

POST SHOW REPORT

Iran
agrofood

 agro

 food + bev tec

 food ingredients

 food + hospitality

“Great show, beyond expectations”
Iran agrofood 2022 was an overwhelming success

17 - 20
June 2022

Tehran International Permanent Fairgrounds
www.iran-agrofood.com

 **#iranagrofood**

 fairtrade

 PALAR
SAMANEH Co.

VIDEO 2022



40,000+ trade visitors discussed their investments with 616 exhibitors from 17 countries in 18 halls

Exhibitors and visitors agreed: The 29th edition of Iran agrofood was an overwhelming success.

Ramin Ahmadzadeh of Efpromm emphasised "The show was great, and as far as serious customers are concerned, I can say it was beyond our expectations."

The halls were literally stormed, full of exhibitors and trade visitors engaged in business talks.

The decades-long success story of Iran agrofood as the most important agrofood platform for Iran and its neighbouring countries thus continued with the 2022 event.

Organised by fairtrade and Palar Samaneh, the 29th edition took place at the Tehran International Permanent Fairgrounds from 17 to 20 June 2022.

Stay in touch with [all exhibitors](#) and their [technologies, products and solutions](#) they offer in the fairtrade exportal.

Amazing exhibitor satisfaction ratings 2022

96%

Number of visitors

96%

Quality of visitors

93%

Follow-up business expectations

97%

Event as a whole

97%

Would recommend the event to their peers

96%

Intend to participate again

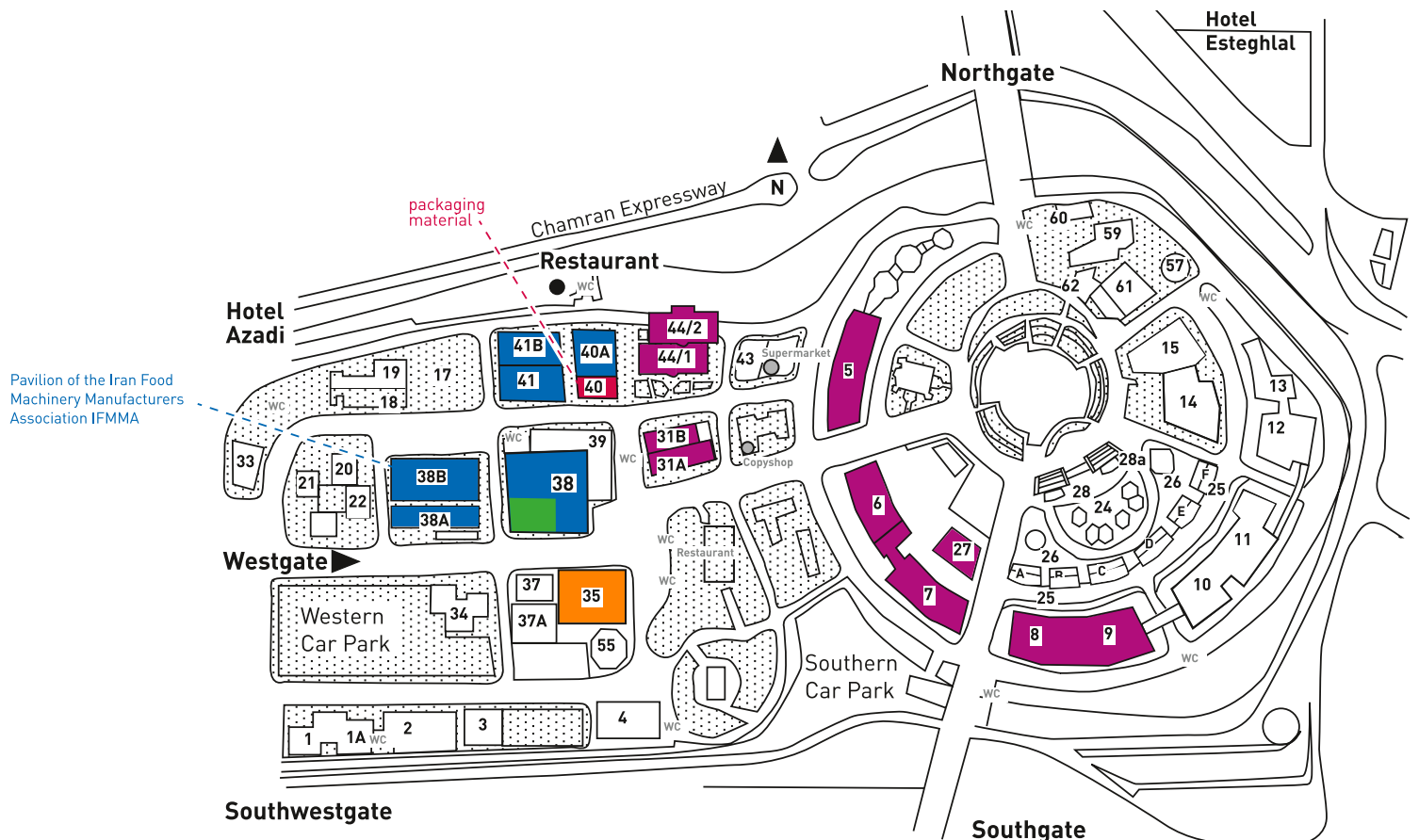


Representing the entire value chain - from field to fork

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 were allocated on 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
- Iran food + bev tec in halls 38, 38A, 38B, 40, 40A, 41, 41B



Ali Hashemi
Administration Director – PETKUS

Petkus delivers best solutions for precision processing and farming. Here in Iran, our opto selectors for sorting of grains and seeds find a great interest.

At Iran agro, we meet CEOs, technical and executive managers. In view of the great market potential, we would have expected more European companies and experts to be present here at the show.

[more Iran agro](#) →



Ramin Ahmadzadeh
Iran Branch Manager – Efpromm

Our Iranian customers are very much interested in our food processing machines like vacuum fillers, bowl cutters, tumblers & injectors and packaging machinery.

As visitors we received CEOs and production managers of key meat producers, consultants and business experts. Iran food + bev tec is the most important meeting point for us with our customers. The show was great, and as far as serious customers are concerned, I can say it was beyond our expectations.

[more Iran food + bev tec](#) →



Matthias Thienel
CEO – Destilla

Destilla has over 50 years of expertise in flavours and extracts. In Iran, we see an especially high demand for our drinks and beverage flavours. That is also where our visitors here at Iran food ingredients come from.

After two years of corona-related absence from Iran food ingredients, it's great to be back and be part of this event, and an amazing opportunity to meet new customers.

[more Iran food ingredients](#) →



Hossein Kashani (left)
Economic & Commercial Officer – Brazilian Embassy on behalf of the Brazilian Pavilion

This year we presented 8 Brazilian exhibitors at Iran food + hospitality. They sell rice, coffee, beans, meat and sugar to their Iranian customers.

As 80% of the visitors at the show were business visitors interested in trade, this event has met our expectations.

[more food + hospitality](#) →



THANK YOU



SEE YOU AGAIN JUNE 2023

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#iranagrofood

