



pacprocess

PROCESSING & PACKAGING

12^{TO}15 OCTOBER 2017

TEHRAN

MEMBER OF INTERPACK ALLIANCE

PACPROCESS-TEHRAN.COM

CONCURRENT EVENTS:



JOINTLY ORGANISED BY:



BECOME A PIONEER IN IRAN!

A growing, relatively young and consumption-oriented population of more than 80 million people, an exemplary educational system, abundant mineral deposits and a distinct industrial structure: This combination makes Iran to a highly attractive market. This large country was economically isolated for many years. Because sanctions began to be relaxed in early 2016, international trade has slowly started to prosper once more. Annual economic growth of around 3 per cent is expected over the coming years, and projects with foreign investors worth hundreds of millions of euros are in the pipeline. Particularly investors and partners from Europe, who traditionally are valued very highly, can be rewarded for their pioneering spirit.

CONSUMERS WANT HIGH-QUALITY PACKAGED PRODUCTS

After years of isolation, the Iranian economy is thirsty for innovation. Existing technology is now outdated, and consumer demands and international competition is growing. In the food industry, for example, there is now a demand for diversified, high-quality products in modern packaging. More and more these are replacing unpackaged foods such as rice, oil and cheese – particularly in the growing cities.

16.5 MILLION TONNES
OF PREPACKAGED FOOD WERE
SOLD IN IRAN IN 2015;
THIS FIGURE IS SET TO GROW BY
3% EACH YEAR
BETWEEN NOW AND 2020.

BAKED GOODS ARE BY FAR THE MOST
POPULAR PRODUCT CATEGORY:
8.6 MILLION TONNES IN 2015,
ANNUAL GROWTH: 19%

FOLLOWED BY DAIRY PRODUCTS:
4 MILLION TONNES,
ANNUAL GROWTH: 12%

WITH AN ANNUAL VOLUME OF
180,000 TONNES
IRAN IS ALSO THE LARGEST MARKET
FOR CONFECTIONERY IN THE MIDDLE
EAST, AND ONE OF THE LARGEST
GLOBALLY!



FOOD PROCESSING AND PACKAGING
EQUIPMENT ALONE WAS WORTH
279 MILLION EUROS
IN IMPORTS TO IRAN IN 2015.

COMPARED TO THE
PREVIOUS YEAR, THIS EQUALS A
GROWTH OF 4.5%.

**THIS TREND
CONTINUED IN 2016!**

MANUFACTURERS NEED **INNOVATIVE MACHINERY**

A growing desire for better products and services is fuelling an increase in demand for high-quality and efficient machines. The best sales potential is for international machine manufacturers who work with Iranian partners to produce on location.

There are still some bureaucratic hurdles to clear when doing business with Iran – but it takes time for a market to change and open up. One thing is certain: If you have a pioneering spirit, professional partners and the right platform, this vast Middle Eastern country can offer great opportunities.



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From 12 to 15 October 2017, the newly conceived pacprocess Tehran constitutes the platform for all suppliers of packaging technology and related process industries along the complete value creation chain. As a member of the new umbrella brand - interpack alliance, pacprocess is the professional partner for your exhibitors in Iran's aspiring market: They benefit from the global network, the knowledge and the resources of the leading international trade fair interpack. All of the important industries are addressed at pacprocess:



**BAKED GOODS
CONFECTIONERY**



**interpack
alliance**

MADE FOR TOMORROW

**interpack
/components**
DÜSSELDORF

upakovka
MOSCOW

**swop
/components**
SHANGHAI

process expo
CHICAGO

**food processing &
packaging exposium**
NAIROBI

**pacprocess
/indiapack**
MUMBAI
NEW DELHI

**pacprocess
/components**
TEHRAN



**COSMETICS
PHARMACEUTICALS**



**NON-FOOD
INDUSTRIAL GOODS**



**FOOD
BEVERAGES**

PRODUCT GROUPS AT PACPROCESS TEHRAN

Processes and machinery for the
packaging of food and beverages

Processes and machinery for the
packaging of pharmaceuticals and cosmetics

Processes and machinery for the
packaging of confectionery and baked goods

Processes and machinery for the
packaging of consumer and industrial goods

Packaging materials, packaging means
and packaging production

Machinery for the manufacturing
and processing of packaging materials

Automated packaging

Logistics packaging

Packaging design

Services

food pex

MUMBAI
NEW DELHI

indopack

JAKARTA

COMPONENTS ALSO PRESENTS ITSELF AS AN INTEGRAL PART OF INTERPACK ALLIANCE

The special exhibition shows the supplier
industry in all its diversity – then, in the packaging
and processing industry every detail counts!
These are the specific areas:

Drive technology

Control technology

Sensor technology

Industrial image processing

Conveyor technology

Industrial software and communication

Machine parts/components, accessories

Peripheral equipment

Complete automation systems

Auxiliaries for packaging materials

FUTURE-ORIENTED TRADE FAIR FUTURE-ORIENTED ENVIRONMENT

The pacprocess fair takes place at the Shahr-e-Aftab Complex, Iran's newest exhibition centre. The imposing and future-oriented venue symbolises the end of the Iranian isolation and the beginning of a new era. It is the perfect framework for your appearance in Iran.



EXCELLENT INFRASTRUCTURE

- Only 10 kilometres south from Tehran's city centre, located directly next to the motorway, halfway to the international airport Imam Khomeini
- Own underground station with direct connection to the city
- Several bus lines and bus stops on the fairground
- Connection to three motorways

EXCEPTIONAL CAPACITY WITHIN IMPRESSIVE ARCHITECTURE

- Capacity for 400,000 visitors daily
- 120,000 square metres of exhibition space in 16 halls
- State-of-the-art technology (e.g. supply shafts under the hall floors)
- In the centre, a 1,600-metre-long landscaped garden reflecting the millennia-old tradition of Persian garden culture

COMPREHENSIVE SERVICE

- Two 5-star hotels and an apartment hotel as well as varied gastronomy
- Offices and conference rooms in various sizes
- Multilevel carparks (still under construction)
- Comprehensive financial service

SERVICE FOR YOUR TRADE FAIR SUCCESS

SUPPORTED BY



CONCURRENT EVENTS



WWW.PACPROCESS-TEHRAN.COM

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**CHECK-IN
NOW!**

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