



Press release

March 7th, 2011

iran food & bev tec 2011 in Tehran – 48,000 visitors and more than 400 exhibitors expected

Like in 2010 the organisers, Palar Samaneh Co., Iran and fairtrade Messe, Germany predict increasing numbers for visitors and exhibitors for the 18th iran food and bev tec. This event will be held under the auspices of the Iranian ministry of jihad – agriculture and the ministry of industries and mines from 06 – 09 June 2011 at the Tehran International Exhibition Center.

The Iranian food technology market becomes ever more important, said M. Schaedel, senior project manager of fairtrade. She further highlighted, that exporters of food processing equipment into the Middle East during the past few years made good business in Iran, now being the most important market for major international players with interest in the region.

According to the VDMA – The German Engineering Association, in 2009, the Iranian food industry imported food processing and food packaging equipment worth US \$ 280.9 million. 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.

iran food & bev tec 2011 takes place with a large number of international group participations. Their participation already confirmed have: Austria through Austrian Federal Economic Chamber, China through fairtrade China, France through adepta, Germany through fairtrade, supported by the German Engineering Federation, VDMA, India through CJ Exhibitions, Italy through the Italian Institute for Foreign Trade ICE Rome, ICE Tehran and Org. Caselli, Spain through Ana Mamarbachi Intl. Business, Taiwan through Hug Idea Int'l Co. and Turkey through Forum Fairs and Promotion.

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

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 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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