

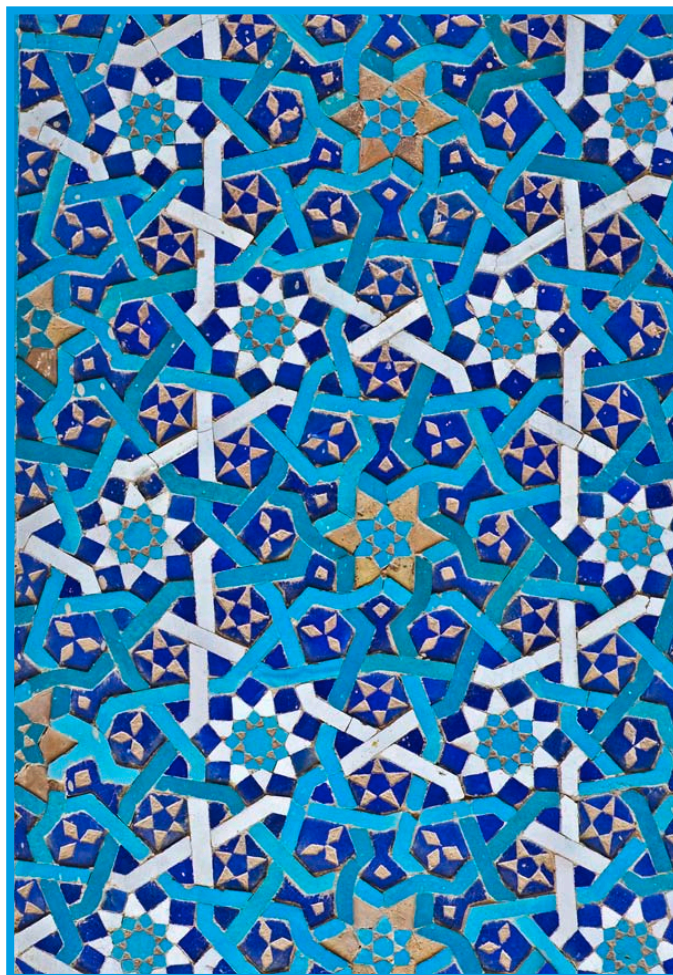
iran 2012 
food + bev tec

 **ufi**
Approved
Event

19th INTERNATIONAL FOOD, BEVERAGES
& PACKAGING TECHNOLOGY TRADE FAIR

27 - 30 MAY 2012
TEHRAN INTERNATIONAL FAIRGROUNDS

www.iran-foodbevtec.com



Organised by:

 **ufi**
Member  **fairtrade**

 **PALAR**
SAMANEH Co.



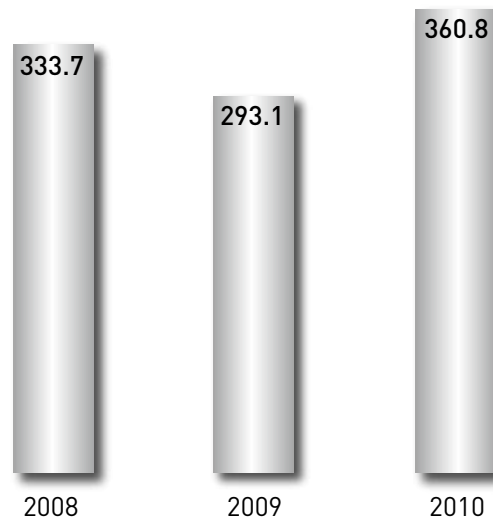
The 19th iran food + bev tec in 2012 servicing the most important food-tech market in the Middle East

More than 30,000 visitors and 350 exhibitors expected

The Iranian food technology market is the most important one for major international players with interest in the Middle East region. Exporters of food and beverage processing equipment always use to make good business in Iran.

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. Germany, Italy, China, France, Switzerland and the Netherlands have been the main supplier countries.

Staggering growth: Iranian imports of food processing and food packaging machinery (in million US \$)



Taking place concurrently with iran food + hospitality and iran agro, iran food + bev tec provides best possible opportunities for business!

The 19th iran food + bev tec is the ideal venue for both, foreign exporters and Iranian food producers looking to upgrade their production facilities. Being the leading trade show for the country's food and beverage industry, the event will be held under the auspices of the Iranian ministry of jihad – agriculture.

Key figures - iran food + bev tec 2011

31,831 visitors

328 exhibitors from 22 countries

11,002 m² net exhibition space

7 national pavilions

(Austria, China, France, Germany, Italy, Spain, Turkey)

77.5% of the exhibitors were satisfied with the visitors at their stand and 87.2% would recommend the fair

Group pavilions at iran food + bev tec 2012

- Austria through fairtrade
- China through fairtrade China
- France through adept
- Germany through fairtrade
- Italy through Org. Caselli
- Spain through Ana Mamarbachi Intl. Business
- Taiwan through Hug Idea Int'l Co.
- Turkey through Forum Fairs



iran food + bev tec UFI Approved Event!

Since 2009 the organisers have earned the 'UFI Approved Event' quality label for iran food + bev tec 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 food + bev tec statistical have been audited.

REVIEW IRAN FOOD + BEV TEC 2011:

328 exhibitors from 22 countries displayed their food and beverage technology to 31,831 visitors

The 18th edition of this leading trade show for the country's food, drink and packaging industry was again supported by the Iranian Ministries of Industries and Mines, and of Jihad-Agriculture.

iran food + bev tec 2011 took place from 06 to 09 June 2011 at the Tehran International Fairgrounds. After the 2010 event, exhibitors had encouraged the organizers to reduce the number of public visitors in order to increase the number of qualified visitors. With 31,831 trade visitors, this target was achieved in 2011.

iran agrofood in figures

	2009	2010	2011	2010-2011
Exhibitors:				
iran agro	78	83	122	+ 47.0 %
iran food + bev tec	311	379	328	- 13.2 %
iran food + hospitality	287	361	473	+ 31.0 %
iran agrofood	676	823	923	+ 12.1 %
Countries represented	24 countries	31 countries	32 countries	
Net exhibition space	22,608 m ²	24,853 m ²	27,078 m ²	+ 9.0 %
Outdoor space	2,959 m ²	3,519 m ²	3,821 m ²	+ 8.6 %



Testimonials:

"iran food + bev tec 2011 is the most important venue in Iran in the field of food processing and packaging. The MULTIVAC booth with new design and presentation had a welcome area for the visitors. In total we had 263 visitors, of which more than 70% were concrete demands for new packaging solutions. In this exhibition MULTIVAC presents the innovative packaging solutions to create more value to the products of the local food producers."

Amir Sotoudeh
General Manager – Iran
MULTIVAC

"Klimasan A.S is proud to say that it was a right decision to participate in iran food + bev tec 2011. Our company had the opportunity to meet a considerable number of potential customers and to present the products to those who are looking for innovative solutions. Being confident that the outcome of our contacts will open new gates in the Iranian market, we can see ourselves as a part of the following show next year."

Cagdas Kesercioglu
Export Manager
KLIMASAN A.S.



"iran food & bev tec 2011 has been a great show for us. GEA GRADE has got the expected goals from this exhibition. It was a good opportunity to meet old and new clients and to introduce our new products to the Iranian market. The number and quality of visitors for us was excellent."

Omid Khandel
Project Sales Engineer
GRADE Refrigeration LLC

"Sina Tejarat Company was completely satisfied with participating in iran food + bev tec 2011. We, as a single source supplier of new food packages and filling machines, have represented our products to the manufacturers in the exhibition, and share our experiences with them. Also, we had many visitors and contacts with high quality during iran food + bev tec 2011."

Armita Rezaee
Sales Department
Sina Tejarat Co.

"iran food + bev tec 2011 was a huge success for our company, which is selling parts for different industries in Iran. The visitors were very enthusiastic about our locally manufactured as well as our imported parts."

Mahnaz Vahidnia
Rah Andaz Sanat Asia Andish

Satisfaction of the exhibitors

With the whole fair the exhibitors were:

satisfied  72.8%

With the visitors at their stand, the exhibitors were:

satisfied  77.5%

Exhibitors would recommend the fair:

yes  87.2%

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food + bev tec



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Palar Samaneh and fairtrade - Valuable business contacts.
ISO quality management. UFI quality norms.

The event is co-organised by Palar Samaneh and fairtrade



For more than 10 years, Palar Samaneh, headquartered in Tehran, has organised over 50 international trade fairs of major importance in Iran. Having played an important role in the growth of the Iranian trade fair market, Palar Samaneh makes use of this knowledge for the benefit of its customers.

In addition to their exhibition organization department its stand building unit serves individual exhibitors as well as country pavilions all over the Middle East and the CIS-countries. Thanks to a highly motivated team of tradeshow specialists including architects, engineers, designers and technicians, Palar Samaneh provides reliable and high quality services at reasonable prices.



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 focuses on achieving an ever higher degree of customer satisfaction, providing excellent service and generating valuable business contacts for exhibitors and trade visitors alike.

Our 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.



Exhibition program

Process technology

- Slaughtering and meat processing technology
- Beverage technology
- Noodle technology
- Dairy technology
- Fish processing technology
- Vegetable and fruit technology
- Bakery technology
- Confectionery technology
- Ice cream technology
- Delicatessen and convenience food technology
- Aroma-, essences- and spice-technology

Packaging technology

- Packaging machines
- Packaging materials

Refrigeration and air-conditioning technology

- Refrigeration installations
- Ventilation, air conditioning and heating technology

Conveying, transport and storage installations

Ingredients and auxiliary materials

Service firms, organisations, publishers

Worldwide network of sales partners

For any inquiries and bookings, please contact your nearest fairtrade sales agent or fairtrade directly:

China:		fairtrade China Tel.: +86-10-876 356 22 Mr. Sean Xiao info@fairtradecn.com
Germany:		fairtrade GmbH & Co. KG Tel.: +49-62 21-45 65-0 Ms. Monika Schädel m.schaedel@fairtrade-messe.de
India:	CJ Exhibitions	CJ Exhibitions Tel.: +91-11-269 359 85 Ms. Anita Gupta agupta@cjexhibitions.com
Italy:		Organizzazione Vittorio Caselli Srl Tel.: +39-055-284 292 Mr. Andrea Caselli andrea.caselli@caselli.it
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Turkey:		Forum Fairs & Promotion Co. Inc. Tel.: +90-312-44 60 822 Ms. Basak Gökzeoglu basak@forumfuar.com

“All-in-one-package”

We've thought of everything

Going to a trade fair can certainly keep you busy! You have to invite customers, prepare your presentations and set your own schedule. Wouldn't it be nice, if you didn't have to worry about every little detail? If you could just “talk business” at your leisure?

Full exhibition service

- Technical connections and top quality booth construction – to highlight your products
- Catalogue entry – so that new customers can find your name and address once the trade fair is over!
- Invitations – to enable your customers to visit your booth!
- Transport of your exhibition goods including customs clearance – we take care of your exhibits!
- Booth staff / specialists – so you can do business without worries on your mind!
- General security and general cleaning of the exhibition area!

Your perfect presentation

Exhibitors can register for three different options:

Option 1 – “Raw”

Raw exhibition space.

The minimum stand area is 24 sqm.

Option 2a – “Basic”

Hall space including basic booth construction on a hired basis. Only in combination with Option 2b.

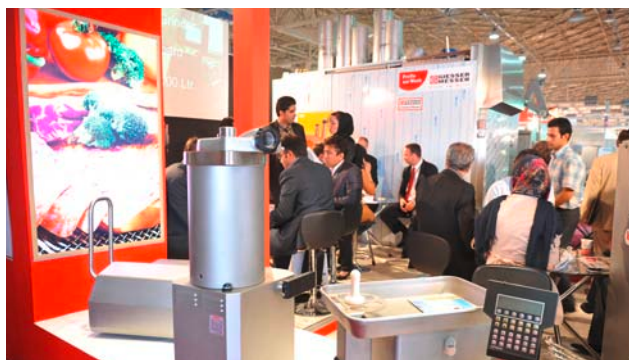
The minimum stand area is 12 sqm.

Option 2b – “Modular”

Hall space including special modular stand design on a hired basis. The minimum stand area is 12 sqm.

Option 2b includes the following:

- stand area with grey carpet
- side and back walls (light grey)
- design elements above wall
- 1 spot 100 W per 3 sqm of stand area
- 1 table and 4 plastic chairs (example for a 12 sqm stand)
- 1 waste paper basket
- 1 socket 220 V, 1 kW
- fascia with company name



We'll be your back-up team!