

Press Release

Tehran / Heidelberg, 01 June 2026

Welcome to Iran agrofood 2026 – Iran’s No. 1 annual business platform!

New VDMA & WTO figures highlight Iran’s fast-rising agrofood industry

(Tehran / Heidelberg) Back for its 33rd edition, Iran agrofood 2026 returns to Tehran from 18 to 21 June, showcasing the incredible momentum of Iran’s agrofood market. This is the place where innovation meets opportunity – bringing together industry leaders, decision-makers, and top suppliers across the entire value chain.

Organised by fairtrade Messe in cooperation with their local partners Palar Samaneh, thousands of professionals from across Iran and beyond are expected to attend this key industry event.

New VDMA & WTO figures highlight Iran’s fast-rising agrofood industry

- With a population of 95 million, Iran has long been the largest food 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 - [more](#)
- According to WTO, Iranian food imports made up for US\$15.2bn in 2024. Food exports amounted for US\$7.6bn. Thus, food trade with Iran was a US\$22.8bn business in 2024 - [more](#)
- In 2024, Iran imported food processing and packaging machinery worth €195 million, a plus of 40% compared to € 138 million in 2023. (VDMA)
- In the same year, Iran’s imports of packaging machinery surged by 69%, from €66 million to €111 million - [more](#) (VDMA)
- The Iranian market for agricultural technology ranks among the TOP 2 in the Middle East, in line with Saudi Arabia - [more](#)

Comprehensive coverage of the agrofood value chain

Iran agrofood 2026 will once again showcase the entire agrofood value chain, from field to fork, through its four dedicated partial fairs, offering unparalleled opportunities for networking and discovery.

- Iran agro
- Iran food ingredients
- Iran food + bev tec
- Iran food + hospitality

Well over 40,000 trade visitors from all parts of Iran and beyond are again expected to the Tehran International Fairgrounds.

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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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