



Press Release

25 May 2010

The 17th iran food + hospitality presents thousands of innovations and trends for the food service, trade and catering market

361 exhibitors (+ 25.8 %) from 16 countries attend 30,000 trade visitors

As Iran's most important food, beverage and hospitality trade fair, iran food + hospitality 2010 is 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 and the food service and catering market in one place.

Featuring quite a few additional halls, iran food + hospitality 2010 is all set to provide an ideal business platform for the entire food and beverage industry. With 361 exhibitors (+ 25.8 %) from 16 countries, the 17th International Food, Beverages & Hospitality Trade Fair is again the largest ever. Exhibitors come from Australia, Austria, Canada, China, Denmark, Germany, Great Britain, Greece, India, Iran, Italy, Portugal, Spain, Thailand, Turkey and the United Arab Emirates.

All major international and Iranian players and not less than five national pavilions from Austria, China, India, Spain and Thailand participate. Supported by the Iranian ministry of jihad – agriculture and the ministry of industries and mines, Iran's leading food and hospitality event is to be held in halls 6, 7, 10, 11, 12, 13, 27, 31A/31B and 35 of the Tehran International Exhibition Centre, on May 30 to 02 June 2010.

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.

Trade visitors in particular are keen to find out about innovative food products and catering ideas. And that's not surprising, given that a new product can have a massive market impact. In such a situation, being involved right from the start at iran food + hospitality, can translate into a huge competitive advantage. As many of the products presented at this show were not designed only for the Iranian or Middle Eastern markets, the range of products is correspondingly broad and fully covers regional and international trends. They include health-related products, target group-specific products, convenience products, sustainability concepts and organic products.

823 exhibitors from 31 countries at iran agrofood 2010

To create valuable synergies for exhibitors and trade visitors alike, "iran food + hospitality" takes place concurrently with "iran food + bev tec 2010" (379 exhibitors from 25 countries) and "iran agro 2010" (83 exhibitors from 13 countries), the three dedicated events building the frame of "iran agrofood 2010" with altogether 823 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. Since the Iranian government has lifted the import restrictions on food products in 2003, imports of foreign food and drink products are increasing year by year. 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.

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.

During the same period, Iranian food exports as well went up by 70.5 % from US \$ 380.5 million to 648.8 million.

No doubt, the Iranian food and hospitality market becomes ever more important. Exporters of foodstuffs and hospitality equipment into the Middle East during the past few years made good business in Iran, now being one of the most important markets for major international players with interest in the region.

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

The event 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 agro as certification of the highest level of professional exhibition standards" (UFI The Global Association of the Exhibition Industry).

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-foodhospitality.com

Press contact:

Ms Monika Schaedel
fairtrade GmbH & Co. KG
Tel: +49-6221-45 65 19
m.schaedel@fairtrade-messe.de

