



**MeatEx**  
IRAN International  
Meat Exhibition  
**2016**

Tehran Int. Permanent Fairground  
5- 8 November 2016



**A Gateway to the Region Markets** MeatEx  
**A Favorable Start for a Prosperous Exhibition**



هلدينگ تجارت فراسو  
Tejarat Farasoo Holding

## **Specialized and International Exhibitions of Meat Products and the Related Industries**

### **Tehran-Iran**

- The One and only Exhibition of Halal Protein Products in the World**
- The One and only Exhibition of Protein Products in the Middle East**

## Spiritual Supporters of the Exhibition



جمهوری اسلامی ایران  
وزارت صنعت، معدن و تجارت  
Iran Ministry of  
Industry, Mine & Trade



سازمان توسعه تجارت ایران  
Trade Promotion Organization of Iran



Iran Exhibitions Company



سازمان دامپزشکی کشور  
Iran Veterinary  
Organization



Society of Meat Products  
Producers



انجمن تولید و صنعت پروتئین  
Iran Protein Producers  
Syndicate



ANIMAL PRODUCTS IMPORTERS ASSOCIATION  
انجمن وارد کنندگان فرآورده های  
Animal Products Importers  
Associations



Deutsch-Iranische  
Industrie- und Handelskammer  
اتاق بازرگانی و صنایع  
ایران و آلمان  
German-Iranian Chamber of Commerce

## Collaborating Publications:



## Collaborating Exhibitions:

# IFFA



## Opening ceremony of the Exhibition



## Key Figures in the Opening Ceremony:

- Dr. Khalaj, Head of Iran Veterinary Organization
- Mr. Mortazavi, Chairman of federation of Iranian Food Industries Association
- Mr. Ghanbari, Deputy of Iran International Exhibitions Co
- Dr. Hedayat Hoseini, the Head of National Nutrition & Food Technology Research Institute
- Mr. Sadeghi Niaraki, Director General of the Food, Pharmaceutics and Cosmetics Industries Department

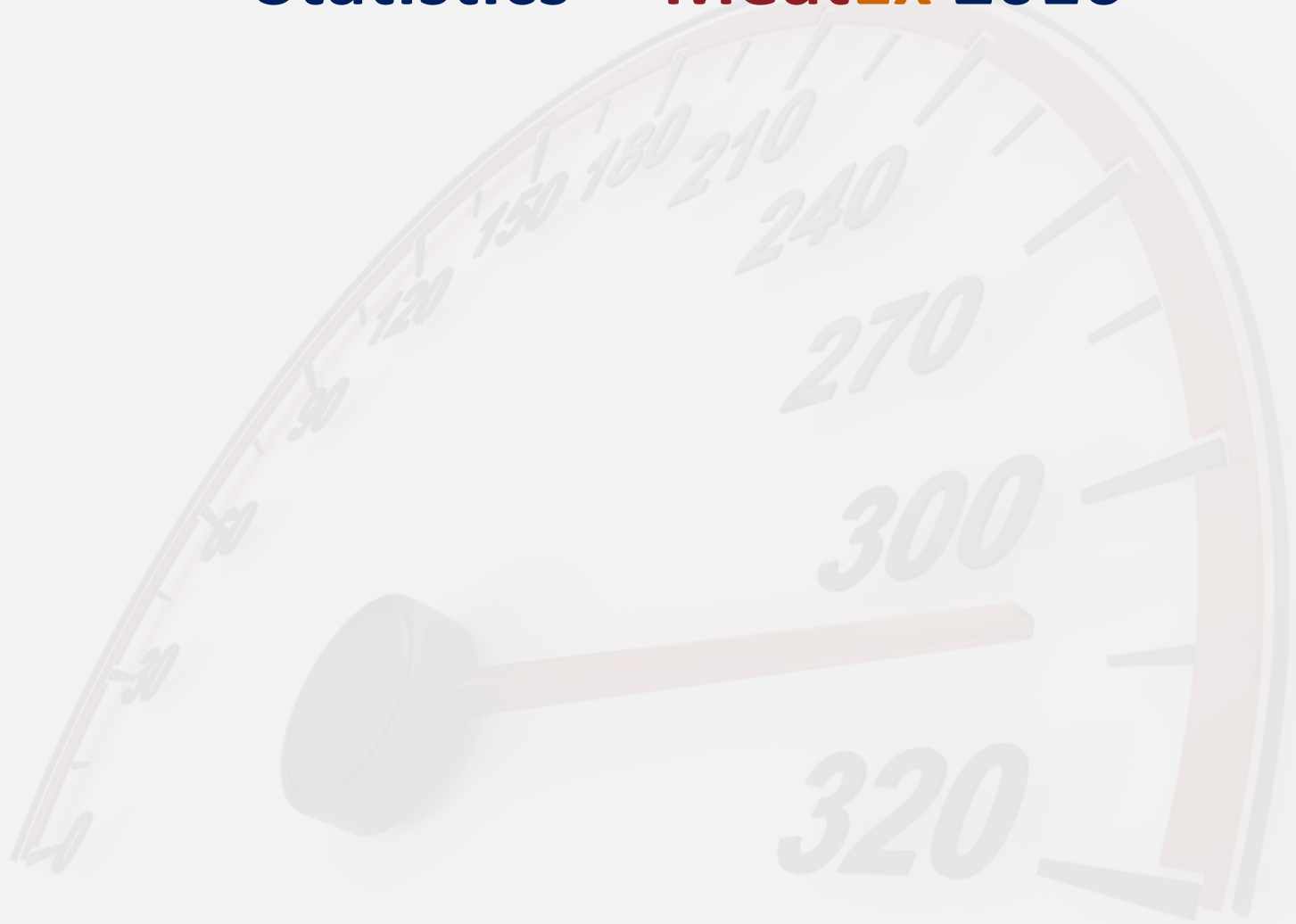
## Lecturers:

- Dr. Khalaj, Head of Iran Veterinary Organization
- Mr. Mortazavi, Chairman of federation of Iranian Food Industries Association
- Mr. Mehdi Sadeghi Niaraki, Director General of the Food, Pharmaceutics and Cosmetics Industries Department
- Dr. Hedayat Hoseini, the Head of National Nutrition & Food Technology Research Institute





## Statistics MeatEx 2016



- ✓ Time of Holding the Exhibition: Nov 05, 2016 ~ Nov08, 2016
- ✓ Location: Tehran International Permanent Fairground
- ✓ Area Covered: 6,233 m<sup>2</sup>
- ✓ Area Rented: 3001 m<sup>2</sup>
- ✓ Number of Iranian Exhibitors: 60 Companies
- ✓ Number of Foreign Exhibitors: 31 Companies from 13 Countries
- ✓ Approximate Number of Visitors: 12,000 from 18 Countries

## The Most Important Foreign Exhibitors:

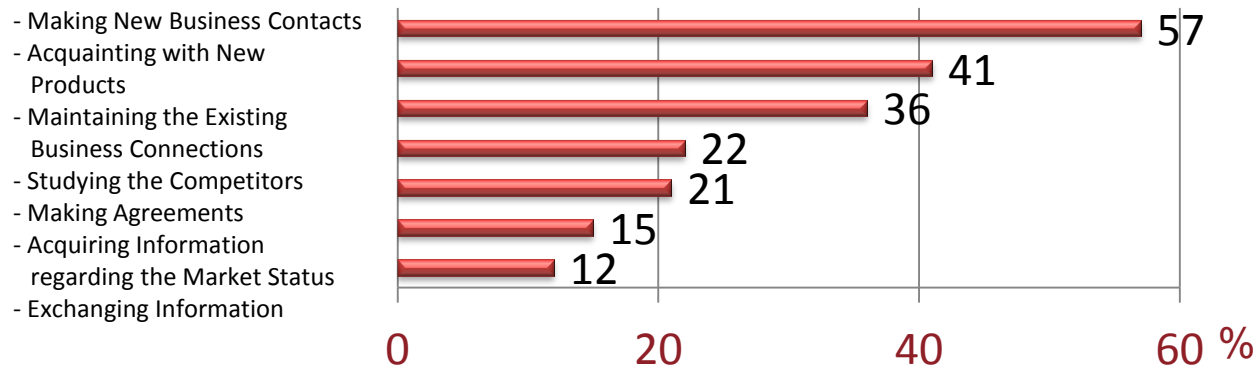
- Meat & Livestock Australia (MLA)
- Tönnies GmbH, Largest German Meat Producer
- Foods Carpisa, The Largest Spanish Hamburger Producer
- Al Taghzieh, The Largest Lebanese Protein Producer



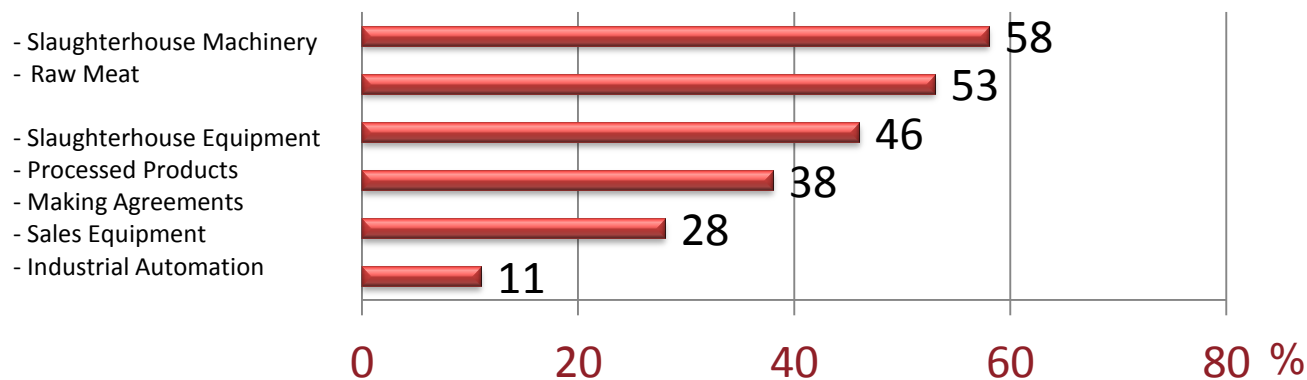
## Side Events during the Exhibition:

Title	Lecturers	Organizer
Introducing the Exhibitions of Food Products by Messe Frankfurt	Ms. Ruth Lorenz	Messe Frankfurt
Importance of Controlling the Medical Remains in Meat and Poultry	Dr. Dabagh	Animal Products Importers Association
Professional Sanitation in Slaughterhouses	Dr. Dabagh	Animal Products Importers Association
Introducing the BIOFACH Exhibition of Organic Food Products	Ms. Julia Holziner	Nürnberg Messe
Seminar with respect to Fermented Meat Products	Mr. Jurgen Walter	Society of Meat Products Producers
Global Meat Congress 2016	Ms. Iryna Pryima	APK

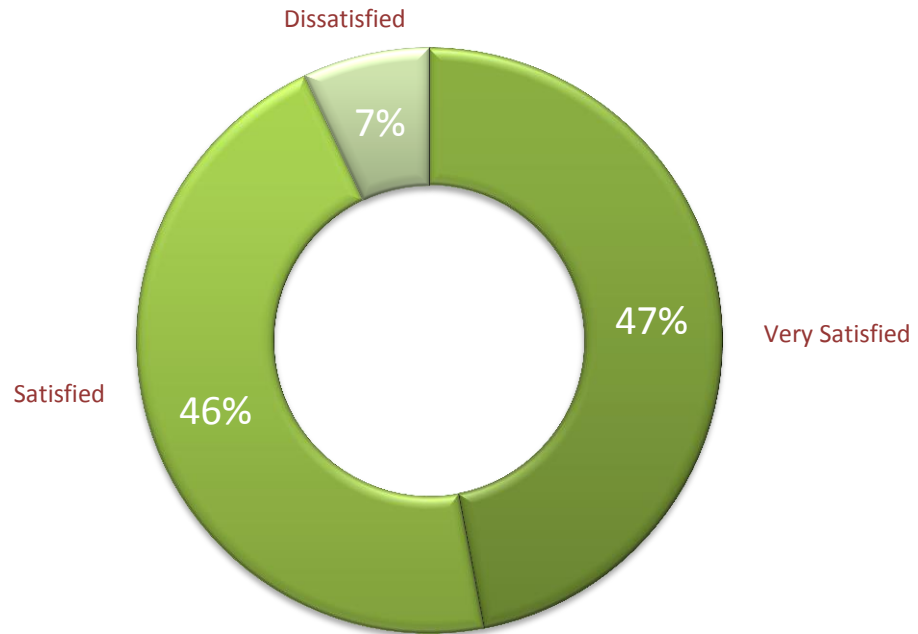
## Main Reasons for Visiting the Exhibition



## Interests of Visitors in Different Parts of the Exhibitions



## Satisfaction of the Visitors



## Weak Points of the Exhibition:

- Inappropriate Halls
- Being Held at the same time with Gulfood manufacturing in Dubai
- Lack of a System for Registering (counting) the Visitors and Providing Accurate Statistics
- Absence of some of the Popular Iranian Brands in the Exhibition
- Delayed Customs Release of Products of some of the Foreign Exhibitors

## Strong Points of the Exhibition :

- Placing Iran in the Center of World's Halal Meat Products Market
- Ranking Iran as Number One in the Middle East's Protein industry
- Official Cooperation with the World's Largest Exhibition of Protein Industry (IFFA Exhibition)
- Attracting Most of the Foreign Exhibitors in the First Edition
- Extensive Eye Catching Booths Construction in the Exhibition
- Participation of major State and Private Sectors in the Protein Industry
- Holding Various and Practical Seminars during the Exhibition
- Utilizing the Business Counterpart Finder Application for the very First Time in an Exhibition





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# 2017



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