



06 – 09 June 2011  
Tehran Permanent International Fairgrounds, Iran  
18<sup>th</sup> International Agricultural Trade Fair

## POST SHOW REPORT

### The 18<sup>th</sup> iran agro 2011 - innovations and new technologies on display

#### 122 exhibitors +47% from 7 countries displayed their state-of-the art technologies

At iran agro 2011, 31,831 visitors discussed business with [122 exhibitors from 7 countries](#), a plus of 47% compared to 2010.

The 18th International Agricultural Trade Fair was organised against the backdrop of rising imports of agricultural engineering products to Iran, which have increased by 56% to US\$ 106.3 million in 2010 (see graph below). iran agro 2011 was held under the auspices of the Iranian ministry of jihad – agriculture and the ministry of industries and mines, organised by Palar Samaneh of Tehran and fairtrade of Germany.

The event took place from 06 to 09 June 2011 at the Tehran Permanent International Fairgrounds. After the 2010 event, exhibitors had encouraged the organizers to reduce the number of public visitors and at the same time increase the number of qualified visitors. With 31,831 trade visitors, this target has been achieved in 2011. Being an [ufi Approved Event](#), all visitor and exhibitor numbers have been verified and audited by independent auditors.

The exhibition was officially opened by Hamid Safdel, Deputy Minister of Commerce and President of the Iranian Trade Promotion Organization, Mr. Rejaie, Head of Agricultural Commission of the Parliament and Mr. Akbarpour, Managing Director of the Iran International Exhibition Center, Antonio Avallone, Director of the Italian Institute for Foreign Trade ICE in Tehran and by the organisers Shahrooz Shahverdi of Palar Samaneh, Tehran and Martin Maerz of fairtrade Messe, Germany.

Exporters of agricultural machinery and animal husbandry products during the past few years made good business in Iran, now being one of the most important markets for major international players with interest in the region. According to VDMA – The German Engineering Association, exports of agricultural engineering products to Iran have increased by 56% to US \$ 106.3 million in 2010, compared to US \$ 67.9 million in 2009 and US \$ 62.6 million in 2008. China, Italy, Germany, the Netherlands, Poland and Brazil have been the main supplier countries.





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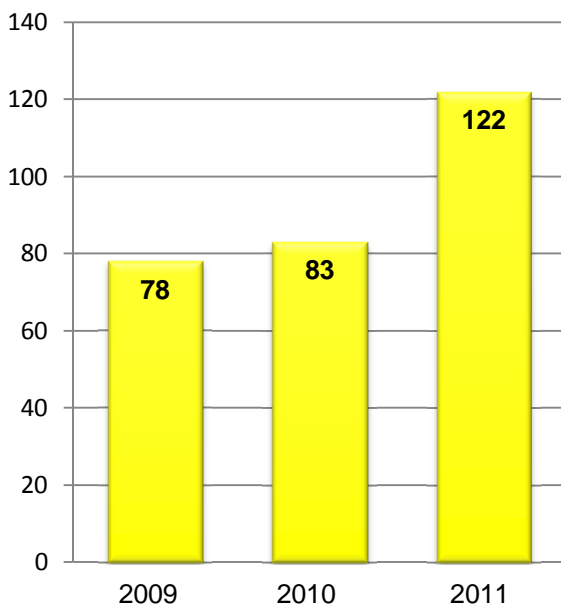
“We have experienced an intense interest from our customers as well as we had for 6 years in iran agro exhibition. As the market leader –MYSILO- with 90 facilities established in Iran, we attach great importance to this kind of international exhibitions for presenting our new designs and products to the sector and our customers.”

Tarık KALEM

International Sales Representative

MYSILO TAHIL DEPOLAMA SİSTEMLERİ SAN. TIC. LTD. STI

### Exhibitor growth



### iran agro 2011 in figures

	2009	2010	2011	2010-2011
Net exhibition space	1,393.5	1,739.5 m <sup>2</sup>	2,704 m <sup>2</sup>	+ 55.4 %
Outdoor space	327m <sup>2</sup>	459 m <sup>2</sup>	372 m <sup>2</sup>	- 19.0 %
Number of exhibitors	78	83	122	+ 50 %
Number of national exhibitors				
National Pavilions	2 (Spain, Turkey)	3 (China, Spain (Region Barcelona), Spain (Region Murcia), Turkey)	2 (China, Turkey)	



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Countries represented	12 countries (Brazil, Canada, China, France, Germany, Iran, Netherlands, Spain, Switzerland, Turkey, Ukraine and United Arab Emirates)	13 countries (Bahrain, Brazil, China, Egypt, France, Germany, Great Britain, Iran, Netherlands, Spain, Sweden, Turkey, United Arab Emirates)	7 countries (Brazil, China, Germany, Iran, Jordan, Netherlands and Turkey)	
Number of visitors	32,838	43,589	31,831	- 26.9 %

### iran agrofood 2011 in figures

To create valuable synergies for exhibitors and trade visitors alike, “iran agro 2011” took place concurrently with “[iran food + hospitality 2011](#)” and “[iran food + bev tec 2011](#)”.

	2009	2010	2011	2010-2011
<u>Exhibitors:</u>				
iran agro	78	83	122	+ 47.0 %
iran food + bev tec	311	379	328	- 14.8 %
iran food + hospitality	287	361	473	+ 31.0 %
iran agrofood	676	823	923	+ 12.1 %
Countries represented	24 countries (Austria, Belgium, Brazil, Canada, China, Denmark, France, Germany, Great Britain, India, Iran, Italy, Japan, Netherlands, Spain, Sri Lanka, Sweden, Switzerland, Syria, Taiwan, Thailand, Turkey, Ukraine and United Arab Emirates)	31 countries (Australia, Austria, Bahrain, Belgium, Brazil, Bulgaria, Canada, China, Denmark, Egypt, Finland, France, Germany, Great Britain, Greece, India, Iran, Italy, Japan, Lebanon, Netherlands, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey and United Arab Emirates)	32 countries (Australia, Austria, Belgium, Brazil, Canada, China, Denmark, Finland, France, Germany, Great Britain, Greece, India, Iran, Italy, Japan, Jordan, Lebanon, Mexico, Netherlands, Poland, Portugal, Russia, South Korea, Spain, Switzerland, Syria, Taiwan, Thailand, Turkey, Ukraine and United Arab Emirates)	
Net exhibition space	22,608 m <sup>2</sup>	24,853 m <sup>2</sup>	27,079.5 m <sup>2</sup>	+ 8.9 %
Outdoor space	2,959 m <sup>2</sup>	3,519 m <sup>2</sup>	3,821 m <sup>2</sup>	+ 8.6 %

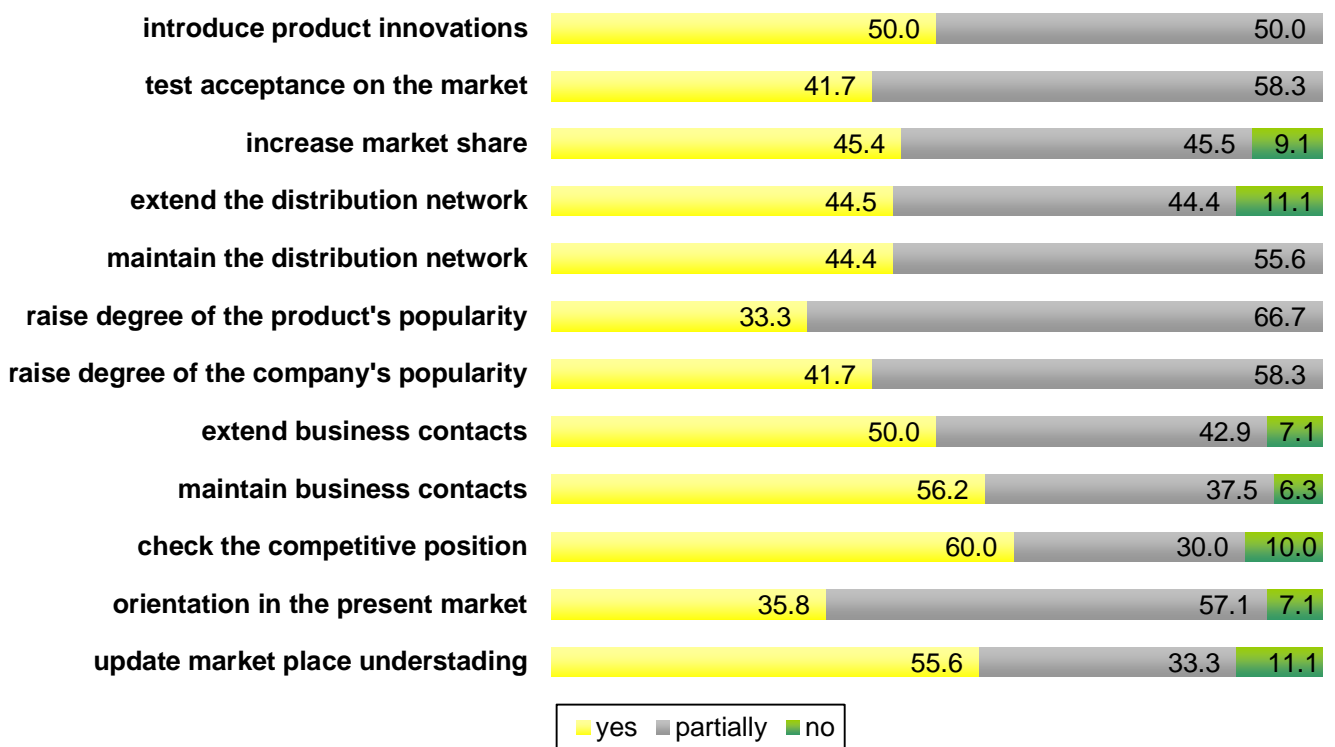


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### Evaluation of the exhibitors' survey of iran agro 2011

All exhibitors were required to fill in a questionnaire on the last day of the event. The following evaluation is based on this survey.

#### Targets of participation and grade of achievement in %:



Graph 1

#### With the number of visitors at their stand, the exhibitors were:

Satisfied 65.0 %

#### With the quality of visitor contacts, the exhibitors were:

Satisfied 70.0 %

#### Exhibitors would recommend the fair:

Yes 94.1 %

Graph 2

UFI Approved Event



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In 2009 the organisers have earned the 'UFI Approved Event' quality label for iran agro as certification of the highest level of professional exhibition standards" ([UFI The Global Association of the Exhibition Industry](#)).

As the provision of data which have been verified by independent auditors is one of the cornerstones of the quality standards of UFI Approved Events, all iran agro statistical data have been and will be audited by KPMG, Tehran.

### **Outlook on iran agro 2012**

The 19<sup>th</sup> iran agro is scheduled to take place at the Tehran International Fairgrounds in May 2012.

On behalf of the entire organising team, we would like to extend our gratitude to all who have contributed to the success of the event, exhibitors, trade visitors, supporting authorities, sponsors, organisers of pavilions, agents, media partners, media, journalists, ...

Supporting authorities:  
Ministry of Jihad-Agriculture  
Ministry of Industries and Mines



Media partners:



Thank  
you!

Organisers of pavilions:

China:



Germany:



Italy:



Portugal:

WALTER & CIA

South Korea:

ExMa

Spain:

ANA MAMARBACHI

Taiwan:



Turkey:



Contact in Iran:



Palar Samaneh Co.  
Vanak Str. Apt. No 403,  
No 110 Ayneh Vanak Bldg.  
IR-19919-54118 Tehran  
Tel.: +98-21-88 79 87 38  
Fax: +98-21-8879 93 34  
palarsamaneh@gmail.com  
www.palarsamaneh.com

Contact international:



fairtrade GmbH & Co. KG  
Kurfürsten-Anlage 36  
D-69115 Heidelberg, Germany  
Tel.: +49-62 21-45 65-0  
Fax: +49-62 21-45 65-25  
info@fairtrade-messe.de  
www.fairtrade-messe.de