



Press release

March 7th, 2011

18th iran food + hospitality 2011 servicing the ever growing food service, trade and catering market in Iran

48,000 visitors and 400 exhibitors expected

The 18th iran food + hospitality is the ideal venue for both, foreign exporters and Iranian producers looking to upgrade their production facilities. Being the leading trade show for the country's food and beverages industry, the event will be held from 06 - 09 June 2011 at the Tehran International Exhibition Center. The exhibition enjoys the full support of the Iranian ministry of jihad – agriculture and the ministry of industries and mines.

9 national pavilions from Austria, China, Egypt, France, India, Italy, Spain, Thailand and Turkey participate at iran food + hospitality 2011. The exhibition will take place in halls 6, 7, 8, 9, 10, 11, 12, 13, 27, 31A/ 31B, 35.

After a very successful iran food + hospitality in 2010, the organisers Palar Samaneh from Tehran and fairtrade of Germany again expect a double-digit growth for 2011, indicator of the ever growing Iranian market. 48,000 visitors and more than 800 exhibitors are expected.



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 US \$ 698.7 million to US \$ 1,500.1 billion. During the same period, Iranian food exports as well went up by 70.5 % from US \$ 380.5 million to 648.8 million. Staggering growth also during the first 10 months of the Iranian year 2009/10 (started March 20, 2009): Iran has succeeded to increase food exports by 18 %, to now US \$ 940 million compared to the same period 2008/09. "It is estimated, that Iran's foodstuff exports will hit US \$ 1 billion by the end of the year", said Fathollah Kermanshahi, deputy director of the Trade Promotion Organization TPO. And he continues: "Candy, confectionery, dairy products, tomato paste, fruit juice and concentrate, mineral water and macaroni are among the major export items."

To create valuable synergies for exhibitors and trade visitors alike, "iran food + hospitality 2011" takes place together with and "iran food + bev tec 2011" and "iran agro 2011", the three dedicated events building the frame of "iran agrofood 2011."

iran food + hospitality 2010 had been the largest ever. 361 exhibitors (+25.8%) from 16 countries showed their latest products. National pavilions from Austria, China, India, Spain, Thailand and Turkey participated.

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.

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 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-foodhospitality.com

Contact for press and media:

fairtrade GmbH & Co. KG
Mr Dominik Rzepka
Public Relations
Kurfuersten-Anlage 36
D-69115 Heidelberg
Tel +49 / 62 21 / 21 45 22
Fax +49 / 62 21 / 45 65 25
d.rzepka@fairtrade-messe.de
www.fairtrade-messe.de

Contact for exhibitors:

fairtrade GmbH & Co. KG
Ms Monika Schaedel
Senior Project Manager
Kurfuersten-Anlage 36
D-69115 Heidelberg
Tel.: +49 / 62 21 / 21 45 19
Fax: +49 / 62 21 / 45 65 25
m.schaedel@fairtrade-messe.de
www.fairtrade-messe.de