



25 May 2010

All set for the 17th iran agro 2010 in Tehran

83 exhibitors from 13 countries attend 30,000 trade visitors on May 30 to 02 June 2010

The 17th International Agricultural Trade Fair iran agro 2010 is all set to provide an ideal business platform for both, foreign exporters and Iranian importers. Being the leading trade show for the country's agricultural industry, iran agro 2010 is to be held on the Tehran International Fairgrounds on May 30 to 02 June 2010.

iran agro 2010 is supported by the Iranian ministry of jihad – agriculture and the ministry of industries and mines. This year, 83 exhibitors (+7.7 %) from 13 countries display their latest technologies. National and regional pavilions from China, Spain (Barcelona region and Murcia region) and Turkey complete the event. Exhibitors come from Bahrain, Brazil, China, Egypt, France, Germany, Great Britain, Iran, Netherlands, Spain, Sweden, Turkey and United Arab Emirates.

823 exhibitors from 31 countries at iran agrofood 2010

"iran agro 2010" takes place concurrently with "iran food + hospitality 2010" (361 exhibitors from 16 countries) and "iran food + bev tec 2010" (379 exhibitors from 25 countries), the three dedicated events building the frame of "iran agrofood 2010" with altogether 823 exhibitors. This is an **increase of 21,9%** compared to 676 exhibitors in 2009.

iran agrofood 2010 covers a net exhibition hall space of 24,842 sqm in addition to 3,519 sqm on the outdoor grounds. As an indicator of the ever growing Iranian market, the organisers succeeded to realise double-digit growth of the entire event. This comes at no surprise as Iranian imports of livestock are increasing year by year. Within 2 years for instance, between 2005/06 and 2007/08, imports of livestock increased by 117 %, from US \$ 212.3 million to US \$ 460.8 million. During the same period, Iranian livestock exports as well went up by 25 % from US \$ 305.8 million to US \$ 382.2 million.

The Iranian agricultural market becomes ever more important. 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.

Exhibitors of "iran agrofood 2010" come from 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.

About the organisers Palar Samaneh and fairtrade - ISO quality management. UFI quality norms.

The event is organised by Palar Samaneh_of Tehran and the German trade fair specialists fairtrade. In October 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).

Since 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.

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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