

VALUABLE BUSINESS CONTACTS

Iran agrofood

 agro

 food + bev tec

 food ingredients

 food + hospitality

31st International Trade Show on Agriculture | Food Processing & Packaging | Ingredients | Food & Hospitality

08 - 11
June 2024

Tehran International Permanent Fairgrounds
www.iran-agrofood.com

Iran
agrofood



agro



food + bev tec



food ingredients



food + hospitality



Long and successful history: The 31st edition Iran agrofood 1994 - 2024

Since the very first event in 1994, Iran agrofood has developed over the decades into the most important annual industry meeting place for Iran and its neighbouring countries. The fair has long been an integral part of the international trade fair calendar.

In 2024, exhibitors and trade visitors will now discuss their business at the 31st edition. This makes Iran agrofood the perfect platform for valuable business contacts between all market participants once again.

Exhibition topics

A unique concept: Iran agrofood covers the entire value chain – from field to fork

Iran
agrofood

agro

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Review: Facts & figures on Iran agrofood 2023



Gallery



Video 2023

It was the massive influx of well over 40,000 visitors and the thousands and thousands of serious B2B meetings that made the 2023 edition so successful for around 700 exhibitors from 16 countries exhibiting in 18 halls.

See full details on the 2023 event in the [Post Show Report](#).




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**Valuable
institutional
support**

Supporting authorities

Ministry of Industry, Mine and Trade
Ministry of Jihad-e-Agriculture
TPO-Trade Promotion Organization of Iran
IIEC-Iran International Exhibitions Co.



شرکت سهامی نمایشگاههای بین‌المللی جمهوری اسلامی ایران
IRAN INTERNATIONAL EXHIBITIONS CO.



**Institutional
partners**

BRAZILIAN GOVERNMENT
BRASIL
UNITING AND REBUILDING

Türkiye



Iran ranks among the two largest sales markets for agricultural technology in the Middle East

Strong demand for quality agricultural technology

- 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.

Visitor profile

- Farmers
- Breeders
- Keepers

Voices of the exhibitors



Hossein Kashani
Economic and Commercial Officer, Embassy of Brazil



Why exhibit?

Iran agrofood

food + bev tec



Voices of the exhibitors

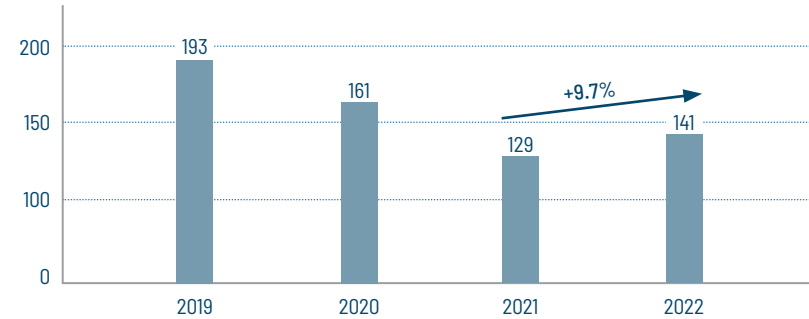


Dionissios Kurkumelis
Sales Food Engineering Manager,
Ing. A. Rossi

Iran is one of the largest sales markets for process & packaging machinery in the Middle East

- Iranian imports of food processing and packaging machinery amounted to €141 million in 2022, up 9.7% compared to 2021.

Iranian imports of food processing and packaging machinery and equipment (in million Euro)

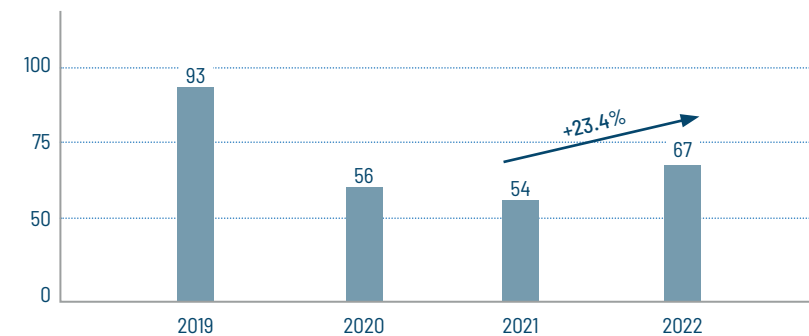


Source: VDMA 2023 / Graph: fairtrade

Iran is one of the largest sales markets for packaging machinery in the Middle East

- Iranian imports in this sector amounted to 67 million euros in 2022, up 23.4% compared to 2021

Iranian imports of packaging machinery and equipment (in million Euro)



Source: VDMA 2023 / Graph: fairtrade



Among the top exhibitors



Voices of the exhibitors



Lilian Amirian
Sales Manager - Iran,
TH. Geyer Ingredients

Why exhibit?

Iran agrofood

food + hospitality



Food trade with Iran is a US\$ 22.0 billion business!

According to WTO, Iranian

- food imports made up for US\$ 17.2 billion in 2022, while
- food exports stood at US\$ 4.8 billion.

Thus, food trade with Iran is a US\$ 22.0 billion business!

Iran is the largest food producer and one of the largest food importers in the Middle East

- Iran ranks among the top five producers worldwide of apricots, cherries, sour cherries, cucumbers and gherkins, dates, eggplants, figs, pistachios, quinces, saffron, walnuts and watermelons. Moreover, the country is rich in agricultural produce such as caviar, oilseeds, rice and wheat.
- Of course, Iranian food producers are primarily serving their huge domestic market of 85 million. And with their participation at Iran food + hospitality, they benefit from professional visitors from all over the country.
- However, as Iran food + hospitality also succeeds to attract thousands of professional food traders from the world over, export-oriented Iranian food producers participate at the show to market and sell their products internationally.

Voices of the exhibitors



**Rahul Mittal (CEO),
Mostafa Navasi (Manager)
Bhagwati Lacto Vegetarian Exports**

Visitor profile

- Bar & café professionals
- Caterers
- Distributors
- Executive Chefs
- F&B professionals
- Hotel & hospitality professionals
- Ice cream professionals
- Pastry chefs
- Restaurant professionals

Facts on the Iranian food industry

- 11,200 businesses
- 400,000 jobs
- Total value add US\$ 3.81 billion - 11% of all the value added created by the industrial sector
- Almost all raw materials for food processing produced domestically
- 150 million tons of raw materials
- Dairy products - biggest share in Iran's total food exports
- US\$ 773 million worth of dairy products over 2016/2017 - 25% increase in value compared to previous year
- Yoghurt US\$ 218 million Cheese US\$ 187 million Milk powder US\$ 129 million Cream and ice cream US\$ 20 million.*

* Kaveh Zargaran, Chairman Agricultural Commission Tehran Chamber of Commerce, Industries, Mines and Agriculture, Tejarat-e Farda, July 2017

Exhibitor profile



agro

Agricultural machines, farming tractors, harvesting equipment
Analytical equipment

Dryers, cleaner, silos and storage systems

Feeding equipment
Fish farming equipment

Grains, grain systems
Greenhouse and greenhouse plastics and equipment

Irrigation systems

Livestock and poultry breeding

Milk processing equipment
Milling and mixing installations/
equipment

Pesticides and fertilizers
Poultry equipment

Seeds, seedlings
Stable equipment

Veterinary syringes



food + bev tec

Food and drink processing

Automation
Bakery technology
Basic food technology
Beverage technology
Coffee machines
Confectionery, snacks and chocolate production technology
Dairy technology
Delicatessen and convenience food technology
Distribution systems, table and serving equipment
Fish processing technology
Food safety and quality management
Foodservice equipment
Ice cream technology
Ice cream technology
Information and billing systems

Kitchen technology
Meat processing technology
Noodle technology
Refrigeration technology
Screening machines
Services and concepts
Vegetable and fruit technology

Packaging

Packaging technology
Machines for imprinting of packaging material
Packaging materials, means and aids

Printing

Printing and labelling technology
Paper converting and packaging production technology
Materials, consumables and accessories

Refrigeration and air conditioning

Refrigeration technology
Ventilation, air conditioning and heating technology

Conveying, transport and storage

Waste and waste water

Water treatment
Waste water treatment
Resource-efficiency and services



food + hospitality

Food and beverages

Bread & bakery
Dairy
Drinks
Fish & seafood
Fresh & chilled food
Frozen food
General foods
Health food
Hot beverages
Ice cream & deep-frozen confectionery
Meat & meat products
Organic food
Snack food
Sweets

Equipment and supplies for hotels and restaurants, bars and cafés, canteens and commercial kitchens

Building furnishings and equipment
Coffee machines
Distribution systems and serving equipment
Ice-cream machines
Information and billing systems
Refrigeration technology
Kitchen technology
Rinsing, cleaning and disposal technology
Sweets



food ingredients

Acid starters
Acidulants
Antifoam agents
Antioxidants & antimicrobials
Aromas

Bakery raw materials
Binding agents
Blends & compounds of fruit juice
Butcher's raw materials

Casein clarifier
Clouding agents
Cocoa butter
Colourings
Cultures, microorganism
Curing agents
Cutting aids

Distillates

Emulsifying agents
Emulsifying salts
Enzymes
Extraction agents, solvents
Extracts, vegetable

Fat substitutes
Fatty acids
Filter aid
Flavours & fragrances
Flavours & colours
Flour improvers
Flow agents, anti-caking agents
Food additives
Fruit and vegetables concentrates
Fruit and vegetables powders
Fruit ingredients
Fruit preparations for bakery & confectionery

Malt extracts for malt beverages
Meat extracts

Mineral substances

Powdered fat
Precipitants
Preservatives
Propellant gases
Protective gases
Proteins

Raising agents
Releasing agents

Sauces
Semi-finished products
Sorbents
Specialty fats
Spices, herbs
Stabilizers
Starter cultures & enzymes for dairy
Sweeteners

Vitamins

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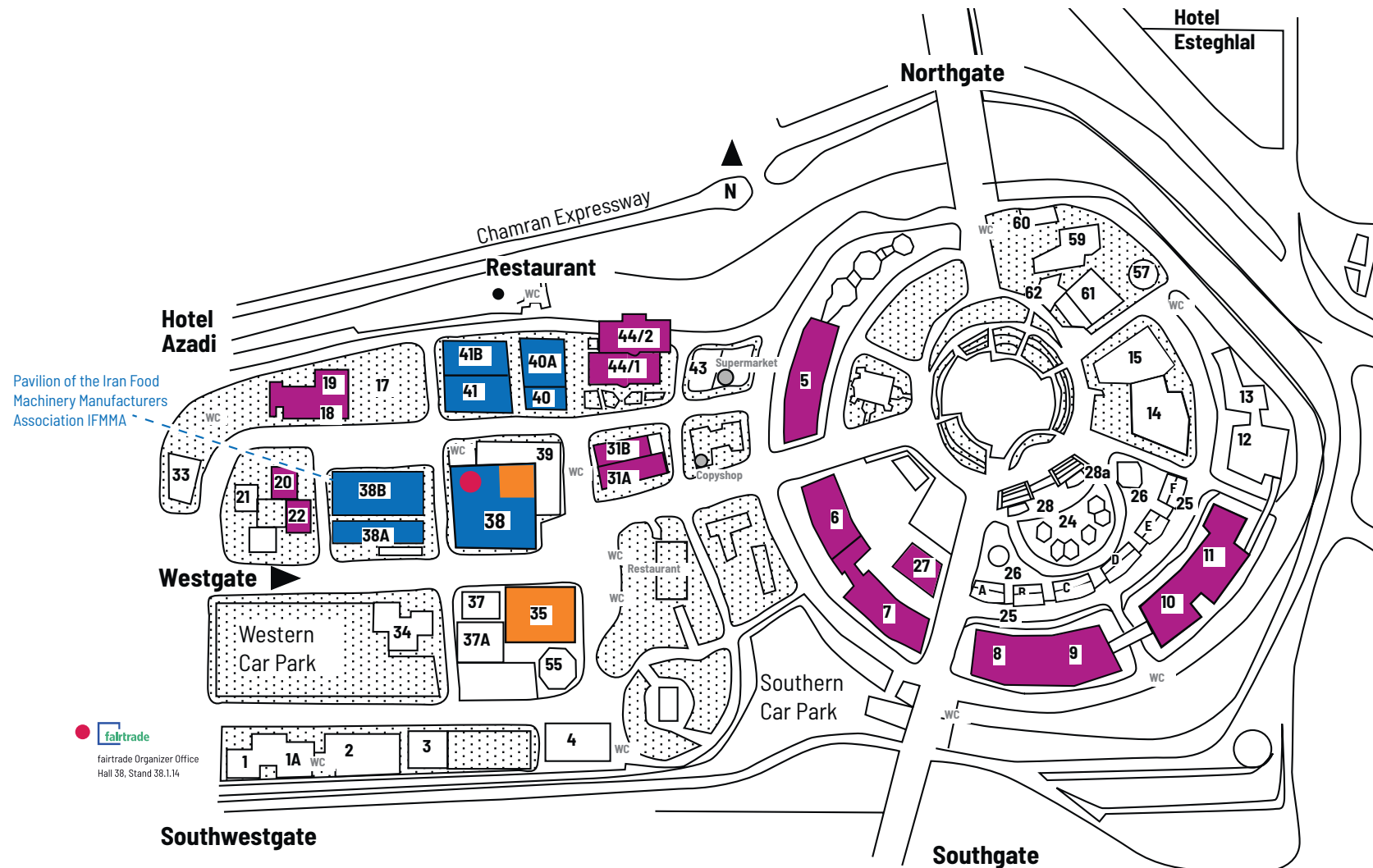
 food + hospitality

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 on the exhibition site.

- Iran agro in hall 38
- Iran food + hospitality in halls 5, 6, 7, 8, 9, 10, 11, 18, 19, 20, 22, 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



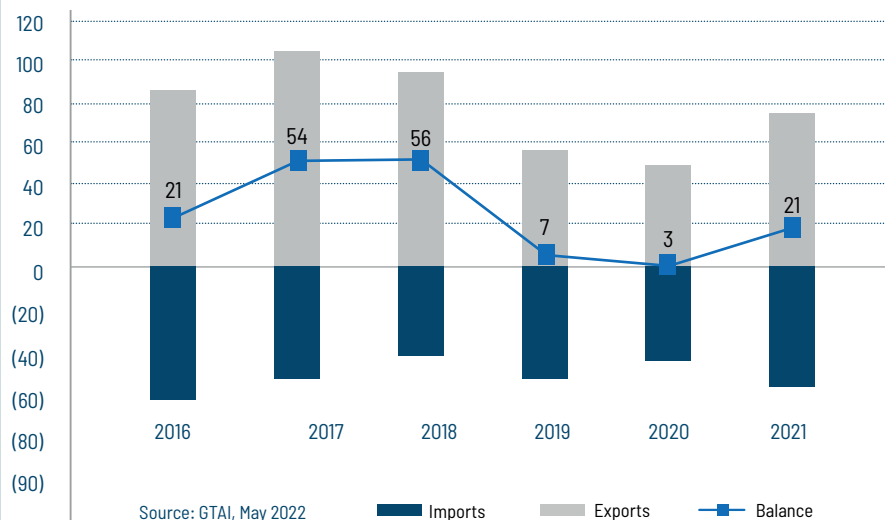
Economic outlook Iran

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.

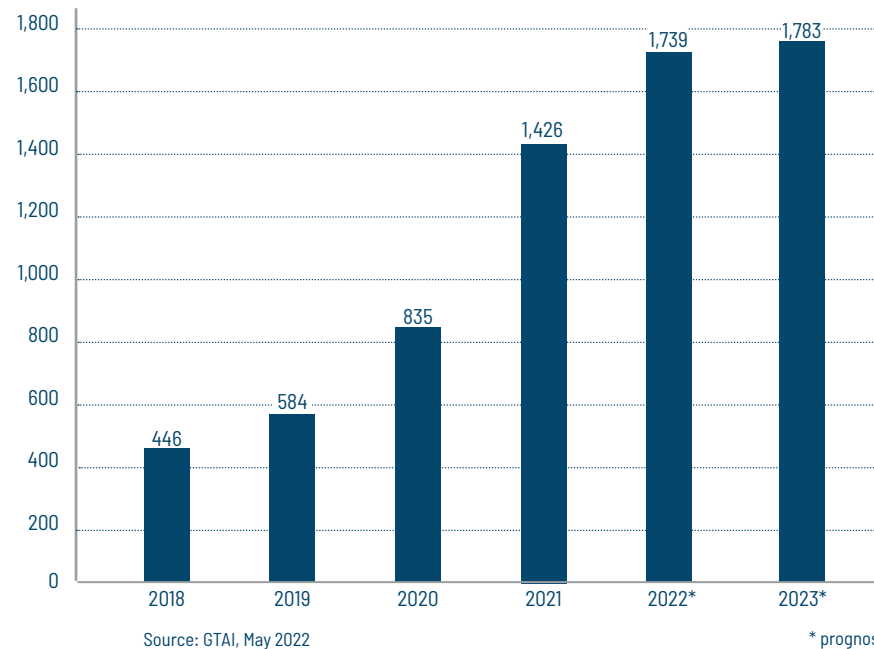
Foreign trade

Billion US \$



GDP

Billion US \$



Visibility Content Network

exportal



Get connected!

Check out all exhibitors and products

→ <https://iran.fairtrade-messe.de>

Your benefits

all exhibitors • all products • all visitors • networking & matchmaking



- enter the portal
- detailed company and product profile



- present your ideas to potential business partners
- search for product categories
- maximum exposure to targeted buyers

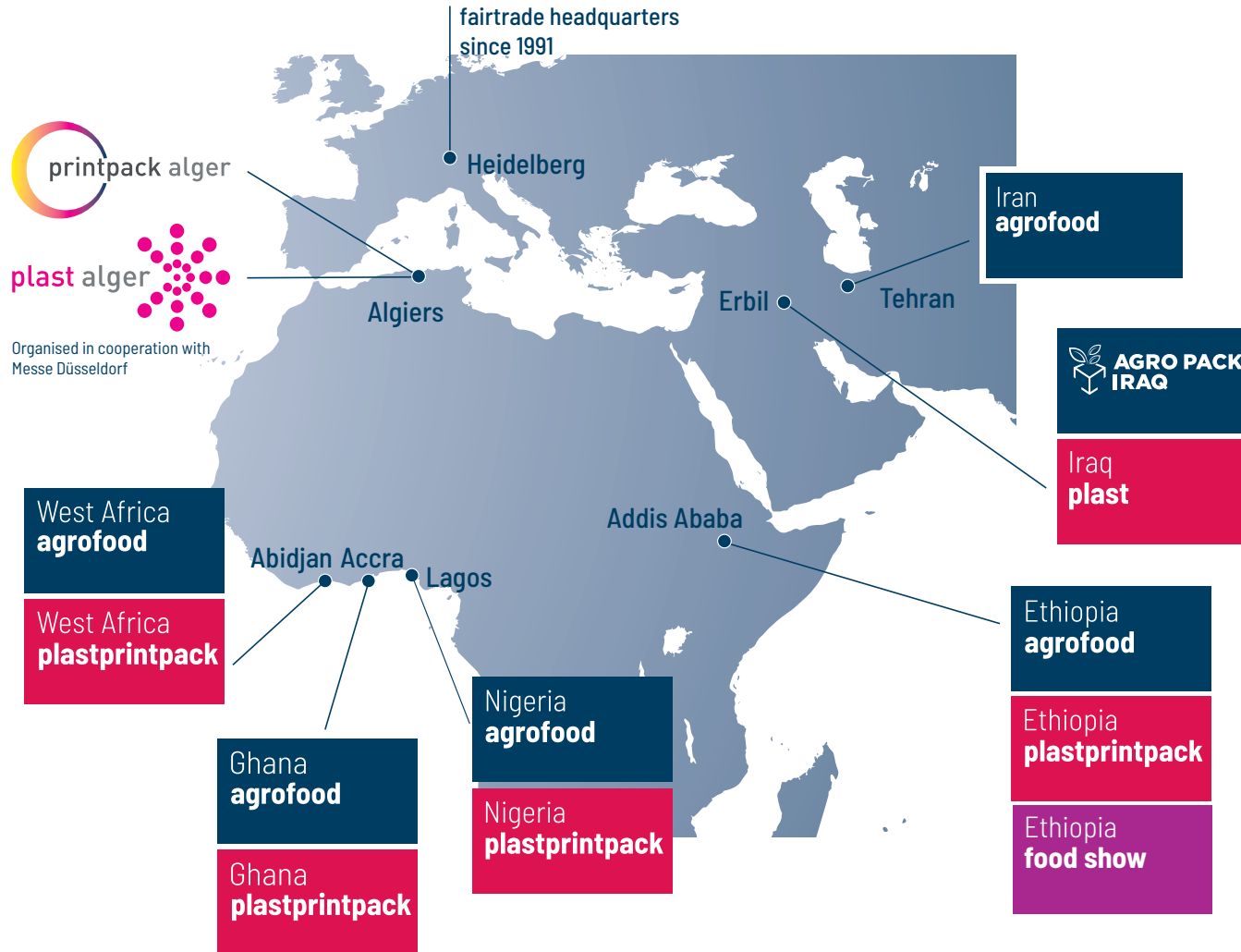


- find other exhibitors & their products
- individual filter search
- tool to make appointments for the event



- your entry is activated 24/7 all year around
- be contacted by visitors & other exhibitors

Grow your business - upcoming events!



Algeria **04 - 06** Algiers
March 2024
www.plastalger.com
www.printpackalger.com

Nigeria **26 - 28** Lagos
March 2024
www.agrofood-nigeria.com
www.ppp-nigeria.com

Ethiopia **16 - 18** Addis Ababa
May 2024
www.agrofood-ethiopia.com
www.ppp-ethiopia.com

Iran **08 - 11** Tehran
June 2024
www.iran-agrofood.com

Ethiopia **03 - 05** Addis Ababa
food show Oct. 2024
www.ethiopiafoodshow.com
www.ethiopicacoffeeshow.com

West Africa **08 - 10** Abidjan, Ivory Coast
Oct. 2024
www.agrofood-westafrica.com
www.ppp-westafrica.com

Iraq **25 - 28** Erbil
Nov. 2024
www.iraq-agrofood.com
www.ppp-iraq.com

Ghana **November** Accra
2025
www.agrofood-ghana.com
www.ppp-ghana.com



We'll be your back-up team!



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.

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.



About 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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