

POST SHOW REPORT

The 18th iran food + bev tec 2011 a resounding success!

328 exhibitors displayed their latest technologies to 31,831 trade visitors

At iran food + bev tec 2011, [328 exhibitors from 22 countries](#) presented food processing and packaging equipment to 31,831 visitors. The 18th International Food, Beverage + Packaging Technology Trade Fair took place on the background of growing Iranian food technology imports, which have increased by 23% to 360.8 million US-Dollars In 2010 (see graph below).

After the 2010 event, exhibitors had encouraged the organisers to reduce the number of public visitors and at the same time increase the number of qualified visitors. With 31,831 visitors of the trade, this target has been achieved in 2011. Being an [ufi Approved Event](#), all visitor and exhibitor numbers have been verified and audited by independent auditors.

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 took place from 06 to 09 June 2011 at the Tehran Permanent International Fairgrounds.

iran food + bev tec again provided an ideal business platform for both, foreign food-technology exporters and Iranian food producers. 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.

The exhibition was officially opened by Hamid Safdel, Deputy Minister of Commerce and President of the Iranian Trade Promotion Organization, Mr. Rejaie, Head of Agricultural Commission of the Parliament and Mr. Akbarpour, Managing Director of the Iran International Exhibition Center, Antonio Avallone, Director of the Italian Institute for Foreign Trade ICE in Tehran and by the organisers Shahrooz Shahverdi of Palar Samaneh, Tehran and Martin Maerz of fairtrade Messe, Germany.



06 – 09 June 2011

Tehran Permanent International Fairgrounds, Iran

18th International Food, Beverage & Packaging Technology Trade Fair

Many national and international market leaders took part, as well as a large number of international group participations:

- Austria participated with 5 companies on 120 sqm through Gesell Co. and fairtrade
- China had booked 178.5 sqm for 13 companies through fairtrade China
- adepta organised the official French group with 8 companies occupying 106 sqm
- fairtrade have gathered a group of 36 German companies and their Iranian representatives on 894 sqm
- The Italian Institute for Foreign Trade ICE and their Trade & Promotion Section ICE Tehran had booked 673.5 sqm for altogether 32 companies
- Spain participated on 48m² with 3 companies through Ana Mamarbachi Intl. Business
- And Turkey participated through Forum Fairs on 81 sqm with 2 companies



The 18th International Food, Beverage + Packaging Technology Trade Fair took place on the background of growing Iranian food technology imports. Outlines Monika Schaedel, fairtrade's senior project manager: "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.





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"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 good opportunity to meet old and new clients and to introduce our new products to Iran market. The numbers 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

iran food + bev tec 2011 in figures

| | 2009 | 2010 | 2011 | 2010-2011 |
|------------------------------------|--|---|---|-----------|
| Net exhibition space | 8,510 m ² | 9,607.5 m ² | 8,631 m ² | - 10.2 % |
| Outdoor space | 2,222 m ² | 2,190 m ² | 2,371 m ² | + 8.3 % |
| Number of international exhibitors | 148 | 167 | 145 | - 13.2 % |
| Number of national exhibitors | 163 | 208 | 183 | - 12.0 % |
| National Pavilions | 6 (Austria, China, France, Germany, Italy, Turkey) | 7 (Austria, China, France, Germany, Italy, Spain, Turkey) | 7 (Austria, China, France, Germany, Italy, Spain, Turkey) | |
| Countries represented | 20 countries (Austria, Belgium, Canada, China, Denmark, France, Germany, Great Britain, India, Iran, Italy, Japan, Netherlands, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey and United Arab Emirates) | 25 countries (Austria, Belgium, Bulgaria, Canada, China, Denmark, Egypt, Finland, France, Germany, Great Britain, India, Iran, Italy, Japan, Lebanon, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, Taiwan, Turkey and United Arab Emirates) | 22 countries (Austria, Belgium, Canada, China, Denmark, Finland, France, Germany, Great Britain, India, Iran, Italy, Japan, Lebanon, Netherlands, Poland, Russia, Spain, Switzerland, Turkey, Ukraine and United Arab Emirates) | |
| Number of visitors | 32,838 | 43,589 | 31,831 | - 26.9 % |

iran agrofood 2011 in figures

To create valuable synergies for exhibitors and trade visitors alike, "iran food +bev tec 2011" took place concurrently with "[iran food + hospitality 2011](#)" and "[iran agro 2011](#)".

| | 2009 | 2010 | 2011 | 2010-2011 |
|-------------------------|---|---|--|-----------|
| Exhibitors: | | | | |
| iran agro | 78 | 83 | 122 | + 47.0 % |
| iran food + bev tec | 311 | 379 | 328 | - 14.8 % |
| iran food + hospitality | 287 | 361 | 473 | + 31.0 % |
| iran agrofood | 676 | 823 | 923 | + 12.1 % |
| Countries represented | 24 countries (Austria, Belgium, Brazil, Canada, China, Denmark, France, Germany, Great Britain, India, Iran, Italy, Japan, Netherlands, Spain, Sri Lanka, Sweden, | 31 countries (Australia, Austria, Bahrain, Belgium, Brazil, Bulgaria, Canada, China, Denmark, Egypt, Finland, France, Germany, Great Britain, Greece, | 32 countries (Australia, Austria, Belgium, Brazil, Canada, China, Denmark, Finland, France, Germany, Great Britain, Greece, India, Iran, Italy, Japan, Jordan, | |

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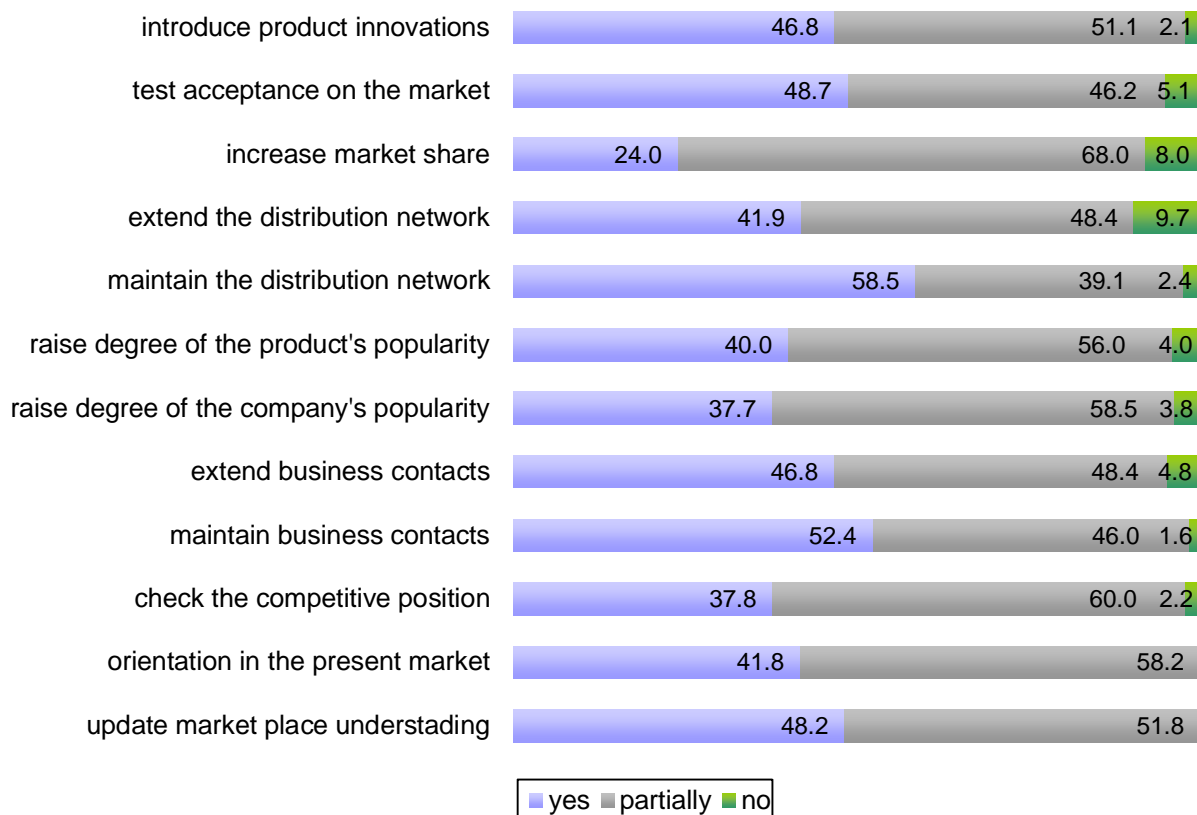
18th International Food, Beverage & Packaging Technology Trade Fair

| | | | | |
|----------------------|---|---|---|---------|
| | Switzerland, Syria, Taiwan, Thailand, Turkey, Ukraine and United Arab Emirates) | India, Iran, Italy, Japan, Lebanon, Netherlands, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey and United Arab Emirates) | Lebanon, Mexico, Netherlands, Poland, Portugal, Russia, South Korea, Spain, Switzerland, Syria, Taiwan, Thailand, Turkey, Ukraine and United Arab Emirates) | |
| Net exhibition space | 22,608 m ² | 24,853 m ² | 27,079.5 m ² | + 8.9 % |
| Outdoor space | 2,959 m ² | 3,519 m ² | 3,821 m ² | + 8.6 % |

Evaluation of the exhibitor survey of iran food + bev tec 2011

All exhibitors were required to fill in a questionnaire on the last day of the event. The following evaluation is based on this survey.

Targets of participation and grade of achievement in %:



Graph 1



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With the number of visitors, the exhibitors were:

Satisfied  72.8 %

With the quality of the visitor contacts, the exhibitors were:

satisfied  77.5 %

Exhibitors would recommend the fair:

Yes  87.2 %

Graph 2

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 data have been and will be audited by KPMG, Tehran.

Outlook on iran food + bev tec 2012

The 19th iran food + bev tec is scheduled to take place at the Tehran International Fairgrounds in May 2012.



Thank you!

On behalf of the entire organising team, we would like to extend our gratitude to all who have contributed to the success of the event, exhibitors, trade visitors, supporting authorities, sponsors, organisers of pavilions, agents, media partners, media, journalists, ...

Supporting authorities:
Ministry of Jihad-Agriculture
Ministry of Industries and Mines



Media partners:



Organisers of pavilions:

Austria:



China:



France:



Germany:



India:

CJ EXHIBITIONS

Italy:



Portugal:

WALTER & CIA

South Korea:

ExMa

Spain:

ANA MAMARBACHI

Taiwan:



Turkey:



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