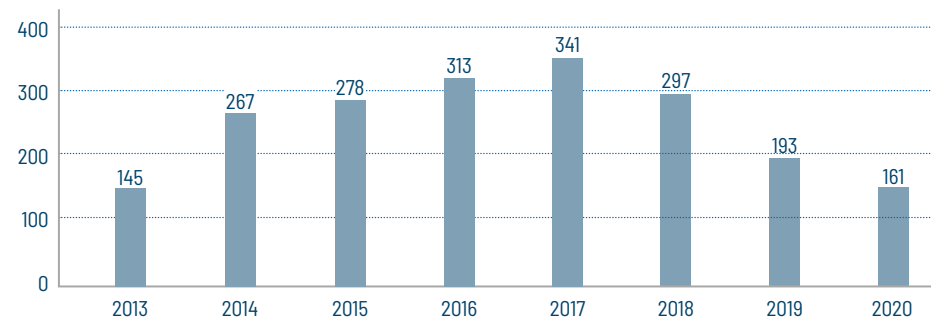
Our Iranian clients are very much interested in our ceramic components. Here at Iran food + bev tec, we predominantly discuss projects with dairy & bakery facilities.

Our expectations to this show has been met as always, great expo!

Iran is one of the largest sales markets for process & packaging machinery in the Middle East

- Iranian imports of food processing and packaging machinery amounted to €161 million in 2020.
- There is a good chance that from 2023 onwards, these imports will gradually return to the levels of 2014 to 2018, when annual imports were as high as €341 million, making Iran the second largest importer in the Middle East.

Iranian imports of food processing and packaging machinery and equipment (in million Euro)

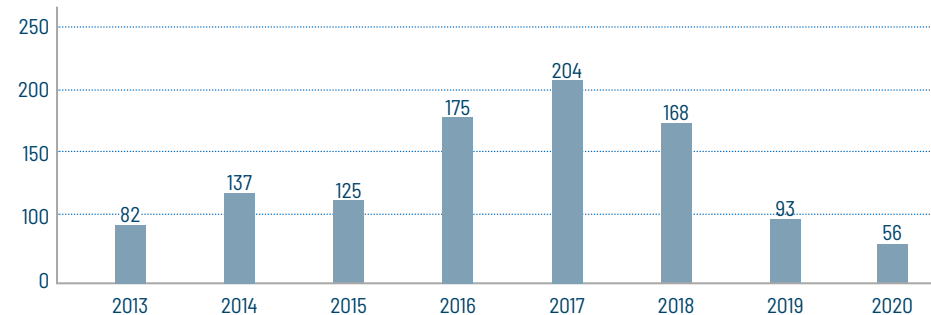


Source: VDMA 2021 / Graph: fairtrade

Iran is one of the largest sales markets for packaging machinery in the Middle East

- Iranian imports in this sector amounted to 56 million euros in 2020.
- There is a good chance that from 2023 onwards, these imports will gradually return to the levels of 2014 to 2018, when annual imports were as high as €204 million, making Iran one of the largest importers in the Middle East.

Iranian imports of packaging machinery and equipment (in million Euro)



Source: VDMA 2021 / Graph: fairtrade



Voices of the exhibitors



Matthias Thienel
CEO – Destilla

Destilla has over 50 years of expertise in flavours and extracts. In Iran, we see an especially high demand for our drinks and beverage flavours. That is also where our visitors here at Iran food ingredients come from.

After two years of corona-related absence from Iran food ingredients, it's great to be back and be part of this event, and an amazing opportunity to meet new customers.



Shaho Balani
Managing Director – Bell Flavors & Fragrances

We develop products for the food, beverage, cosmetic, personal care, and household care companies throughout the world. Our Iranian clients are especially interested in our vanilla, butter and strawberry flavors.

At Iran food ingredients, we meet with our main clients and new ones. For our future participations we wish the event would reduce the public visitors so that we can concentrate on our B2B talks.



Chantal Borghino
Area Sales Manager – IPRA France

We develop and produce food flavourings for the food industry. Our expertise extends to all sectors of application: beverages, savoury products, pastry, biscuits, bakery, dairy products, ice creams, ... Our Iranian clients are very much interested in all kinds of flavors, liquid, powder, sweet and salted.

Here at Iran food ingredients we meet with lots of interested customers that we couldn't meet in any other place.

➔ [more food ingredients](#)

Among the top exhibitors

akras
let there be taste

Bell

CHR HANSEN
Improving food & health

Destilla
The Essence of Nature

FR

Gimix
Natural Food Ingredients

IPRA FRANCE
AROMATIC PRODUCTS

IRANVEEJ

Jaddeh Abrisham
Food Ingredients and Additives

Palsgaard®
Heart working people

PasAddak
IMPORT AND EXPORT AGENCY

PAYON INT'HIRAD

paa
پیشگامان اسام آریا
PISHGAMAN ASAM ARIYA

SCHWAN GROUP
PROFESSIONAL SOLUTIONS FOR FOOD

SPASSKIY®

symrise

TATE & LYLE

TH.GEYER
EXTRACTS FOR THE WORLD

Why exhibit?

Iran agrofood



food + hospitality

Iranian food exports made up for 5.978 billion US Dollar in 2017

- Iran ranks among the top five producers worldwide of apricots, cherries, sour cherries, cucumbers and gherkins, dates, eggplants, figs, pistachios, quinces, saffron, walnuts and watermelons. Moreover, the country is rich in agricultural produce such as caviar, oilseeds, rice and wheat.
- Of course, Iranian food producers are primarily serving their huge domestic market of 85 million. And with their participation at Iran food + hospitality, they benefit from professional visitors from all over the country.
- However, as Iran food + hospitality also succeeds to attract thousands of professional food traders from the world over, export-oriented Iranian food producers participate at the show to market and sell their products internationally.

Visitor profile

- Bar & café professionals
- Caterers
- Distributors
- Executive Chefs
- F&B professionals
- Hotel & hospitality professionals
- Ice cream professionals
- Pastry chefs
- Restaurant professionals

Voices of the exhibitors



Hossein Kashani (left)
Economic & Commercial Officer - Brazilian Embassy on behalf of the Brazilian Pavilion

This year we presented 8 Brazilian exhibitors at Iran food + hospitality. They sell rice, coffee, beans, meat and sugar to their Iranian customers.

As 80% of the visitors at the show were business visitors interested in trade, this event has met our expectations.



Erhan Jahoni
Assistant - IBS

We sell mainly frozen boneless beef and frozen whole chicken to our Iranian clients. Here at Iran food + hospitality, we meet food processors, retail market owners like chain markets and distributors.

Our target was to have plenty of B2B meetings, and we have met our expectation.

Facts on the Iranian food industry

- 11,200 businesses
- 400,000 jobs
- Total value add US\$ 3.81 billion - 11% of all the value added created by the industrial sector
- Almost all raw materials for food processing produced domestically
- 150 million tons of raw materials
- Dairy products - biggest share in Iran's total food exports
- US\$ 773 million worth of dairy products over 2016/2017 - 25% increase in value compared to previous year
- Yoghurt US\$ 218 million Cheese US\$ 187 million Milk powder US\$ 129 million Cream and ice cream US\$ 20 million.*

** Kaveh Zargaran, Chairman Agricultural Commission Tehran Chamber of Commerce, Industries, Mines and Agriculture, Tejarat-e Farda, July 2017*

Exhibitor profile



agro

Agricultural machines, farming tractors, harvesting equipment
Analytical equipment

Dryers, cleaner, silos and storage systems

Feeding equipment
Fish farming equipment

Grains, grain systems
Greenhouse and greenhouse plastics and equipment

Irrigation systems

Livestock and poultry breeding

Milk processing equipment
Milling and mixing installations/
equipment

Pesticides and fertilizers
Poultry equipment

Seeds, seedlings
Stable equipment

Veterinary syringes



food + bev tec

Food and drink processing

Automation
Bakery technology
Basic food technology
Beverage technology
Coffee machines
Confectionery, snacks and chocolate production technology
Dairy technology
Delicatessen and convenience food technology
Distribution systems, table and serving equipment
Fish processing technology
Food safety and quality management
Foodservice equipment
Ice cream technology
Ice cream technology
Information and billing systems

Kitchen technology
Meat processing technology
Noodle technology
Refrigeration technology
Screening machines
Services and concepts
Vegetable and fruit technology

Packaging

Packaging technology
Machines for imprinting of packaging material
Packaging materials, means and aids

Printing

Printing and labelling technology
Paper converting and packaging production technology
Materials, consumables and accessories

Refrigeration and air conditioning

Refrigeration technology
Ventilation, air conditioning and heating technology

Conveying, transport and storage

Waste and waste water

Water treatment
Waste water treatment
Resource-efficiency and services



food + hospitality

Food and beverages

Bread & bakery
Dairy
Drinks
Fish & seafood
Fresh & chilled food
Frozen food
General foods
Health food
Hot beverages
Ice cream & deep-frozen confectionery
Meat & meat products
Organic food
Snack food
Sweets

Equipment and supplies for hotels and restaurants, bars and cafés, canteens and commercial kitchens

Building furnishings and equipment
Coffee machines
Distribution systems and serving equipment
Ice-cream machines
Information and billing systems
Refrigeration technology
Kitchen technology
Rinsing, cleaning and disposal technology
Sweets



food ingredients

Acid starters
Acidulants
Antifoam agents
Antioxidants & antimicrobials
Aromas

Bakery raw materials
Binding agents
Blends & compounds of fruit juice
Butcher's raw materials

Casein clarifier
Clouding agents
Cocoa butter
Colourings
Cultures, microorganism
Curing agents
Cutting aids

Distillates

Emulsifying agents
Emulsifying salts
Enzymes
Extraction agents, solvents
Extracts, vegetable

Fat substitutes
Fatty acids
Filter aid
Flavours & fragrances
Flavours & colours
Flour improvers
Flow agents, anti-caking agents
Food additives
Fruit and vegetables concentrates
Fruit and vegetables powders
Fruit ingredients
Fruit preparations for bakery & confectionery

Malt extracts for malt beverages
Meat extracts

Mineral substances

Powdered fat
Precipitants
Preservatives
Propellant gases
Protective gases
Proteins

Raising agents
Releasing agents

Sauces
Semi-finished products
Sorbents
Specialty fats
Spices, herbs
Stabilizers
Starter cultures & enzymes for dairy
Sweeteners

Vitamins

Iran
agrofood

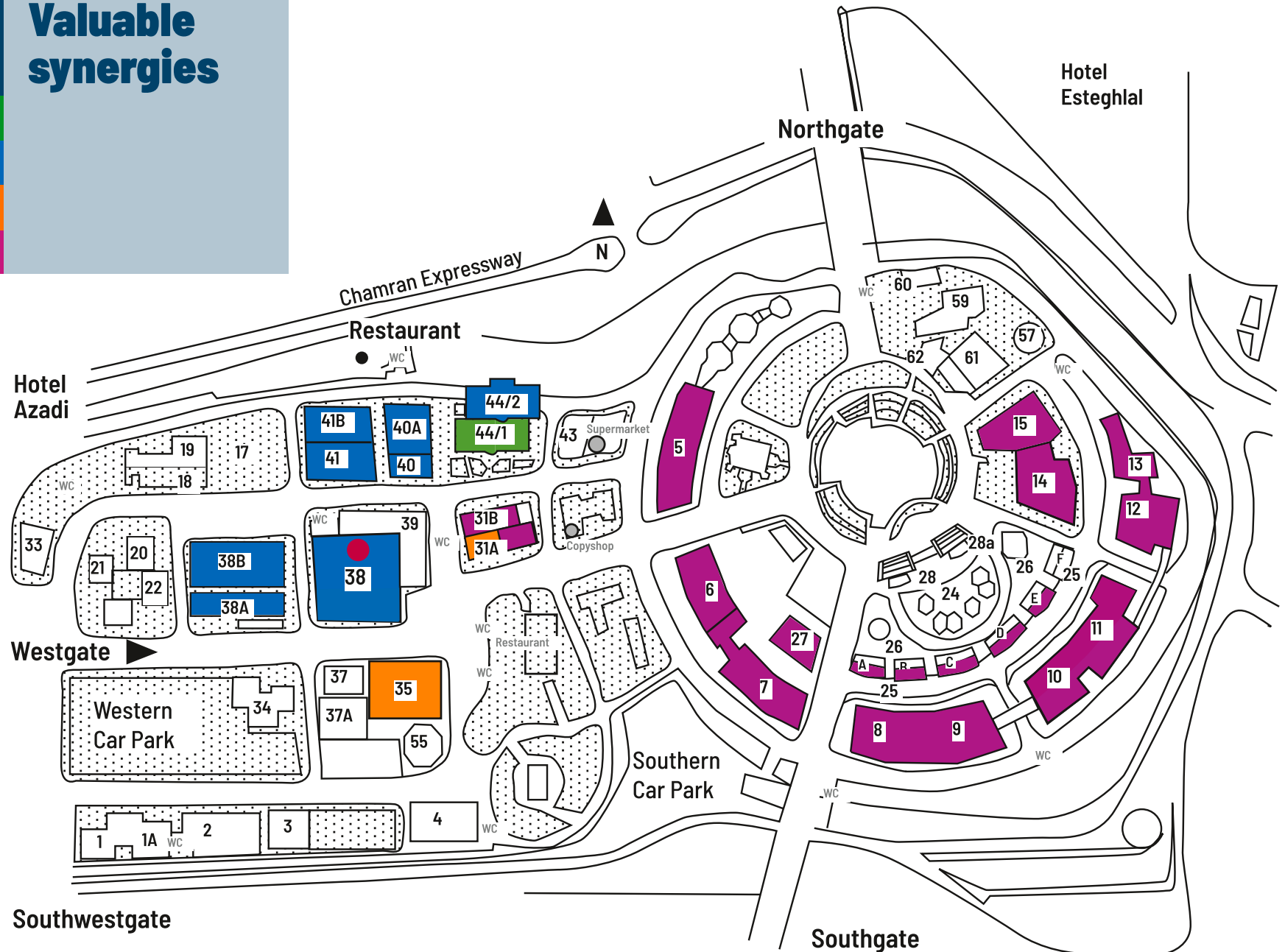
agro

food + bev tec

food ingredients

food + hospitality

Valuable synergies





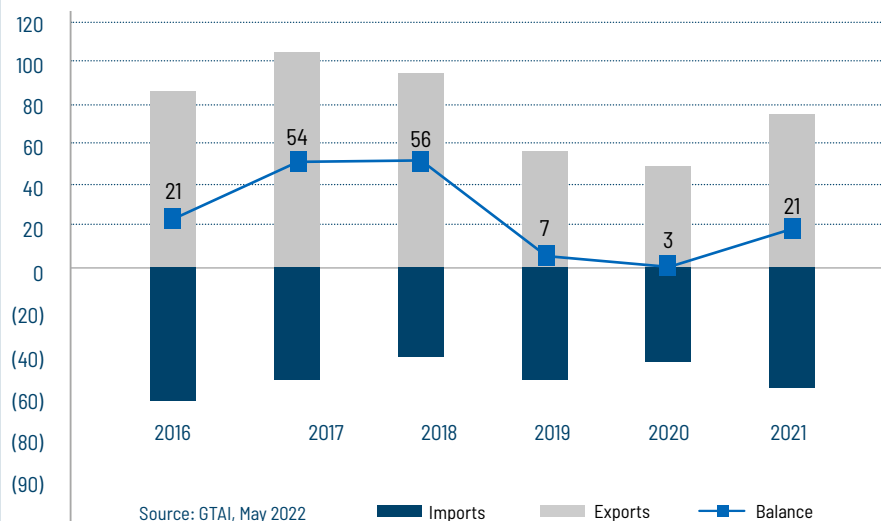
Economic outlook Iran

The strong growth reflects positive IMF and World Bank assessments, a recovery in consumption and a strong expansion in imports and exports.

See [Economic outlook Iran](#) by GTAI of 13 May 2022.

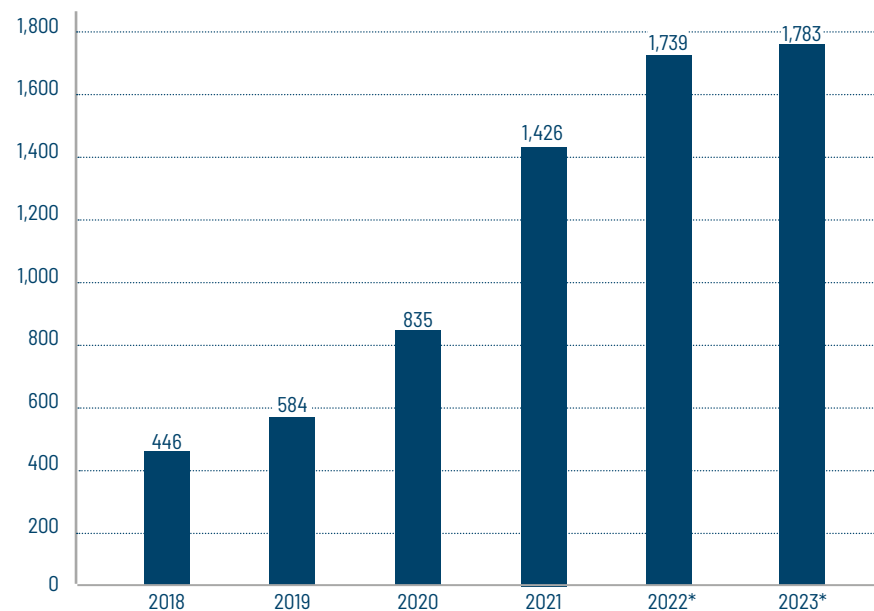
Foreign trade

Billion US \$



GDP

Billion US \$



Source: GTAI, May 2022

* prognosis

Visibility Content Network

exportal



Get connected!

Check out all exhibitors and products

→ <https://iran.fairtrade-messe.de>

Your benefits

all exhibitors • all products • all visitors • networking & matchmaking



- enter the portal
- detailed company and product profile



- present your ideas to potential business partners
- search for product categories
- maximum exposure to targeted buyers

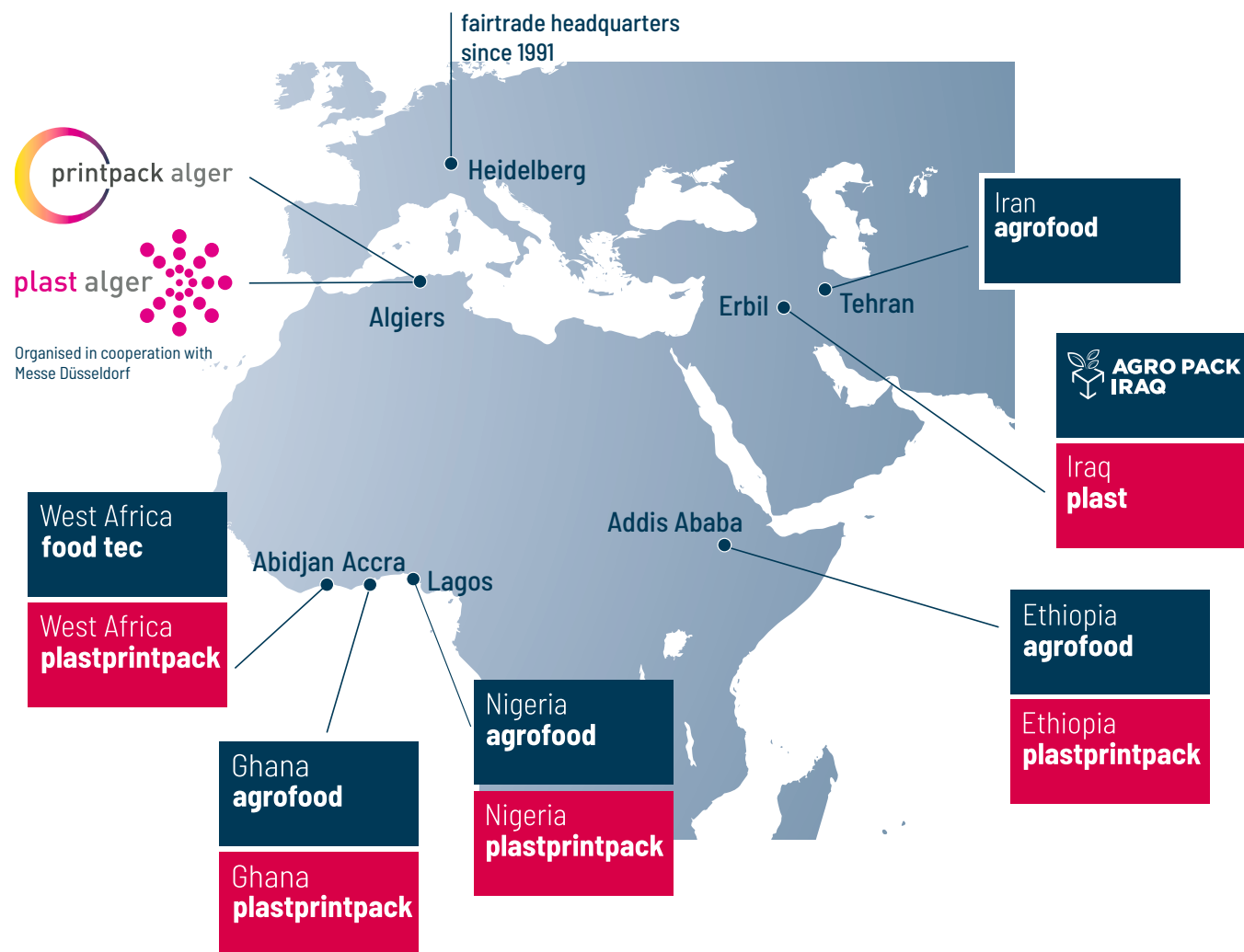


- find other exhibitors & their products
- individual filter search
- tool to make appointments for the event



- your entry is activated 24/7 all year around
- be contacted by visitors & other exhibitors

Grow your business - upcoming events!



Nigeria **28 - 30** **Lagos**
March 2023
www.agrofood-nigeria.com
www.ppp-nigeria.com

Ethiopia **08 - 10** **Addis Ababa**
June 2023
www.agrofood-ethiopia.com
www.ppp-ethiopia.com

Iran **16 - 19** **Tehran**
June 2023
www.iran-agrofood.com

Iraq **19 - 21** **Erbil**
Sept. 2023
www.iraq-agrofood.com
www.ppp-iraq.com

West Africa **17 - 19** **Abidjan, Ivory Coast**
Oct. 2023
www.agrofood-westafrica.com
www.ppp-westafrica.com

Ghana **21 - 23** **Accra**
Nov. 2023
www.agrofood-ghana.com
www.ppp-ghana.com

Algeria **04 - 06** **Algiers**
March 2024
www.plastalger.com
www.printpackalger.com



www.fairtrade-messe.de

We'll be your back-up team!



fairtrade - Valuable business contacts

Founded in 1991, fairtrade has long been one of the leading organisers of professional international agrofood & plastprintpack trade fairs in Africa and the Middle East.

Over the decades, more than 36,000 exhibitors and 1.5 million trade visitors have expressed their confidence in us.

With our international trade shows, we take innovative ways to connect emerging markets with solution providers from across the globe.

Facilitating valuable business contacts between our exhibitors and trade visitors - that's what we at fairtrade stand for.

ISO 9001:2015 certified and a member of UFI The Global Association of the Exhibition Industry, fairtrade strives for high customer satisfaction with excellent service and innovative products.



About Palar Samaneh

Founded in 2004 and managed by Shahrooz Shahverdi and Mehrdad Mehraei

Headquartered in Tehran

Co-organised 50+ international trade fairs of major importance in Iran

Specialised & rooted in the following industries

- agrofood consisting of agriculture, food & beverage processing, food ingredients and finished food & hospitality
- telecommunications
- mining

Playing an important role in the growth of the Iranian trade fair sector



fairtrade Messe GmbH & Co. KG • Ms Michelle Hofmann
Kurfürsten-Anlage 36 • D-69115 Heidelberg, Germany
+49-62 21- 45 65 11 • m.hofmann@fairtrade-messe.de



Palar Samaneh Co. • Ms Ladan Maleki
Apt. 707, No 110, Ayneh Vanak Bldg., Vanak Str. • IR-19919-54158 Tehran, Iran
Tel.: +98-21-88 20 57 35/36 • Fax: +98-21-88 78 66 89 • palarsamaneh@gmail.com