



Press release

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iran food + hospitality 2011 from 06-09 June Featuring 462 exhibitors from 20 countries

At iran food + hospitality 2011, 462 exhibitors in the fields of food service, trade and catering from 20 countries will discuss business with more than 40,000 expected visitors. The event is scheduled for 06 to 09 June 2011 at the Tehran International Fairgrounds. Organised by Palar Samaneh of Tehran and fairtrade of Germany, the 18th International Food, Beverages + Hospitality Trade Fair is held under the auspices of the Iranian ministry of jihad – agriculture and the ministry of industries and mines.

According to Monika Schaedel, senior project manager of fairtrade, iran food + hospitality 2011 keeps on growing, as an indicator of the ever growing Iranian food service, trade and catering market. "This year, a record number of 462 exhibitors from 20 countries signed up, compared to 361 exhibitors from 16 countries last year. We expect more than 40,000 visitors. Having earned the 'UFI Approved Event' quality label for iran food + hospitality as certification of the highest level of professional exhibition standards, all exhibitor and visitor numbers will again be audited this year."

Many national and international market leaders have signed up, as well as a large number of international group participations including first-timers Australia and Italy. National groups had been organised by Australia Meat + Livestock, Austria, China, India, the Italian Institute for Foreign Trade ICE, Syria, the Thai Ministry of Commerce and by Turkey. The exhibitors make 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.

To create valuable synergies for exhibitors and trade visitors alike, iran food + hospitality takes place concurrently with "iran food + bev tec 2011" (this year with 313 exhibitors from 22 countries) and "iran agro 2011" (121 exhibitors from 7 countries), the three dedicated events building the frame of "iran agrofood 2011" with altogether 829 exhibitors in 2011. According to official figures of the IIEC Iran International Exhibition Co., 43,589 visitors (+32.7%) had been registered for the three events iran agro, iran food + hospitality and iran food + bev tec 2010.

www.iran-foodhospitality.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 Middle East. 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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