



Press Release

21 October 2020

The 28th edition of iran agrofood already in the post-Trump era?

(Heidelberg / Tehran) Despite the corona pandemic, the 27th iran agrofood could be held as a live event from October 4 to 7, 2020, although this year it was more a national than an international event. The trade fair took place in halls 5 to 11 at the Tehran International Permanent Fairgrounds.

With 188 Iranian exhibitors, iran agrofood 2020 proved that it can also be successful in corona times, provided that hygiene and safety precautions are strictly observed. Admission was limited to professional visitors.

Since 1994 the iran agrofood is organized by the German trade show specialists fairtrade and their Iranian partner Palar Samaneh, the fair being the most important agrofood platform for valuable business contacts for Iran and its neighbouring countries.

For the 2021 edition, the political environment could already be quite different due to the presidential elections taking place in the USA in November. If the democratic candidate is elected, new perspectives for business with Iran could open up. And thus also for the exhibitors of iran agrofood 2021, whose 28th edition will take place from 14 to 17 June 2021 at the Tehran International Permanent Fairgrounds.



Bookings for 2021 are already possible. The German Federal Ministry for Economic Affairs, for instance, in cooperation with the Association of the German Trade Fair Industry AUMA and VDMA Food Processing and Packaging Machinery, has already confirmed the official German Pavilion for iran food + bev tec 2021.

For more information:

www.iran-agrofood.com

Characters (incl. blanks): 1.552

Pictures in high resolution can be requested by [email](#).



fairtrade - Valuable business contacts

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organisers of professional international trade fairs in emerging markets, especially in North and Sub-Saharan Africa, the Middle East and Eastern Europe. Managed by its shareholder and his son Paul März and committed to the values of a family business and the team spirit, fairtrade maintains a powerful network of partnerships throughout the world. fairtrade organizes shows in the sectors Agrofood, CIT Solutions, Energy, Industry and PlastPrintPack and strives for a high level of customer satisfaction.

By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between

exhibitors and visitors. fairtrade is a member of UFI The Global Association of the Exhibition Industry and AAXO The Association of African Exhibition Organisers. The management is ISO 9001:2015 certified.

Palar Samaneh

Based in Tehran Palar Samaneh has organised over 50 international trade fairs of major importance in Iran over the past 10 years. Having played an important role in the growth of the Iranian trade fair market, Palar Samaneh makes use of this knowledge for the benefit of its customers.

In addition to their exhibition organization department its stand building unit serves individual exhibitors as well as country pavilions all over the Middle East and the CIS-countries.



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