

Final Press Release

November 2016

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MeatEx, the Middle East's premier trade show dedicated to the meat industry

A Prosperous Start for a Successful Show

The first international and specialized exhibition on halal meat products was held on Nov 05, 2016 to Nov 08, 2016. The gross exhibition space was 6233 sqm and the net exhibition space was 3001sqm. The exhibition was held in halls 13, 14 and 15 at Tehran International Permanent Fairground by Tejarat Farasoo Holding.

In this edition 91 exhibitors attended from 15 countries, of which 66% were Iranian Exhibitors and the other 34% were from the following foreign countries:

Azerbaijan, Australia, Bulgaria, China, Finland, Hong Kong, Iran, Germany, Greece, Lebanon, Netherlands, Spain, United Arab Emirates and United Kingdom

Moreover, the exhibition hosted commercial committees from the following countries:

Afghanistan, Argentina, Armenia, Australia, Afghanistan, Azerbaijan, Belgium, Brazil, Ecuador, Georgia, Germany, Iraq, Italia, Kazakhstan, Lebanon, Netherlands, Nigeria, Poland, Romania, Senegal and Ukraine.

It is estimated that almost 14000 visitors visited the exhibition within 4 days. (Because there is no visitor counting system (visitor registration system) at this fairground, presenting the precise number of visitors is not possible at none of the events held at this fairground, and the numbers are just rough estimations).

The important industry event is recognized as an effective mix of world-class brands, innovative product launches and insightful industry. *MLA* (Meat & Livestock Australia), *Tönnies Rind GmbH* from Germany, *Carpisa Foods SL* from Spain and *Al Taghzieh* from Lebanon are among the well-known international associates and companies that will be present in this exhibition. Also famous and well-known Iranian companies such as *Arta*(the biggest producer of Artificial Casing in Iran), *Gooshtiran* (first manufacturer of processed meat products in Iran) and *Mom Meat Products* (the biggest manufacturer of burgers), *Demes* and *Processed meat products of Robat*, *Pars Processed Meat Products*(cold cuts and Sausages) ,*Arian Gellareh* (Red Meat and all kinds of Processed Meat Products), *Roberteh Sirjan* (Spices, Additives), *Seyvan Tejarat Amertat* (Consultancy, Project planning) will participate in this show.

Mr. Hormoz Mehbod, managing director of Tejarat Farasoo Holding, the organizer of exhibition stated: given the unique theme of this exhibition in this region, success of the exhibition even for the first time was not far-fetched, but the visitors, exhibitors and all parties in the meat industry from all over the world welcomed the

event beyond expectations. Our objective of organizing the very first international exhibition of halal meat products was to present "A Gateway to Markets of the Region". According to such reception and welcome, MEATEX will be the "platform to direct and guide the regional markets".

Ms. Negin Aabed the project manager of the exhibition commented: "81% of the exhibitors were satisfied with the exhibition, and 67% of them already presented their filled registration from to the organizing committee for the next exhibition which is a prosperous start for MeatEx.

Dr. Aflaki, the secretary of meat products association, commented: the very first exhibition of meat and processed meat products was much higher than expectations. 91 domestic and foreign companies were present at the exhibition, and we showed the world that Iran can be very successful in organizing international tradeshows in different fields such as food industry at an international level. We hope that this exhibition can be the crossroad to utilize the international investment in this industry.

Mr. Nick Meara the manager of MLA Stand (Meat and Livestock Australia) commented on this event as: "there were four Australian meat Exporters including our company. Considering the advantages of the connections made at the exhibition for Australian Companies, we will be present at the next year's exhibition".

Mr. Jan Tapanainen from KometosOy, manufacturer of slaughter machinery from Finland commented: it was our first time in Iran and fortunately, we managed to meet with key companies and persons and hope to initiate our trade in Iran as soon as possible.

Mr. Maghsoudi from Robat Meat Products Company commented: even though it was the first international exhibition of halal meat products in Iran, the number of visitors was by far more than our expectations. We had some foreign visitors and we had negotiations with them, which we hope might lead to advantageous business connections. Moreover, along the exhibition we managed to communicate with suppliers presenting their products with more competitive prices. Considering the achievements and since the exhibition was absolutely a specialized event, it was very promising with respect to quality and quantity.

Seminars and Workshops

Seminars that would be held during the exhibition are as below:

- Introduction of Food Technology Exhibitions of Messefrankfurt presented by Ms. Ruth Lorenz, Vice President of Technology & production of Messe Frankfurt.
- Importance of Drug Residues in Red and Poultry Meat presented by Mr. Arasb Dabbagh Moghaddam, Academic Staff and Deputy of Health of Medical University organized by Animal Products Importers Association.
- Occupational Health in Slaughterhouse/Abattoir presented by Mr. Arasb Dabbagh Moghaddam, Academic Staff and Deputy of Health of AJA Medical University organized by Animal Products Importers Association.

- Introduction of International Trade fair for Organic Food, "Biofach" presented by Ms. Julia Holziner, Senior Manager of International Relations & Business Management of Nurnberg Messe.
- Fermented Meat Products presented by Mr. Jürgen Schwing, Senior application manager / Meat cultures CHR Hansen organizer by Association of Iranian meat products producers.
- Global Meat Congress 2016 presented by: Ms. Iryna Pryima, Commercial Manager organized by Apk .

Totally, 349 experts took part in the seminars and the seminar regarding the fermented meat products presented by Mr. Jurgen Walter received a warm welcome, as the seminar hall with 90 seats was not sufficient. The questionnaires indicated the warm reception and satisfaction of 93% of the participants in the seminars.

Online Matchmaking Program for the First Time in Iran

MeatEx is the first Iranian exhibition that uses online matchmaking program through the official website of the exhibition: www.iranmeatex.com/en

The interest showed was beyond expectations and many business appointments were set through this program specially it helped the international visitors and exhibitors.

The next edition of MeatEx would be on November 2017. The exact date would be given in the website of the exhibition later.

Background Information on Tejarat Farasoo Holding:

Tejarat Farasoo Holding, with three companies, provides professional exhibition services to industrialists and businesspeople.

1. Darvazeh Tejarat Farasoo
 - The official representative of Messe Frankfurt Exhibition GmbH in Iran, Iraq and Azerbaijan
www.iran-messefrankfurt.com/en
 - The organizer of Iran International Meat Exhibition (MeatEx)
www.iranmeatex.com/en
2. Gostaresh Tejarat Farasoo
 - The official representative of NuernbergMesse GmbH in Iran, Iraq and Azerbaijan
www.iran-nuernbergmesse.com/en
3. Tose'e Tejarat Farasoo
 - The provider of all exhibition services

For more information about Tejarat Farasoo holding, please visit our website www.farasooholding.com/en