

POST SHOW REPORT 2024



THE 7TH

INTERNATIONAL EXHIBITION OF AGRICULTURE

iFarm

Agriculture, Horticulture, Greenhouses, Inputs, Agricultural Machinery and Equipment, Modern Irrigation System, Drones

24- 27 September 2024 | Visiting Hours: 10Am-05Pm

EXHIBIRAN INTERNATIONAL FAIRGROUND, SHAHR-E-AFTAB COMPLEX



+98 901 829 6243
international@brpexpo.com
www.ifarmexpo.com

Introduction to iFarm Exhibition:

iFarm stands as a premier agricultural exhibition, transcending boundaries and gaining recognition for its strategic position in Iran.

- **Hub of Advancements:**

Renowned as a cornerstone for agricultural advancements, iFarm serves as an epicenter for innovation, collaboration, and knowledge exchange.

- **Strategic Positioning:**

iFarm's strategic location in Iran positions it as a pivotal hub, contributing significantly to the region's agricultural landscape.

- **Global Impact:**

Beyond borders, iFarm plays a crucial role in supplying agricultural advancements to a vast market, impacting over 500 million people in the surrounding area.

- **Cutting-Edge Technologies:**

iFarm showcases cutting-edge technologies and practices, making it a vital platform for staying abreast of the latest trends in agriculture.

- **Driving Industry Forward:**

As a testament to greatness, iFarm fosters connections and propels the agricultural industry forward with unparalleled impact.



Where iFarm Takes Place:

iFarm 2023 unfolded at the EXHIBIRAN INTERNATIONAL Fairground (Shahr-e-Aftab), Iran's latest and most extensive exhibition center. Positioned as the country's largest exhibition center, EXHIBIRAN INTERNATIONAL provides an excellent framework for exhibitors to present and engage with cutting-edge developments in the agricultural sector.



Exhibition Profile:

- **Date:** September 24-27, 2024
- **Venue:** EXHIBIRAN INTERNATIONAL Fairground (Shahr-e Aftab)
- **Visiting hours:** 10 AM – 5 PM

Specific sections of the exhibition with high investment potential in Iran:

- The principal exhibition in the field of Agricultural Drones, Horticulture, and Greenhouses in Iran
- Types of agricultural drones, application of new technologies in agriculture

Exhibition Sectors:

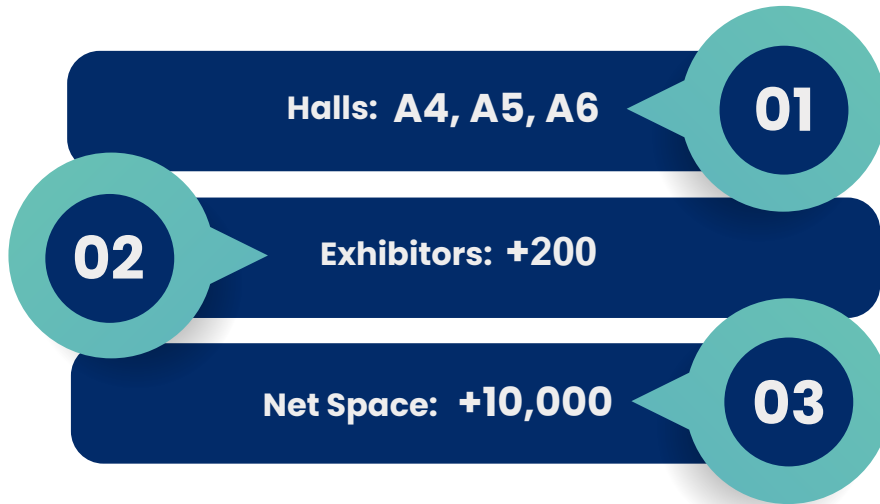
- Automation and smartization of the greenhouse
- Design, manufacture, and sales of intelligent agricultural drones and robots
- Agricultural and greenhouse nylon
- Agricultural tools and garden machines (two-wheel mower, rotavator, and cultivator)
- Greenhouse heating and cooling systems
- Prefabricated tanks for storing water
- Monitoring of greenhouses
- Design, production, and supply of all types of lifts
- Production of agricultural and horticultural machinery
- Inputs, irrigation equipment, bulbs and flower seeds, strawberry seedlings
- Reverse osmosis device
- Hot air oven (Cabinet heater), exhaust fan, ppg fan, orbit fan, circulating fan, axial cooler (industrial cooler), pad frame
- Greenhouse manufacture and producing of greenhouse fittings
- Design and production of agricultural structures and modern greenhouse equipment and technical consultation of soilless cultivation greenhouses and implementation of turn key projects.
- Designing, manufacturing, and assembly of industrial electrical panels and smartization of greenhouse climate
- Manufacturer of three-layer greenhouse films
- Modern irrigation systems - types of side roll irrigation, plate irrigation tape, threaded pipe, garden pipe, double layer polyethylene pipe
- Hydroponic culture medium
- Canopy nets, bags
- Modern standard portable greenhouse structures
- Agricultural machinery - tractors
- Polyethylene and polypropylene pipes and fittings
- Manufacturing of hot water boilers, condensing boilers, chiller heaters, industrial burners, water softeners, greenhouse installation equipment, etc.
- Disc filter

- Glass greenhouse
- Production of sprayer lances
- Nanotech-based basic plant pesticides
- Management of supply of equipment for irrigation, water supply, and greenhouse projects
- Industrial and semi-industrial water purification
- Knowledge base pavilion
- Agricultural inputs
- Water purifier
- Rain and drip irrigation equipment
- Cocopit
- Design and construction of greenhouses and poultry farms, sale and supply of greenhouse and poultry equipment, as well as consulting and investment in various fields related to greenhouses and poultry farms.
- Plant growth products
- Seed and product production
- Geomembrane sheet
- Double-walled and single-walled polyethylene pipes, polyethylene manholes, polyethylene tanks, polyethylene septic tanks, treatment package
- Poison, fertilizer, seed
- Agricultural consulting and export, as well as sales of tools, fertilizers, and poisons

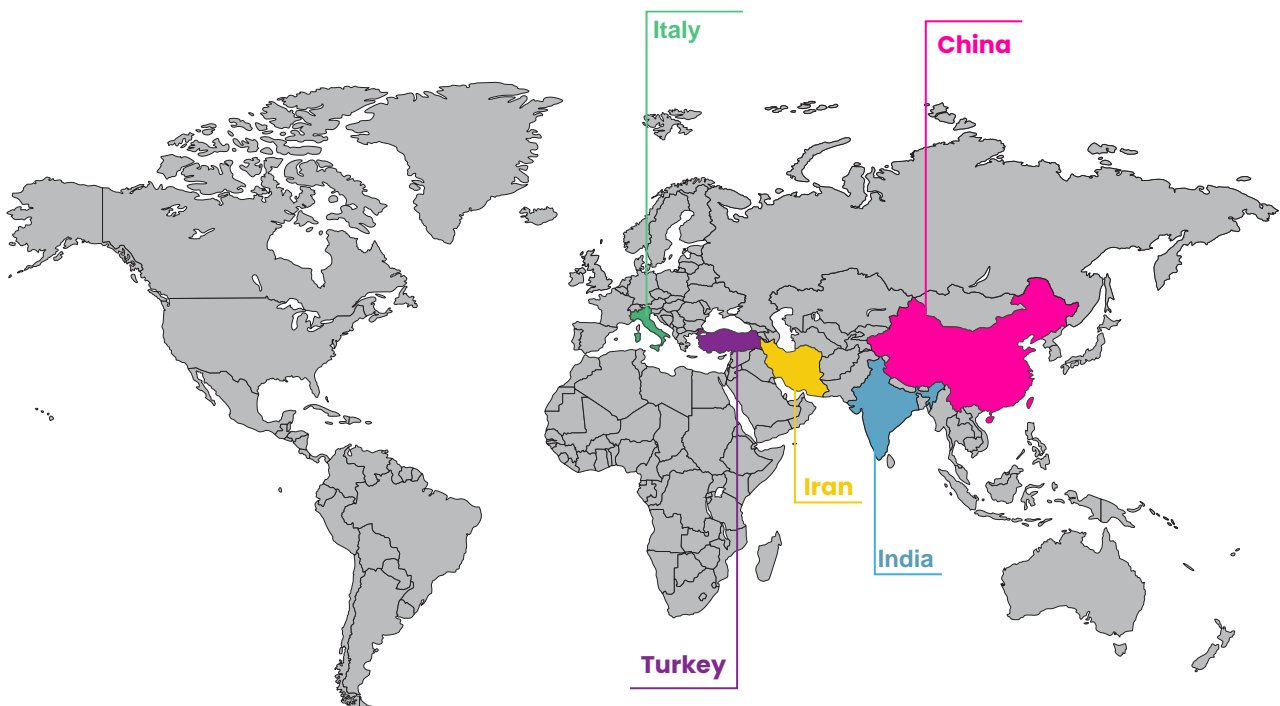
Supported by:



Exhibitors Information



Exhibitors (Agents and Countries)



Visitors Information

Trade Visitors: **+9,000**

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02

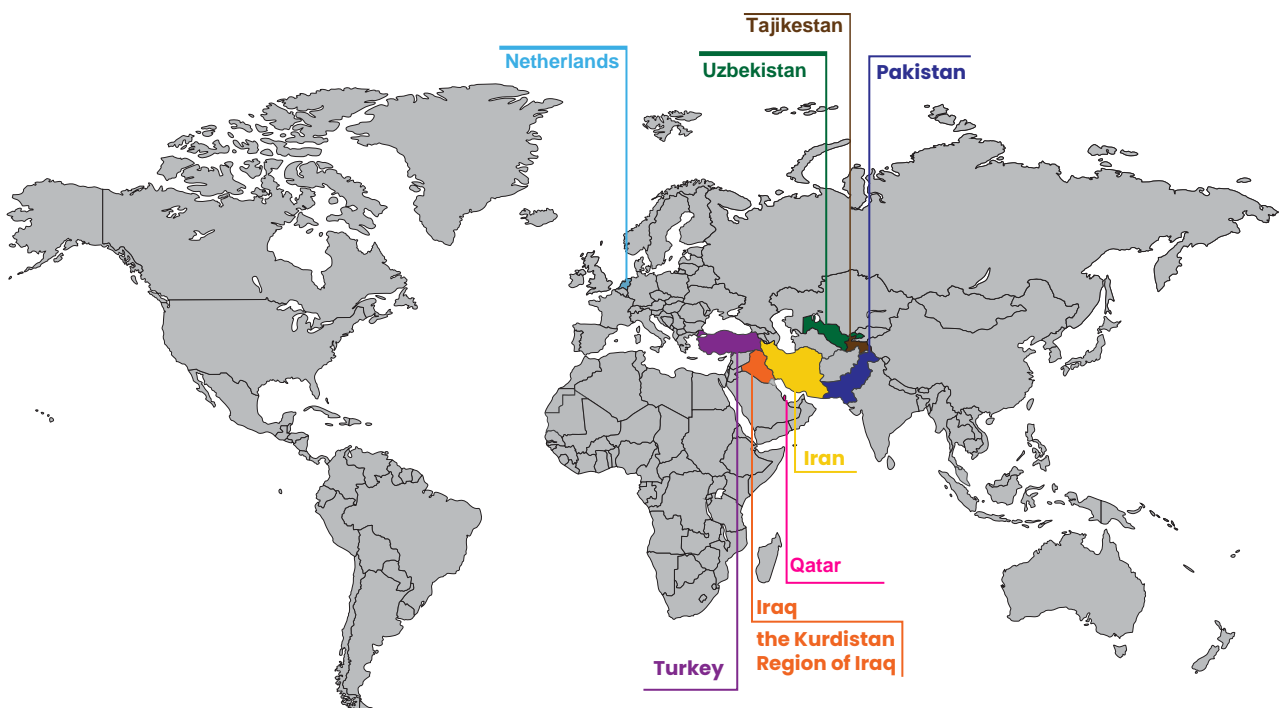
The quality of the visitors: **87%** of visitors were decision-makers

Purpose of visit: **39%** Familiarity with new technology

48% Buyers and those seeking representatives

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Visitors nation



Special honorable guests in the opening ceremony:

- **Dr. Nouri Qazalcheh:** Minister of Agriculture Jihad
- **Dr. Asgari:** Chairman of the Agriculture Commission of the Islamic Consultative Assembly
- **Dr. Niazi:** Deputy Minister for Water and Soil Affairs
- **Dr. Boromandi:** Deputy Minister for Horticulture Affairs
- **Dr. Khayyam Nekoui:** Deputy Minister and Head of the Agricultural Research, Education, and Extension Organization
- **Dr. Zarean:** Advisor to the Minister and Head of the Public Relations and Information Center
- **Mr. Tavassoli:** Head of the Central Organization for Rural Cooperatives
- **Mr. Salempour:** Director General of the Office of Cold and Dry Fruits, Ministry of Agriculture
- **Dr. Jalil Moghadam:** Director General of the Office of Tropical and Subtropical Fruits, Ministry of Agriculture
- **Mr. Fattahifar:** Director General of the Office for Greenhouses, Ornamental Plants, and Edible Mushrooms
- **Mr. Lotfizadeh:** Director of the National Greenhouse Development Plan
- **Dr. Fariborz Abbasi:** Advisor to the Minister and Director of the New Irrigation Systems Development Plan
- **Mr. Al-Mohammad:** Advisor to the Deputy Minister and Responsible for Planning and Mechanization, Horticulture Department
- **Dr. Zeinali:** Advisor to the Deputy Minister and Director of the Medicinal Plants Development Plan
- **Dr. Mirarab Razi:** Director of the Olive Project
- **Dr. Kavand:** Deputy for Research, Certification, and Seedling Control
- **Dr. Azadi:** Deputy for Research, Technology, and Knowledge Transfer at the Agricultural Biotechnology Research Institute
- **Dr. Momvandi:** Director General of the Agricultural Knowledge and Technology Promotion Office
- **Dr. Jamshidvand:** Director General of Machinery and Equipment Industries, Ministry of Industry, Mine, and Trade
- **Dr. Imanian:** Head of the National Agricultural and Natural Resources Science and Technology Park
- **Dr. Bozorgi:** CEO of the Agricultural Greenhouse Cities Company
- **Mr. Sarafrazi:** Director General of the Agricultural Water Office
- **Mr. Abolhasani:** Director General of the Irrigation and Drainage Network Development Office

- **Mr. Tahmasebi:** Advisor to the Deputy Minister and Head of the Water and Soil Deputy Headquarters
- **Dr. Alizadeh:** Planning Advisor and Head of the Planning and Programming Group, Water and Soil Deputy
- **Mr. Ebrahimi Pour:** Technical Deputy Director of the New Irrigation Systems Development Plan
- **Dr. Abdi:** Technical Advisor to the New Irrigation Systems Development Plan
- **Mr. Maleki:** Head of the Modern Irrigation Methods Development Group
- **Dr. Dehghani Sanich:** Head of the Agricultural Engineering and Technical Research Institute
- **Dr. Asadi Rahmani:** Head of the Soil and Water Research Institute
- **Mr. Hoshyar:** Planning Deputy of the New Irrigation Systems Development Plan
- **Mr. Alimohammadi:** Head of the Agricultural and Natural Resources Engineering Organization
- **Mr. Koochakzadeh:** Head of the Agricultural and Natural Resources Engineering Organization, Tehran Province
- **Ms. Jabari:** Head of the Agricultural and Natural Resources Engineering Organization, Alborz Province
- **Mr. Kooch Peyma:** Head of the Agricultural and Natural Resources Engineering Organization, Qom Province
- **Dr. Pishavar:** Head of the National Agricultural Guilds Chamber
- **Mr. Adeltalab:** Director General of the Guilds and NGOs Organization Office
- **Mr. Hosseini:** Director of the Agricultural Support Services Company, Tehran Province
- Heads of the Agricultural Jihad Organizations of some provinces
- Water and Soil Directors from all provinces
- Horticulture Directors from some provinces
- Deputy Directors of the Agricultural Jihad Organization, Tehran Province
- Heads of the Agricultural Jihad Departments in counties of Tehran Province (Robat Karim, Pishva, Varamin, Qarchak, Rey, Quds, Shahriar, Damavand, Firuzkuh, Pardis)
- Deputies of the National Agricultural Support Services Company
- Heads of agricultural unions and associations at the national and provincial levels

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Side events:

Holding workshops, meetings, and specialized courses with the following topics:

- ❖ Specialized session on smart irrigation with the participation of national and provincial water and soil managers, responsible authorities for pressurized irrigation in agricultural organizations, knowledge-based companies, experts from the public and private sectors, and research institutions.
 - ❖ Specialized meeting of senior managers from the Water and Soil Deputy and heads of professional associations with a high-level delegation from Tajikistan.
-
- Standard heating systems in greenhouses.
 - Biological control of major greenhouse pests.
 - The role of Faraz control systems and methods to prevent frost damage.
 - Principles of nutrition, ideation, and business opportunities in agriculture.
 - Characteristics of standard saplings.
 - Proper foliar application in orchards.
 - Introduction of modern irrigation valves.
 - Explanation of the new structure of the Agricultural Guilds Chamber and the Sabaq system.
 - Methods to improve the quality of fruit tree seedlings.
 - Professional fruit production, introducing new varieties.
 - Familiarization with methods for producing healthy seedlings using modern technologies.
 - Greenhouse management.
 - Smart greenhouses and optimal equipment control.
 - Production of certified Saplings.
 - Selection of flow rate, optimal length, and uniformity coefficient in irrigation tapes.
 - Implementation of fabric concrete in third and fourth-grade irrigation channels.
 - Improving the operational conditions of modern irrigation systems.
 - Familiarization with modern greenhouse structures, equipment, and tools.
 - Principles of subsurface and surface irrigation.

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The opinion of authorities regarding the exhibition:

**Mr. Mohammad Mehdi Boroumandi,
Deputy of Horticultural Affairs, Ministry of Agriculture Jihad**

The iFarm Exhibition is excellent, and compared to last year, we have achieved greater success and expanded the scope of work. I am pleased with the organization of this event. In previous years, we only had greenhouse structures and equipment, but this year, certified sapling production, as the most important horticultural input, and its production chain have been added to the agenda. The presence of research sectors, modern irrigation technologies, and companies active in these fields highlights the great potential of the Islamic Republic of Iran. It provides an excellent opportunity for all stakeholders in the agriculture sector, including researchers, promoters, producers, professors, and practitioners, to benefit from the latest achievements in this industry presented at the exhibition.

**Mr. Zeinali
Director of the Medicinal Plants Project, Ministry of Agriculture Jihad**

The iFarm Exhibition continues to be a great platform, and this year, it once again provides the opportunity for the progress made by the private sector to be introduced to practitioners. Exhibitions are truly a chance for collaboration between private and public sectors. Through this exhibition, we can present the advancements achieved over the past year in the private sector to the entire country.

Director of Agricultural Jihad, Eslamshahr County

First, I would like to extend my gratitude to the officials responsible for organizing the iFarm Exhibition in Tehran Province, an international exhibition. One of the key educational and promotional efforts that allows us to transfer the latest agricultural findings to practitioners is through these exhibitions. The iFarm Exhibition, held with high quality, successfully brought together the latest advancements in the agriculture sector through various booths.

Ms. Jabari

President of the Agricultural and Natural Resources Engineering Organization, Alborz Province

This is the first time that the Engineering Organization of Alborz Province has participated in the exhibition, and as a professional organization, it is our duty to provide professional and sectoral support to our members. In my opinion, the exhibition is the only place where we can truly fulfill this responsibility. We have worked to bring our members together here, and I believe the best place to support them and showcase their achievements is the iFarm Exhibition. Given the level and quality of the event, our members have received very positive feedback.

Mr. Mojtaba Mir

Head of the Sapling and Crop Improvement Group, Horticulture Deputy, Ministry of Agriculture Jihad

The iFarm Exhibition, one of the most important trade shows in the country, has once again demonstrated its capacity to attract key figures in Iran's agriculture sector. The visit by the Minister of Agriculture Jihad and his three operational deputies underscores the significance of iFarm in the industry. This presence highlights the event's vital role in agricultural planning and policymaking. iFarm not only showcases the latest technological advancements but also fosters connections between producers and consumers. Additionally, it has expanded our country's exports in greenhouse production and enhanced the technical knowledge of agriculture professionals.

Mr. Abdolrahman Hosseinifar

President of the National Greenhouse Builders Association

iFarm is a regional and international event. As a specialized exhibition in the field of greenhouses, it has secured a prominent position in the region and is now recognized as an international event. I am pleased with the organization of this exhibition, which showcases the latest advancements in agriculture and greenhouse construction. The presence of various industry professionals at this event has created an excellent opportunity for knowledge exchange, introducing new products and services, and fostering business relationships among industry players. The participation of foreign visitors underscores the international significance of this exhibition. I hope that iFarm continues to grow and become an even more prominent event in the greenhouse industry, playing a leading role regionally and globally in the coming years.

Participants Testimonials

Mr. Eskandari,

CEO of HavaCellulose Company

Producer of Cellulose Pads for the Greenhouse and Livestock Industries

well organized

HavaCellulose is the first producer of cellulose pads in Iran and the Middle East, having effectively contributed to the development of the greenhouse and livestock industries for 15 years. The cellulose pads play a crucial role in improving efficiency and reducing production costs in agriculture and livestock as a novel cooling technology. Regarding the 7th iFarm Exhibition held at Shahr-e Aftab, this year's event was well organized and created opportunities for direct interaction with customers and marketing HavaCellulose's products.

Mr. Akbari,

Representative of the Union of Rural Production Cooperatives of Hamadan

Great expert turnout

The turnout from the expert groups has increased compared to last year. The iFarm Exhibition has demonstrated a higher quality than in previous years, and there is hope to continue this positive growth in the future.

Commercial Director of Fajr Isfahan Agricultural and Livestock Company

Producer of Certified Saplings

The presence of certified Saplings sector

Saplings are a key input in horticulture, and the productivity of this industry is largely dependent on the genetics established in the orchards. It is crucial for orchards to have the ability to generate a return on investment. All sectors of agriculture must highlight certified saplings in any way they can. The inaugural event for certified Saplings, held concurrently with the iFarm Exhibition, has been a positive initiative, and it should continue to improve in future years. It is important to see the presence of consumers and farmers from neighboring countries, encouraging them to participate and contribute to the benefit of the industry.

Ms. Maral Daryani,

Representative of Shimi Plastic Yazd Company

Leading Producer of Greenhouse Plastics

Export opportunities

With over 40 years of experience in producing greenhouse plastics, Shimi Plastic Yazd is recognized as a top manufacturer in this field. Our company's participation in the iFarm Exhibition was intended to expand our export market to Gulf countries, as well as Afghanistan, Pakistan, and Kazakhstan. The primary goal is to develop greenhouse cultivation focused on producing healthy products while reducing water consumption. Given the low level of cultivation in greenhouses, we aim to enhance both the quantity and quality of the production.

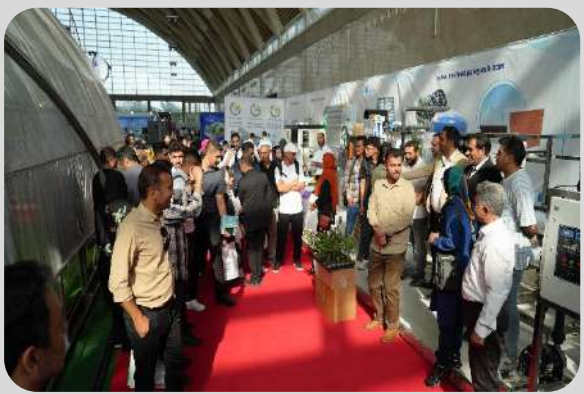
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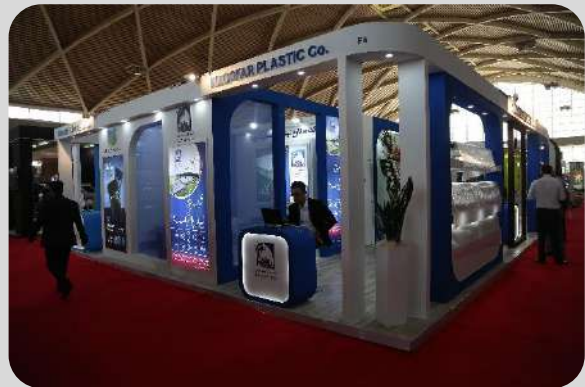
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Exhibitors List:

Pars Dasht Co
Neginbazrdanesh
Iran Grow Light
Mazrae Bekr Areio Barzan
Khakdaneh
Iranmashal
Niroofarab
Rahpouyan Jebheye Sabz
Gsa Greenhouse
Mahyagroup
Persianpousheshpolymer
Toorineh Baft Sabz Shomal
Behbood Gostar Yazd
Koolancel
Ardakan Float Glass Co
Rana Agro Industry Corp
Saaian Sanat Novin Yazd Knowledge Foundation Technical Engineering Group
Palizangol
Novin Ab Palayesh
Asra Group
Sepid Saze Dehghan Company
Tarom Plast
Opertat
Niloofar Plastic Yazd
Ji Lian Ji Industrial Group
Igreentech
Covering Reza Tube
Marsuscomgreenhouse Industies
Pars Sobhan Boozarjomehr

Garmasarmasaze
Ayrik Sanat Nesfeh Jahan
Negar Networks Kawsar Co
Alfa Kestabzar
Javanehpooshparseh Company
Oj Aseman Zagros
Satco
Hamtagreenhouse
Boshra Amin Saman
Keyhan Plastic
Khoram Bahar Atis
Kiankartoos
Sarirpey Engineering Services
Asapishro
Sharif Science And Technology Park
Parsgolkhaneh Ferdous
Anooshe Aaraab
Shimi Plastic Yazd
Havavellulose
Sadid Rouyesh Vista Agro_Industrial Group
Neda Engineering Group
Xanoos
Engineering Of Tehiz Gostar Sadston
Pishran Niru Saz Arg
Lightoniq
Alvand Industrial Group
Ide Noavaran Morvarid Parsian
Nahalrouyesh Dariush
Novin Veera Fan Roish
Otal Industrial Group

Negah Aseman
Partonegarmobin
Parsian Jonoub
Azar Pad Tabriz
Iran Polimer
Seraj Nanotechnology
Farkan Dasht Pak
Greenhouse Equipment Of Arkan
Baft Rouyesh Sabz Razi
Samtech
Garmasun
Energy Keshwar
Electro Mobtakeran Hoshmand Pars
Exirsaz
Apadana Polymer Novin
Golbarg Behroshd Iranian
Koolak Gostar Yazd
Pezhvaksanat Farhan
Instrumental Poultry Production Industries
Sepand Qazvin
Atlas.S.Pardise
Aban Polymer Shargh
Faraborduav
Royal Sakar Tejarat
Altin Industrial Group
Keshavarzyar Robotic Sharif
Teractor Sazi Hendudar
Sera Golkhane Pars Aras
Azmaplas
Royan Nahadeh Sadra

Pazan Roshd Sabz Aghzieh
Macanpolymer Kavir Yazd
Foca Tejarat Damon
Saramad Industrial Group
Abtin Tose Bikaran
Ruyesh Paydar Alborz
Palista
Bomnegaran Houshmand Omid
Energy Pouyan
Union Of Rural Production Cooperative Companies Hamedan
Taafab
Simorgh Soha Flight Technology
Growman
Royan Tisan Sabz
Zanaperlite
Goharbar
Fajr Isfahan Agricultural And Livestock Company
Loole Gostar Khademi
Lianoasis
Pars Royesh
Urom Zist Tak
Greenhouseequipment
Polymer Gostar Asr Tehran Co.
Cellule Fanavar Darou
Sepehr Alborz Company
Golden Daico
Danesh Pazhohan Zhiran Ava
Fanavaran Kesht Gostar Iranian
Nahal Gostar Royan (Knowledge Based)
Mazrae Nahal Nuck (Kianoush Pioneer Coffee)

Mass Cultivation Company
Agricultural Engineering And Natural Resources Organization Of Alborz Province
Tarashkadeh
Novin Giti Gene
Golpad Kerman Engineering And Agricultural Technical Services Company
Mahour Dasht Yafteh Agro Industry & Tourism Company
Zarin Kesht Bartar Lotus
Kara Darooye Shiz
Solar Niro Asia
Hegmatan Shimi Ariya
Sabzeshtad
Hamyar Kesht Iranian Zamin
Ava Tajhiz Eurasia
Paya Tejarat Moghan
Organization Of Agricultural Engineering System And Natural Resources Of Qom Province
Moghan Agriculture And Animal Husbandry
Chamber Of Agricultural Guilds Of Iran
Kara Pars Research
Yekrahco
Pars National Agro Industrial Live Stock
Agriculture Support Services
Jihad Keshavarzi
Agricultural Sattlements Company
Asr Golestan Nikan
Pipeethylene
Poosheshkalabahr
Association Of Edible Mushroom Growers Of Iran
Sanaye Varaq Iran
Tajhiz Ab Kala Iranian
Zistfanavaran Mahan Kesht

Iranian Geosynthetic Society
Takin Chimi Sepenta
Employers' Association Of Polyethylene Pipe And Fittings Manufacturers
Rakhsan Sahand Industry Development
Ministry Of Agricultural Jihad
Paknikanmad
Specialized Association Of Homogeneous Polymer Industries Of Kerman Province
Agricultural Biotechnology Research Institute Of Iran
Aseman Behesht Kavir Asia
Daryan Polyethylene Co
Iranian Plant Tissue Culture Association
Takab Pishro Pouya
Behin Fanavar Kesht Roham
Polymer And Plastic Association Of Tehran Province
Pioneers Of The Ramsar Plastics Industry
Mayadasht
Fund To Support The Development Of Seedlings In The Agricultural Sector
Agricultural And Natural Resources Engineering Organization Of Iran
Agricultural Engineering And Natural Resources Organization Of Alborz Province
Hetarsazane Samehn
Nekoo Behineh Machine



NEXT EDITION:

iFarm Tehran
2025

VENUE:

EXHIBIRAN INTERNATIONAL Fairground
Shahr-e Aftab

CYCLE:

Annually

WEBSITES:

www.ifarmexpo.com/en
www.brpexpo.com

ORGANIZER:

Barsaz Rooydad Pars Co. (BRP Co.)

Tehran: 16th Unit, 4th Floor, No.6, Khansari St., Between Mofateh and Bahar, Somayeh St.

Mashhad: First Floor, No.186,1st Seyyed Morteza, 23st Vakilabad

Tel:+98 901 829 6243

Email: international@brpexpo.com