

YAZD



AGRI

SHOW 2024

- Machines and mechanization
- Tools and equipment
- inputs
- Irrigation equipment and systems
- Greenhouse industry
- Agriculture and horticulture
- Cultivation pattern adapted to drought
- organic products
- smartification
- New technologies

The 12th Specialized Exhibition of

Agriculture Industry

IRAN - YAZD



Visiting Hours: 15 - 21

16 - 19 JAN 2024



Executive Secretariat



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YAZD INTERNATIONAL
EXHIBITION CENTER

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JANUARY 2024

YAZD AGRI SHOW 2024



12TH Specialized
Exhibition
Of Agriculture
Industry

An Introduction To Yazd

Yazd province is considered one of the vast provinces in Iran, with numerous economic capabilities and capacities such as historical sites, mines, various industries, and being a pioneer in the Human Development Index, Yazd enjoys great potentials for economic growth. Yazd is the first city in the world made of raw bricks and the second historical city in the world. Yazd is the second city in Iran (after Bam) that has been registered as a UNESCO World Heritage Site. Yazd is also known as the city of wind towers, religious scholars, knowledge and practice, bicycles, sweets, qanats (underground water channels), and fire and sun. With an area of approximately 74,781 square kilometers, Yazd province covers 4.6% of the total area of the country and is currently considered the eighth vastest province among 31 provinces in Iran. The population of this province in 2021 has been estimated to be around 1,252,000 people (380,100 households) according to the official estimate by Iran's National Statistics Center. Yazd province shares borders with Isfahan province to the north, South Khorasan province to the east, Kerman province to the south, and Fars province to the west. According to the latest political-administrative divisions of the country, Yazd province consists of 12 counties, 22 districts (bakhsh), 46 rural districts (dehestan), and 21 cities. The counties of Yazd province include: Yazd, Taft, Abarkuh, Ashkezar, Zarach, Meybod, Ardekan, Bafgh, Mehriz, Bahabad, Marvast, and Khatam.

Capabilities and Economic Capacities of Yazd Province

Some of the most important economic capacities of Yazd province are as follows:

● **Yazd, the first city with raw bricks in the world and the second historical city in the world, has unique capacities in the tourism industry.**

one of the widest and most pristine adobe structures in the world and the first historical city of Iran on the World Heritage List. This province has attracted the highest number of tourists, incurred the highest expenses by them, and also experienced the highest growth rate of foreign tourism.

● **Yazd, a mining hub of the country:**

Yazd province ranks second in terms of diversity and reserves of mineral resources, making it an excellent location for investment in mining sector. With 6 major national mines and direct employment of 12,000 people in mines, this province accounts for an annual production of 62 million tons of minerals.

● **Yazd, an industrialized province:**

With over 3,000 industrial units, 68% of which are active, and more than 100,000 direct employment opportunities, Yazd province is among the top five industrialized provinces in Iran. The highest categorization is found in steel, textile, ceramics and tiles, chemicals, and digital economy sectors.

● **Yazd, a knowledge-based economy city:**

Currently, more than 100 knowledge-based companies and 350 technology companies are located in science and technology parks and affiliated centers in this province with over 3,000 active employees. This province ranks third in terms of development index for communications and information technology and fourth in knowledge-based economy sector nationally.

According to studies, Yazd province has always been among the top provinces in terms of the Human Development Index. According to statistics, this province ranks fifth in the adjusted education index nationally, and its Human Development Index was 0.766 (third nationally) in 2011.



● **Yazd, a leader in per capita income and value added:**

The analysis of the Gross Domestic Product (GDP) indicates that Yazd province accounts for 1.85% of the country's total GDP (including oil) and 2.3% (excluding oil), surpassing its population share in the country's GDP. In terms of creating value added and per capita income, Yazd has consistently been among the top five provinces in the country.

● **Yazd, a hub for greenhouse products and infrastructure:**

Yazd is one of the successful provinces in greenhouse production, ranking third in the country. With an area equivalent to 2,050 hectares dedicated to greenhouse production, Yazd provides a platform for producing 589 tons of greenhouse products and holds a special position with a 19% share of national production in this sector.

The designed perspective of yazd province in the new yazd document

The designed vision of Yazd Province in the Yazd Novin document is as follows:

Yazd Province aims to utilize healthy and capable individuals, relying on its rich cultural and spiritual heritage, and a system of thought and culture based on exploration, development, and processing. It also seeks to establish inter-provincial economic, cultural, and social links while strengthening social capital in accordance with defense, security, and non-military considerations. This vision is set for the year 2045:

- Development based on the unique cultural and historical identity of the people of Yazd.
- A knowledge-based economy relying on historical, cultural, and natural advantages with characteristics that make it a top destination for historical, cultural, natural, and health tourism.
- A leading center for commerce, transportation, and transit in the central region of the country.
- One of the main centers for solar energy production and related equipment in the country.
- A leading center for mining production and processing.
- An advanced industrial and agricultural center compatible with the climate.
- One of the main centers for production and export of identity-based products, historical items, and handicrafts with an emphasis on jewelry, pastries, and luxury textiles.
- A leading center for science, technology development, and nurturing talented individuals focused on development.



Introduction to the Agricultural Industry in Yazd Province

Agriculture in desert areas such as Yazd province, in addition to its livelihood and economic role in society, is also considered a fundamental factor for the sustainability of life. With the decline of agriculture in rural areas, the bases of resistance against the desert will disappear, and the entire community's livelihood will be at risk. For this reason, the agricultural sector in Yazd province is of special importance. Despite the unsuitable climate, approximately 13% of the province's population is engaged in agriculture, and Yazd province ranks third in terms of greenhouse product area with over 1,700 hectares after Tehran and Isfahan provinces. The trend towards expanding greenhouse cultivation and water-efficient crops has been a notable point in the development of this sector in recent years and is considered an achievement for farmers.

The major agricultural products in this province are mainly produced in Khatam and Abarkuh counties. Products such as wheat, corn, apricot, pomegranate, almond, pistachio, grape, etc., are produced in these counties and often engage in agricultural exchanges with northern counties of Fars province.

In recent years, due to high yields of greenhouse products and efforts to combat water scarcity in the region, numerous greenhouses have been established that produce various products such as cucumber, tomato, aloe vera, and bell pepper for the market. One of the successful greenhouse cultivations is tropical fruit papaya in Herat city which has been cultivated for the first time as a greenhouse crop in Iran. Another agricultural product worth mentioning is dates produced in Bafgh county.

Additionally, saffron cultivation is prevalent in Bahabad while Ashkezar and Yazd counties are famous for greenhouse products. The Qasemabad area south of Yazd city has historically been a place for cultivating vegetables. Rice cultivation also exists to some extent in certain areas of Mehriz county with an approximate area under cultivation of 60 hectares. Due to water scarcity, dry farming is not widespread in Yazd province except for the cultivation of medicinal plants in the Shirkooh region. Other agricultural regions in Yazd province include Taft, Ardekan, and Meybod, where most of the fruit products such as pomegranate are produced.

The position of Yazd province in agricultural production

The agricultural sector of Yazd province, with 15% of the workforce, accounts for 11% of the province's gross domestic product. The total cultivated land area in the province in the past agricultural year was equivalent to 110,715 hectares, with 25% being agricultural crops, 73% being horticultural products, and 2% being greenhouse areas. In total, about 1% of the country's irrigated cultivated land is located in this province, while the province's share of national production is over 1.3%.

Hardworking farmers in this region produced over 1,896 million tons of products in the year 1400 (2021-2022), including 297 thousand tons of horticultural products, 560 thousand tons of agricultural products, and 589 thousand tons of greenhouse products with a value exceeding 270 trillion rials and sent them to the market. This province has a share of 19% in greenhouse product production and over 1.2% in horticultural product production nationwide.





The per capita production in most activities is higher than the national average, indicating the hardworking spirit and efficient use of land and water by farmers in this region. Despite unfavorable natural conditions, especially recent droughts, successful planning and efforts by producers in various agricultural fields have led to significant achievements and a special position for the province in this field. It is important to note that the livestock, poultry, and greenhouse sectors have achieved 53% of the province's agricultural production with only 5.5% of water resources available. The amount of agricultural product production in Yazd province is 560 thousand tons per year, accounting for 0.6% of national production. Additionally, agricultural production in the province includes 297 thousand tons per year or approximately 1.2% of national production for these products.

In total, Yazd province is responsible for 1.4% of the country's agricultural production, with an annual production of 896,000 tons of agricultural products. Despite limited water resources and a dry climate, this province has a significant position in the country thanks to the hardworking farmers in this region. The agricultural sector heavily relies on water and plays a crucial role in the province's economy. Last year, the total agricultural production in the province was 560,158 tons, which accounts for 1% of the country's total production. Yazd ranks eighth in the country in terms of agricultural products. Including greenhouses, the total horticultural production in the province was 851,405 tons, representing 3% of the country's production and ranking eighth nationally. It is hoped that with the use of modern technologies, renovation of agricultural machinery and equipment in the province, and improvement in crop varieties, Yazd's agricultural sector will achieve a better position both nationally and globally.

Top rankings for agricultural products in Yazd province

- Second rank nationally in greenhouse products.
- Third rank nationally in pistachio production.
- Third rank nationally in apricot and peach production.
- Fourth rank nationally in pomegranate production.
- Seventh rank nationally in saffron production.
- Ninth rank nationally in almond production.
- Ninth rank nationally in olive production.
- First rank nationally in Rubia production.
- eighth rank nationally in date production



Capabilities and advantages of the agricultural sector in Yazd province

- Presence of diverse and valuable plant and animal genetic resources as well as abundant solar energy source.
- Existence of suitable indigenous experience, skills, and knowledge in utilizing water and soil resources (especially unconventional ones) and inputs.
- Ranking high in the production of certain agricultural and horticultural products at the national level (such as Rubia, pistachios, saffron, greenhouse products, pomegranates, etc.).
- Higher resource utilization efficiency in the agricultural sector compared to the national average.
- Acceptable quality level of major provincial products and some of them being export-oriented (pistachios, pomegranates, saffron, Rubia, greenhouse products).

Investment priorities in the agricultural sector in Yazd province

- Development of greenhouse cultivation and related production chains.
- Conducting consultancy and contracting activities in the areas of qualitative development and productivity improvement in agricultural activities.
- Establishment of processing and complementary industries for the agricultural sector and rural industries.
- Development of cultivation and exploitation of medicinal and industrial plants and establishment of related industries.
- Development of centers providing services related to biological pest control, plant diseases, and plant nutrition using micro-fertilizers, macro-fertilizers, organic fertilizers, and microbial fertilizers.
- Production of biological pesticides and microbial fertilizers for agricultural purposes.
- Production of improved seeds, cuttings, and seedlings.
- Identification and optimal utilization of saline water resources, saline soils, and unconventional waters.

Strategic development programs for greenhouse industry in Yazd province

- Development of 400 hectares of greenhouse cultivation by 2025.
- Support for energy-saving projects and increasing the productivity of existing crops.
- Development of greenhouse cities.



The export potential of the agricultural sector in Yazd province

Export capacity of the agricultural sector in Yazd province:

Despite limitations and unfavorable climatic and weather conditions, Yazd province has suitable capacities for exports. The most important export capacities of the province are exports of over 353 thousand tons of greenhouse products, 28 thousand tons of pistachios, 37 thousand tons of pomegranates, and one thousand tons of Rubia. The export capacities for major agricultural products in Yazd province based on statistics in the past year were 65% production capacity for pistachios with a total amount of 28,208 tons. Also, 30% or 37,439 tons of pomegranates out of a total production capacity of 124,796 tons were exported along with one ton out of 3,300 kilograms of saffron accounting for 25% production capacity in the province. Another exported product is Rubia with 70% of total production capacity in the past year.

Target countries for exports from Yazd province:

Iraq, Russia, Pakistan, Qatar, Afghanistan, Turkmenistan, Azerbaijan, Oman, UAE (United Arab Emirates), Kazakhstan, Armenia, Tajikistan, Kyrgyzstan, Turkmenistan, Turkey, and European Union countries are target countries for agricultural product exports from the province with potential to increase exports significantly.

* Imports in Yazd province in the agricultural sector:

Major imported products include animal feed such as barley, soybeans, corn, nutritional supplements, and veterinary drugs, totaling 600,000 tons per year. Additionally, there are imports of necessary seeds for greenhouse products such as cucumbers, tomatoes, peppers, eggplants, etc., totaling 70 million units per year. There is also a focus on improved plant varieties and highly productive and improved animal breeds.

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To reduce imports, new investments are being made in technology transfer and seed production for greenhouse products. Investments are also being made in industries related to agriculture and the establishment of air routes for transportation of agricultural and livestock products. Economic exchanges and transfer of technical knowledge through commercial and scientific delegations are also being emphasized.



The agricultural sector has been identified as one of the 15 main development axes in the modern Yazd document

The fundamental objectives outlined:

- The development of indigenous knowledge in agriculture
- The advancement of technology in the sector
- The development of value chains

Formulated land policies:

- Controlling traditional agriculture growth and developing advanced irrigation systems
- Increasing productivity and improving the quality of agriculture in the province
- Developing high-density and water-efficient agricultural productions that meet standards
- Completing and developing infrastructure related to main areas and supporting agricultural activities

Developed strategies:

- Optimizing water supply management, distribution, and utilization by increasing efficiency and improving consumption patterns
- Controlling traditional agriculture practices while advancing technology and aligning agricultural activities with climate and natural environment

The overall objectives:

- Developing modern greenhouses
- Establishing specialized agricultural export terminals
- Developing value chains for seedlings and seeds production
- Promoting agricultural tourism

Operational programs that can be implemented:

- Creating five modern greenhouse cities
- Exporting agricultural products up to 2 million tons per year
- Producing 2 billion vegetable seedlings and vegetables sprouts, 50 million high-value tree seedlings, 150 tons of medicinal plant seeds, and 5,000 tons of vegetable seeds
- Launching 200 agricultural tourism units is planned

12

Specialized
Exhibition
Of Agriculture
Industry



YAZD
AGRI SHOW
2024

Introduction of Specialized Agricultural Exhibition of Yazd (YAZD AGRI SHOW):

Establishing communication and influencing the audience is essential for the success of any business. As competition intensifies among industry runners, emphasis on customer-centric strategies and customer satisfaction will be more important than product-centric strategies. According to many marketing experts, trade shows - specialized ones in particular - are one of the most effective channels for establishing communication between suppliers (including product manufacturers and service providers) of any industry and their target audience.

Event marketing is an advertising and marketing strategy that focuses on face-to-face communication between suppliers and their target audience, and suppliers can participate as participants or sponsors, while the target audience can attend as visitors (beneficiaries). Suppliers use event marketing for direct interaction, self-improvement, and influencing their audience at a specific time. Based on conducted research, 95% of prominent advertising, branding, and marketing professionals believe that event marketing is the most effective marketing method in today's digital age. This method provides valuable and unique opportunities for participants to establish face-to-face connections in a world where digital relationships become more prominent every day. In fact, this group of professionals sees event marketing as a solution to overcome the digital crisis and establish real-life interactions for brands.

Events such as specialized agricultural industry exhibitions provide a unique opportunity for interaction between numerous suppliers in this field and target audiences, as well as synergies with other related and dependent businesses. By attending a specialized agricultural industry exhibition, you can create the most effective utilization for your business activities through optimal communication with the agricultural community using event marketing techniques.

The specialized agricultural industry exhibition is considered as one of the fastest and most effective ways to rapidly grow marketing, economic, social, and communication programs for agricultural suppliers.

In this space, you can negotiate face-to-face with your target audience, the agricultural community. You can implement direct presentation of your products and services while simultaneously enhancing your brand position and introducing new products or services. In a concise definition, the agricultural industry exhibition can be called "live advertising and marketing in the agriculture sector" because in this exhibition, factors such as producers of various tools, equipment, machinery, and inputs; providers of various technical and engineering services; suppliers and distributors; consumers; as well as sample products or service display conditions come together at a specific time and place. In other words, this exhibition is a place to connect with the potential community of the agricultural sector.

In this regard, the 12th edition of Yazd Agricultural Industry Exhibition will be held under the brand name "AGRI SHOW YAZD" with a focus on tools and machinery - inputs - irrigation systems - greenhouse industry agriculture and horticulture - automation and innovative technologies - water-efficient cultivation patterns - organic products from 16 - 19 JAN 2024 at Yazd International Exhibition Center in an area of 5,000 square meters with 80 defined booths. The exhibition is organized by inviting the agricultural community guilds and general public target groups in this sector with support from Yazd Governorate, Yazd Industry Mining Trade Organization, Yazd Agricultural Jihad Organization, Yazd Engineering Organization for Agriculture and Natural Resources, Yazd Rural Cooperative Organization, The Research and Education Center for Agriculture and Natural Resources of Yazd Province, along with other relevant organizations, institutions, and associations, executed by Tosee Event Organizers.



- Machines and mechanization
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Among the special programs planned by the executive secretariat of this event are consultations with organizations such as Jihad-e-Agriculture Organization of Yazd Province, Agricultural Guild Chamber of Yazd Province, Rural Cooperative Organization of Yazd Province, Agricultural House of Yazd Province, and Agricultural Towns Company of Yazd Province to invite leading farmers and representatives from specialized agricultural associations from all counties of Yazd Province by providing special facilities and free transportation for a specialized and practical visit to products and services from one booth to another, at this event. Additionally, holding specialized training workshops for farmers on the sidelines of this event by Jihad-e-Agriculture Organization of Yazd Province, Engineering Organization for Agriculture and Natural Resources of Yazd Province, and Research and Education Center for Agriculture and Natural Resources of Yazd Province are among targeted programs for this exhibition.

Among other provisions made in the planning of this event, the creation of virtual visits to booths on the web platform and the production and publication of a special video report of this event in both Persian and the original language (English) will be implemented for the first time at a national level. This will enable attendance and communication with participants remotely from all over the country and the world.

Considering the expertise and authority of this exhibition in the field of agriculture industry, as well as the significant and diverse needs expressed by the agricultural community, a predictable reception is expected for this event from all counties in Yazd province, as well as neighboring provinces such as Isfahan, Kerman, Fars, and South Khorasan. The proximity to Yazd province's center is one of the notable indicators for these exhibition titles. One of the prominent features of this edition is its comprehensiveness in the agricultural industry field, which leads to a significant increase in both the number and diversity of specialized visitors.



Important goals of organizing this event

- Directing the attention of the agricultural community towards innovative achievements in the agricultural industry and facilitating their utilization
- Enhancing levels of knowledge and skills in various agricultural professions regarding the increasing educational and advisory needs in this sector
- Disseminating new technologies and advancements in the agricultural sector.
- Effective job creation in the field of modern agriculture
- Increasing investment and improving the business environment in the agricultural sector by increasing supply and demand in this sector
- Expanding scientific, research, commercial, and technological collaborations
- Exchange of information and applied research in various fields and creating innovation and creativity in the agricultural sector
- Conducting market research and surveys to identify various needs of the agricultural community
- Assisting in the development of the agricultural sector in line with global advancements
- Creating numerous opportunities to optimize communication with customers for companies supplying machinery, tools, equipment, and various inputs to the agricultural sector
- Boosting production, market development, and brand promotion in specialized product production within the agricultural sector
- Establishing a support platform for Iranian products and promoting a culture of using domestic products instead of similar foreign goods
- Conducting real market research and surveys to familiarize producers with consumer preferences as much as possible
- Effective awareness among people and government about existing capabilities and challenges in the agricultural sector
- Purposeful competition towards improving the quality level of services and products offered
- Providing a platform for live and direct advertising and marketing while reducing uncontrolled advertising costs and one-dimensional marketing efforts
- Creating a completely specialized event in Yazd province's agriculture sector with the aim of meeting face-to-face with suppliers' relevant needs and engaging with the agricultural community through an official gathering

12

Specialized
Exhibition
Of Agriculture
Industry



YAZD
AGRI SHOW
2024

Benefits of this event for specialized visitors (agricultural community)

- Familiarity with a wide range of services and products offered in the agricultural sector
- Possibility of qualitative and quantitative comparisons between different services and products offered
- Obtaining the most efficient and effective service or product that suits their needs and budget
- Direct communication with service providers and producers of various products, and expressing their needs
- Gaining extensive and comprehensive information in the shortest possible time, saving time, energy, and various costs
- Discovering high-yield investment opportunities in the agricultural sector
- Finding new job opportunities in the agricultural sector
- Discovering new ideas, familiarizing with innovative technologies, and learning specialized sciences and skills for business advancement
- The possibility of interaction and consultation with university professors, researchers, scientists, and consultants in the field of agriculture in different levels and areas
- Participation in side training workshops in common areas of agriculture
- Increasing farmers' awareness of how to use innovative technologies
- The possibility of direct negotiation with managers of companies supplying products and equipment



Benefits of this event for participants (exhibitors)

- Introducing the capabilities that can be offered on a wide scale and identifying the optimal target groups within the agricultural community
- Establishing direct communication with the real target audience, potential customers, and identifying their basic needs
- Introducing and marketing new services, products, and technologies, and accessing new business opportunities in the agricultural sector
- Opportunity to attract investment and develop high-yielding activities in the agricultural sector
- Establishing connections with suppliers of raw materials, components, and technology owners in the production of specialized agricultural products
- Creating high-yielding relationships with specialized traders in the agricultural sector through the presence of domestic and foreign trade delegations from target countries in BYB meetings
- Establishing sustainable relationships with institutions, organizations, associations, and cooperatives in the agricultural sector of Yazd province through BYB meetings
- Understanding the overall market conditions (market research) and planning based on it
- Interacting with colleagues for outsourcing or joint activities in the agricultural sector of Yazd province
- Updating technical knowledge and familiarizing oneself with innovative achievements in agriculture through information exchange and applied research by colleagues attending this event from all over the country
- Talent acquisition opportunities and attracting graduates, elites, and researchers from various fields of agriculture
- Various advertising opportunities (print, online, environmental, television, etc.)
- Participating in specialized practical sessions or organizing workshops and special training workshops
- Identifying sales representatives for products or participants in service provision
- Gaining reputation and credibility among current customers and strengthening supplier position within the agricultural community
- Creating a leap in branding activities and improving brand level and position within the agricultural community
- Significant increase in supply and demand in the agricultural sector resulting in increased business activities
- Conducting business negotiations with industry owners and signing service contracts for employees



Event Organizer, Event Executioner, and Event Supporters

Event Organizer:

International Exhibition Company of Yazd Province.

Event Executioner:

Tosee Event Organizers.

Event related entities:

1. Provincial institutions:

- Governorate of Yazd Province.
- Industry, Mining, and Trade Organization of Yazd Province.
- Jihad Agriculture Organization of Yazd Province.
- Engineering System Organization of Agriculture and Natural Resources of Yazd Province.
- General Directorate of Cooperatives, Labor, and Social Welfare of Yazd Province.
- Technical and Vocational Education Organization of Yazd Province.
- Rural Cooperative Organization of Yazd Province.
- Rural Cooperative Union of Yazd Province.
- Production Cooperative Union of Yazd Province.
- Agricultural and Natural Resources Cooperative Union of Yazd Province.
- Rural Cooperative Unions in the counties of Yazd Province.
- Greenhouse Farmers' Cooperative Union of Yazd Province.
- Agricultural Experts Association of Yazd Province.
- Agricultural Experts Association in the counties of Yazd Province.
- Chamber of Agricultural Crafts (Professional System for Agricultural Activities) in the center of Yazd Province.
- Chamber of Agricultural Crafts (Professional System for Agricultural Activities) in the counties of Yazd Province.
- Employers' Guild Association for Technical and Engineering Services Companies in Irrigation and Water Distribution in Yazd province
- Employers' Guild Association for Chemical Fertilizer Producers in Yazd province
- Employers' Guild Association for Agricultural Inputs Sellers in Yazd province
- Agricultural Research and Education Center for Agriculture and Natural Resources in Yazd province
- Agricultural Technology Incubation Center for Agriculture in Yazd province
- Yazd Agro-industrial Towns Company
- Yazd Farmer's House
- Yazd Industrial Towns Company
- Chamber Of Commerce, Industries, Mines And Agriculture Of Yazd
- Agricultural Support Services Company Of Yazd



2. NATIONAL INSTITUTIONS

- Ministry of Agriculture Jihad
- National Assembly of Agricultural Experts
- Agricultural Research, Education and Promotion Organization
- Iranian Pesticide Producers Association
- Iranian Genetically Modified Seed Importers Association
- Iranian Fertilizer and Pesticide Importers Association
- Iranian Subsoil Cultivation Association
- Iranian Fig Association
- Iranian Pistachio Association
- National Potato Association of Iran
- National Date Palm Association of Iran
- Legume Association of Iran
- Grain Association of Iran, Iranian
- Engineering and Natural Resources Organization
- Iranian Agricultural and Natural Resources Guild Organization
- Iranian Farmers' House
- Union of Iranian Agricultural Machinery and Equipment Producers and Exporters
- Central Union of Agricultural Cooperatives in Iran's Horticulturalists' Union
- Central Union of Agricultural Products in Iran
- Central Union of Rural and Agricultural Cooperatives in Iran
- Central Union of Rural Production Cooperatives in Iran
- Central Union for Supervision and Coordination of Rural and Agricultural Cooperatives in Iran
- Iranian Agro-Industrial Parks Company
- Isfahan Province Agricultural Machinery Manufacturers Association
- Iranian Agricultural Machinery Engineering and Mechanization Society
- Iranian Scientific Society for the Promotion and Education of Agriculture
- Iranian Agriculture News Agency (IANA)
- Parent Company for Agricultural Services
- Agricultural Support Services Company



- Parent Company for Development Investment Fund Support in the Agriculture Sector
- National Plant Protection Organization of Iran
- Central Organization of Rural Cooperatives of Iran
- Central Union of Agricultural Cooperatives of Iran
- Cooperative Agricultural Trading Company of Iran
- National Union of Medicinal Plants Agricultural Cooperatives of Iran
- Union of Producers and Exporters of Medicinal Plants, Food Products, and Saffron in Iran
- Union of Scientific Associations of Medicinal Plants in the country
- Iranian Society for Medicinal Plants Science
- Association of Iranian Agricultural Machinery Manufacturers
- Association of Organic and Biological Agricultural Product Manufacturers
- Association of Iranian Agricultural Fertilizer Manufacturers
- National Greenhouse Builders Association in the country
- Union of Greenhouse Cooperatives in the country
- Association of Iranian Polyethylene Pipe and Fittings Manufacturers
- Association of Iranian PVC Pipe and Fittings Manufacturers
- Iranian Irrigation and Water Engineering Society
- Association of Modified Seed Producers in Iran
- Agriculture, Water, and Natural Resources Commission of the Islamic Consultative Assembly (Parliament)
- Agriculture and Related Industries Commission at the Chamber of Commerce, Industries, Mines, and Agriculture in Iran
- National Center for Strategic Studies on Agriculture and Water at the Chamber of Commerce, Industries, Mines, and Agriculture in Iran
- Organic Association in Iran
- Cotton and Oilseed Agricultural Cooperatives Union in the country
- Mushroom Breeders Association in Iran
- Iranian Plant Tissue Culture Cultivators Trade Association
- Seed Producers' Trade Association in the country



- Healthy and Organic Products Producers' Trade Association in Isfahan
- Employers' Trade Association for Greenhouse Builders and Equipment Suppliers in Isfahan Province
- Executives' Trade Association for Modern Irrigation Systems in Tehran Province
- Employers' Trade Association for Central Monitoring Systems for Pressurized Irrigation Systems in the country
- Sustainable Water and Soil Association of Iranians
- Iranian Plant Pathology Society
- Iranian Agronomy and Plant Breeding Sciences Association
- Cooperative Agricultural Machinery and Tools Manufacturers of Khorasan Company
- Employers' Trade Association for Producers of organic fertilizers in Razavi Khorasan
- Employers' Trade Association for Seed producers in khuzestan Province
- Employers' Trade Association for Producers of organic fertilizers in Fars Province
- Employers' Trade Association for Seed producers in Fars Province
- Employers' Trade Association for Producers of PVC pipes and fittings in Gilan province
- Employers' Trade Association for Producers of polymer pipes and fittings
- Employers' Trade Association for Producers of polymer pipes and fittings in Fars Province



12
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YAZD
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 2024

Time, location, and quality of the event

Date:

Duration: 4 days

Date: 16-19 JAN 2024

Visiting hours: 15:00 to 21:00

Venue: New location of Yazd International Exhibition Center (located on Yazd Ring Road).

It is considered as the top exhibition site in the country.

Allocated area: 5000 square meters

Regional spectrum of visitors

1. Yazd city from Yazd province

2. Taft city from Yazd province

3. Abarkuh city from Yazd province

4. Mehriz city from Yazd province

5. Bafq city from Yazd province

6. Ashkezar city from Yazd province

7. Khatam city from Yazd province

8. Meybod city from Yazd province

9. Ardekan city from Yazd province

10. Bahabad city from Yazd province

11. Marvast city from Yazd province

12. Zarach city from Yazd province

13. Abadeh city from Fars province

14. Bavanat city from Fars province

15. Eqlid city from Fars province

16. Khorrambid city from Fars province

17. Nayin city from Isfahan province

18. Khor and Biabanak cities from Isfahan province

19. Varzaneh city from Isfahan province

20. Jorqoieh City from Isfahan Province

21. Shahreza City from Isfahan Province

22. Anar City from Kerman Province

23. Ravar Cit from Kerman Province

24. Kouhbanan City from Kerman Province

25. Zarand City from Kerman Province

26. Rafsanjan City from Kerman Province

27. Shahrbabak City from Kerman Province

28. Tabas City from South Khorasan Province



Target countries for negotiations regarding the acceptance of foreign delegations

Iraq

Uzbekistan

Kyrgyzstan

Georgia

Tajikistan

Turkmenistan

Syria

Specialized areas of participation in this event

Irrigation

- Implementation and contracting
- Pumps and parts
- Design and consulting
- Supplies and equipment
- Pipes and fittings

Greenhouse

- Facilities and equipment
- Design, consulting, and construction

Tools, equipment, and machinery

- Agricultural machinery and spare parts
- Agricultural tools and equipment
- Agricultural laboratory equipment
- Plant protection equipment and supplies

Agricultural inputs

- Seeds
- Biological pesticides
- Chemical pesticides
- Organic and biological fertilizers
- Chemical fertilizers
- Raw materials for fertilizer, pesticides, and biological pesticides production
- Product distribution
- Buying and selling website
- Other related activities

Farming and gardening

- Cultivation and industry
- Seedlings
- Cold storage for agricultural products
- Greenhouse products
- Baskets and boxes
- Medicinal plants
- Organic products
- Pistachio, nuts, dates
- Exporting and importing
- Buying and selling website
- Building wheat silos
- Mushroom cultivation
- Compost
- Others

Facilities

- Automation and intelligent control
- Water storage pool (geomembrane sheet)
- Water purification equipment
- Ventilation equipment
- Refrigeration equipment
- Heating equipment
- Humidifier
- Boiler, tank, burner
- Sandwich panel insulation



Science and technology

- Education
- Research and development
- Plant protection
- Agricultural laboratory (water, soil, plant)
- Technical, engineering, and consulting services
- Information technology
- Knowledge-based and technology companies
- Incubation centers

Specialized organizations and cooperatives

- Rural production cooperatives
- Rural cooperative unions
- Agricultural rural cooperatives
- Nomadic cooperatives
- Horticultural cooperatives
- Trade associations
- Scientific associations
- Export organizations
- Other organizations

Printing and packaging

- Composite pouches and bags
- Toxic and fertilizer containers
- Film and wrapping packaging
- Cartons and boxes.
- Stretch film and propylene bags
- Packaging machinery

Related activities

- Banking services
- Insurance services
- Transportation services
- Other services

Specialized side sessions of the exhibition

- Specialized session on solutions for the development of agricultural product exports in Yazd province.
- Specialized session on solutions for the development of agricultural tourism industry in Yazd province.
- Specialized session on technological needs assessment for the agricultural industry in Yazd province.
- Specialized session on analyzing priorities and potential investment areas in the agricultural sector in Yazd province.



Specialized visitor groups for this event

- Farmers
- Gardeners
- Greenhouse owners for vegetables and greens
- Greenhouse owners for flowers, seedlings, ornamental, and medicinal plants
- License holders and applicants for greenhouse establishment
- Tractor owners
- Combine harvester owners
- Sellers of pesticides, drugs, supplements, and agricultural fertilizers
- Sellers and repairers of machinery, equipment, tools, and agricultural devices
- Sellers of various pipes and fittings, irrigation equipment, plastics, and specialized agricultural nylon products
- Agricultural engineers who are members of the Agricultural Engineering Organization
- Plant doctors (laboratories)
- Forest owners
- Pasture owners
- Managers of farmers' supply cooperatives
- Managers of rural unions
- Managers of specialized agricultural unions
- Owners of agricultural complexes
- Owners of cultivation and industrial complexes
- Managers of processing industries units
- Managers of fruit cold storage facilities
- Wholesalers in fruit markets
- Owners of fruit and vegetable supply stores
- Owners of herbal medicine stores
- Board members of specialized agricultural organizations
- Managers and experts from departments, organizations, institutions, and specialized agricultural agencies.
- Governors, district governors, mayors, village heads, and members of Islamic councils in villages throughout Yazd province.
- Managers and professors of universities and higher education centers offering agricultural engineering programs.
- Merchants (exporters and importers) and managers of commercial companies and distributors of agricultural equipment, inputs, and products.
- Managers of knowledge-based companies active in the field of agriculture.





YAZD AGRI SHOW 2024



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Yazd international
Exhibition Center

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