

06 – 09 June 2011
 Tehran Permanent International Fairgrounds, Iran
 18th International Food, Beverages & Hospitality Trade Fair

POST SHOW REPORT

The 18th iran food + hospitality 2011 with lots of innovations – Exhibitors all smiles!

473 exhibitors + 31.0% from 20 countries displayed their food and beverages products to 31,831 visitors

iran food + hospitality keeps on growing, as an indicator of the ever growing Iranian food service, trade and catering market. This year, a record number of [473 exhibitors from 20 countries](#) have participated, a plus of 31 % compared to 361 exhibitors from 16 in 2010. Newcomers included an official Australian and an official Italian pavilion. The leading trade show for the country's food, beverages and hospitality market took place at the Tehran International Fairgrounds from 06 – 09 June 2011.

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. This target has been achieved in 2011. With 31,831 trade visitors, 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.

Organised by [Palar Samaneh](#) of Tehran and [fairtrade](#) of Germany, the 18th iran food + hospitality 2011 was the ideal venue for new product launches and impressive presentations, a perfect place to meet all of the Iranian and international top-level decision-makers from the trade, the food service and catering market in one place. iran food + hospitality was held under the auspices of the Iranian ministry of jihad – agriculture and the ministry of industries and mines.

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 in Germany.



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Many national and international market leaders took part, as well as a large number of international group participations including first-timers Australia and Italy.

- Australia participated with 3 companies on 36 sqm through Meat & Livestock Australia
- Austria took part with 2 companies on 45 sqm through Gesell Co. and fairtrade
- China had booked 54 sqm for 3 companies through fairtrade China
- India participated with 3 companies occupying 64 sqm through CJ Exhibitions
- The Italian Institute for Foreign Trade ICE and their Trade & Promotion Section ICE Tehran took part on 70m sqm with altogether 9 companies
- Syria participated with a group of companies through the Public Establishment for International Fairs & Exhibitions
- Thailand had booked 102 sqm for 10 companies through the Thai Ministry of Commerce - Department of Export Promotion and the Thai Embassy Tehran
- and Turkey participated through Forum Fairs on 272 sqm with 10 companies

The exhibitors made use of the 18th iran food + hospitality 2011 as their platform for new product launches and presentations. This is their event to meet all of the Iranian and international top-level decision-makers from the trade, the food service and catering market.

Many of the products presented at this show were not only designed for the Iranian or Middle Eastern markets, the range of products is broad and covers regional and international trends. They include health-related products, target group-specific products, convenience products, sustainability concepts and organic products.

Since the Iranian government has lifted the import restrictions on food products in 2003, imports of food and drink products are increasing year by year. Especially producers of canned foods, non-alcoholic drinks, convenience foods, groceries, flavours and additives, sweets and chocolates note an enormous boost of their sales activities in Iran. Within 2 years for instance, between 2005/06 and 2007/08, imports increased by 114 %, from 698.7 million US Dollar to US 1,500.1 billion US Dollar.



“iran food + hospitality 2011 provided the Australian industry with a dynamic and professional forum to communicate these attributes face to face with importers and end users rather than utilizing electronic or traditional media channels to do so. We shared the Australian pavilion with 2 Australian exporters, namely Samex Ausland and T&R Pastoral Company that were both happy with their results. We have already received significant interest from importers to supply them with Australian beef and lamb along with in-roads being made with the further development of relationships with business representative councils and professional organisations in Iran; this could not have been achieved without the opportunity to exhibit at iran food + hospitality 2011. This was our first foray into the Iranian marketplace for many years and a worthwhile investment.”

Lachlan Bowtell
Regional Manager, Middle East North Africa
Meat & Livestock Australia (MLA)

“iran food + hospitality 2011 was a great opportunity for us to present our product, Bomba Energy Drink, to the Iranian market. We would like to express our very pleasant and positive perspective regarding the show. The event was quite a great example of our market potential as we had an unexpected number and quality of visitors and contacts. It was an excellent surprise which could lead us to the next level of our business.”

Amir Reza Talachian
Executive Manager
A.Talachian Co.

“iran food & hospitality 2011 was successful for us. We had an opportunity to give information about the Turkish seafood sector. During the exhibition we talked and contacted with so many visitors interested in importing from Turkey.”

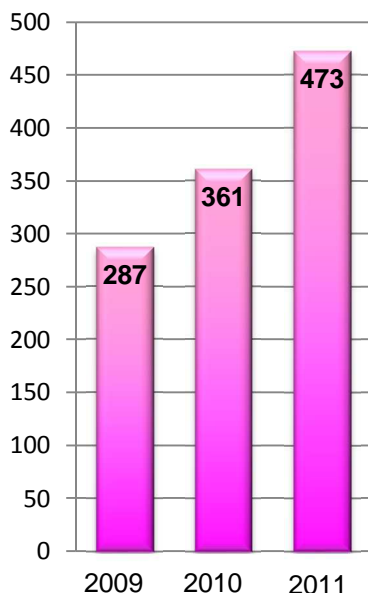
Serap Unal

iran food + hospitality 2011 in figures

	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2010-2011</u>
Net exhibition space	9,746 m ²	13,506 m ²	15,744,5 m ²	+ 16.6 %
Outdoor space	410 m ²	870 m ²	1078 m ²	+ 23.9 %
International exhibitors	60	72	84	+ 16.7 %
National exhibitors	227	287	389	+ 35.5 %
National Pavilions	8 countries (Austria, China, India, Spain, Sri Lanka, Syria, Thailand, Turkey)	6 countries (Austria, China, India, Spain, Thailand, Turkey)	8 countries (Australia, Austria, China, India, Italy, Syria, Thailand, Turkey)	
Countries represented	13 countries (Austria, Belgium, China, Germany, Great Britain, India, Iran, Spain, Sri Lanka, Syria, Thailand, Turkey and United Arab Emirates)	16 (Australia, Austria, Canada, China, Denmark, Germany, Great Britain, Greece, India, Iran, Italy, Portugal, Spain, Thailand, Turkey, UAE)	20 (Australia, Austria, Canada, China, Denmark, France, Germany, Greece, India, Iran, Italy, Mexico, Portugal, South Korea, Spain, Syria, Taiwan, Thailand, Turkey, UAE)	
Number of visitors	32,838	43,589	31,831	- 26.9 %

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Exhibitor growth



iran agrofood 2011 in figures

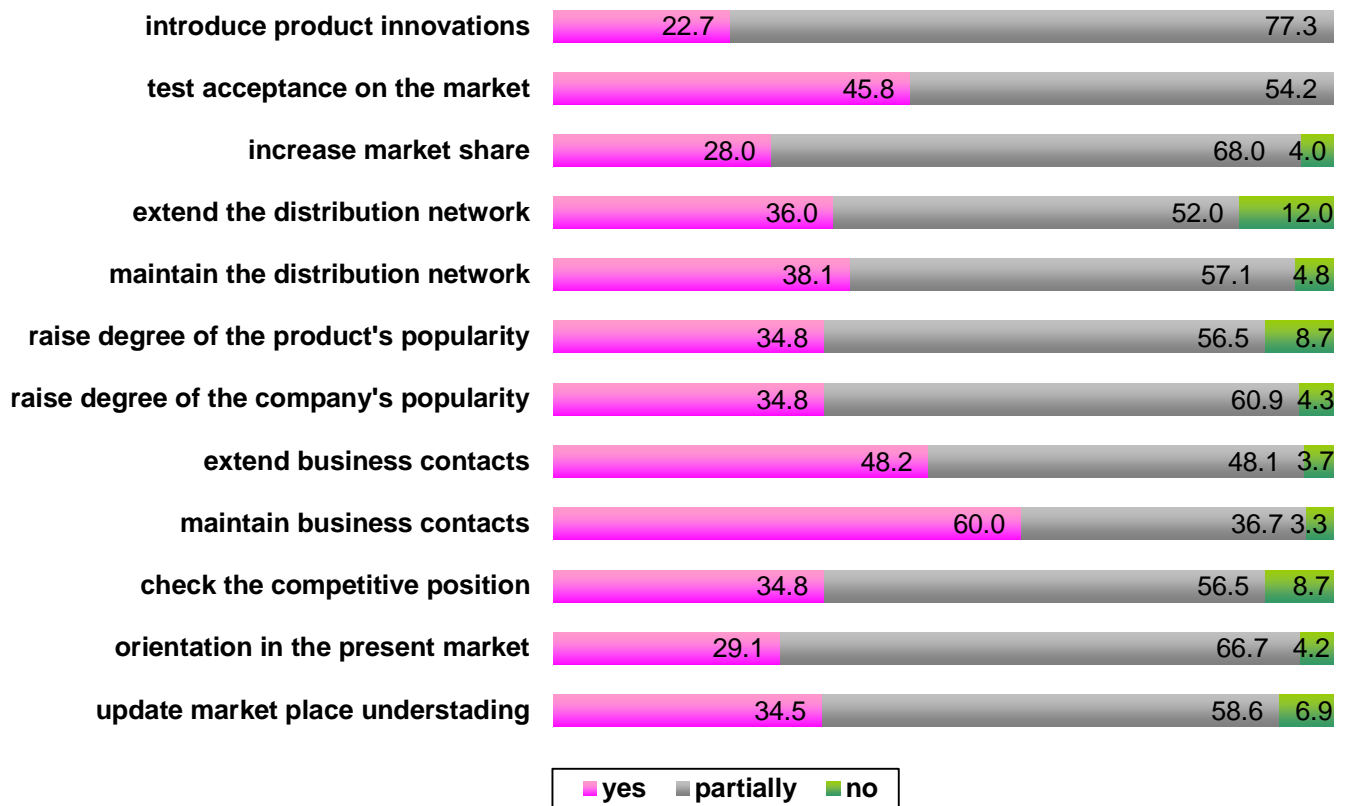
To create valuable synergies for exhibitors and trade visitors alike, “iran food + hospitality 2011” took place concurrently with “iran food + bev tec 2011” and “iran agro 2011”.

	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2010-2011</u>
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, Switzerland, Syria, Taiwan, Thailand, Turkey, Ukraine and United Arab Emirates)	31 countries (Australia, Austria, Bahrain, Belgium, Brazil, Bulgaria, Canada, China, Denmark, Egypt, Finland, France, Germany, Great Britain, Greece, India, Iran, Italy, Japan, Lebanon, Netherlands, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, UAE)	32 countries (Australia, Austria, Belgium, Brazil, Canada, China, Denmark, Finland, France, Germany, Great Britain, Greece, India, Iran, Italy, Japan, Jordan, Lebanon, Mexico, Netherlands, Poland, Portugal, Russia, South Korea, Spain, Switzerland, Syria, Taiwan, Thailand, Turkey, Ukraine and UAE)	
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 + hospitality 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:



Graph 1

With the whole fair the exhibitors were:

satisfied 70.3 %

With the visitors at their stand, the exhibitors were:

satisfied 81.1 %

Exhibitors would recommend the fair:

Yes 75.7 %

Graph 2



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UFI Approved Event

Since 2009 the organisers have earned the 'UFI Approved Event' quality label for iran food + hospitality 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 + hospitality statistical data have been and will be audited by KPMG, Tehran.

Outlook on iran food + hospitality 2011

The 19th iran food + hospitality 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:

Australia:



Austria:



China:



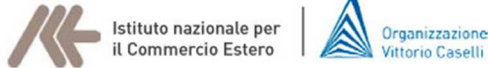
Germany:



India:

CJ EXHIBITIONS

Italy:



Portugal:

WALTER & CIA

Spain:

ANA MAMARBACHI

South Korea:

ExMa

Taiwan:



Thailand:



Turkey:



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