

## Press Release

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### **First edition of Specialized Halal Meat Products opens on 5 November with strong international participation**

First edition of Specialized Halal Meat Products MeatEX 2016 opens its doors from 5 – 8 November at Tehran International Permanent Fair Ground, in over 6300 sqm of gross and 2951 sqm of net area in Halls 13, 14 and 15, by Tejarat Farasoo Holding. Opening Ceremony would be on the first day at 11 in the Hall No. 13, Place of Seminars. The official authorities that would attend are from Food and Drug Administration, Iran Veterinary Organization, Food Industry Association of Iran, Ministry of Commerce, Ministry of Industry, Mine and Trade and other organizations.

MeatEx will welcome 91 exhibitors from 14 countries: Azerbaijan, Australia, Bulgaria, China, Finland, Hong Kong, Iran, Germany, Greece, Lebanon, Netherlands, Spain, United Arab Emirates and United Kingdom

Over 10000 national and 2000 international trade visitors are expected to visit the show during it's the 4 days. There are also commercial committees from Netherlands, Belgic, Lebanon, Azerbaijan, Afghanistan and Germany visiting the show.

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 Taghziah* 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 Robot*, *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.

The primary purpose of this edition is to supply the needs of Muslim countries especially in the Middle East, CIS, and Eastern Europe with population of around 450 million people. It is worth mentioning that Iran, as a country with a population exceeding 80 million to host the event, is the most important part of this huge market. Besides the lifting of Iran Sanctions after more than 8 years has started and the doors to Iran's markets and business opportunities are open again.

**MeatEx is the confluence of industry and product.**

The whole chain of production, packaging, distribution, warehousing, and sale of red meat, poultry, seafood, and processed meat products is included in this fair. The Industry section includes all kinds of machinery, equipment, technology, and automation. In the product section, the emphasis is on being halal. The products presented in this section belong to all kind of halal meat and their processed products.

There are three main parts in this exhibition which are shown by the colors red, yellow and dark blue in the key visual of MeatEx.



- **Red** represents products: raw and processed products, casings, additives and spicing
- **Yellow** represents sales: anything related to sales and its equipment's
- **Dark blue** represents industry: slaughtering, production, packaging, installation automation, IT, refrigeration, transport, storage, quality management and safety at work

The exhibitors belong to each section are separated in the halls of the exhibition.

## Info Booth of Food Technology by Messe Frankfurt in MeatEx

Messe Frankfurt one of the biggest exhibition organizers in the world decided to have an information booth at MeatEx in which information about four important food technology exhibitions would be given. These exhibitions include: *IFFA* (the leading international trade fair for processing, packaging and sales in the meat industry in Frankfurt), *TECNO FIDTA* (the international trade fair for food technology, additives and ingredients in Buenos Aires), *Meat expo China* (the international trade Fair for meat and meat processing technologies and machinery in Hunan) and *Modern Bakery Moscow* (the international trade fair for bakery and confectionery in Moscow).

## Seminars and Workshops

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

October 5, 2016

- **Introduction of Food Technology Exhibitions of Messefrankfurt**

Time: 15-16

Speaker: Ms. Ruth Lorenz, Vice President of Technology & production

Organizer: Darvazeh Tejarat Farasoo, office of MesseFrankfurt, Frankfurt International Trade Fair Company, in Iran, Iraq and Azerbaijan

October 6, 2016

- **Importance of Drug Residues in Red and Poultry Meat**

Time: 10-12

Speaker: Mr. Arasb Dabbagh Moghaddam, Academic Staff and Deputy of Health of AJA University of Medical University

Organizer: Animal Products Importers Association

- **Occupational Health in Slaughterhouse/Abattoir**

Time: 13-15

Speaker: Mr. Arasb Dabbagh Moghaddam, Academic Staff and Deputy of Health of AJA University of Medical University

Organizer: Animal Products Importers Association

*October 7, 2016*

- **Introduction of International Trade fair for Organic Food, "Biofach"**

Time: 11-13

Speaker: Ms. Julia Holziner, Senior Manager of International Relations & Business Management

Organizer: Gostaresh Tejarat Farasoo, Exclusive representative of Nuernberg Messe in Iran, Iraq, and Azerbaijan

- **Fermented Meat Products**

Time: 14-16

Speaker: Mr. Jürgen Schwing, Senior application manager / Meat cultures CHR Hansen

Organizer: Association of Iranian meat products producers with cooperation of Tejarat Amertat Co.

*October 8, 2016*

- **Global Meat Congress 2016**

Time: 11-12

Speaker: Ms. Iryna Pryima, Commercial Manager

Organizer: Apk with cooperation of Tejarat Farasoo Holding

## **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](http://www.iranmeatex.com). Business matchmaking is a program that allows visitors to make business appointments with exhibitors that they are interested in.

Visitors can search for exhibitors by company name or product category and after choosing the companies, they can send an appointment request for them. The interest showed is beyond expectations and many business appointments has been set through this program specially it helped the international visitors and exhibitors.

## Supporters and Partners

**Supporters of MeatEx:** Iran Veterinary Organization, Society of Meat Products Producers, Animal Products Importers Association, Iran Protein Producers Syndicate, and German-Iranian Chamber of Commerce

**The media partners:** Eqhtesadsabz, in Iran, MEATing POINT Magazine in UK and FleischWirtschaft in Germany

**The supportive exhibitions are:** MEATMANIA (Bulgaria), Global Meat Congress Dubai (UAE), and Word Food (Azerbaijan)

For more information please visit the website of the exhibition: [www.iranmeatex.com](http://www.iranmeatex.com)

## 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](http://www.iran-messefrankfurt.com/en)

The organizer of Iran International Meat Exhibition (MeatEx)

[www.iranmeatex.com/en](http://www.iranmeatex.com/en)

2. Gostaresh Tejarat Farasoo

- The official representative of NuernbergMesse GmbH in Iran, Iraq and Azerbaijan

[www.iran-nuernbergmesse.com/en](http://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](http://www.farasooholding.com)