

POST SHOW REPORT 2019



THE 3RD INTERNATIONAL EXHIBITION OF
**AGRICULTURAL MACHINERY
AND EQUIPMENT**

THE FIRST INTERNATIONAL EXHIBITION OF
**HORTICULTURE
GREENHOUSES, INPUTS
AND RELATED MACHINERY, AND EQUIPMENT**

EXHIBIRAN INTERNATIONAL Fairground (Shahr-e Aftab Complex)
24-27 September, 2019 TEHRAN

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The 3rd International Exhibition of _____ 2019 Agriculture Mechanization Machinery and Equipment

The 1st International Exhibition of Horticulture, Greenhouses Inputs and Related Machinery and Equipment

The 3rd International Exhibition of Agriculture Mechanization, Machinery and Equipment was held concurrent with the 1st International Exhibition of Horticulture, Greenhouses, Inputs and Related Machinery and Equipment from 24 to 27 of September 2019 in an area of 14578 sqm at EXHIBIRAN International Fairground, Tehran.

The Exhibition was held with participation of 148 domestic exhibitors and 3 international exhibitors from Italy and exhibitors representing companies from Turkey, China, South Korea, Italy, Japan, Great Britain in two halls dedicated to horticulture and agriculture mechanization, machinery, equipment, agriculture drones, greenhouse construction, substrate, irrigation equipment, ventilation and related industries.

Domestic participants included exhibitors from Tehran, Isfahan, Hamadan, Qom, Yazd, Golestan province, Mazandaran, Khorasan Razavi, North Khorasan, South Khorasan, Qazvin, Alboz, Kurdistan, Khuzestan, Fars, East Azerbaijan, West Azerbaijan and Kerman.

Over 6000 domestic and international visitors visited this exhibition from different provinces of Iran and also from Iraq, Afghanistan, Netherlands, Pakistan and Armenia.



Date:
27 - 24 of September 2019



Opening Hours:
10 AM - 5 PM



Venue:
EXHIBIRAN
International Fairground
Tehran



Halls:
A4 , A5



Number of Domestic & International
Exhibiting Companies:
151



Total Area:
14598 sqm



Exhibition Area:
6232 sqm



Number of Domestic &
International Visitors:
6185



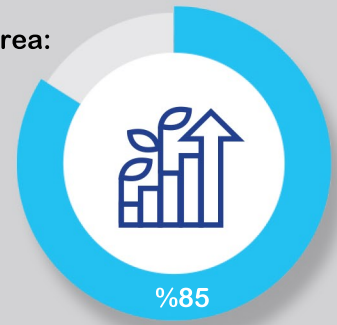
International Delegations:
**Iraq, Afghanistan, Netherlands
Pakistan and Armenia**



Growth of Companies' Participation:



Growth of Exhibition Area:



Sub-events:

- Specialized meeting between Provincial Mechanization Chiefs and the Head of Agricultural Mechanization Development Center
- Workshop on the role of agricultural mechanization in medicinal plants by the Mechanization Development office of the Ministry of Agriculture-Jahad and the Office of Director General of the Medicinal Plants of horticulture department of the Ministry of Agriculture-Jahad
- Workshop on marketing and Agribusiness by Iran Agricultural and Natural Resources Organization
- Workshop on sorting packaging of agricultural products by Iran Agricultural and Natural Resources Organization
- Workshop on using modern agricultural products and increasing the quality of agriculture by Iran Agricultural and Natural Resources Organization
- Training course of Ganoderma fungi by Tehran Agricultural Engineering organization
- Workshops on theoretical and practical familiarity with agricultural drones and aerospace technologies in spectroscopy, soil and water conservation, plant stress, pests and pesticide spraying with flying robots by the Agricultural drones Development Center
- workshop on precision agriculture and drone mapping by the Agricultural Drones Development Center

Officials Who Visited the Exhibition:

- Mr. Tahmasebi, Deputy Minister of Agriculture and Horticulture Affairs
- Dr. Shiravi, Director General of Propulsion and Machinery manufacturing industries of the Ministry of Industry, Mine and Trade
- Mr. Shariati Moghadam, Chairman of the Agricultural Commission of the Chamber of Commerce
- Mr. Rahmani, Advisor of Deputy Minister and the Head of Representative Office
- Mr. Ahmad Ahmadi Shariff, Advisor of Deputy Minister in the Field of Horticulture Affairs
- Dr. Zahra Jalili Moghadam, Head of Tropical and Subtropical Fruits office
- Dr. Darab Hassani, General Director of temperate fruits affairs
- Mr. Gholamreza Taghvi, Director General of Greenhouse, Medicinal Plants and Edible Mushrooms Affairs
- Dr. Fariba Ardeshir, Advisor of Deputy Minister in the Field of Plant Pathology
- Dr. Waliollah Bani Ameri, Executor of Greenhouse Development Project
- Mr. Habib Radfar, Advisor of Deputy Minister of Commercial Affairs and Executor of Planning and Mechanization
- Dr. Hossein Zeinali, Advisor of Deputy Minister and Executor of Medicinal Plants Project
- Shahin Rostampoor, Advisor of Deputy Minister
- Dr. Abbasi, Head of Iran Agricultural Mechanization Development Office
- Heads of agriculture- Jihad Organization of different provinces of Iran
- Heads of Mechanization Office of the provinces: 32 individuals
- Mr. Mohagheghi, Director of Public Relations of the Ministry
- Mr. Razavi, Chairman of the Board of Directors and Managing Director of Agricultural Investment Support Fund
- Dr. Mousavi, Director General of Crisis of Agriculture Sector
- Dr. Agha Mohammadi, A member of Expediency Discernment Council
- Heads of unions and organizations across the country
- Members of Sulaimaniyah (Iraq) Chamber of Commerce and Industry

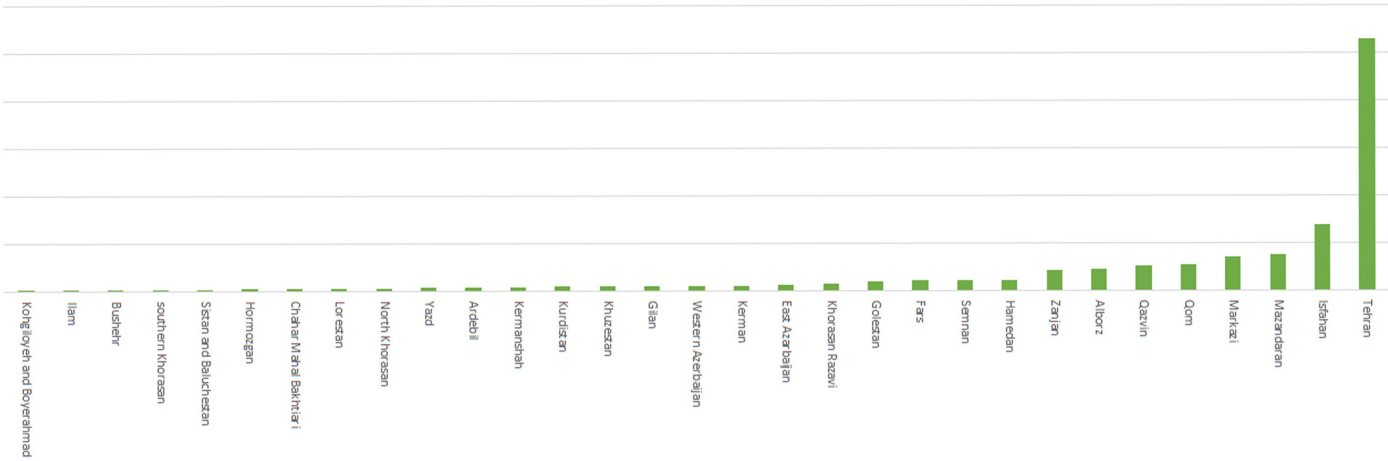




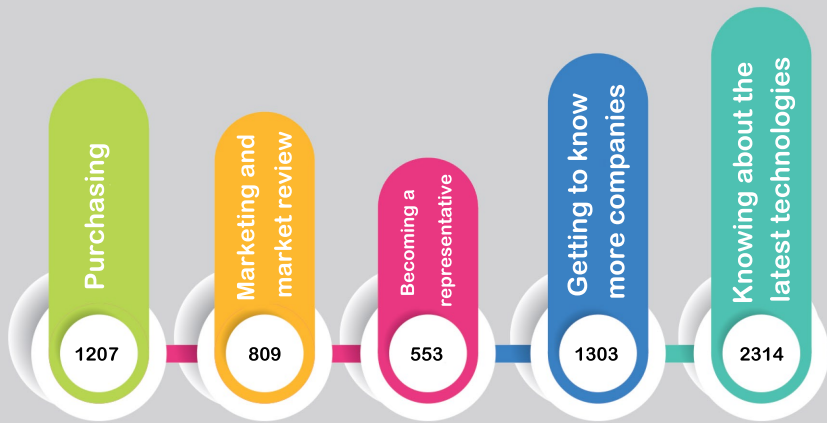
Publicity and Advertising:

- 1 Correspondence with agriculture-Jahad Organizations of all provinces of the country
- 2 Inviting over 180 MPs and agriculture commission members
- 3 Inviting 90 heads of organizations, associations, unions in the field of agriculture industry including Tehran greenhouse manufacturers association, Tehran flowers and plants association, Polyethylene Pipe and Fittings Manufacturers Association, Iranian Organic Association and etc.
- 4 Mass Text Messaging (40 thousand SMS sent to professionals and experts of the industry)
- 5 Advertising in magazines, websites, installing billboards across cities, installing banners at related centers and etc.
- 6 Publicity through television channels, newspapers, websites and social media
- 7 Providing services including free transfer for farmers, professional and experts of Tehran and 10 neighboring provinces
- 8 Distributing over 10000 trade visitor invitation cards among experts and professionals

● Visitors from different provinces of Iran



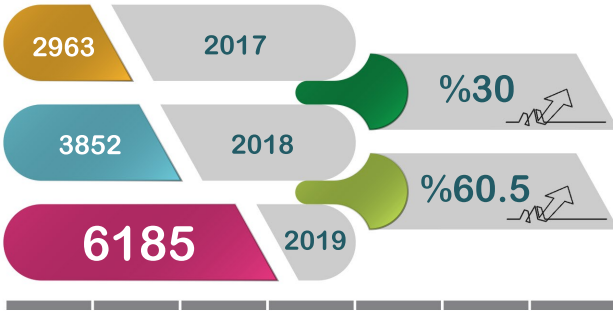
● Purpose of visit



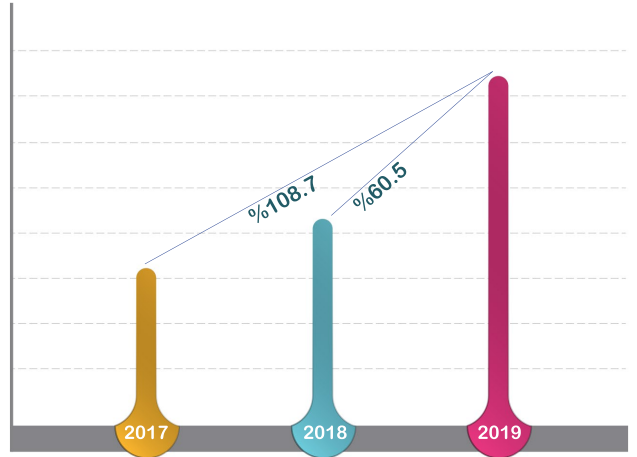
● Visitor Target Groups



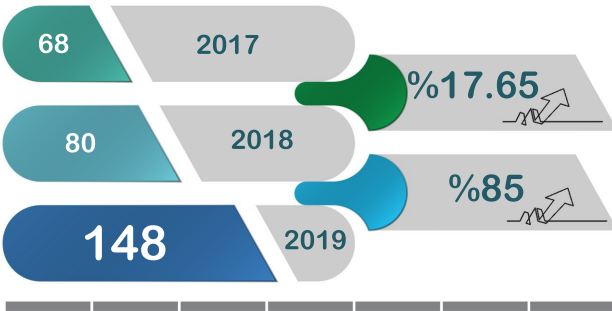
• Visitor growth



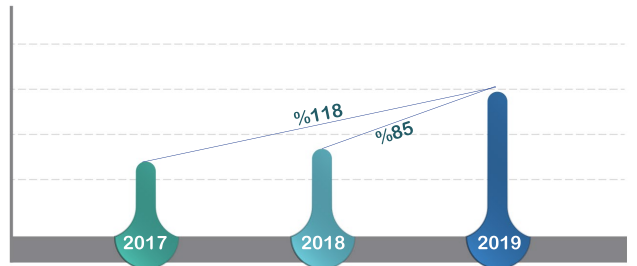
• Visitor growth



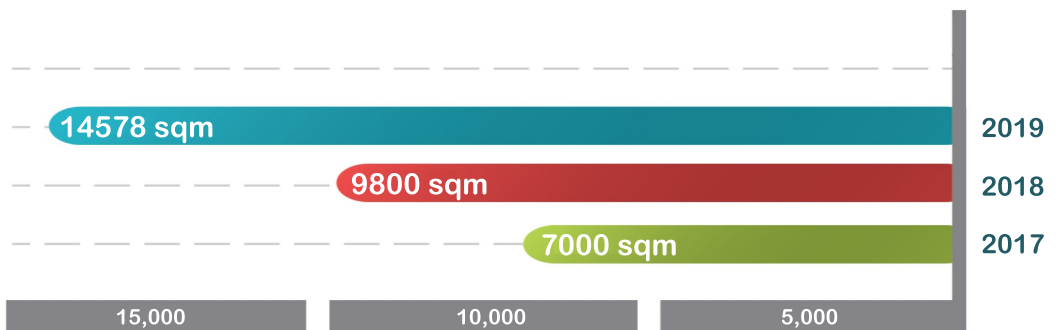
• Exhibitor growth



• Exhibitor growth



• Overall exhibition space growth



Publicity





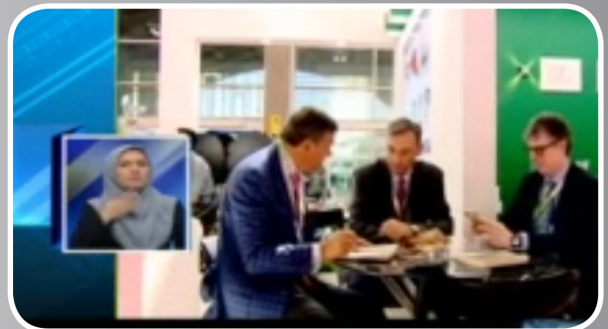


آغاز به کار سومین نمایشگاه مکانیزاسیون ماشین آلات و ادوات و تجهیزات کشاورزی شهرآفتاب

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سومین نمایشگاه بین المللی ماشین آلات، ادوات و تجهیزات کشاورزی (اتنک ایفایرم) به عنوان نمایشگاه مرجع صنعت کشاورزی کشور در محل نمایشگاه بین المللی شهرآفتاب آغاز به کار کرد.

سومین نمایشگاه بین المللی ماشین آلات، ادوات و تجهیزات کشاورزی (اتنک ایفایرم) و اولین نمایشگاه بین المللی باغبانی گلخانه و نهاده گیاهان دارویی رامورسه شنبه دوم مهرماه با حضور مهندس طهماسبی معاونت محترم وزیر جهادکشاورزی در امور باغبانی، دکتر عباسی رئیس مرکز توسعه مکانیزاسیون کشاورزی، مهندس شریعتی مقدم رئیس کمیسیون کشاورزی اتاق بازرگانی و مهندسین









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EXHIBITION ORGANIZER



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