

# MeatEx

## 2<sup>nd</sup> Meet the Experts IRAN International Meat Exhibition

Tehran International Permanent Fairground  
13-16 November 2017



# MeatEx

**The Middle East's premier exhibition dedicated to the Meat Industry**

**The Only Specialized Halal Meat Products Exhibition in the World**

**The Only Trade Fair for the Meat Industry in the Middle East**

## **Meat industry expertise**

MeatEx is the Middle East's leading trade fair for Meat industry. The present and future of the industry are exhibited exclusively in Tehran to a wide audience of national and international visitors. It offers a platform for the whole chain of production, packaging, distribution, warehousing, and sale of red meat, poultry, seafood, and processed meat products. Leading the market of the Middle East through meeting the experts and key buyers of the region will be the major theme of this exhibition- a theme that opens up new opportunities for you at MeatEx 2017.

## **Global forum for the Middle East's market**

MeatEx is the confluence of industry and product. It brings together all kinds of machinery, equipment, technology, and automation in the industry section and all kinds of halal meat and their processed products, in the product section. 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 establish a strong presence and lead the markets. It is worth mentioning that Iran, as a country with a population exceeding 80 million to host the event, is the most important portion of these huge markets.

**Book your booth at MeatEx 2017 now. Take advantage of the many benefits to further your business success!**



# Iran International Meat Exhibition

MeatEx

## Why MeatEx

1. MeatEx is the only specialized international exhibition of halal meat products in the world
2. MeatEx is the only specialized international exhibition for the meat industry in the Middle East
3. MeatEx Covers markets of the Middle East, CIS and Eastern Europe with a population of around 450 million Muslims
4. MeatEx hosts several high-ranking business delegations from Muslim countries in the geographical regions mentioned above
5. MeatEx presents an overview of Iran market
6. At MeatEx you get to meet the most important buyers and importers of Iran and other countries of the region
7. MeatEx organizes various side events, including specialized workshops and seminars

## Why IRAN

1. Iran is the producer of different types of red meat, poultry and sea food
2. Iran is the first country in the Middle East that started producing processed meat products 90 years ago
3. Iran has 950 factories in the fields of production, packaging, and processing of meat products
4. Iran has more than 280 cooperatives, associations, and unions active in this field
5. Iranian meat products are all Halal
6. Iran has the largest market in the region with population of over 80 million people
7. Iran imports over 240 thousand tons of red meat and poultry from all over the world to meet the needs of its domestic market
8. Iran needs to upgrade the machinery and equipment of slaughterhouses and factories urgently
9. Iran's key role as the most industrialized country in the region in the development of commercial relations with the neighboring Muslim countries

## Our market-leading exhibition puts you at the center of your industry and community

1. A time-effective event to attend.
2. Visit the only exhibition in the Middle East dedicated to the Meat Industry.
3. Meet the biggest names in The Iranian Meat Industry.
4. Connect with key International producers/Manufacturers.
5. Engage with your industry community locally and globally.
6. Find new Machineries, Tools, Equipment and Materials.
7. Attend B2B meetings and very unique fringe programs.
8. Discover new and more cost effective solutions to existing processes.
9. Gain new ideas and insights to grow your business.

IFFA

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۱۳ تا ۱۴ اردیبهشت ۱۳۹۸  
فرانکفورت - آلمان  
www.iffa.com

meat expo  
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نمایشگاه بین المللی صنعت گوشت  
شهریور ۱۳۹۶  
چانگشا - چین  
www.meatexpochina.com

نمایشگاه بین المللی فن آوری غذا، افزودنی و مواد اولیه  
۲۷ تا ۳۰ شهریور ۱۳۹۷  
بونیس آیرس - آرژانتین  
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نمایشگاه بین المللی نانوبی و شیرینی پزی مدرن  
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www.modernbakery-moscow.com

Frankfurt

14\_15

MeatEx  
IRAN International  
Meat Exhibition

Hall 15

۱۵

### Overview of MeatEx 2016

In 2016, the first edition of MeatEx was a prosperous start for a successful show. 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.

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, Azerbaijan, Belgium, Brazil, Ecuador, Georgia, Germany, Iraq, Italy, Kazakhstan, Lebanon, Netherlands, Nigeria, Poland, Romania, Senegal and Ukraine.

### Meet your target groups at MeatEx

- Buyers / Dealers
- Importers / Exporters
- Retailors /wholesalers
- Distributors
- Butcher shop Owners
- Specialists in Quality Control Fields
- Specialists in Research & Development
- Specialists in Marketing / PR / Advertisement
- Service Providers
- Consultants
- Associations
- Government Organizations / Agencies
- Specialized Media

The fair offers an unequalled opportunity to do business regionally at an event in Tehran.

According to the visitor survey, MeatEx is the international trade fair for decision makers with 71% of all visitors having decision-making authority and their willingness to invest was outstanding in 2016.

Gross exhibition Space(2016): 6233 sqm  
Net exhibition Space(2016): 3001 sqm  
Exhibitors(2016) : 60 Iranian companies  
31 international companies  
Visitors(2016) : 12.000 from 18 countries

**Promote your business success and book your place here in 2017!**

# MeatEx is the confluence of industry and product



## Product

- Raw meat (Halal)
- Processed meat products (Halal)
- Organic products (Halal)
- Spices and additives for meat and sausage production



## Industries

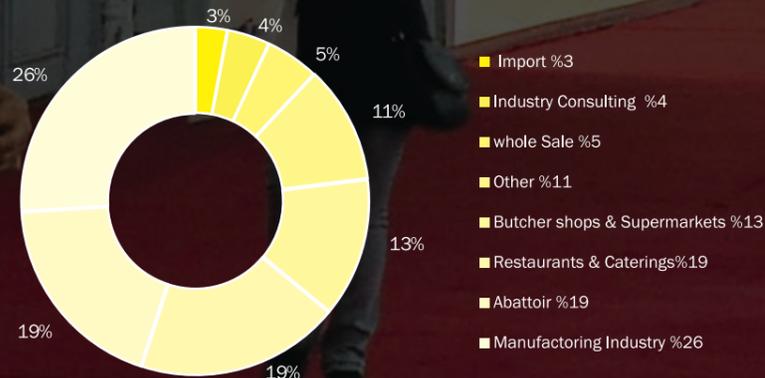
- Slaughtering technology
- Facilities, accessories and tools for slaughtering, cutting and processing
- Machines and devices for processing of natural and artificial casings
- Roasting, frying, baking and deep-frying equipment
- Boiling and smoking systems
- Refrigeration equipment
- Packing equipment
- Weighting systems
- Foodstuff safety and quality management
- Process control, process-control engineering and automation
- EDP and IT solutions
- Cleaning equipment, operational hygiene and safety at work
- Energy management and supply facilities for water, compressed air, gases

## Sales

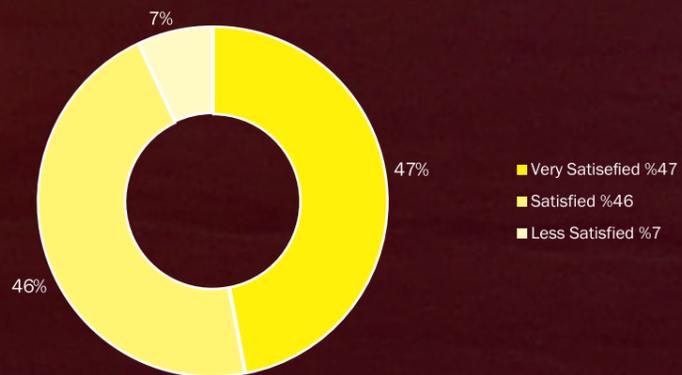
- Transport, handling equipment and storage systems
- Sales - everything for butcher's shops
- Organizations and Associations
- Publications and Media



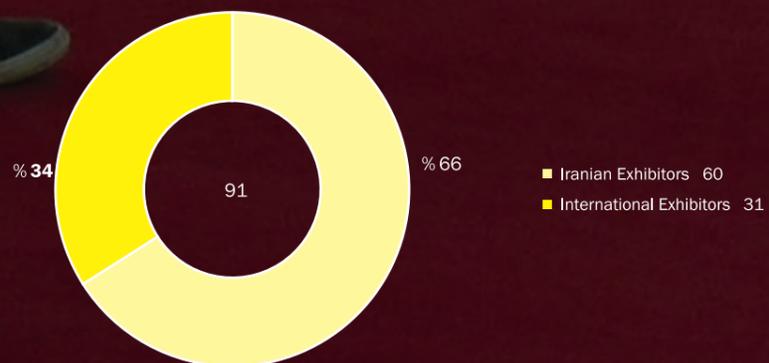
### Trade Visitors By Economic Sector



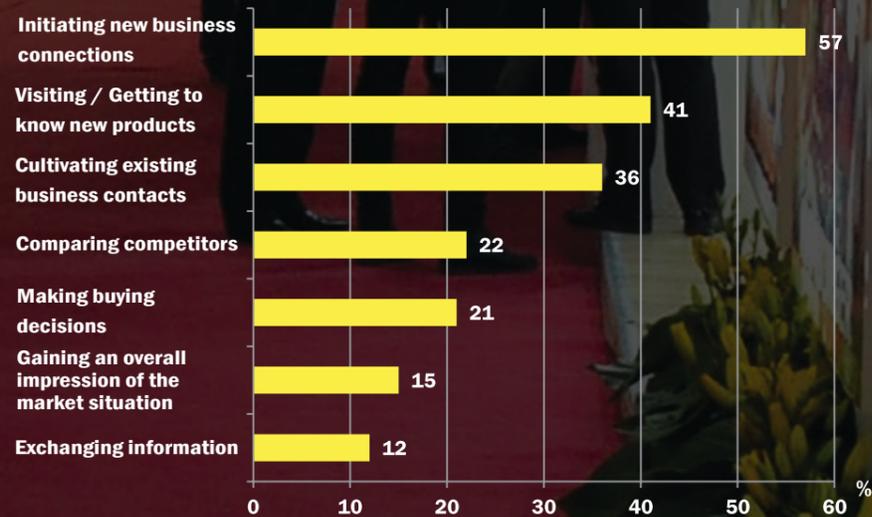
### Overall Rating By Visitors



### Exhibitor Numbers

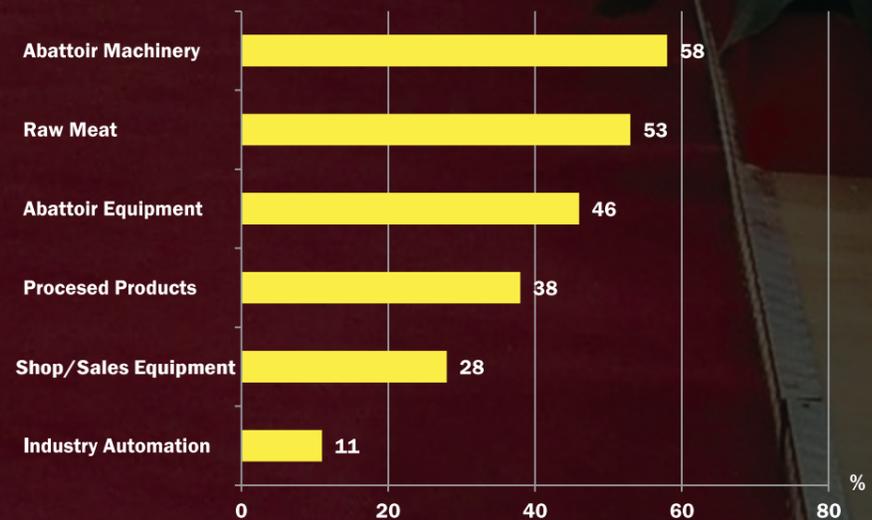


### Main objectives of visitors \*



\* Multiple Responses Possible.

### Interest Of Visitors in the Product Range \*



\* Multiple Responses Possible.

### Top Ten Visitors Of MeatEx:

- 1- Iraq
- 2- Afghanistan
- 3- Kazakhstan
- 4- Georgia
- 5- Armenia
- 6- Poland
- 7- Lebanon
- 8- Netherlands
- 9- Belgium
- 10- Azerbaijan

### Top Ten Exhibitors Of MeatEx:

- 1- China
- 2- Azerbaijan
- 3- Australia
- 4- Germany
- 5- Finland
- 6- Spain
- 7- Greece
- 8- Great Britain
- 9- Netherlands
- 10- Lebanon



## Additional Services

### All fair construction & services necessary for the exhibitors :

- Especial stand design, wooden based /maxima based & etc
- Rental furniture
- Stand services
- Stand employee



[www.topmessebau.de](http://www.topmessebau.de)



[www.stand.parsan.me](http://www.stand.parsan.me)

### Various designs and print services are given as follows :

- Catalogue
- Booklet
- Tract
- Roll-up
- X Are
- Foreign pop-up
- Business card
- CD
- Poster
- Invitation Card
- VIP Card & etc.
- Promotional Items Given during Exhibition

### Filming & photography services in various packages are given as follows :

- Industrial, advertising, time-lapse, and news photography (HDR and panorama photography) plus
- Professional imaging and lighting
- Specialized editing
- Teaser construction
- Special Effects, professional motion graphics, 3D and 2D animation
- Promotional clip construction



### Stand Requirements:

Raw Space – Indoor (Min: 24 sqm)	180,-€ + 9% VAT
Raw Space – Outdoor (Min: 30 sqm)	110,-€ + 9% VAT
Equipped Stand - Type : Octanorm (Min: 12 sqm)	190,-€ + 9% VAT
Equipped Stand - Type : Maxima A (Min: 12 sqm)	(Space Fee + 90 Euro/Sqm) + %9 VAT
Equipped Stand - Type : Maxima B (Min: 24 sqm)	(Space Fee + 120 Euro/Sqm) + %9 VAT
Equipped Stand - Type : Maxima C (Min: 24 sqm)	(Space Fee + 150 Euro/Sqm) + %9 VAT

\* In case of any rate increase by the IIEC, the increase will be applied in the final invoice.

\* For further information about the Equipped Stands, please visit our website: [www.iranmeatex.com/en](http://www.iranmeatex.com/en)

### Service Package + Registration Fee

- 1 copy of the exhibition Catalogue
- One page Advertisement in the Catalogue
- Online Exhibitor List on the official website of the exhibition
- Online Exhibitor List on the match making portal
- Certificate of participation

**Total per each Exhibitor/Co-exhibitor :**

**410 Euro+9% VAT**

## About Tejarat Farasoo Holding :

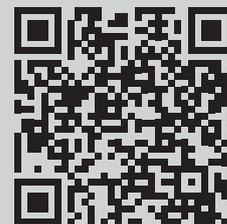
### 1. Darvazeh Tejarat Farasoo

- The official representative of Messe Frankfurt Exhibitions 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'eh Tejarat Farasoo

- The provider of all exhibition services

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



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