27th International Exhibition

**Food & Beverage Processing & Packaging Technology**

Network partner event

**Bakery, Confectionery, Snacks**
**Coffee, Chocolate, Ice cream**

Network partner event

15 - 18 June 2020
Tehran International Permanent Fairgrounds
www.iran-foodbevtec.com  www.iran-bakery.com

Part of:

**Institutional partners**

Organized by:
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!
Five national pavilions

- China
- Germany
- India
- Italy
- Turkey

The Netherlands and Switzerland were represented through stands of their embassies.
Strong facts iran food + bev tec & iran bakery + confectionery 2019

EXHIBITORS

85% satisfied with the event as a whole
78% with the number of visitors
75% with the visitors quality
73% recommend the show

335 exhibitors from 12 countries at iran food + bev tec & iran bakery + confectionery
70 exhibitors from 21 countries at iran food ingredients
431 exhibitors from 21 countries at iran food + hospitality
52 exhibitors from 21 countries at iran agro
888 exhibitors from 21 countries participated at the 26th iran agrofood 2019
Why exhibit?

Iran is the second largest sales market for process and packaging machinery in the Middle East

- Iranian imports in this sector increased by 15% annually over the past six years, reaching 295 million euros in 2018. As such Iran was the Middle East’s second largest importer, behind Saudi Arabia with 315 million euros, but well ahead of the UAE with 265 million euros.

![Graph: Iranian imports of food processing and packaging machinery and equipment (in million Euro)](image)

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

Source: VDMA / Graph: fairtrade 2019

Iran is the largest sales market for packaging machinery in the Middle East

- Iranian imports in this sector increased by 15% annually over the past six years, reaching 166 million euros in 2018. As such Iran was the Middle East’s largest importer, well ahead of Saudi Arabia with 160 million euros and the UAE with 134 million euros.

![Graph: Iranian imports of packaging machinery and equipment (in million Euro)](image)

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

Source: VDMA / Graph: fairtrade 2019

Voices of the exhibitors 2019

Vera Fritsche
International Trade Fairs, Foreign Market Information – Food Processing and Packaging Machinery Association (VDMA)

With more than 82 million people Iran is the most highly populated country in the Middle East region. In order to meet the growing local demand for high-quality, hygienically produced and safe food and expand to the export of food manufactured in the country, investments and modern technologies and machinery are necessary.

Germany is the most important trading partner of the Iranian food and beverage industry for the supply of modern food processing and packaging machinery. The German manufacturers maintain long-standing and partnership-based cooperation with their Iranian business partners.

iran food + bev tec brings people together and is therefore an important platform for the German market.

Augusto Di Giacinto
Director – ITA Italian Trade Agency Tehran

Iran is a market of 80 million of young consumers. Iranians prefer European technologies and Iran wants to expand and improve its own production, not least in order to export more and more.

The knowledge of Iranian potential customers is very high. They are willing to invest and modernize their factories.

In difficult times, there are always new opportunities to exploit and the food industry is one of the most important sectors. About iran food + bev tec 2019: All major Iranian and international players are represented at this important trade fair.

Top exhibitors 2019
**Why exhibit?**

**Baked goods No.1 in packaged food in Iran**
Baked goods are by far the largest segment within the packaged food category.
- Sales in 2015 amounted to 8.6 million tons.
- Especially packaged bread is gaining popularity in Iran. It is expected that packaged bread will grow by 19 percent until 2020. (VDMA)

**Iran is the largest confectionery market in the Middle East**
- Iranian consumers like it sweet.
- With a total volume of 180,000 tons (2015), Iran is the largest confectionery market in the Middle East and one of the most important sales markets worldwide.
- It is expected that the demand will rise by 6 percent until 2020. (VDMA)

**Iranian imports of bakery, confectionery, ice cream and coffee technology are sharply rising**

![Chart showing Iranian imports of bakery, confectionery, ice cream and coffee technology from 2013 to 2016 with a CAGR of +64%]

**Main supplier countries 2012 - 2016:**
Italy, Germany, China, Turkey, France, Austria, Netherlands, United Kingdom, Belgium, Switzerland, Japan, Denmark, Korea, Slovakia, Sweden, Spain and Russia – in this order.

**Top exhibitors 2019**
[see the top exhibitors]
Exhibitor profile

**Food and drink processing**
- Automation
- Basic food technology
- Beverage technology
- Dairy technology
- Delicatessen and convenience food technology
- Fish processing technology
- Food safety and quality management
- Foodservice equipment
- Ice cream technology
- Meat processing technology
- Noodle technology
- Screening machines
- Vegetable and fruit technology

**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

**Packaging**
- Packaging technology
- Machines for imprinting of packaging material
- Packaging materials, means and aids
Exhibitor and visitor profile

Exhibitors profile
- Bakery technology
- Confectionery, snacks and chocolate production technology
- Ice cream technology
- Coffee machines
- Kitchen technology
- Refrigeration technology
- Distribution systems, table and serving equipment
- Information and billing systems
- Services and concepts

Visitor profile
- Artisan, wholesale and industrial bakers and confectioners
- Chocolate, confectionery and ice cream professionals
- Bar & café professionals
- Caterers
- Executive chefs
- F & b professionals
- Hotel & hospitality professionals
- Restaurant professionals

See full range of exhibits here
Valuable synergies - iran agrofood 2020!

Iran food + bev tec 2020 will be located in the following halls:
Iranian participation 38A, 38B 40, 40A, 41, 41B, 44/2 • International participation 38
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

- 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 and AAX0 The Association of African Exhibition Organisers.

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