

Press Release 01

Tehran / Heidelberg, 09 April 2024

Iran agrofood 2024: 700+ exhibitors from 15 countries expect more than 40,000 trade visitors

(Tehran/Heidelberg) It is certainly going to be a very special edition, the 31st Iran agrofood. Around seven hundred exhibitors from 15 countries are geared up for one of Iran's top business events. Iran agrofood is scheduled to run from 08 to 11 June 2024 at the Tehran International Permanent Fairgrounds.

Following the resounding success of the 30th jubilee edition of 2023, when trade visitors literally stormed the exhibition halls, the organisers are delighted to unveil the 2024 event. Spearheaded by fairtrade Messe, the renowned German trade show specialists, and their Iranian partners Palar Samaneh, this premier gathering is set to serve Iran's vibrant agriculture, packaging, food, beverage and hospitality industries.

With exhibitors representing Austria, Brazil, China, France, Germany, India, Iran, Italy, Poland, Russia, Spain, Thailand, Türkiye, the United Arab Emirates and Uzbekistan, the stage is set for another compelling showcase of innovation and collaboration.

Exhibitors according to main exhibiting countries

Iranian exhibitors are naturally at the forefront, as they have come to master the entire spectrum of the agrofood industry, and at a very high level. No wonder that many hundreds of Iran's leading producers and suppliers once again warmly welcome their customers to this year's Iran agrofood.

The Brazilian pavilion will certainly be one of the show highlights again.

China is going to be represented by exhibitors from all over the country, and Germany participates with companies showcasing flavors & ingredients as well as food packaging machinery.

India is going to be present with a great deal of exhibitors, while many high quality Turkish suppliers will offer dedicated solutions and technologies for the Iranian agricultural and food industry.

Russia is represented by a group of companies from Moscow Region and Stavropol Region in the North Caucasus.

Representing the entire value chain - from field to fork

With its four dedicated partial fairs Iran agro, Iran food + bev tec, Iran food ingredients and Iran food + hospitality, Iran agrofood covers the entire value chain from field to fork. And this is how the individual sub-fairs are allocated at the exhibition site.

- Iran agro in hall 38
- Iran food + hospitality in halls 5, 6, 7, 8, 9, 27, 31A, 31B, 44/1, 44/2
- Iran food ingredients in hall 35, 38
- Iran food + bev tec in halls 38, 38A, 38B, 40, 40A, 41, 41B

Iran is one of the largest agrofood markets in the Middle East Facts & figures on the Iran

With a population of 90 million, Iran has long been the largest food market in the Middle East. Expenditure in the F&B sector is growing steadily, and F&B production is by far the largest segment of the Iranian processing industry.

Accordingly, the demand for food and beverage ingredients is rising continuously. Iran ranks globally among the top five producers of apricots, cherries, sour cherries, cucumbers and gherkins, dates, eggplants, figs, pistachios, quinces, saffron, walnuts, and watermelons.

According to WTO, Iranian food imports made up for US\$17.2bn in 2022, up 14.7% compared to US\$15.0 billion in 2021. Food exports amounted for US\$4.8bn compared to US\$5.4 billion in 2021.

According to VDMA, Iranian imports of food processing and packaging machinery amounted to €141 million in 2022, up 9.7% compared to €129m in 2021.

Imports of packaging machinery grew by 23.4%, from €54m in 2021 to €67m in 2022.

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.

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For more information: www.iran-agrofood.com

About the organiser

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.

fairtrade is managed by its founder Martin März and his son Paul, who joined the company in 2016, and builds on a highly motivated team of experienced and young professionals, many of them qualified in-house over three years in partnership with the German Cooperative State University to a Bachelor of Arts degree in Business Administration - Exhibition, Convention & Event Management or Media & Communication Management.

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.

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