



Press release

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iran food + bev tec 2011 from 06 - 09 June Iranian food processing and packaging technology imports increase by 23% to 360.8 million US-Dollars in 2010

At iran food + bev tec 2011, 313 exhibitors presenting food processing and packaging equipment from 22 countries will discuss business with more than 40,000 expected visitors. The 18th International Food, Beverage + Packaging Technology Trade Fair is organised against the backdrop of increasing Iranian food-tec imports (+23% in 2010). Held under the auspices of the Iranian ministry of jihad – agriculture and the ministry of industries and mines and organised by Palar Samaneh of Tehran and fairtrade of Germany, the event is scheduled for 06 to 09 June 2011 at the Tehran International Fairgrounds.

The 18th International Food, Beverage + Packaging Technology Trade Fair takes place on the background of growing Iranian food technology imports. Outlines Martin Maerz, fairtrade's managing director: "According to VDMA-The German Engineering Association, Iranian imports of food processing and packaging equipment, in 2010, have increased by 23% to 360.8 million US-Dollars, compared to 293.1 million US-Dollars in 2009. Therefore it is only logical that many national and international market leaders have signed up, as well as a

large number of international group participations. The international group pavilions come from Austria, China, France with the support of adepta, Germany, Italy through ICE-The Italian Institute for Foreign Trade, Spain and Turkey.

“With 302 exhibitors from 23 countries and more than 40,000 visitors expected, iran food + bev tec provides an ideal business platform for both, foreign food-technology exporters and Iranian food producers wishing to upgrade their production facilities”, said Monika Schaedel, senior project manager with fairtrade. “Especially producers of material and technology for baking, beverage production, confectionery, dairy processing, egg processing, fruit and vegetable processing, laboratory equipment, meat processing, noodle processing, packaging and refrigeration note a boost of their sales activities in Iran.” And she adds: “Having earned the ‘UFI Approved Event’ quality label for iran food + bev tec as certification of the highest level of professional exhibition standards, all exhibitor and visitor numbers will again be audited this year.”

To create valuable synergies for exhibitors and trade visitors alike, iran food + bev tec 2011 will again take place concurrently with “iran food + hospitality” (this year with 462 exhibitors from 20 countries) and “iran agro” (121 exhibitors from 7 countries), the three dedicated events building the frame of “iran agrofood 2011” with altogether 896 exhibitors in 2011. According to official figures of the IIEC Iran International Exhibition Co., 43,589 visitors (+32.7%) had been registered for the three events iran agro, iran food + hospitality and iran food + bev tec in 2010.

www.iran-foodbevtec.com

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 the Middle East. 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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