

Presentation of Milad Mobtaker Shargh Co, the Organizer of the 14th International Exhibition of Poultry, Livestock, Dairy & Related Industries (Iran Plex 2015)

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 13 years with more than one hundred internal and International exhibitions and congress, Specialized 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.

Having received a license from the Trade Promotion Organization of Iran (TPO); in collaboration with Iran International Exhibition Co.

The company will hold the 14th International Exhibition of Poultry, Livestock, Dairy & Related Industries (Iran Plex 2015) at Tehran International Permanent Fairground from Oct 30-Nov 02, 2015.

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شرکت نمایشگاهی میلاد مبتکر شرق
MILAD MOBTAKER SHARGH CO.



سازمان توسعه تجارت ایران
TRADE PROMOTION ORGANIZATION OF IRAN



شرکت نمایشگاهی بین المللی
میلاد مبتکر شرق
IRAN INTERNATIONAL EXHIBITION CO.

میلاد
شرکت نمایشگاهی میلاد مبتکر شرق
MILAD MOBTAKER SHARGH CO.



IRAN PLEX 2015

چهاردهمین نمایشگاه بین المللی

دام، طیور

فرآورده های لبنی و صنایع وابسته

۱۱-۸ آبان ۱۳۹۴ محل دائمی نمایشگاه های بین المللی تهران

14th

International Exhibition of
Poultry, Livestock, Dairy
30 Oct - 2 Nov, 2015 & Related
Tehran International Permanent Fairground Industries

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An Introduction to Iran

Population: 77 million (2012)

Area: 1,648,195 square kilometers

Population Growth Rate: 1.3%

Type of Government: Islamic Republic

National Currency: Rials

Official Religion of the Country: Islam

Capital: Tehran

Capital Population: 8,293,140

Iran Economic Indices

Gross Domestic Product based on Purchase Parity Power "PPP" in the year of 2011:

US\$929,000,000,000 (17th, in the world)

Per Capita Gross Domestic Product based on Purchase Parity Power "PPP": US\$200.12

Shares of sectors from Gross Domestic Product: Services: 48.2%; Industry: 40.6%; and

Agriculture: 11.2%

GDP Growth Rate: 2.3%

Industrial Products Growth Rate: 4%

Trade exchanges with the world in the year of 2011: US\$207,000,000,000 (Exports:

US\$131,000,000,000; Imports: US\$76,000,000,000)

Main Exports: Oil; petrochemical products; agricultural products; technical and engineering services

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

Oil Deposits: 136.7 Billion of barrels

Gas Deposits: 18 Trillion of barrels



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.

Purpose of the Exhibition

Milad Mobtaker Shargh co, the organizer of international trade fair, Approved Event that aims the knowledge and technology transfer between Iranian Poultry sector and sector professionals and provides the international platforms to realize targeted development.



Plex Exhibitor Profile

Industrial feed processing equipment and supplies, raw materials, feed ingredients, additives and water, poultry breeding and equipment, meat processing, packaging, handling refrigeration, egg processing, dairy processing, climate control, feed production, supplements feeders and mixers, veterinary instruments, medicines, budding and biological products, consultancy, distribution, genetics and registration, diagnostic laboratories, pharmaceuticals, poultry compound, processing machinery, ventilation and air purification, subjects covering parts or all of the above mentioned items in the meat supply chain, weighing packaging and logistic, knowledge transfer and consultancy, bank and insurance companies

Plex Visitor Profile

Feed mills, poultry farms, meat slaughtering companies, meat (further) processing companies, feed ingredients and additives companies, equipment suppliers, distribution/wholesale / retail / trade meat products, veterinarians, research/consultancy, large-scale integrated, companies, national/local authorities, breeders, broiler farms, equipment suppliers, feed industry, food processing companies, government officials, poultry plant manager, slaughterhouses, markets, restaurants and hotels, Dairy company.



Iran Plex 2015: The most important date on the calendar for the Poultry and Livestock Industry

There is no doubt that IRAN PLEX 2015, The International Trade Fair for Poultry and Livestock Technologies, is the most prestigious and productive trade fair of its kind bringing together the leading firms from home and abroad thus playing a pivotal role in the development of the Poultry and Livestock industry and in the production of the equipment and plant.

Iran Plex 2014 Post Show Report

NUMBER OF EXHIBITORS: **403** Companies

DOMESTIC EXHIBITOR: **347** Companies

INT'L EXHIBITOR: **56** Companies

Participation Fee Rate

Option (1): Booth (Indoor Area), Equipped with Standard Stand € 260 / SQM+9% V.A.T. (Min. Allotment 12 SQM.)
Each 12 SQM. Booth is equipped With: Surrounding Partitions, Electricity Outlet, Fascia, Spot Lights, 1 Table, 2 Chairs, and Carpeted Floor

Option (2): Booth (Indoor Area), Unequipped € 250/SQM+9% V.A.T.(Min. Allotment 36 SQM)

Option (3): Outdoor Area € 150 / SQM. +9% V.A.T. (Min. Allotment 50 SQM.)

Key factors for your success!

1. Iran ranks among the TOP 3 in the Middle East. The Iranian Poultry and Livestock technology market ranks among the TOP 3 in the Middle East. According to the United Nations Commodity Trade Statistics Database, Iran imported animal feedstuff, livestock, fertilizers and insecticides worth 2.309 billion US\$ in 2010.
2. Top governmental support. The event is organized under the auspices of the Iranian Ministry of Jihad-e-Agriculture, the Ministry of Industries and Business and TPO-Trade Promotion Organization of Iran.
3. Excellent visitor base. A total of 35,000 visitors had been registered in 2014.
4. Top quality exhibitors. 56 exhibitors from 19 countries (2014)
5. High satisfaction rate. 100% of the exhibitors would recommend the event.