27th International Exhibition

irán
food + hospitality

Food, Beverages & Foodservice

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

Part of:

irán
agrofood

Organized by:

Institutional partners
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.

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!

Institutional Partners
Four national pavilions

Brazil
China
India
Turkey
Strong facts Iran Food + Hospitality 2019

Exhibitors Satisfied

- 85% with the event as a whole
- 78% with the number of visitors
- 75% with the visitors’ quality
- 73% recommend the show
- 431 exhibitors at Iran Food + Hospitality
- 335 exhibitors at Iran Food + Bev Tec & Iran Bakery + Confectionery
- 70 exhibitors at Iran Food Ingredients
- 52 exhibitors at Iran Agro
- 888 exhibitors from 21 countries participated at the 26th Iran Agrofood 2019
Why international food producers exhibit

Iranian food imports made up for 9.749 billion US Dollar in 2017

The Iranian food trade market is one of the most important ones in the entire Middle East. According to WTO-World Trade Organization, Iranian food imports made up for 9.749 billion US Dollar in 2017.

Since the Iranian government has lifted the import restrictions on food products in 2003, imports of food products have become a major business.

Voices of the exhibitors 2019

Mandy
Sales Manager – Wuyuan County Dafeng Oil Food

Wuyuan County Dafeng Oil Food is a manufacturer of pumpkin and sunflower seeds.

As exhibitor at iran food + hospitality 2019 we get in touch with potential customers and could even close some orders. The show provides a great opportunity for us to meet local customers. We’re very happy to be here this year.

Fatima Aghaie
Team Leader – Samex India Pvt Ltd

Since long Iran is one of the most important markets for our products as Iranians use cardamom in their food and drinks a lot. iran food + hospitality enables us to talk with our customers about their needs. We also have the chance to connect with people from neighbouring countries. The trade show offers great visitors and business opportunities.

High satisfaction rates 2019

- participate again next year: 97%
- number of visitors: 94%
- whole fair: 91%
- chances of business after the fair: 82%
- quality of visitors: 82%

see more testimonials

Iranian food imports (in billion US$)

Source: WTO
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 80 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.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Value (billion US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>5.222</td>
</tr>
<tr>
<td>2014</td>
<td>5.564</td>
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<tr>
<td>2015</td>
<td>5.432</td>
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<tr>
<td>2016</td>
<td>6.090</td>
</tr>
<tr>
<td>2017</td>
<td>5.978</td>
</tr>
</tbody>
</table>

CAGR +3.4%

Source: WTO

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

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

4,100 new hotels and thousands of new restaurants until 2022 – Iranian hospitality industry ahead of huge boom

- By 2025, three times as many foreign businessmen and tourists are expected in Iran than in 2017. Government planning envisages an increase in foreign visitors by 2019 to 10 million and by 2025 to 20 million.
- To cope with this development, a total of 4,100 new hotels are to be built by 2022, according to the 6th Five-Year Plan. The total number of hotels is thus to rise from the current 1,100 to around 5,200. (GTAI)
- In addition there are tens of thousands of new restaurants, cafes and bars to be erected.
- A huge market! And Iran food + hospitality is the place where Iranian F&B professionals and investors discuss business with technology leaders in foodservice equipment from around the globe.

Top foodservice equipment exhibitors 2019

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

See the top exhibitors >>
Exhibitor profile

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
Valuable synergies - Iran Agrofood 2020!

**Iranian participation**
- Halls 38A, 38B, 40, 40A, 41, 41B, 44/2
- International participation: Halls 38

**International participation**
- Hall 44/1
- Halls 31A, 35

**Iran Agrofood**
- Iranian participation: Halls 38A, 38B, 40, 40A, 41, 41B, 44/2
- International participation: Hall 38

**June 2020**
- Tehran Permanent International Fairgrounds
  - Fairtrade Organizer Office
  - International exhibitors
  - Hall 38

**15 - 18 June 2020**
- Tehran International Permanent Fairgrounds
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
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!
<table>
<thead>
<tr>
<th>Event Name</th>
<th>Date</th>
<th>Location</th>
<th>Registration Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>6th agrofood West Africa</td>
<td>10 - 12 December 2019</td>
<td>Accra</td>
<td>22 October 2019</td>
</tr>
<tr>
<td>2nd iraq agrofood</td>
<td>29 February - 02 March 2020</td>
<td>Baghdad</td>
<td>17 January 2020</td>
</tr>
<tr>
<td>6th agrofood Nigeria</td>
<td>24 - 26 March 2020</td>
<td>Lagos</td>
<td>04 February 2020</td>
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<tr>
<td>4th agrofood Ethiopia</td>
<td>03 - 05 June 2020</td>
<td>Addis Ababa</td>
<td>31 March 2020</td>
</tr>
<tr>
<td>27th iran agrofood</td>
<td>15 - 18 June 2020</td>
<td>Tehran</td>
<td>31 March 2020</td>
</tr>
<tr>
<td>7th agrofood West Africa</td>
<td>09 - 11 December 2020</td>
<td>Abidjan</td>
<td>15 October 2020</td>
</tr>
</tbody>
</table>
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 AAXO 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.