

Press Release 01

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More than 600 exhibitors from 15 countries attend the 30th Anniversary Edition of Iran agrofood in 2023

Over 40,000 trade visitors expected

(Tehran/Heidelberg) The 30th Anniversary Edition of Iran agrofood will be held at the Tehran International Permanent Fairgrounds from 16 to 19 June 2023. More than 600 exhibitors from 15 countries and well over 40,000 trade visitors are expected to attend the event.

Exhibitors will showcase products, adapted technologies and solutions for Iran and neighboring markets in the fields of agriculture, animal & plant production, food + beverage processing & packaging, ingredients, and food & hospitality.

They come from Austria, Brazil, China, Denmark, France, Germany, India, Iran, Italy, Korea, Netherlands, Russia, Thailand, Türkiye and the United Arab Emirates.

The decades-long success story of Iran agrofood as the most important agrofood platform for Iran and its neighboring countries is to be continued with the 2023 event. The event is organised by the German trade show specialists fairtrade and their Iranian partner Palar Samaneh.

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

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 will once again warmly welcome their customers to this year's Iran agrofood.

The Brazilian pavilion with its 10 exhibitors will certainly be one of the other show highlights again. China is represented by around 20 exhibitors, and 9 German companies are showcasing flavors & ingredients as well as food packaging machinery.

India is present with 8 exhibitors, while 10 Turkish suppliers offer dedicated solutions and technologies for the Iranian agricultural and food industry.

Russia is represented by a group of companies assisted by the Export Support Center of Krasnodar Region and exhibitors from the Stavropol region in the North Caucasus.

Iran is one of the largest agrofood markets in the Middle East

With a population of 86 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 VDMA, Iranian imports of food processing and packaging machinery amounted to €121 million in 2021.

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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