



24 - 27 May 2009  
Tehran Permanent International Fairgrounds, Iran  
16<sup>th</sup> International Food, Beverages & Hospitality Trade Fair

## POST SHOW REPORT

**The best and the largest ever: 32,838 visitors met 287 exhibitors from 13 countries at the 16<sup>th</sup> iran food + hospitality**

**676 exhibitors at “iran agrofood 2009”**

Ever growing: with 287 exhibitors from 13 countries discussing business with a record 32,838 trade visitors, iran food + hospitality 09 was the best and the largest event ever. All Iranian and many international heavy weights of the food trade as well as official participations from Austria, China, India, Spain, Sri Lanka, Syria, Thailand and Turkey participated at the lead fair for the Iranian food and hospitality sector.

Two additional halls (18 and 19) had to be added to those already in use during the previous edition (31a, 31b, 35, 40, 40a and 44/2). The 287 exhibitors demonstrating their food and hospitality products and services came from Austria, Belgium, China, Germany, Great Britain, India, Iran, Spain, Sri Lanka, Syria, Thailand, Turkey and United Arab Emirates. They had been allocated according to their produce.

Held under the auspices of the Iranian ministry of jihad – agriculture and the ministry of industries and mines and organised by Palar Samaneh, Tehran, and fairtrade Germany, iran food + hospitality 09 was held at the Tehran International Fairgrounds from 24 to 27 May 2009.

With 287 exhibitors from 13 countries compared to 214 exhibitors from 8 countries in 2008, the event covered a record net exhibition space of 10,156 sqm. This comes as no surprise: In contrast to the economic situation in most parts of the world, the production of the Iranian food industry is still on the upswing, with double-digit growth rates in 2009 as well as in the past few years.





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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.

Official and private European, Middle Eastern and Asian food associations and national organisations from Austria, China, India, Spain, Sri Lanka, Syria and Thailand have successfully made use of Iran food + hospitality 09 and strongly supported their members to participate, having organised eight group pavilions. Whereas Austria, India, Spain, Sri Lanka, Syria, Turkey and Thailand were renewing their participation, it was a premiere for China:

- Austria: Austrian Federal Economic Chamber – Austrian Trade + Gesell & Co.
- China: Massbetter International Exhibition Co.
- India: Tea Board of India
- Spain: Barcelona Chamber of Commerce + Ana Mamarbachi
- Sri Lanka Tea Board (Government of Sri Lanka)
- Syria: Syrian Ministry of Industry & Public Establishment for International Fairs & Exhibitions, Damascus
- Thailand: Thailand Department of Export Promotion
- Turkey: Forum Fairs





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**676 exhibitors from 24 countries at iran agrofood 2009**

**Net exhibition space increased by 11.6% compared to 2008 to now 22,608 sqm**

“iran food + hospitality 09” (287 exhibitors from 13 countries) took place concurrently with “iran food + bev tec 09” (311 exhibitors from 20 countries) and “iran agro 09” (78 exhibitors from 13 countries), the three dedicated events building the frame of “iran agrofood 2009” with altogether 676 exhibitors (611 exhibitors in 2008), an increase of 10.6 % compared to the previous year.

The exhibitors originated from 24 countries, namely from 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.

Net exhibition space increased by 11.6% to now 22,608 sqm (20,256 sqm in 2008), 19,649 sqm net indoor exhibition space (17,100 sqm in 2008) and 2,959 sqm (3,156 sqm in 2008) net outdoor exhibition space.





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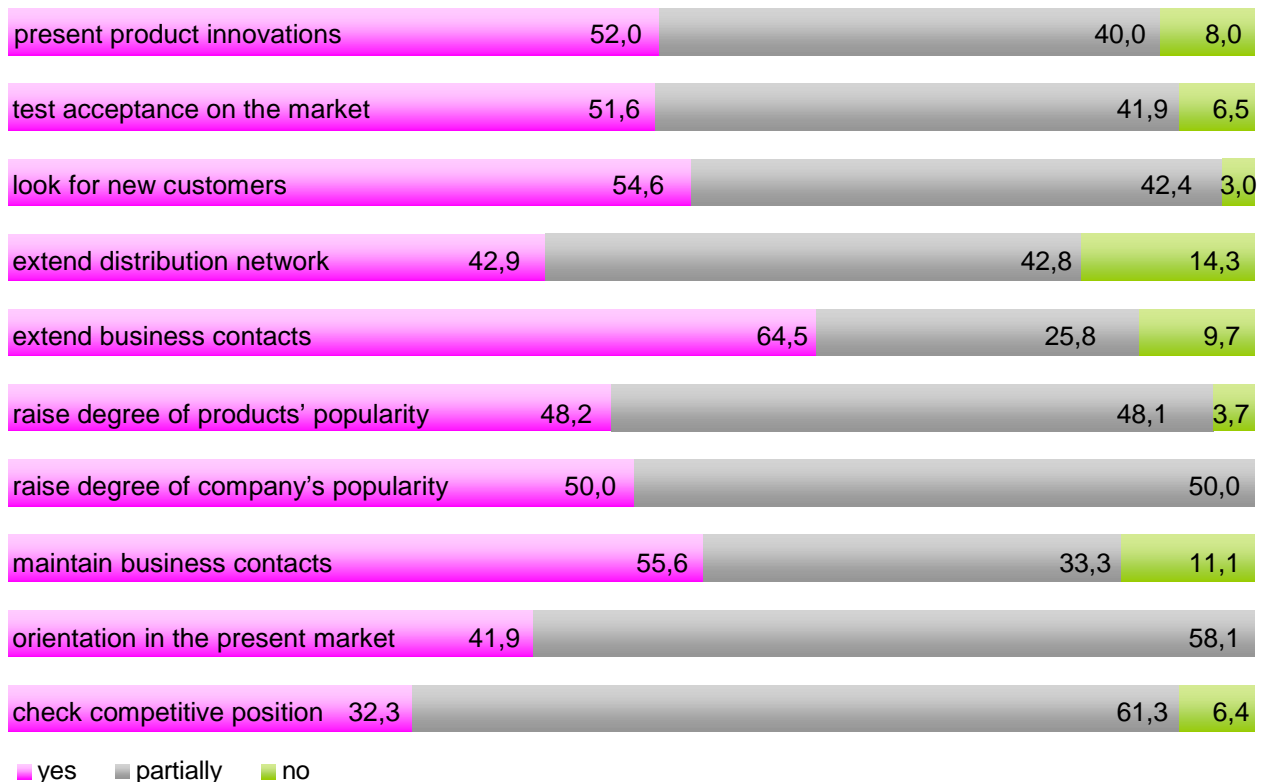
### Evaluation of the visitor data of iran food + hospitality 09

Visitor data has been generated by official ticket sales by the IIEC Iran International Exhibition Company. A total of 32,838 tickets has been sold for iran food + hospitality, iran food + bev tec and iran agro 09.

### Evaluation of the exhibitor survey of iran food + hospitality 09

All exhibitors were required to fill in a questionnaire on the last day of the event. 89% of the exhibitors returned the questionnaire. The following evaluation is based on this survey.

#### Targets of participation and grade of achievement:



Graph 1



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**With the whole fair the exhibitors were:**

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satisfied  85,7 %

**With the number of visitors the exhibitors were:**

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satisfied  75,5 %

**Exhibitors would recommend the fair:**

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yes  73,1 %

Graph 2

**Quality standard and audited trade fair data**

iran food + hospitality 09 statistical data such as the number of visitors, of exhibitors and the size of the exhibition space has been calculated according to the UFI Calculation Standards and Definitions of November 2008 and has been audited by KPMG Tehran as the organisers apply to “earn the ‘UFI Approved Event’ quality label as certification of the highest level of professional exhibition standards.” The provision of data which has been verified by independent auditors is one of the cornerstones of the quality standards of UFI Approved Events.

**Outlook on iran food + hospitality 2010**

The 17<sup>th</sup> iran food + hospitality is scheduled to take place at the Tehran International Fairgrounds from May 30 to June 02, 2010.

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:**



**Organisers of pavilions:**

**Austria:**



Austrian Federal  
Economic Chamber



**China:**



Massbetter International  
Exhibition Co.

**Germany:**



**India Tea Board:**



**Italy:**



Istituto nazionale  
per il Commercio  
Estero



**South Korea:**



**Spain:**



Cambra de Comerç  
de Barcelona

Ana Mamarbachi

**Sri Lanka:**



Sri Lanka  
Tea Board  
(Government  
of Sri Lanka)

**Syria:**

Syrian Ministry of Industry &  
Public Establishment for International  
Fairs & Exhibitions, Damascus

**Thailand:**



Thailand Department  
of Export Promotion

**Turkey:**



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