27th International Food Ingredients Trade Fair

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

Institutional partners

Organized by:
Impressions of Iran food ingredients 2019

Opening
Review Iran Food Ingredients 2019
Valuable institutional support and top exhibitors

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

Among the top exhibitors 2019

Institutional Partners

Exhibitor list 2019
Strong facts iran food ingredients 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
- 70 exhibitors at iran food ingredients
- 335 exhibitors at iran food + bev tec & iran bakery + confectionery
- 431 exhibitors at iran food + hospitality
- 52 exhibitors at iran agro
- 888 exhibitors from 21 countries participated at the 26th iran agrofood 2019
Voices of the exhibitors 2019

Matthias Thienel  
CEO – Destilla

For us, Iran Agrofood is a platform where we get together with existing and potential customers. Broadband character is what makes the fair so special. You find exhibitors from along the production process, beginning with the machineries/technologies to the final products. We’re very happy to be part of it and to participate in this important event.

Vali Alizadeh  
President (CEO) – PasAddak Co

With our quality products we want to support our customers in Iran to become leaders of the region. Iran Agrofood is one of the most professional exhibitions in Iran, where almost all Iranian producers attend. This fair gives us the possibility to reach key producers, to build a long lasting relationship with them and to finally improve the product quality in this country.

Sofiane Berrahmoune  
Sub-Regional Director Africa & Middle East – Symrise

We are positively surprised that Iran Food Ingredients is taking place this year despite the political and financial situation. Interesting to see that the market continues to grow.

We are meeting both existing and new customers who want to innovate and initiate new business. What makes Iran Food Ingredients so unique?

High satisfaction rates 2019

- whole fair: 100%
- number of visitors: 98%
- recommend the show: 95%
- quality of visitors: 91%

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!
### Exhibitor profile

<table>
<thead>
<tr>
<th>Acids starters</th>
<th>Emulsifying agents</th>
<th>Powdered fat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acidulants</td>
<td>Emulsifying salts</td>
<td>Precipitants</td>
</tr>
<tr>
<td>Antifoam agents</td>
<td>Enzymes</td>
<td>Preservatives</td>
</tr>
<tr>
<td>Antioxidants &amp; antimicrobials</td>
<td>Extraction agents, solvents</td>
<td>Propellant gases</td>
</tr>
<tr>
<td>Aromas</td>
<td>Extracts, vegetable</td>
<td>Protective gases</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Proteins</td>
</tr>
<tr>
<td>Bakery raw materials</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Binding agents</td>
<td>Fat substitutes</td>
<td>Raising agents</td>
</tr>
<tr>
<td>Blends &amp; compounds of fruit juice</td>
<td>Fatty acids</td>
<td>Releasing agents</td>
</tr>
<tr>
<td>Butcher’s raw materials</td>
<td>Filter aid</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Flavours &amp; fragrances</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Flavours &amp; colours</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Flour improvers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Flow agents, anti-caking agents</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Food additives</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fruit and vegetables concentrates</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fruit and vegetables powders</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fruit ingredients</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fruit preparations for bakery &amp; confectionery</td>
<td></td>
</tr>
<tr>
<td>Casein clarifier</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clouding agents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cocoa butter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colourings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cultures, microorganism</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Curing agents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cutting aids</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distillates</td>
<td>Malt extracts for malt beverages</td>
<td>Vitamins</td>
</tr>
<tr>
<td></td>
<td>Meat extracts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mineral substances</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Valuable synergies - iran agrofood 2020!

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

**Iran food + bev tec**

**Iran food ingredients**

- Iran. & int. part. 31A, 35

**Iran bakery + confectionery**

**Iran agro**

- Iran. & int. part. Hall 44/1

**Iran food + hospitality**

- Iran. part. 5-15, 25A-E, 27, 31B
- Int. part. 31A
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

Foreign trade
Billion US $

<table>
<thead>
<tr>
<th>Year</th>
<th>Imports</th>
<th>Exports</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>33</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>2014</td>
<td>18</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td>2015</td>
<td>13</td>
<td>21</td>
<td>8</td>
</tr>
<tr>
<td>2016</td>
<td>21</td>
<td>23</td>
<td>2</td>
</tr>
<tr>
<td>2017</td>
<td>23</td>
<td>23</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: GTAI

GDP
Billion US $

<table>
<thead>
<tr>
<th>Year</th>
<th>GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>386</td>
</tr>
<tr>
<td>2017</td>
<td>432</td>
</tr>
<tr>
<td>2018</td>
<td>452</td>
</tr>
<tr>
<td>2019</td>
<td>485*</td>
</tr>
<tr>
<td>2020</td>
<td>496*</td>
</tr>
</tbody>
</table>

Source: GTAI, June 2018 * prognosis

See „The market“
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

29 February - 02 March 2020, Baghdad
2nd iraq agrofood

24 - 26 March 2020, Lagos
6th agrofood Nigeria

03 - 05 June 2020, Addis Ababa
4th agrofood Ethiopia

15 - 18 June 2020, Tehran
27th iran agrofood

09 - 11 December 2020, Abidjan
7th agrofood West Africa
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