



19th INTERNATIONAL FOOD,
BEVERAGES & HOSPITALITY TRADE FAIR

“FOOD TRADE WITH IRAN: A 12.4 BILLION US\$ BUSINESS!”

www.iran-foodhospitality.com



27 - 30 MAY 2012
TEHRAN INTERNATIONAL FAIRGROUNDS

Organised by:



Food trade with Iran: a 12.4 billion US\$ business!

The Iranian food market is the most important one in the entire Middle East.

According to the United Nations Commodity Trade Statistics Database, the Iranian food and beverage trading makes up for a 12.4 billion US\$ business (2010). This tremendous amount is composed by food imports worth 7.37 billion US\$ and food exports of 5.04 billion US\$.

The sheer volume of 12.4 billion US\$ (2010) in food trade with Iran underlines the importance of Iran food + hospitality 2012, the 19th International Food, Beverages & Hospitality Trade.

Iran's food imports total 7.371 billion US\$ in 2010

Up nearly five times from 1.500 billion US\$ in 2007

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 meat, ready to eat-meals, tea and coffee, vegetables, milk and cream, fish, non-alcoholic beverages and fruit and vegetable juices, fruit, cereals, chocolate and confectionery, cheese, curd and many other products note an enormous boost of their sales activities in Iran.

Within 3 years for instance, between 2007 and 2010, Iranian food and beverage imports increased by 491% (!), from 1.500 billion US\$ to 7.371 billion US\$.



Major figures on Iran's food industry

(Iranian Food Industry Organizations Assembly)

- 12,198 food and beverage producing companies:
12% of the entire industrial sector
- 328,000 employees: 16.1% of the workforce of the Iranian industry
- 7.7 billion US\$ total investment in the food sector:
around 18% of total investment in industrial sector

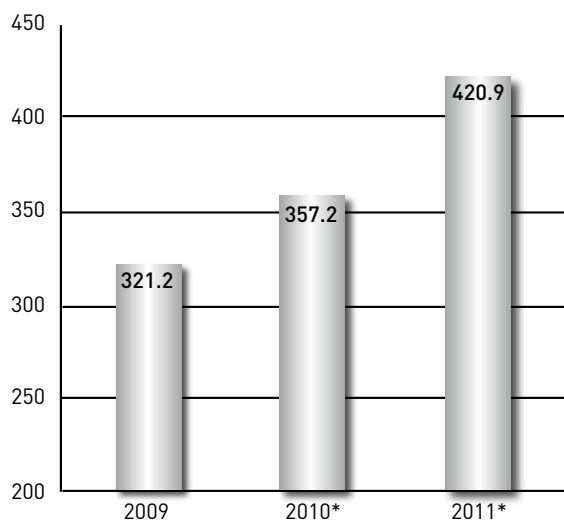
The 19th iran food + hospitality in 2012 to service the ever growing Iranian food service, trade and catering market

More than 30,000 visitors and 500+ exhibitors expected

With an estimated population of 75.4 million inhabitants and an expected GDP of 420,9 billion USD in 2011 Iran is an ever growing market. Especially producers of canned foods, non-alcoholic beverages, convenience foods, groceries, flavours and additives, sweets and chocolates note an enormous boost of their sales activities in Iran.

The 19th iran food + hospitality 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, the food service and catering market in one place. The event will be held under the auspices of the Iranian ministry of jihad - agriculture.

Iranian GDP Growth (in billion US \$)



* estimation

Source: German Trade and Invest

iran food + hospitality keeps on growing, as an indicator of the ever growing Iranian food services, trade and catering market. For the upcoming event more than 30,000 visitors and 500+ exhibitors are expected.

Taking place concurrently with iran food + bev tec and iran agro, iran food + hospitality provides best possible opportunities for business!

Key figures - iran food + hospitality 2011

31,831 visitors

473 exhibitors from 20 countries
 (+31.0% compared to 2010)

16,823 m² net exhibition space
 (+17% compared to 2010)

8 national pavilions
 (Australia, Austria, China, India, Italy, Spain, Thailand, Turkey)

81.1% of the exhibitors were satisfied with the visitors at their stand
 and **75.7% would recommend the fair**



www.iran-foodhospitality.com

Group pavilions at iran food + hospitality 2012

- Australia through Meat & Livestock Australia
- Austria through fairtrade
- China through fairtrade China
- Italy through Org. Caselli
- India through CJ Exhibitions
- Taiwan through Hug Idea Int'l Co.
- Thailand through Thai Ministry of Commerce
- Department of Export Promotion and the
Thai Embassy Tehran
- Turkey through Forum Fairs



iran food + hospitality 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 have been audited.

Review on iran food + hospitality 2011:

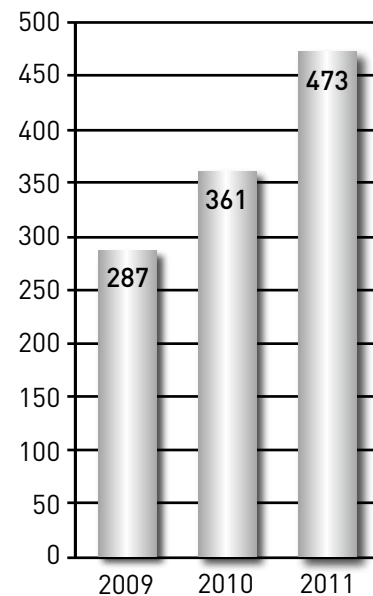
473 exhibitors (+ 31.0%) from 20 countries and 31,831 visitors

iran food + hospitality is the country's leading food, beverages and hospitality trade fair. In 2011, a record number of 473 exhibitors from 20 countries participated, a rise by 31 % compared to 361 exhibitors from 16 countries in 2010. Newcomers included an official Australian and an official Italian pavilion.

The event took place from 06 to 09 June 2011 at the Tehran International Fairgrounds. After the 2010 show, exhibitors had encouraged the organizers to reduce the number of public visitors in order to increase the number of qualified visitors. With 31,831 trade visitors, this target was achieved in 2011.



Exhibitor growth



iran agrofood in figures

	2009	2010	2011	2010-2011
Exhibitors:				
iran agro	78	83	122	+ 47.0 %
iran food + bev tec	311	379	328	- 13.2 %
iran food + hospitality	287	361	473	+ 31.0 %
iran agrofood	676	823	923	+ 12.1 %
Countries represented	24 countries	31 countries	32 countries	
Net exhibition space	22,608 m ²	24,853 m ²	27,078 m ²	+ 9.0 %
Outdoor space	2,959 m ²	3,519 m ²	3,821 m ²	+ 8.6 %



Testimonials:

"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. We shared the Australian pavilion with 2 Australian exporters, who were both happy with their results. We have already received significant interest 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 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. / Bomba Energy Drinks

"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

Turkish Seafood Promotion



Satisfaction of the exhibitors

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%

Palar Samaneh and fairtrade
Valuable business contacts. ISO quality management.
UFI quality norms.

The event is co-organised by Palar Samaneh and fairtrade



For more than 10 years, Palar Samaneh, headquartered in Tehran, has organised over 50 international trade fairs of major importance in Iran. Having played an important role in the growth of the Iranian trade fair market, Palar Samaneh makes use of this knowledge for the benefit of its customers.

In addition to their exhibition organization department its stand building unit serves individual exhibitors as well as country pavilions all over the Middle East and the CIS-countries. Thanks to a highly motivated team of tradeshow specialists including architects, engineers, designers and technicians, Palar Samaneh provides reliable and high quality services at reasonable prices.



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 focuses on achieving an ever higher degree of customer satisfaction, providing excellent service and generating valuable business contacts for exhibitors and trade visitors alike.

Our 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.



Exhibition program

Food and beverages

- Dairy and milk products
- Meat and meat products
- Fish and seafood products
- Vegetables, fruits and dried fruits
- Groceries: pasta, rice, oils, fats, sugar, tea, coffee...
- Frozen food
- Canned food
- Bakery products, confectionery, biscuits, cookies and fine breads
- Sweets and chocolates
- Convenience food
- Speciality food
- Health/organic food
- Snacks and ice cream
- Non alcoholic beverages
- Food and drink ingredients







Hospitality, hotel, shop and catering equipment

- Foodservice equipment
- Catering technology
- Professional kitchen equipment
- Restaurant and bar equipment
- Hospitality information systems
- Retail technology, shop-fittings, product display
- Hotel supplies and services
- Vending and dispensing equipment



Worldwide network of sales partners

For any inquiries and bookings, please contact your nearest fairtrade sales agent or fairtrade directly:

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“All-in-one-package”

We’ve thought of everything

Going to a trade fair can certainly keep you busy! You have to invite customers, prepare your presentations and set your own schedule. Wouldn't it be nice, if you didn't have to worry about every little detail? If you could just “talk business” at your leisure?

Full exhibition service

- Technical connections and top quality booth construction – to highlight your products
- Catalogue entry – so that new customers can find your name and address once the trade fair is over!
- Invitations – to enable your customers to visit your booth!
- Transport of your exhibition goods including customs clearance – we take care of your exhibits!
- Booth staff / specialists – so you can do business without worries on your mind!
- General security and general cleaning of the exhibition area!

Your perfect presentation

Exhibitors can register for three different options:

Option 1 – “Raw”

Raw exhibition space.

The minimum stand area is 24 sqm.

Option 2a – “Basic”

Hall space including basic booth construction on a hired basis. Only in combination with Option 2b.

The minimum stand area is 12 sqm.

Option 2b – “Modular”

Hall space including special modular stand design on a hired basis.

The minimum stand area is 12 sqm.

Option 2b includes the following:

- stand area with grey carpet
- side and back walls (light grey)
- design elements above wall
- 1 spot 100 W per 3 sqm of stand area
- 1 table and 4 plastic chairs
(example for a 12 sqm stand)
- 1 waste paper basket
- 1 socket 220 V, 1 kW
- fascia with company name



We'll be your back-up team!