

Dear Sir,

India Trade Promotion Organisation, a Government of India's premier trade promotion organization is organizing India's national level participation in Iran Agro Food, Tehran (Iran) from 29 June - July 2, 2018 at Tehran International Permanent Fairgrounds, Tehran, Iran.

Iranian imports of agricultural technology have grown by 15.8% annually over the past five years. The Iranian market thus ranks among the two largest sales markets for agricultural technology in the Middle East, in line with Saudi Arabia. According to the German Engineering Federation VDMA, Iranian imports of agricultural machinery and equipment amounted to Euro 124 million in 2016

India enjoys an extensive and strategic relationship with Iran. The bilateral trade between India and Iran has blossomed resulting in exports from India increased to 9.1 percent year-on-year to USD 24.4 billion in January of 2018. Major agricultural commodities imported by Iran include Corn, Wheat, Barley, Rice, Tea, Frozen Bovine Meat, Soybeans, Soybean Oil, Palm Oil etc. Major exports from India to Iran include Pearls, Precious stone, Meat and Edible Meat Offal, Cereals, Coffee Tea, Mate and Species, Cotton, Plastics etc. MoU on the establishment of an Expert Group on Trade Remedy Measures to promote cooperation in areas of mutual interest and MoU on Cooperation in the field of Agriculture and Allied Sectors shall boost trade between India and Iran.

The focus sectors at the exhibition will be Agricultural Machines, Farming Tractors, Harvesting Equipment, Analytical Equipment, Dryers, Cleaner, Silos And Storage Systems, Feeding Equipment, Fish Farming Equipment, Grains, Grain Systems, Greenhouse And Greenhouse Plastics And Equipment, Irrigation Systems, Livestock And Poultry Breeding, Milk Processing Equipment, Milling And Mixing Installations/Equipment, Pesticides And Fertilizers, Poultry Equipment, Seeds, Seedlings, Stable Equipment, Veterinary Syringes, Food & Food Technology, Frozen Food, Health Foods Etc. The event will be publicized through electronic and print media in cooperation with the Indian embassy to attract visitors from all around. Booths are available in the modules of 6/9 sqm and large booths in multiples of 3 sqm each. The package of services will include fully built up stands with lighting, fascia, furniture, display aids and publicity support besides, assistance in visa. The tentative rentals under Self-Financing (SF) scheme are Rs. **43,000/-** per sqm without shipment facility. Tentative cost of a 9 sqm built-up stand will be **Rs. 3,87,000/- without shipment facility.**

The event will give opportunity to exhibitors to network and cross fertilize valuable synergies. It will help them to create breakthrough in Iranian market.

Space can be booked by making an advance payment of Rs. 2,00,000/ by RTGS in favour of India Trade Promotion Organisation payable at Delhi. It may be noted that allotment will be made on first-come-first serve basis and possession of booth shall be given upon deposition of total participation fee. For further clarification, please feel free to forward your queries by e-mail to dkj@itpo.gov.in, abhishekchauhan@itpo.gov.in, rajshekhargupta@itpo.gov.in, jseth@itpo.gov.in.

Tel nos. (i) Sh. Abhishek Chauhan, Fair Officer: - 8505955777 and (ii) Sh. Raj Shekhar Gupta, Team Member: - 8178745974.

Bank Details:-

Payment of rentals through RTGS/NEFT	INDIA TRADE PROMOTION ORGANISATION Bank HDFC Bank Limited Branch G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110 001 Saving Account No. 00031110005078 IFSC Code HDFC 0000003
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Exhibiting at Iran Agro Food, Tehran, Iran 2018 will provide you with an unrivalled opportunity to meet and engage with buyers and potential business partners from across the country.

Your prompt action will help us in planning India pavilion in a more efficient and effective manner to make your participation fruitful and memorable.

Thanking you,

Yours faithfully,

(D.K. Jain)

General Manager