

POST SHOW REPORT 2024



The First Specialized Exhibition of
**Horticulture, Greenhouse
& Greenhouse Cultivation**
Equipment and Related Industries
Mashhad International Exhibition Center

29 May - 1 June 2024

OPENING HOURS: 16 - 21

For registration and more information

www.ifarmexpo.com ☎ +98 901 829 6243



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:

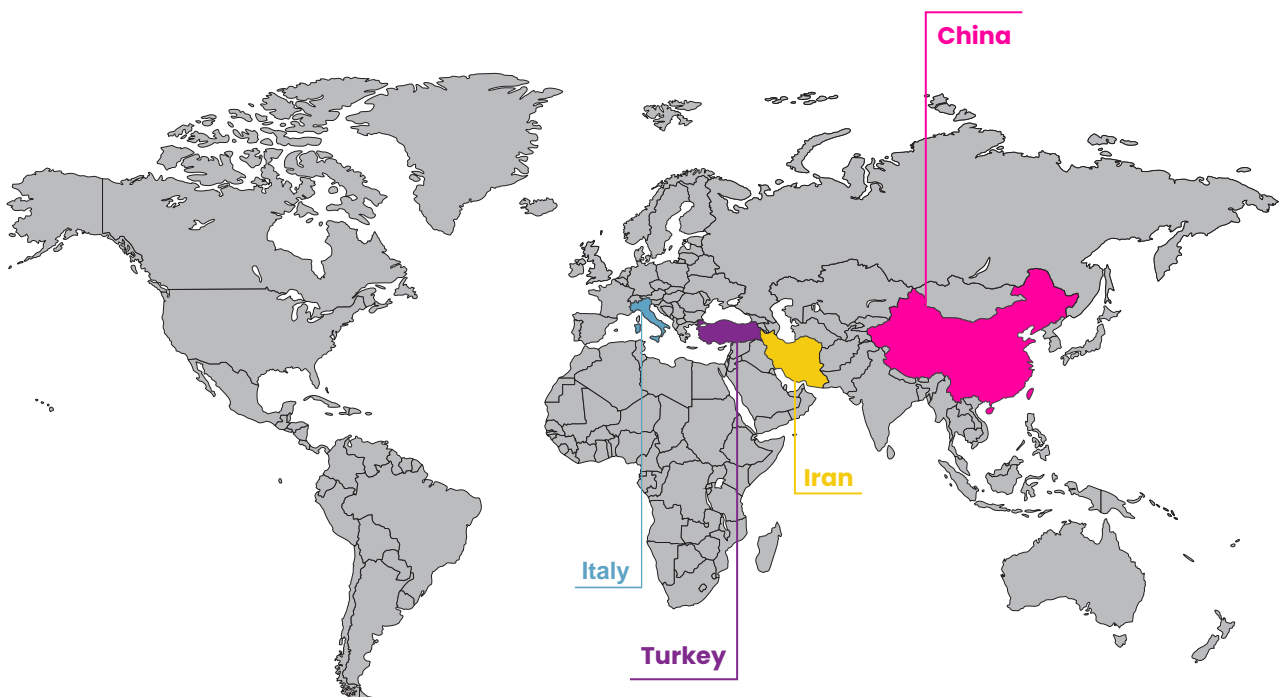
iFarm 2024 Mashhad took place at the Mashhad International Exhibition Center. The city's International Exhibition Center hosted specialized exhibitions in the Agriculture industry. Exhibitors showcased cutting-edge technologies and solutions in these sectors, contributing to advancements in these fields. Set against the backdrop of Mashhad's cultural richness, attendees had a unique opportunity to explore innovations and engage with the latest developments shaping the Agriculture's landscape.



Exhibitors Information



Exhibitors (Agents and Countries)



Visitors Information

Trade Visitors: +7,500

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02

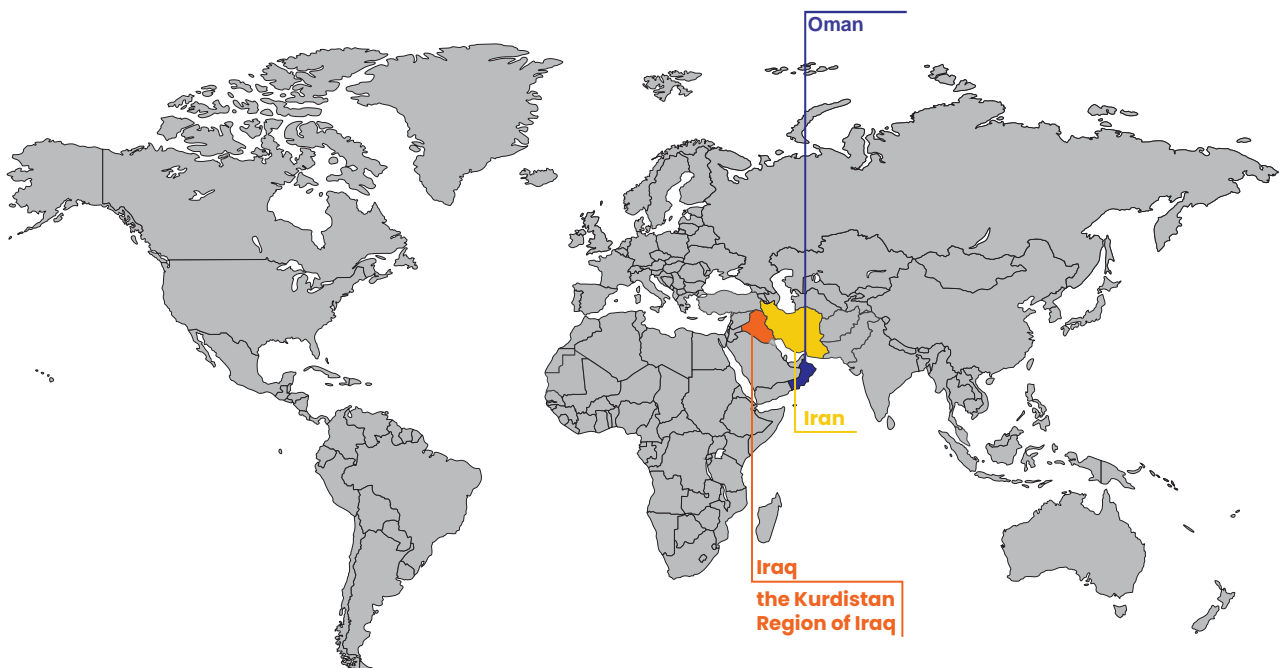
The quality of the visitors: 89% of visitors were decision-makers

Purpose of visit: 38% Familiarity with new technology

71% Buyers and those seeking representatives

03

Visitors nation



Special honorable guests in the opening ceremony:

- **Dr. Fariborz Abbasi** - Consultant to the Minister and Project Manager for the development of modern irrigation systems.
- **Mr. Salempour** - Director General of the Office of Cold and Dry Fruits and Project Manager for the development of national greenhouses.
- **Mr. Lotfizadeh** - Consultant to the Deputy Minister and Project Manager for the development of greenhouses at the Ministry of Agriculture Jihad.
- **Mr. Mir** - Head of the Sapling Group at the Deputy of Horticulture.
- **Dr. Ghannbari** - Head of the Agricultural Jihad Organization of Khorasan Razavi Province.
- **Mr. Javadi** - Director of Water and Soil at the Agricultural Jihad Organization of Khorasan Razavi Province.
- **Mr. Miri** - Deputy for Improvement of Plant Productions in Khorasan Razavi Province.
- **Mr. Rajabzadeh** - Director of Horticulture in Khorasan Razavi Province.
- Directors of Horticulture in Fars and Isfahan Provinces.
- Agricultural Jihad Directors in some counties of Khorasan Razavi Province.
- **Dr. Sharifian** - Head of the Agricultural Engineering and Natural Resources Organization of Khorasan Razavi Province.
- **Mr. Ataie** - Director of Agricultural Support Services Company in Khorasan Razavi Province.
- Experts from the Organization of Education, Research, and Promotion of Agriculture.
- Presidents of Unions and Associations related to agriculture.

Side events:

Workshops, seminars, and specialized courses held with the following titles:

1. Innovative greenhouse production systems based on thin film technology
2. Smart greenhouse and optimal equipment control
3. Utilizing carbon dioxide in industrial units for modern greenhouse cultivation
4. Subsurface irrigation
5. The role of artificial intelligence in climate control and greenhouse irrigation systems
6. Innovative agricultural opportunities in medicinal mushrooms
7. Revitalization of wells and water transfer management
8. Saffron cultivation and dispelling misconceptions
9. Utilizing advanced biotechnological and chemical methods for wastewater reuse
10. New methods for enhancing the quality of modern irrigation systems



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BARSÁZ ROOYDÁD PARS COMPANY



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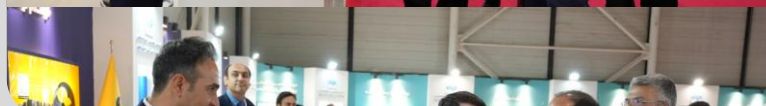
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NEXT EDITION:

2024

VENUE:

Mashhad international exhibition center

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.

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