



Press release

March 7th, 2011

Iran's imports of agricultural machinery and of livestock on the upswing - iran agro 2011 from 06 - 09 June in Tehran

The agricultural and livestock event, iran agro 2011, is supported by the Iranian ministry of jihad – agriculture and the ministry of industries and mines and organised by Palar Samaneh of Tehran and the German trade fair specialists fairtrade Messe. iran agro 2011 will be held from 06 – 09 June 2011 at the Tehran International Exhibition Center.

The Iranian agricultural market becomes ever more important, said M. Maerz, managing director of fairtrade. Exporters of agricultural machinery and animal husbandry products made good business during the last years in Iran, now being one of the most important markets for major international players with interest in the region.

According to the Agricultural Machinery Association within VDMA – The German Engineering Association, exports of agricultural engineering products to Iran have increased from US \$ 62.6 million in 2008 to US \$ 66.2 million in 2009 (+5.7%). Further, the imports of livestock have grown by 117 %, from US \$ 212.3 million to US \$ 460.8 million between

2006 and 2008. During the same period, the exports went up by 25 % from US \$ 305.8 million to US \$ 382.2 million.

Notable European and Asian foreign trade organisations from China, France, Italy, Spain and Turkey have already confirmed their participation for iran agro 2011.

To create valuable synergies for exhibitors and trade visitors alike, "iran food + hospitality 2011" takes place together with and "iran food + bev tec 2011" and "iran agro 2011", the three dedicated events building the frame of "iran agrofood 2011.

About Palar Samaneh:

For more than 10 years, Palar Samaneh, headquartered in Tehran, have organised some 50 international trade fairs of major importance in Iran. Being very familiar with the Iranian trade fair market, Palar Samaneh makes use of its know-how to the benefit of their customers.

About fairtrade:

Ever since its foundation in 1991, fairtrade ranks among the leading organisers of professional international trade fairs in the emerging markets of Eastern Europe, the Middle East and North Africa. Headquartered in Heidelberg, Germany, fairtrade's 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.

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