

Press Release 01

Tehran / Heidelberg, 14 August 2024

Announcing the 32nd edition of Iran agrofood in 2025

Iran agrofood 2024: A resounding success with 40,000+ trade visitors and 847 exhibitors

(Tehran/Heidelberg) Building on the tremendous success of Iran agrofood 2024, the organisers fairtrade Messe and Palar Samaneh are excited to announce an even more dynamic event for 2025. Scheduled for 19-22 May 2025 at the Tehran International Fairgrounds, this 32nd edition promises to foster innovation, collaboration, and growth across the Iranian agrofood industries.

Comprehensive coverage of the agrofood value chain

Iran agrofood 2025 will once again showcase the entire agrofood value chain, from field to fork, through its four dedicated partial fairs. These will be spread across 22 halls, offering unparalleled opportunities for networking and discovery.

- Iran agro in hall 38
- Iran food + hospitality in halls 5, 6, 7, 8, 9, 25A-D, 27, 31A, 31B, 40-40A, 41-41B, 44/1
- Iran food ingredients in hall 35, 38
- Iran food + bev tec in halls 38, 38A, 38B, 44/2

Iran: The largest agrofood market in the Middle East

With a population of 90 million, Iran remains the largest agrofood market in the Middle East. The country's agrofood sector is thriving, with significant growth in food and beverage production, exports, and the import of processing and packaging machinery. Iran is a global leader in producing key crops like apricots, pistachios, and saffron, and its market for agricultural technology is among the fastest-growing in the region.

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, while food exports amounted for US\$4.8bn compared to US\$5.4 billion in 2021.

Iranian imports of food processing and packaging machinery stood at €141 million in 2022, up 9.7% compared to €129m in 2021, whereas imports of packaging machinery grew by 23.4%, from €54m in 2021 to €67m in 2022. (VDMA)

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.

Why attend Iran agrofood 2025

- Network with 40,000+ trade visitors and 840+ exhibitors: Engage in meaningful B2B interactions in a global business hub.
- Explore cutting-edge agrofood solutions: Discover the latest innovations across 22 halls, curated by industry leaders.

Looking back at Iran agrofood 2024

The 31st edition was a resounding success, with 847 exhibitors from 12 countries connecting with over 40,000 trade visitors. The event remains one of the top three most significant trade shows in Iran, with halls bustling with business activities over four days. Iran agrofood continues to be the premier platform for the agrofood industry in Iran and its neighboring countries, poised for continued growth in 2025 and beyond.

(Characters including blanks: 2.708)

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.

Contact for press and media:

fairtrade Messe GmbH & Co. KG

Mr Christoph Müller

Public Relations

Voßstraße 3

D-69115 Heidelberg

Tel +49 / 62 21 / 45 65 22

c.mueller@fairtrade-messe.de

www.fairtrade-messe.de

Contact for exhibitors:

fairtrade Messe GmbH & Co. KG

Ms Nadja Lukanowski

Project Management

Voßstraße 3

D-69115 Heidelberg

Tel +49 / 62 21 / 45 65 12

n.lukanowski@fairtrade-messe.de

www.fairtrade-messe.de

Local organizer:

Palar Samaneh Co.

Ms Ladan Maleki

Project Management

Apt.1 Amin Building (No.18) -
Amini Alley South Shiraz St.
Molasadra

IR-14358-93681 Tehran

palarsamaneh@gmail.com