

## Press Release

25 May 2010

### **The 17<sup>th</sup> iran food + bev tec presents thousands of hands-on technological innovations and trends**

#### **379 exhibitors (+ 21.9 %) from 25 countries attend 30,000 trade visitors**

Additional halls and thousands of hands-on technological innovations and trends. iran food + bev tec 2010 is all set to provide an ideal business platform for international technology vendors and Iran's food and beverage industry.

With 379 exhibitors (+ 21.9 %) from 25 countries, the 17th International Food, Beverage & Packaging Technology Trade Fair is the largest ever. Exhibitors come from 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.

The organisers are determined to add even more value to the show by focusing on the quality of the visitors. After 32,838 visitors in 2009, the organisers target 30,000 visitors of the trade for 2010, with an ever higher degree of decision makers as CEOs, GMs, commercial and purchasing directors.

Supported by the Iranian ministry of jihad – agriculture and the ministry of industries and mines, Iran's leading food-tec event is to be held in halls 38, 38A, 40, 40A, 41/41B and 44/2 of the Tehran International Fairgrounds, on May 30 to 02 June 2010.

iran food + bev tec 2010 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 food & bev tec as certification of the highest level of professional exhibition standards" (UFI The Global Association of the Exhibition Industry).

At iran food + bev tec 2010, manufacturers show high technology for all stages of the food and beverage processing chain. The target is to increase the degree of automation in production, to improve the monitoring of all processes and to ensure consumer safety by hygiene-oriented machine design.

All major international and Iranian players and six national pavilions from Austria, China, France, Germany, Italy and Turkey participate at iran food + bev tec 2010:

- Austria participates with 8 companies on 184,5 sqm through the Austrian Federal Economic Chamber – Austrian Trade
- China has booked 181,5 sqm for 15 companies through fairtrade China
- adepta organises the official French group with 11 companies occupying 175 sqm
- The German Engineering Federation, VDMA, confirm the participation of a group of 41 German companies and their Iranian representatives on 821 sqm
- The Italian Institute for Foreign Trade ICE and their Trade & Promotion Section ICE Tehran have booked 771,5 sqm for altogether 31 companies
- Spain has booked 36m<sup>2</sup> for 2 companies through the Barcelona Chamber of Commerce
- And Turkey participates through Forum Fairs on 80,5 sqm with 4 companies

## **823 exhibitors from 31 countries at iran agrofood 2010**

To create valuable synergies for exhibitors and trade visitors alike, "iran food + bev tec 2010" takes place concurrently with "iran food + hospitality 2010" (361 exhibitors from 16 countries) and "iran agro 2010" (83 exhibitors from 13 countries), the three dedicated events building the frame of "iran agrofood 2010" with altogether 824 exhibitors (+ 21.9 %) from 31 countries, compared to 676 exhibitors from 24 countries 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 the Iranian food technology market becomes ever more important. 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.

In contrary to other parts of the world, Iranian imports of food processing and food packaging equipment stand firm and on a very high level, as the production of the Iranian food industry is still on the upswing.

In 2008, the Iranian food industry imported food processing and food packaging equipment worth US \$ 328.3 million, compared to US \$ 327.4 million in 2007. 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 an enormous boost of their sales activities in Iran.

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

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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.

**[www.iran-foodbevtec.com](http://www.iran-foodbevtec.com)**

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