



Press release

June 16th, 2011

iran food + hospitality 2011 improvement in all areas!

473 exhibitors (+ 31.0%) from 20 countries displayed their food and beverages products to more than 35,000 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 countries in 2010. More than 35,000 visitors of the trade discussed business. The trade show for the country's food, beverages and hospitality market took place at the Tehran International Fairgrounds from 06 – 09 June 2011. Organised by Palar Samaneh of Tehran and fairtrade of Germany, the 18th iran food + hospitality 2011 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, Managing Director of fairtrade Messe in Germany.

According to Monika Schaedel, senior project manager of fairtrade, iran food + hospitality 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.

Many national and international market leaders participated, 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

A large number 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.

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.

To create valuable synergies for exhibitors and trade visitors alike, iran food + hospitality took place concurrently with "iran food + bev tec 2011" (this year with 328 exhibitors from 22 countries) and "iran agro 2011" (122 exhibitors from 7 countries), the three dedicated events building the frame of "iran agrofood 2011" with altogether 923 exhibitors (+12.2% compared to 2010). iran agrofood 2011 covered a net area of 26,935.5 sqm inside the halls and 3,821 sqm on the outdoor grounds.

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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