Iran Agrofood 2019 showcased a comprehensive range of the latest in international food and beverage industries, including food, food processing technology, canned products, frozen products, meat, fish, bakery and related equipments/machineries as well as logistics. This was a key platform for the Indian industry in Iran and the wider Western Asia region. The Event saw approx. 17000 visitors from more than 30 countries. The exhibition clocked exhibitors of more than 740 companies from around 27 countries.

ASSOCHAM organized “India Pavilion” at “IRAN AGROFOOD 2019 HELD FROM 18TH – 21ST JUNE, 2019 AT TEHRAN, IRAN” with great success. The Indian Pavilion at Iran Agrofood was inaugurated by Shri Devesh Uttam, Hon’ble Deputy Chief of Mission, Indian Embassy in Iran and also visited by Mr. B. Hoseeinzadeh, Hon’ble Deputy Minister of Industry, Mine and Trade, Government of Iran.

There was participation of about 19 Indian food and allied services exporting companies, led by ASSOCHAM. All the companies exhibited in the event were dealing in - Food Processing Technology, dehydrated fruits
& vegetables, Beverages, Rice, Spices & Condiments, Fish, Dairy, Meat & Poultry, packaging and machinery sector.

Iran’s fruit and vegetable market is already worth in excess of a billion dollars. Some great opportunities for foreign suppliers have emerged in recent years.

Looking at the feedback from the exporters and opinion of buyers from Iran and surrounding region towards Indian products, India has great unexplored potential to increase its export in spices, tea and other agri products to Iran and onwards.

The participation of Indian Companies in the exhibition helped in generating interest of Iran companies in Indian products. The Indian Companies had several working sessions with local partners/ chambers, which were impressed by both the quality of the Indian commodities and food items, which helped them in getting business.