



## Press Release 02

Tehran / Heidelberg, 22 June 2022

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### **“Great show, beyond expectations”: Iran agrofood 2022 was an overwhelming success**

#### **40,000+ trade visitors discussed their investments with 616 exhibitors from 17 countries in 18 halls**

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(Tehran / Heidelberg) Exhibitors and visitors agreed: The 29th edition of Iran agrofood was an overwhelming success. Ramin Ahmadzadeh of Efpromm emphasised “The show was great, and as far as serious customers are concerned, I can say it was beyond our expectations.”

It was the massive influx of well over 40,000 visitors and the thousands and thousands of serious B2B meetings that made this edition so successful for the 616 exhibitors from 17 countries exhibiting in 18 halls, up from 311 exhibitors last year. The halls were literally stormed, full of exhibitors and trade visitors engaged in business talks.

The strong growth reflects positive IMF and World Bank assessments, a recovery in consumption and a strong expansion in imports and exports – see [Economic outlook](#) Iran by GTAI of 13 May 2022.

The decades-long success story of Iran agrofood as the most important agrofood platform for Iran and its neighbouring countries thus continues with the 2022 event.

Organised by the German trade fair specialists fairtrade and their Iranian partner Palar Samaneh, the 29th edition took place at the Tehran International Permanent Fairgrounds from 17 to 20 June 2022.

fairtrade provides full information on [all exhibitors](#) and their [technologies, products and solutions](#) with their exportal. Via the fairtrade exportal, exhibitors and visitors can stay in touch all year round.

#### **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 on the [groundplan](#) 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
- Iran food + bev tec in halls 38, 38A, 38B, 40, 40A, 41, 41B

### **National Pavilions at Iran agrofood 2022 from Brazil, Germany, the Netherlands and Turkey**

The Brazilian Pavilion featuring eight exhibitors at [Iran food + hospitality 2022](#) has been booked by the Brazilian Embassy in Tehran.

The German Pavilion at [Iran food + bev tec 2022](#) was presented by the German Federal Ministry for Economic Affairs and Climate Action, in cooperation with the Association of the German Trade Fair Industry AUMA and VDMA Food Processing and Packaging Machinery.

The Dutch Pavilion at [Iran agro 2022](#) has been organized by the Embassy of the Kingdom of the Netherlands in Tehran.

The Turkish Pavilion at [Iran food ingredients](#), Iran agro & Iran food + bev tec 2022 offered dedicated solutions and technologies for the Iranian agricultural and food industry.

### **Top governmental support**

Iran agrofood enjoys the support of

- Iranian Ministry of Agriculture-Jihad
- Iranian Ministry of Industry, Mine & Trade
- Iran Food and Beverage Importers Association FBIA
- Iran Food Machinery Manufacturers Association IFMMA
- Iran Organic Association
- Embassy of Brazil in Iran
- Embassy of the Netherlands in Iran
- German Federal Ministry for Economic Affairs and Climate Action, in cooperation with the Association of the German Trade Fair Industry AUMA and VDMA Food Processing and Packaging Machinery
- Republic of Turkey Ministry of Trade

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

With 86 million inhabitants, 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 €161 million in 2020. There is a good chance that from 2023 onwards, these imports will gradually return to the levels of 2014 to 2018, when annual imports were as high as €341 million, making Iran the second largest importer of such machinery in the Middle East.

For more information:

[www.iran-agrofood.com](http://www.iran-agrofood.com)

Characters (incl. blanks): 4,442

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



## **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

## **Palar Samaneh**

Founded in 2004 and managed by Shahrooz Shahverdi and Mehrdad Mehraei

Headquartered in Tehran

Co-organised 50+ international trade fairs of major importance in Iran

Specialised & rooted in the following industries

- Agrofood consisting of agriculture, food & beverage processing, food ingredients and finished food & hospitality
- Telecommunications
- Mining

Playing an important role in the growth of the Iranian trade fair sector

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