



**The biggest bakery trade fair in Iran**



powered by südback and Ibaktech

**22 – 25 November 2018**  
**Tehran Permanent Fairground, Tehran**

**[www.ibexiran.com](http://www.ibexiran.com)**





## We bring you to Iran

Great growth opportunities lie ahead in the bakery market in Iran - Messe Stuttgart is your stepping stone with the largest Iranian trade fair for bakery and confectionery technology, ibex. At this event, the entire Iranian bakery industry and a trade fair organiser with experience internationally and in Iran join their forces. Ibex stands for extensive knowledge and expertise – the best foundation for intensive dialogue and new contacts in Iran and the Middle East.

- Established in 2007
- 17.000 sqm exhibition area
- 21.000 specialized visitors
- 138 exhibitors from 16 countries

## Seize the potential of the Iranian market

- Iran has one of the largest bread consumption/per capita worldwide with 160kg/year.
- Over 17.400 bakeries in Iran and alone 6.000 in Tehran sell their products daily.
- Over 100 million tons of food products are produced annually in Iran.
- 11.200 production units in food and processing Industries are active in Iran.
- The food industry is the biggest employer in Iran and represents 16,8% of the total industrial jobs.
- The importation of food processing and -packaging equipment grew over 84% (in 2014) and has remained constant at \$28.3 million since 2015.
- Increasing demand for western style bread types and industrially manufactured bakery products.



## Product groups

- Bakery equipment and machinery
- Confectioner's equipment and machinery
- Flour and milling technology
- Ingredients, additives and flavours
- Packaging technology
- Snack business
- Shop fittings
- Coffee

## Messe Stuttgart - an expert in bakery technology



Since 1978, Messe Stuttgart organizes successfully bakery trade fairs: With over 55.000 sqm exhibition space, 656 exhibitors from 20 countries and 37.126 visitors südback is one the most important industry trend trade fairs in Germany.



In Turkey, the Ibaktech exhibitions set standards. Ibaktech Istanbul was established in 2004 and has grown to 50.000 sqm exhibition since and 366 exhibitors from 18 countries. Regional offshoots in Ankara and Izmir complete the bakery trade fairs in Turkey.

## Strong local partners for your success

- KANON, the Research Centre for Bakery Technology
- Federation of Iranian Food Industry
- Iran Bread Union
- Bulk and Semi-Bulk Bread Union
- Iranian Bread Producer & Exporter Federation
- Committee for Agriculture, Water Management and the Food Industry of Tehran Chamber of Commerce

# Become an exhibitor at ibex 2018!

## Conditions of participation

- Space only: 295 €/ sqm
- Stand construction: 95 € /sqm
- Co-exhibitor: free of charge\*
- Minimum stand size: 12 sqm
- Media flat fee: 250 €

\* for the first 3 co-exhibitors

## Our carefree package for your success

- Messe Stuttgart is active in Iran since 2016,  
we guarantee a professional organization “Made in Germany”
- Competent contacts before, during and after the exhibition
- Support regarding transport and all customs formalities
- Help regarding visa applications and hotel booking
- International representatives all over the world

## We bring you to Iran

Organiser:

Landesmesse Stuttgart GmbH

Messeplazza 1, 70629 Stuttgart, Germany

[www.messe-stuttgart.de](http://www.messe-stuttgart.de)

## Your contacts:



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