



May 30 – June 02 2010
Tehran Permanent International Fairgrounds, Iran
17th International Food, Beverages & Hospitality Trade Fair

POST SHOW REPORT

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

361 exhibitors (+ 25.8 %) from 16 countries discussed business with 43,589 visitors

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

Covering more halls, the 17th International Food, Beverages & Hospitality Trade Fair was again the largest ever. With [361 exhibitors](#) (+ 25.8 %) from 16 countries, the exhibition provided an ideal business platform for the entire food and beverage industry.

All major international and Iranian players and five national pavilions from Austria, China, India, Spain and Thailand participated. The organisers were 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 had targeted and also achieved some 30,000 visitors of the trade for 2010, with an ever higher degree of decision makers as CEOs, GMs, commercial and purchasing directors.

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 included health-related products, target group-specific products, convenience products, sustainability concepts and organic products.

iran food + hospitality 2010 had been organised by [Palar Samaneh](#) of Tehran and the German trade fair specialists [fairtrade](#) .



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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."



"At iran food + bev tec and iran food + hospitality 2010, the Austrian Federal Economic Chamber was present with two pavilions: one with five companies on 184 m² in the sector food processing, the other with two companies on 72 m² in the sector of food and beverages. All Austrian companies were satisfied with the quality of the contacts and the number of visitors. Most of them were present with their local agents and importers. Some of them expect new projects in the next months. Austria will be back again at iran food + bev tec and iran food + hospitality."

Franz Ernstbrunner
 Austrian Federal Economic Chamber

"Tea Board of India's participation in the just-concluded iran food + hospitality 2010 was quite a success generating high response as well as a number of business enquiries. It's colourfully-decorated stall drew a large number of visitors uniformly during all the four days of the exhibition. A diverse bouquet of quality origin Indian tea like Darjeeling, Assam and Nilgiri was on display for the discerning consumers of Iran to cherish with all their senses. Overall, our participation in the widely-acclaimed and well-organised event proved to be hugely popular generating considerable interest in Indian variety."

Joydip Biswas
 Tea Board of India

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iran food + hospitality 2010 in figures

	<u>2009</u>	<u>2010</u>	
Net exhibition space	9,746 m ²	13,506 m ²	+ 38.6 %
Outdoor space	410 m ²	870 m ²	+ 112 %
Number of international exhibitors	60	72	+ 20 %
Number of national exhibitors	227	287	+ 26.4%
National Pavilions	8 countries (Austria, China, India, Spain, Sri Lanka, Syria, Thailand, Turkey)	6 countries (Austria, China, India, Spain, Thailand, Turkey)	
Countries represented	13 countries (Austria, Belgium, China, Germany, Great Britain, India, Iran, Spain, Sri Lanka, Syria, Thailand, Turkey and United Arab Emirates)	16 (Australia, Austria, Canada, China, Denmark, Germany, Great Britain, Greece, India, Iran, Italy, Portugal, Spain, Thailand, Turkey, United Arab Emirates)	
Number of visitors	32,838	43,589	+ 32.7 %

iran agrofood 2010 in figures

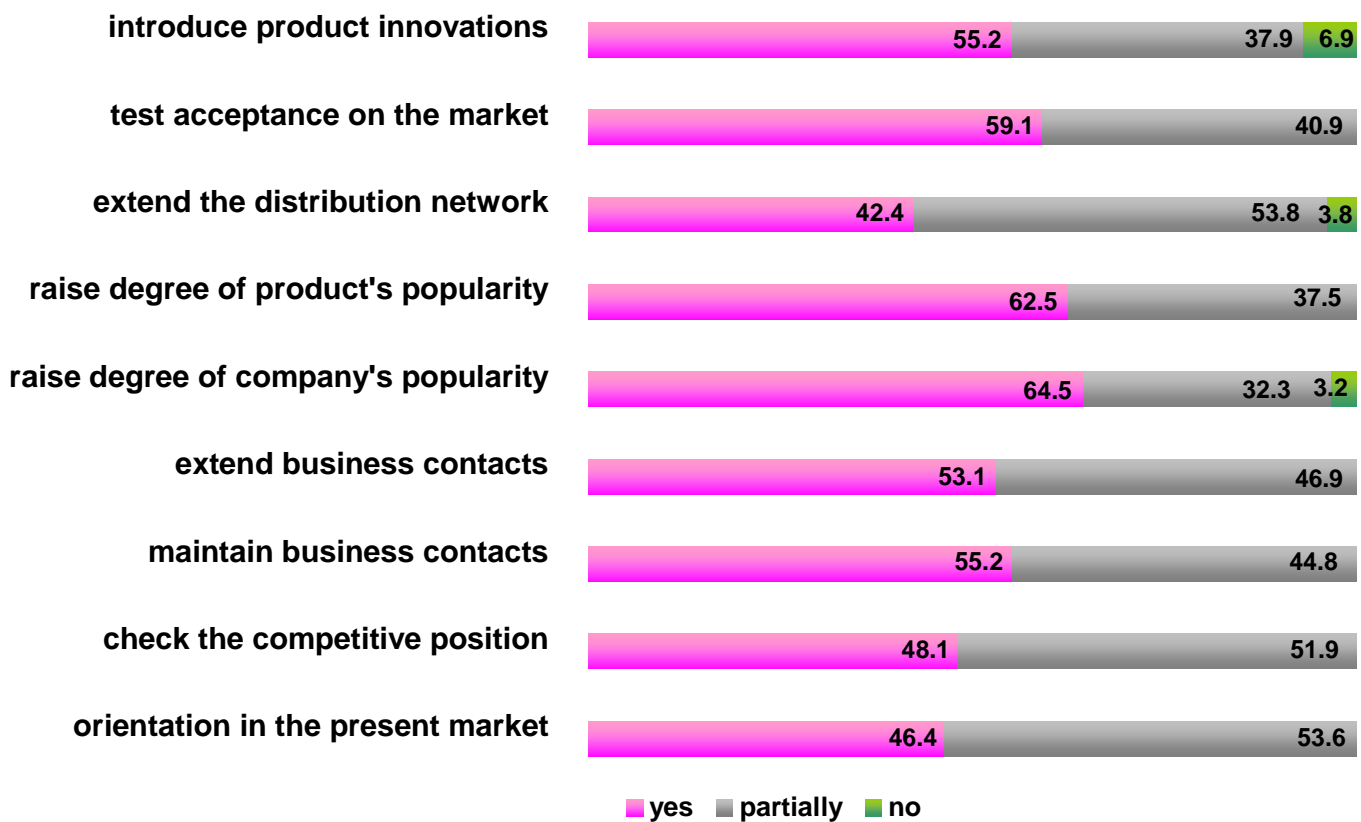
To create valuable synergies for exhibitors and trade visitors alike, "iran food + hospitality 2010" took place concurrently with ["iran agro 2010"](#) and ["iran food + bev tec 2010"](#).

	<u>2009</u>	<u>2010</u>	
<u>Exhibitors:</u>			
iran food + hospitality	287	361	+ 25.8 %
iran food + bev tec	311	379	+ 21.9 %
iran agro	78	83	+ 6.4 %
iran agrofood	676	823	+ 21.7 %
Countries represented	24 countries (Austria, Belgium, Brazil, Canada, China, Denmark, France, Germany, Great Britain, India, Iran, Italy, Japan, Netherlands, Spain, Sri Lanka, Sweden, Switzerland, Syria, Taiwan, Thailand, Turkey, Ukraine and United Arab Emirates)	31 countries (Australia, Austria, Bahrain, Belgium, Brazil, Bulgaria, Canada, China, Denmark, Egypt, Finland, France, Germany, Great Britain, Greece, India, Iran, Italy, Japan, Lebanon, Netherlands, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey and United Arab Emirates)	
Net exhibition space	22,608 m ²	24,853 m ²	+ 9.9 %
Outdoor space	2,959 m ²	3,519 m ²	+ 18.9 %

Evaluation of the exhibitor survey of iran food + hospitality 10

All exhibitors were required to fill in a questionnaire on the last day of the event. 71 % of the exhibitors returned the questionnaire. The following evaluation is based on this survey.

Targets of participation and grade of achievement:



Graph 1

With the whole fair the exhibitors were:

satisfied 97.4 %

With the business contacts initiated the exhibitors were:

satisfied 91.4 %

Exhibitors would recommend the fair:

yes 94.4 %

Graph 2



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Evaluation of the visitor data of iran food + hospitality 10

Visitor data have been generated by official ticket sales by the IIEC Iran International Exhibition Company. A total of 43,589 tickets have been sold for iran agro, iran food + bev tec and iran food + hospitality, of which 480 were foreign visitors.

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 data have been and will be audited by an independent auditing firm.

Outlook on iran food + hospitality 2011

The 18th iran food + hospitality is scheduled to take place at the Tehran International Fairgrounds in May 2011.



Thank
you!

On behalf of the entire organising team, we would like to extend our gratitude to all who have contributed to the success of the event, exhibitors, trade visitors, supporting authorities, sponsors, organisers of pavilions, agents, media partners, media, journalists, ...

Supporting authorities:
Ministry of Jihad-Agriculture
Ministry of Industries and Mines



Media partners:



Middle East Food
مأكولات الشرق الأوسط

Organisers of pavilions:

Austria:



China:



Germany:



India:

CJ EXHIBITIONS

India Tea Board:



Spain:



Cambra de Comerç
de Barcelona

ANA MAMARBACHI

Thailand:



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