



سازمان توسعه تجارت ایران
TRADE PROMOTION ORGANIZATION OF IRAN



شرکت سهامی نمایشگاه های بین المللی
جمهوری اسلامی ایران
IRAN INTERNATIONAL EXHIBITION CO.



شرکت میلاد مبتکر شرق
MILAD MOBTAKER SHARGH CO.

AGRITECH 2017



اولین نمایشگاه بین المللی

ماتنین آلات و ادوات کنتراورزی سیستم های آبیاری و صنایع وابسته

محل دائمی نمایشگاههای بین المللی تهران ۲۰ - ۱۷ دی ماه ۱۳۹۵

1st. International Exhibition of

Agriculture Machineries

Irrigation Systems and Relate Industries

6-9 Jan. Tehran International Permanent Fairground



انجمن ملی تولیدکنندگان لوازم کشاورزی ایران

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An Introduction to Iran

Population: 78.5 million (2015) Area: 1,648,195 square kilometers Population Growth Rate: 1.3%

Type of Government: Islamic Republic

Official Religion of the Country: Islam

Capital: Tehran

Iran Economic Indices:

Gross Domestic Product based on Purchase Parity Power "PPP" in the year of 2014: US\$1,244.328 Per Capita Gross Domestic Product based on Purchase Parity Power "PPP":

US\$16,165

Shares of sectors from Gross Domestic Product: Services: 50%; Industry: 40 %; and

Agriculture: 9%

Industrial Products Growth Rate: 4%

Trade exchanges with the world in the year of 2014 (Exports: US\$97.71billion; Imports: US\$61.25billion)

Main Exports: Oil; petrochemical products; agricultural products; technical and engineering services, fruits and nuts, carpet

Main Imports: Industrial raw materials; capital goods; foodstuff; technical and engineering services

Main Industry: petroleum, Petrochemicals, fertilizers, caustic soda, car manufacture, Pharmaceutical, home appliances, electronics, telecom, energy, power, textiles, constructions, cement, etc.

FBI stock: home: US\$42billion

Abroad: 4billion



Iran's Agricultural Outlook

Natural resources cover 135.2 million hectares, about 83.3 percent of the land, as follows:

- 14.2 million hectares of forest (10.5 percent);
- 2.5 million hectares of woodland and shrubs (1.9 percent);
- 86 million hectares of pasture (63.6 percent);
- 32.5 million hectares of desert land (24 percent);

The remaining national areas (about 27 million hectares) include cultivated land, land allocated to residential areas, lakes, and ponds. Out of 162.25 million hectares area of the nation, as of now, 18.5 million hectares (11.4 percent) are included in the production cycle of agriculture.

Water Resources

Out of the whole water gained throughout the nation, about 86 billion cubic meters are used for irrigation. In agriculture sector, the amount of water gained is 45 billion cubic meters from water wells (52.3 percent), 18 billion cubic meters from springs (20.9 percent), 8 billion cubic meters from underground canals (9.3 percent), and 15 billion cubic meters from surface running water (17.4 percent). Such amount of water is dedicated to agriculture sector for irrigation of 7.4 million hectares of irrigated lands. The average precipitation in Iran has been 250 mm whereas the share of agriculture sector from the water consumption of the nation is 92 percent. The average share of the value added in agriculture sector out of gross domestic product (GDP), in current prices, has been about 11.1 percent, and in fixed prices of the year 1997, about 13.5 percent.

The average share of exporting agricultural commodities out of non-oil exports of the nation is about 24.3 percent. Dry goods, herbal and livestock products have the highest shares of values in exporting agricultural commodities. The average share of agricultural commodities import out of the total import of the nation has been about 11.7 percent. Importing agricultural commodities during recent years have been fluctuating, for which the most important reason is drought and the need to import them. Grains dedicate the highest share of import values of agricultural commodities by itself.





Horticulture

Some of the most significant facilities and capabilities of horticulture subsector include:

- Comparative advantage in export;
- Diverse climates and fertile lands to produce various horticultural products in different parts of the country;
- Remarkable capacities to develop horticulture sub-sector (steep, rocky, salty, and desert lands);
- Germ plasm and variety of horticulture products;
Proper and unique capacities of the horticulture sub-sector to maintain and create new jobs;
- Ability to grow organic products in horticulture sub-sector;

Comparative advantage of most of the horticultural products in terms of production and economic value per Water unit.

Among horticultural products, pistachio gardens have the highest share of cultivated lands, having about 431 thousand hectares, corresponding to 16.8 percent of the whole gardens nationwide. The next ranks, in order, pertain to grapes products about 302 thousand hectares or 11.8 percent, dates about 244 thousand hectares or 9.5 percent, and apples about 229 thousand hectares or 8.9 percent. The above four products constitute 47 percent of the whole gardens of the country.

According to FAO's statistics, in 2008, Iran was ranked the first country in the world in terms of pistachios production. It has also been provided with the following world rankings in recent years:

- Apricots and dates: the fourth
- Cherries and almonds: the third
- Walnuts and apples: the fourth
- Black cherries and figs: the fifth
- Peaches and lemons: the sixth and
- Hazelnuts and oranges: the seventh



In Investment in the Agriculture Sector

The agriculture sector's share in the formation of fixed gross capital (in current and constant prices of 2007) has been around 4.8 percent within the recent years. Although the sector's share is not high, it accounts for 13.5 percent of GDP (constant price in 2007) and more than 18 percent of the national employment. Such a trend indicates the great potentials of the sector on the one hand, and represents the decline in tendency towards investment in the sector on the other hand. Thus, the sector needs fundamental reforms in various aspects including the production structure, pricing policies in order to act more dynamically and to attract required and quality investments.

The statistical study of foreign investments in Iran indicates that the agriculture sector has been the least successful sector of the economy in attraction of foreign investments. The following table displays the statistics of foreign investments, protected by Foreign Investment Support Act (FISA) within 2003-2008. As the table indicates, during the above-mentioned period, only seven agricultural projects, to the value of 20,483 thousand USD, have been executed through foreign investments, accounting for only 0.06 percent of the total foreign investment throughout the country. Introduction of investment opportunities in the agriculture sector to domestic and foreign investors will undoubtedly increase the investment trend in the sector.

Foreign Investment Encouraging and Supporting Policies in Iran

Attraction of capital and investment is a way to facilitate the movement of economy towards development and job creation. It can also be used as leverage for accelerating economic growth and development.

Studies indicate that foreign direct investment (FDI), conducted in any ways, will have considerable impacts on macro economy variables including decline of interest rates; reduction of foreign currency rates; boost of economic growth; increase in government's tax revenues; decrease in government's debts; improvement of income distribution; enhancement of technology transfer; rise of employment; exports promotion; imports fall; and positive effects on balance of payments.

Foreign investment would lead to reforms in management system, exchange of economic experiences and utilizing modern technologies. In Iran, there has been a great effort to gain a large volume of global capital transfer and many of the obstacles and restrictions have been removed. However, Iran's share of global capital is not that much yet.



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Agriculture, with its allied sectors, is unquestionably the largest livelihood provider in Iran, more so in the vast rural areas. It also contributes a significant figure to the Gross Domestic Product (GDP) say over 25%. As we enter a new post WTO Scenario and with IT revolution, new inventions are happening day by day in every sphere. Agriculture is not away from these inventions so Agriculture now is Agri Business! In recent years much emphasis has been given by the Ministry of Agriculture, Government of Iran on commercializing agriculture in the country. Adequate production and distribution of food has become a high priority and a global concern. In the fast changing world and increasing competition in a globalized economy, there is a need for exploiting the available resources to the maximum level and use of best technologies available world over, to cope up with domestic demand of food and also to target export market.

This will be particularly relevant in Iran where farmers grow a number of crops but have technical constraints in enhancing production and productivity due to inadequate exposure to advanced technologies & inputs coupled with advanced production practices, logistics and marketing. In addition, shortage of labor is a major concern for progressive farmers of Iran who are ready to offer more wages to laborers. Therefore, they are forced to become machinery-dependent in their farm operations. As a result, Iran is emerging as one of the hottest destinations as well as a strong market with buying potential for farm machinery and equipment. In order to introduce latest mechanization & technological innovations, Iran Agritech 2015 is proved to be an ideal platform for you to launch your products & services among thousands of farmers & agro entrepreneurs who will be visiting this expo.

Govt. Policies and Programs:

New technological advances in agricultural practices have become all the more important against the backdrop of a series of programs that have been launched by the Government of Iran to attain 4 percent annual growth in agriculture and to double the production of horticulture crops during the on-going plan. The main thrust of all these programs is on taking Iranian agriculture to greater heights of excellence through spread of latest technologies and modern practices on-farm and off-farm that would cover pre and post-harvest activities, marketing and exports.





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About Exhibition

Iran Agritech is a business-to-business platform for agricultural professionals, from small scale farmers to commercial enterprises, to engage and conduct business with some of the world's leading suppliers to the agricultural industry. From live crop trials and machinery demonstrations, to technical and practical workshops for emerging farmers and VIP business lounges for commercial players, Iran Agritech is simply the only business event servicing the needs of the entire agri-value chain in Iran and its neighboring countries.

Iran Agritech offers visitors a unique opportunity to meet some of the world's leading agricultural companies, network with fellow agricultural professionals as well as government and union officials, gain take-home knowledge and skills from the free-to-attend technical workshops, and make informed decision on new products and farm supplies by comparing them side by side in one location.



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AGRITECH offers a unique exhibition programme covering all areas of agricultural machinery and equipment from seeding to storage.



Tractors, transport vehicles and conveying equipment



Machinery and equipment for
– Harvesting forage crops, grain, root crops and maize
– Harvest processing and conditioning

Machinery and equipment for
– Tillage, sowing and drilling, fertilizing and irrigation



Farm inputs
– Biotechnology/seed, fertilizer, plant protection agents, fuels and lubricants





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Presentation of Milad Mobtaker Shargh Co, the Organizer of the 1st. International Exhibition of Agricultural Machineries, Irrigation Systems and Related Industries

Milad Exhibition Group has been started its professional activity on holding different trade fairs seminars, congress since 2002.

The management team who were engaged in this field, believed in this fact that holding the trade fairs needs a new attitude, therefore all facilities, trained human resources are equipped with a new policy and strategic planning.

Today we have passed 14 years with more than one hundred internal and International exhibitions and congress, Specialized exhibition of exhibition of livestock and poultry industry, Machinery and Furniture accessories, Home Furniture, office and Decoration, Electrical and electronic industry, Construction industry, heating and cooling ,... and also specialized exhibitions in Saudi Arabia and Afghanistan are such activities of this company. The company will hold the 15th International Exhibition of Accessories, Furniture Machinery, Equipment & Related Industries at Tehran International Permanent Fairground in 4-7 JAN. , 2017



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Presentation of Trade Promotion Organization of Iran

The Trade Promotion Organization of Iran, taking benefit of valuable experiences of four decades of activity of Iran Export Development Center in promoting non-oil exports of the country, started to discharge its critical activity towards development of foreign trade of the Islamic Republic of Iran by creating its organizational structure, in the year of 2005.

The Trade Promotion Organization of Iran is an active, participating and science-based entity seeking development and strengthening of foreign trade, and achievement of greater share of the targeted market in harmonized and effective manner. This Organization pursues development of trade by establishing constructive interactions with its trade counterparts and stakeholders, by employing efficient manpower, and by applying new science and technology, and is consistently trying to create suitable ground for macro-management of exports, strengthening of infrastructures and raising of required capacities through planning, policymaking, supporting and exercising high supervision. Development of foreign trade of the Islamic Republic of Iran by emphasizing non-oil exports, renovating, smoothening the State trade structure, improving balance of trade, enhancing competitiveness of export products and services in international markets, raising export incomes and adding to the share of the State in the international trade constitute the most important objectives for establishing the Trade Promotion Organization of Iran. Furthermore, moving towards full liberalization of the State foreign trade in line with active interaction with international trade and with emphasis on market based economy constitute the basic policy of this organization.

The main goals of the Trade Promotion Organization of Iran are as follows:

- Promoting exports and developing foreign trade;
- Enhancing and expanding trade capacities at country level;
- Raising balance of trade;
- Promoting export science and culture and foreign trade;
- Planning, policymaking, and exercising high supervision over foreign trade development;
- Promoting efficiency level and effectiveness of organizational resources.



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Key factors for your success!

1. You'll make valuable new business contacts

Agri Tech is the perfect platform for making promising new contacts and developing new sales markets for your products and services



2. You'll be talking directly to an international trade public

Trade visitors from all over the world come to Agri Tech in search of innovative solutions to help them meet the new challenges faced by the agricultural industry.



3. You'll be in the best possible company

At Agri Tech you share the stage with the world's market leaders – giving you access to lucrative new sales opportunities

4. You'll extend your network of contacts

As well as exhibitors from the international agricultural industry, the scientific community and government are also well represented at Agri Tech.



5. You'll benefit from valuable synergies

Agri Tech brings all the key sectors together in one place and shows the complete value-adding chain for the agricultural industry.

