

Press Release

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Iran International Meat Exhibition

A New Exhibition with a Unique Topic at the Perfect Time

The Only Specialized Halal Meat Products Exhibition in the World

The Only Trade Fair for Meat Industry in the Middle East

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The first edition of MeatEx will be taking place from 5 to 8 of November 2016 in Tehran International Fair Ground. The MeatEx Info Booth was held during IFFA, the most important innovation platform for the sector and the leading international trade fair of meat industry, to inform exhibitors and visitors about this show. Also on the fifth day of IFFA, the Iran Meat Industry and Investment Opportunities Seminar was held in Hall 9.1, Esprite Room, by the organizer of MeatEx and the Seminar began with a welcome from Mr. Wolfgang Marzin, President and Chief Executive Officer (CEO) of Messe Frankfurt.

The interest showed is beyond expectations. Until now countries such as Azerbaijan, Australia, Bulgaria, Finland, France, Germany, Greece, Italy, Lebanon, Netherland, Spain and Turkey registered to exhibit in MeatEx and among them Azerbaijan, Australia, Greece and Turkey would have pavilions in this exhibition.

Up to this day, 76 percent of the space of the exhibition has been booked. 17 percent of the exhibitors are international. This is a big achievement for the first edition of the exhibition. Mr. Hormoz Mehdod, Managing director of Tejarat Farasoo Holding, the organizer of MeatEx, mentioned that "The high number of interest from various countries to participate in the show in pavilion structure, joint stands or individual exhibitors reflects the needs of Meat products and related industry activists to reach the markets of the region."

During the exhibition, various other programs, including seminars and training workshops, B2B meetings and matchmaking program would be held to give the businesspeople of this industry the best opportunity to gather precious information about the industry and establish valuable connections in the market. List of these programs would be given from 10th of September and the matchmaking program also would be announced from 10th of October. Both of these programs will be available on the website of the exhibition from the given dates.

The Middle East premier exhibition dedicated to the meat industry

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. Participating in this fair, as the only specialized halal meat product exhibition in the world and also the only meat industry trade fair in the Middle East, provides an ideal opportunity for the producers and suppliers to enter or establish a strong presence in the specified markets. MeatEx will provide exhibitors with direct access to the new frontier of the Middle East's market, where high number of key decision makers will source the latest products and innovations.

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.

This is the perfect timing for a new exhibition with a unique topic.

MeatEx at a Glance

For the first edition of MeatEx it is estimated that, 200 exhibitors from 10 countries (the number has already been exceeded the target and reached 12 international exhibitors till now) would be on hand to present their innovations to 10000 national and 3000 international trade visitors from 20 countries in an area of 5000 square meters. The Specialized Exhibition of Halal Meat Products and Related Industries will be occupying Halls 12, 13, 14 and 15 of Tehran International Fair Ground.

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.

For more information please visit the exhibition website: www.iranmeatex.com/en.

To exhibit in MeatEx please visit the online registration on the website or email Ms. Sahar Niknejad, the show director of this exhibition: s.niknejad@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

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, please visit our website www.farasooholding.com