



iran



food + bev tec

25<sup>th</sup> International Food & Beverage  
Processing and Packaging Technology  
Exhibition

Network partner event



29 June - 2 July 2018

Tehran International Permanent Fairgrounds  
[www.iran-foodbevtec.com](http://www.iran-foodbevtec.com)

Part of:



Organized by:



Institutional partners



# Why exhibit in 2018?

## 1 Iran's food & beverage industry expands rapidly

Iran is one of the world's 20 strongest economies.

An energy superpower with the world's largest natural gas supply and the fourth-largest proven oil reserves.

Iran's growing 80 million strong population represents the second most populous nation in the Middle East and the 17th most populous in the world.

A huge market for capital and consumer goods. A financially healthy country, a young and western oriented population with strong interest in modern and sophisticated products and technology.

**These are the key drivers behind Iran's rapidly expanding food and beverage industry.**



## See some figures on Iran's food industry here:

11,200 businesses    400,000 jobs    150 million tons of raw materials

Iranian food exports worth US\$ 5.4 billion in 2015 (WTO)

Dairy products - biggest share in Iran's total food exports - exports worth US\$ 773 million of dairy products 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

16.5 million tons of packaged foods sold in Iran in 2015 - demand to rise by 3% until 2020

Baked goods largest segment within the packaged food category - Sales in 2015 8.6 million tons - Packaged bread up 19% until 2020 \*

\* VDMA

Iran is a top five producer in the world of apricots, cherries, sour cherries, cucumbers and gherkins, dates, eggplants, figs, pistachios, saffron, quinces, walnuts and watermelons.

# Why exhibit in 2018?

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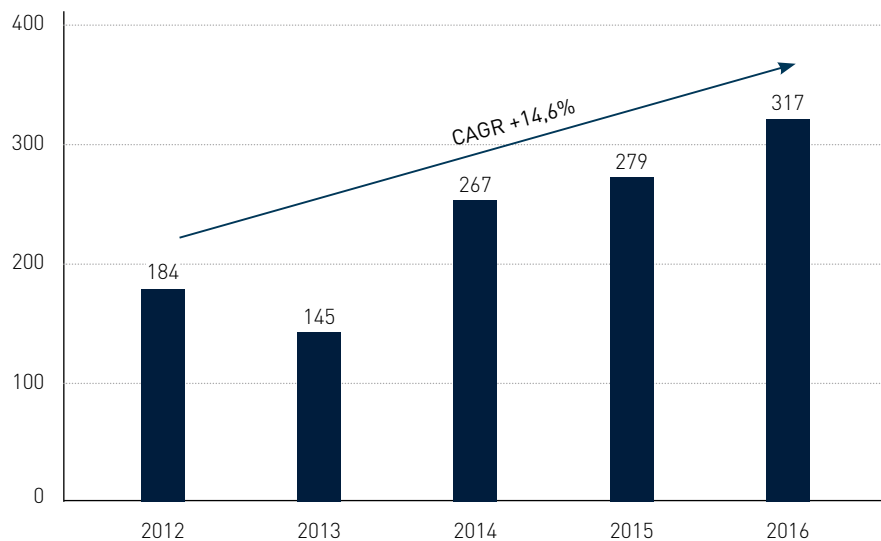
Iran ranks among the three largest sales markets for process and packaging machinery in the Middle East

The growing demand for processed and packaged food and beverages is reflected by the rapidly increasing demand for food and beverage processing and packaging machinery.

Iranian imports in this sector increased by 14.6% annually over the past five years, reaching 317 million Euro in 2016.

## Iranian imports of food processing and packaging machinery and equipment are sharply rising

Million Euro



Source: VDMA

Iran heavily invests in the modernization of its food and beverage industry

It is at iran food + bev tec where technology leaders from around the globe find the perfect platform to meet with professionals from all over Iran and neighboring countries and where they do business.



# Why Iran is the perfect destination

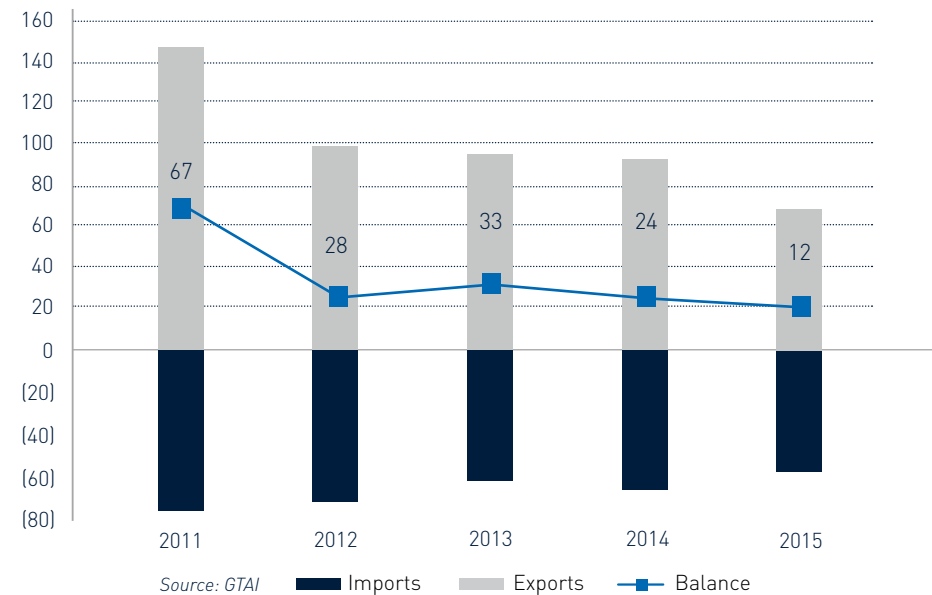
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## Iran is the Middle East's leading industrial nation

- An energy superpower with the world's largest natural gas supply and the fourth-largest proven oil reserves
- With 80 million inhabitants the second most populous nation in the Middle East and the 17th most populous in the world
- Leading industries in the Middle East in car-manufacture and transportation, construction materials, home appliances, food and agricultural goods, armaments, pharmaceuticals, information technology, power and petrochemicals
- A regional power with major influence in the region
- A top five producer in the world of apricots, cherries, sour cherries, cucumbers and gherkins, dates, eggplants, figs, pistachios, quinces, saffron, walnuts, and watermelons
- Geostrategic importance because of its central location in Eurasia and Western Asia, and its proximity to the Strait of Hormuz; a major regional and middle power, exerting considerable influence in international energy security and the world economy
- Host to Asia's 4th-largest number of UNESCO World Heritage Sites and home to one of the world's oldest civilizations
- A multicultural nation comprising numerous ethnic and linguistic groups
- Sustained growth thanks to structural and political reforms
- Estimated GDP-growth of between 5% and 8% in 2017-2020
- Dynamic institutions encouraging the establishment of companies thanks to favorable fiscal policy and major economic reforms

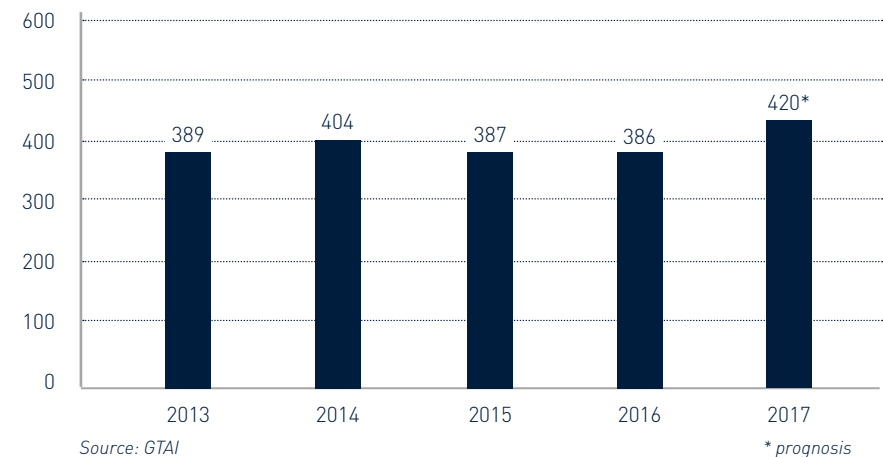
## Foreign trade

Billion US \$



## GDP

Billion US \$





# What's new in 2018?



BAKERY CONFECTIONERY SNACKS  
COFFEE CHOCOLATE ICE CREAM  
INTERNATIONAL PROCESS AND  
PACKAGING TECHNOLOGY EXHIBITION

Network partner event



24 - 27 June 2018

Tehran International Permanent Fairgrounds

Part of:



Organized by:



## iran bakery + confectionery becomes the 5<sup>th</sup> dedicated trade show within iran agrofood

After the huge success of the Special Showcase Iran Bakery + Confectionery within iran food + bev tec 2017 with 64 exhibitors from 13 countries, iran bakery + confectionery will from 2018 on be held as the 5<sup>th</sup> dedicated trade exhibition under the umbrella of iran agrofood.

See [www.iran-bakery.com](http://www.iran-bakery.com) for full details



A unique concept:

iran agrofood covers the entire value chain, from field to fork.

# Exhibitor profile

## Food and drink processing

Automation  
Basic food technology  
Beverage technology  
Dairy technology  
Delicatessen and convenience food technology  
Fish processing technology  
Food safety and quality management  
Foodservice equipment  
Ice cream technology  
Meat processing technology  
Noodle technology  
Screening machines  
Vegetable and fruit technology

## PET & plastics

Raw materials and auxiliaries  
Preprocessing, processing, post processing  
and recycling technology  
Extrusion technology  
Injection molding and blow molding technology  
Finishing, decorating, printing, marking and  
welding technology  
Molds and dies

## Printing

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

## Packaging

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

## 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



# Groundplan

# 2018

iran food + bev tec 2018 will be located in the following halls:

Iranian participation 38A, 40, 40A, 41, 41B, 44/2 • International participation 38, 38B

iran  
food + bev tec

Iranian participation  
38A, 40, 40A, 41, 41B, 44/2  
International participation 38, 38B

iran  
food ingredients

Iran. & int. part. 31A, 35

iran  
agro

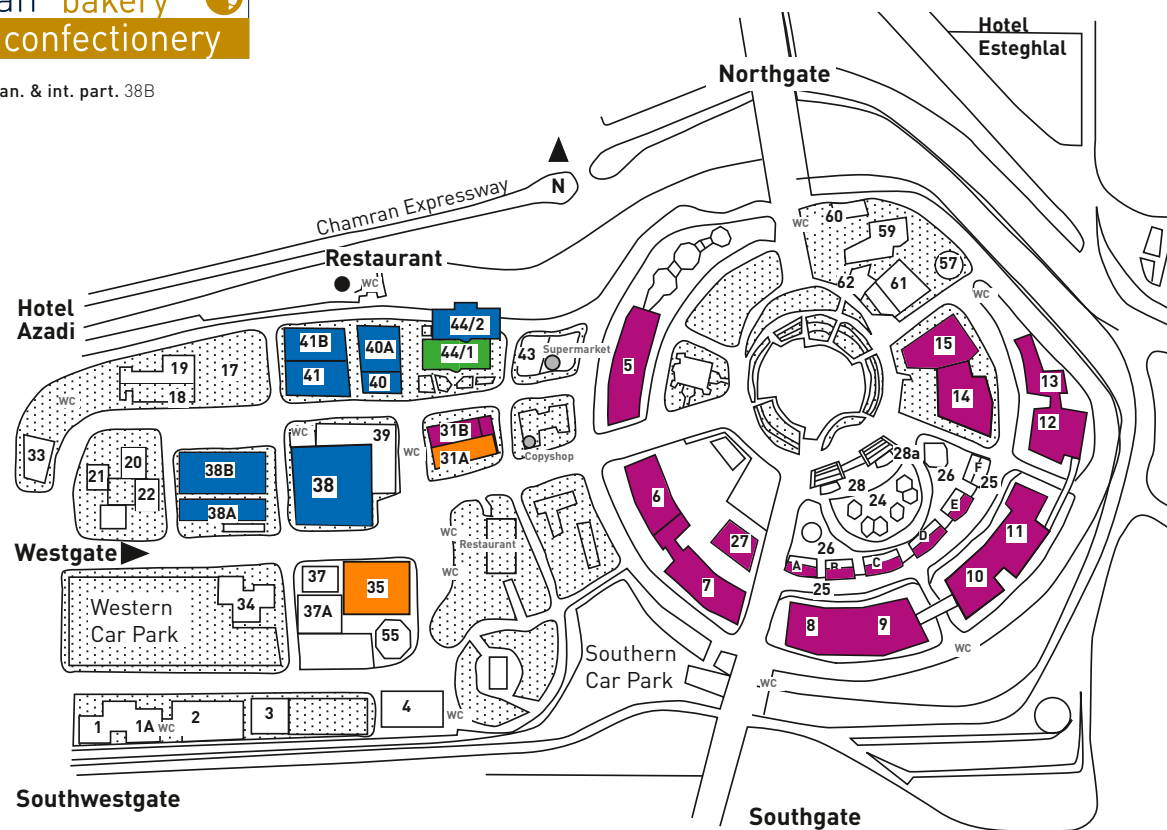
Iran. & int. part. Hall 44/1

iran  
food + hospitality

Iran. part. 7-15, 25A-E, 27, 31B  
Int. part. 5, 31B

iran bakery  
+ confectionery

Iran. & int. part. 38B



24 - 27 June 2018  
Tehran Permanent International Fairgrounds



iran  
agrofood

25  
1994 - 2018

# Great support

## Institutional Partners in Iran

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

## Institutional Partners International



Network Partner Event



**Mohammad-Reza Nematzadeh**  
Minister of Industry, Mine and Trade



"I know iran agrofood since the 1990's and whenever possible I have visited the show. This year it is overwhelming in terms of the number of exhibitors, visitors and nationalities represented. But what pleases me the most is the standard of our domestic production which has made good progress during the past few years. iran agrofood really is a great show!"



# Celebrating 25 years of valuable business contacts



In 2018, we will celebrate the 25th anniversary of iran agrofood, which, with every single edition, has confirmed its position as Iran's leading international agrofood trade show.

**25 years** of valuable business contacts between world market leaders from around the globe and professional trade visitors from all over Iran and its neighboring countries. Check out the numbers:



## AND HERE IS HOW EVERYTHING HAS EVOLVED OVER THE YEARS ...

- 1994** fairtrade and Palar Samaneh organise the first-ever iran agrofood at the Tehran International Fairgrounds, after 18 months of preparations
- 1994-2004** iran agrofood gains confidence of all major Iranian and international stakeholders and becomes Iran's leading international agrofood trade show
- 2005** To improve the show for visitors and exhibitors alike, the organisers diversify iran agrofood into the three dedicated trade shows iran agro, iran food + bev tec and iran food + hospitality
- 2009** iran agro, iran food + bev tec and iran food + hospitality are recognised as UFI Approved Events by UFI-The Global Association of the Exhibition Industry, Paris
- 2013** Launch of the fairtrade interactive agrofood industry portal allowing exhibitors and visitors to connect before, during and after the event
- 2016** launch of iran food ingredients as a Special Showcase within iran food + bev tec
- 2017** iran food ingredients becomes the fourth dedicated trade show under the umbrella of iran agrofood. Launch of iran bakery + confectionery as Special Showcase within iran food + bev tec
- 2018** iran bakery + confectionery becomes the fifth dedicated trade show under the umbrella of iran agrofood, to be held alongside iran food + bev tec, iran food ingredients, iran food + hospitality and iran agro

Thank you to all who have contributed



# Review iran food + bev tec 2017

547

exhibitors from 27 countries

40,000

visitors at iran agrofood

84%

of the exhibitors recommend the show

9

national pavillons

Special Showcase Bakery, Pastry & Foodservice 2017  
with 64 exhibitors

[Exhibitors](#)

[Photo gallery](#)

[Show video](#)

[Post Show Report](#)

[Press clipping](#)

# iran food + bev tec 2017 – national pavilions



Austria



China



Denmark



France



Germany



India



Italy



The Netherlands



Turkey



# Voices of the exhibitors 2017

**Ms Vera Fritsche**  
**VDMA Food Processing and Food Packaging Machinery Association**

Since the sanctions were lifted Iranian food and beverage companies are heavily investing in European machines especially in machines "Made in Germany." The Iranian industry must invest in modernizing processing and packaging technology to improve the product quality and to diversify their product range. There is a big potential for the next years for processing and packaging machines. This was also underlined by the visitors of iran food + bev tec. German exhibitors had good business contacts and are confident to expand their business in Iran for the next years.



**Mr Halldor Halldorsson**  
**Head of Business Development - Danish Export Association**

2017 is the first time we have a Danish Pavilion at the show but several of our member companies have been active in Iran for years. Others are starting up now. Danish food tech companies have a long tradition of producing high quality products within the highest hygienic standards. There is a demand in Iran for these competences. Main target is to show what Danish companies can do.



**Mr Franz Ernstbrunner**  
**Project Manager - Austrian Federal Economic Chamber**

For many years the Austrian Federal Economic Chamber has been working and supporting Austrian companies in their activities in the Iranian market. Iran provides a lot of business opportunities for food processing and ingredients. The economic figures of Iran are becoming better and the political situation is stable. These two indicators are important for future success in Iran. To work here permanently is an important success factor. Yes, iran food + bev tec works well for us and our Austrian exhibitors.



**Mr Jeff Say**  
**Marketing Manager - Ishida**

Ishida has been active in Iran for over 20 years as the Iranian market is very important for us. With over 500 machines installed in the region, Iran is one of our biggest markets in the Middle East. The potential growth is tremendous in Iran. Ishida is here to see old friends and to start new friendships.



**Mr Andrea Bellini**  
**Area Manager - Z+B Zilli & Bellini**

Z+B has been present on the Iranian market for 12 years. For us Iran represents one of the most important markets as lots of large Iranian filling and packaging companies ask for high speed lines at a high quality. Our success on the Iranian market is a result of the right commercial strategy, great support from our Iranian agency team and our ongoing participation at iran food + bev tec.



**Mr Sinan Bilgin**  
**Sales Manager - Middle East - Omega Thermo Products**

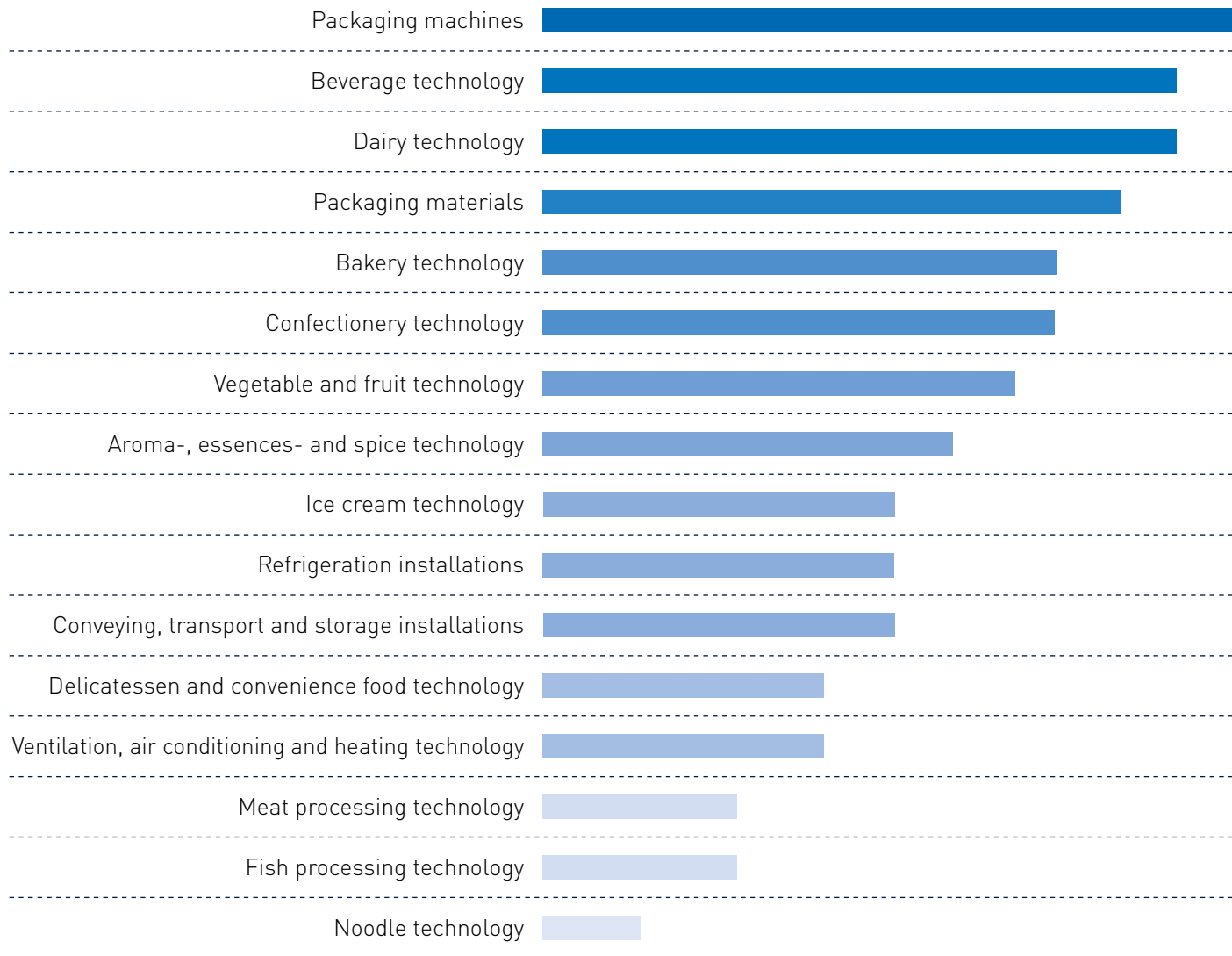
We participate for the first time here in Iran, within the Holland Pavilion. Given the high potential and high population in Iran we expect good business. OMEGA Thermo Products is the world's largest provider of pillow plates and heat exchangers. Our main target here at iran food + bev tec is to observe the reactions of the customers to our products.





# Sectors of the visitors' interest 2017

(multiple responses possible):



# 2017: Facts and figures



The 2017 edition of iran agrofood consisted of iran food + bev tec, iran food ingredients, iran food + hospitality and iran agro.

| iran agrofood                     | 2017   | 2016        | 2015       |
|-----------------------------------|--|-------------|------------|
| <b>Exhibitors:</b>                |  |             |            |
| iran food + bev tec               | 547  | 537         | 370        |
| iran food ingredients             | 141  | 96          | –          |
| iran food + hospitality           | 619  | 711         | 507        |
| iran agro                         | 98   | 99          | 70         |
| <b>iran agrofood</b>              | <b>1405</b>  | <b>1443</b> | <b>947</b> |
| <b>Countries represented 2017</b> | <b>39</b><br>Austria, Belgium, Brazil, Bulgaria, Canada, China, Czech Republic, Denmark, Finland, France, Georgia, Germany, Greece, Hungary, India, Iran, Ireland, Italy, Japan, Korea, Lebanon, Lithuania, Moldova, Netherlands, Norway, Poland, Portugal, Romania, Russian Federation, Singapore, South Africa, Spain, Switzerland, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom, USA |             |            |

# Check out the agrofood industry portal

## 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



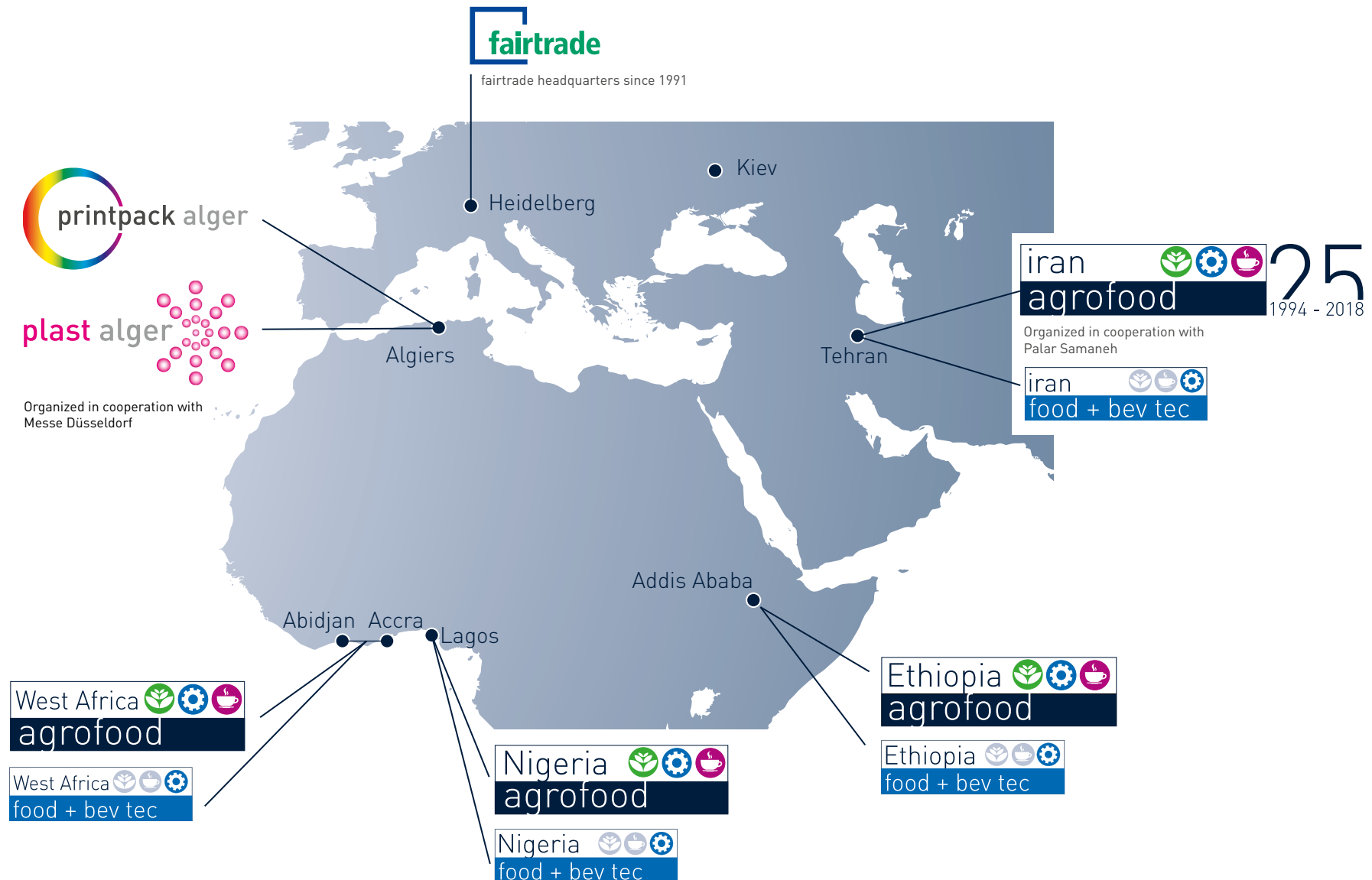
- your entry is activated 24/7 all year around
- be contacted by visitors & other exhibitors

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



iran   
food + bev tec

# fairtrade events – welcome!





# Grow your business – Upcoming Events

please click:

## » **4<sup>th</sup> agrofood West Africa**

5-7 December 2017, Accra

## » **5<sup>th</sup> agrofood West Africa**

20-22 November 2018, Abidjan



Registration for Accra  
open until 15 October 2017

Registration for Abidjan  
open 12/2017 – 09/2018

## » **4<sup>th</sup> agrofood Nigeria**

27-29 March 2018, Lagos



Registration open until January 2018

## » **2<sup>nd</sup> agrofood Ethiopia**

03-05 May 2018, Addis Ababa



Registration open until March 2018

## » **25<sup>th</sup> iran agrofood**

24 - 27 June 2018 , Tehran



Registration opens in October 2017



# We'll be your back-up team!



fairtrade - valuable business contacts  
ISO quality management. UFI quality norms.

## About fairtrade:

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organisers of professional international trade shows in emerging markets, especially in the Middle East, Africa and Eastern Europe.

Managed by its shareholder and committed to the values of a family business and the team spirit, fairtrade maintains a powerful network of partnerships throughout the world.

In Iran, fairtrade - in cooperation with Palar Samaneh – organizes international trade fairs of major importance since 1994, namely iran agrofood (iran food+bev tec, iran food+hospitality, iran agro, iran food ingredients and iran bakery + confectionery) and iran telecom innovations.

Our management system is ISO 9001: 2008 certified.

Being a member of UFI The Global Association of the Exhibition Industry, fairtrade organises events according to the UFI quality norms. Trade fair data such as the number of exhibitors and visitors and the exhibition space are audited and certified by independent auditors.



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## 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

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

Dedicated stand building unit with highly motivated team of tradeshow specialists including architects, engineers, designers and technicians serving individual exhibitors and country pavilions all over the Middle East and the CIS



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