27th International Exhibition

iran agro
Agriculture | Crop production | Animal husbandry

16 - 19 June 2020
Tehran International Permanent Fairgrounds
www.iran-agro.com

Part of:
iran agrofood

Institutional partners

Organized by:
Impressions of Iran Agro 2019

Opening
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

NEW: Start-up pavilion at iran agrofood 2019
For the first time some twenty Iranian start-up companies presented their innovations at the iran agrofood Start-up Pavilion in hall 31a. STARS at iran agrofood 2019!

Russian Federation with official pavilion
The Russian Federation presented itself for the first time at iran agro 2019 with two official pavilions. One from the Republic of Bashkortostan, Russia’s most populous republic. And another from the Kabardino-Balkar Republic in the North Caucasus. Both pavilions were officially supported by the Russian Export Center. A total of 7 Russian exhibitors presented technologies for agriculture, milk production and water treatment.
Strong facts iran agro 2019

EXHIBITORS SATISFIED

100% with the number of visitors
90% with the visitors’ quality
90% with the event as a whole
89% recommend the show
52 exhibitors at iran agro
335 exhibitors at iran food + bev tec & iran bakery + confectionery
70 exhibitors at iran food ingredients
431 exhibitors at iran food + hospitality
888 exhibitors from 21 countries participated at the 26th iran agrofood 2019
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.

Voices of the exhibitors 2019

Gustavs Kaneps
VP Marketing and Business Development - Silk Water Group LLC

We hope to meet customers and partners from within the country, looking to help improve their growing techniques, working alongside our technical department and teaching from our experience – In addition, we hope to meet locals and foreigners from the produce export field.

We are always happy to participate in iran agro. This is where the Iranian agricultural community meets once a year to share its success, its knowhow, and gives us all an opportunity to seek out new ideas and collaborations. very happy to be here this year.

Javier Gutierrez
Area Sales Manager - Symaga Silos

Symaga Silos is a Spanish family-owned business with an international scope, specialized in designing, manufacturing and marketing of galvanized steel silos available for different industries such as breweries, animal feed, port facilities, flour mills, ethanol, drying, flourmills, and storage of raw materials for the plastic industry and biofuels.

iran agro convinces with many potential customers for the grain storage sector. We have been looking for engineering offices and are very satisfied so far. iran agro brings important key people together.

High satisfaction rates 2019

- number of visitors: 100%
- chances of business after the fair: 90%
- whole fair: 90%
- quality of visitors: 90%

Top exhibitors 2019

see the top exhibitors
### Exhibitor profile

<table>
<thead>
<tr>
<th>Agricultural machines, farming tractors, harvesting equipment</th>
<th>Irrigation systems</th>
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<tbody>
<tr>
<td>Analytical equipment</td>
<td>Livestock and poultry breeding</td>
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<tr>
<td>Dryers, cleaner, silos and storage systems</td>
<td>Milk processing equipment</td>
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<tr>
<td>Feeding equipment</td>
<td>Milling and mixing installations/equipment</td>
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<tr>
<td>Fish farming equipment</td>
<td>Pesticides and fertilizers</td>
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<tr>
<td>Grains, grain systems</td>
<td>Poultry equipment</td>
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<td>Greenhouse and greenhouse plastics and equipment</td>
<td>Seeds, seedlings</td>
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<td>Stable equipment</td>
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<td>Veterinary syringes</td>
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Valuable synergies - iran agrofood 2020!
Market update: Facts about Iran at a glance

Iran is the Middle East’s leading industrial nation

- An energy superpower with the world’s largest natural gas supply and the fourth-largest proven oil reserves
- With 80 million inhabitants the second most populous nation in the Middle East and the 17th most populous in the world
- Leading industries in the Middle East in car-manufacture and transportation, construction materials, home appliances, food and agricultural goods, armaments, pharmaceuticals, information technology, power and petrochemicals
- A regional power with major influence in the region
- A top five producer in the world of apricots, cherries, sour cherries, cucumbers and gherkins, dates, eggplants, figs, pistachios, quinces, saffron, walnuts, and watermelons
- Geostrategic importance because of its central location in Eurasia and Western Asia, and its proximity to the Strait of Hormuz; a major regional and middle power, exerting considerable influence in international energy security and the world economy
- Host to Asia’s 4th-largest number of UNESCO World Heritage Sites and home to one of the world’s oldest civilizations
- A multicultural nation comprising numerous ethnic and linguistic groups
- Dynamic institutions encouraging the establishment of companies thanks to favorable fiscal policy and major economic reforms

Source: GTAI, June 2018 * prognosis
Check out the agrofood industry portal

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

www.agrofood.fairtrade-messe.com
fairtrade events – welcome!
Grow your business – Upcoming Events

10 - 12 December 2019, Accra
6th agrofood West Africa
Registration until 22 October 2019

29 February - 02 March 2020, Baghdad
2nd iraq agrofood
Registration until 17 January 2020

24 - 26 March 2020, Lagos
6th agrofood Nigeria
Registration until 04 February 2020

03 - 05 June 2020, Addis Ababa
4th agrofood Ethiopia
Registration until 31 March 2020

15 - 18 June 2020, Tehran
27th iran agrofood
Registration until 31 March 2020

09 - 11 December 2020, Abidjan
7th agrofood West Africa
Registration until 15 October 2020
fairtrade - valuable business contacts

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 the Middle East, North and Sub-Saharan Africa and Eastern Europe.

Managed by its shareholder and his son Paul März 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, CIT Solutions, Energy, Industry and PlastPrintPack and strives for a high level of customer satisfaction.

In Iran, fairtrade - in cooperation with Palar Samaneh - organizes international trade fairs of major importance since 1994, namely iran agrofood (iran food+bev tec, iran food+hospitality, iran agro, iran food ingredients and iran bakery + confectionery) and iran telecom innovations.

By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors.

fairtrade is a member of UFI, the Global Association of the Exhibition Industry. Our management system is ISO 9001: 2015 certified.

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

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

Dedicated stand building unit with highly motivated team of tradeshow specialists including architects, engineers, designers and technicians serving individual exhibitors and country pavilions all over the Middle East and the CIS

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