

Press Release 03

Tehran / Heidelberg, 11 June 2024

Iran agrofood 2024 a huge success!

847 exhibitors from 12 countries established valuable business contacts with 40,000+ trade visitors

(Tehran/Heidelberg) The 31st edition of Iran agrofood closed its doors on a very high note. Exhibitors, institutional partners and organisers alike all agree: Iran agrofood 2024 was a complete success.

Being one of the three most important trade shows in Iran, Iran agrofood continues to be as lively and vital as ever. Over the four show days, the halls were literally stormed, full of exhibitors and trade visitors holding business talks.

The decades-long success story of Iran agrofood as the most important agrofood platform for Iran and its neighboring countries thus continued in 2024 and Iran is all set for continuous growth in its vibrant agrofood market towards 2025 and beyond.

847 exhibitors from 12 countries participating in 22 halls

Iran agrofood took place from 8 to 11 June 2024 and had 847 exhibitors from 12 countries participating in 22 halls at the Tehran International Permanent Fairground. This made the 2024 edition one of the largest in the long history of this international trade fair.

The exhibitors came from Austria, China, Denmark, Germany, India, Iran, Italy, Russia, Spain, Thailand, Türkiye and the United Arab Emirates.

Spearheaded by fairtrade Messe, the renowned German trade show specialists, and their Iranian partners Palar Samaneh, Iran agrofood serves Iran's vibrant agriculture, packaging, food, beverage and hospitality industries.

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 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.

(Characters including blanks: 3.113)

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