

POST SHOW REPORT 2023



ISFAHAN
VET 2023

30 OCT. - 2 NOV. 2023



**THE INTERNATIONAL TRADE SHOW OF LIVESTOCK
POULTRY, AQUACULTURE, VETERINARY &
EXPORTABLE DAIRY PRODUCTS OF ISFAHAN**

concurrent with _____
the National Holstein Cow Festival, Isfahan, Iran

Organizer:



Venue:



Contact us:

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WhatsApp: +98 901 829 6243

Introduction to iPEL Show:

iPEL stands as a premier poultry and livestock exhibition, breaking barriers and earning recognition for its strategic significance in Iran.

- **Center of Progress:**

Renowned as a cornerstone for advancements in poultry, livestock, animal feed, and aquaculture, iPEL serves as a central hub for innovation, collaboration, and the exchange of knowledge.

- **Strategic Significance:**

iPEL's strategic location in Iran positions it as a pivotal hub, making substantial contributions to the growth of the region's poultry, livestock, animal feed, and aquaculture industries.

- **Global Influence:**

Beyond borders, iPEL plays a critical role in disseminating advancements in these sectors to a vast market, impacting over 500 million people in the surrounding areas.

- **Cutting-Edge Technologies:**

iPEL showcases cutting-edge technologies and practices, making it a vital platform for staying at the forefront of the latest trends in poultry, livestock, animal feed, and aquaculture.

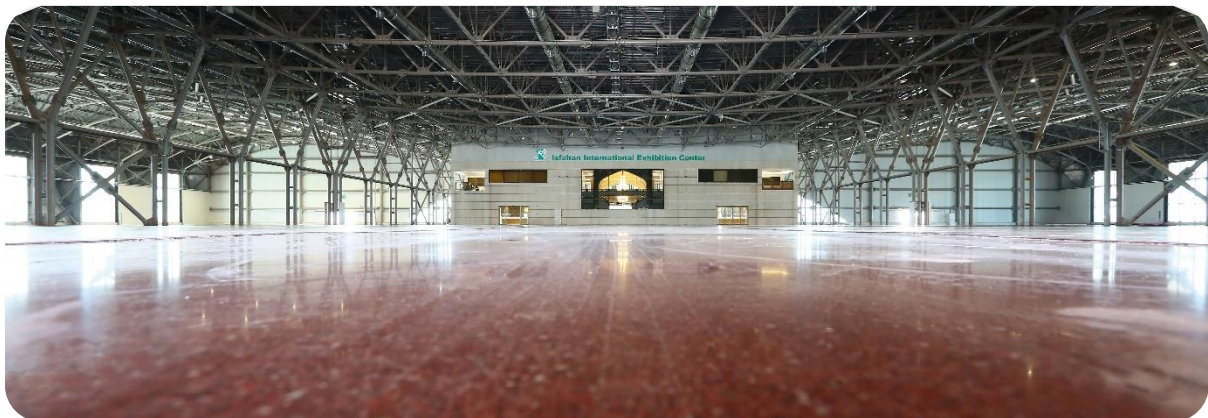
- **Driving Industry Forward:**

As a testament to greatness, iPEL fosters connections and propels the poultry, livestock, animal feed, and aquaculture industries forward with unmatched impact.



Where iPEL Takes Place:

iPEL 2023 Isfahan unfolded at the Isfahan International Exhibition Center, the most standard exhibition center in Iran. This exhibition center provides an excellent framework for exhibitors to present and engage with cutting-edge developments in the Poultry and Livestock sector.



Exhibition Profile:

- **Date:** October 30, November 2, 2023
- **Venue:** Isfahan International Exhibition Center
- **Visiting hours:** 4 PM – 9 PM
- Edition: 21st
- Concurrent with: the 3rd National Holstein Cow Festival

Exhibition Sectors:

Feed Industry:

- Production of livestock and poultry feed
- Fish meal powder
- Various concentrates
- Mineral shells
- Special fat powder for livestock and poultry feed
- Processing of oilseeds
- Ready-to-eat poultry feed (pellet feed)
- Additives and nutritional supplements
- Production of micronized mineral powders and calcium carbonate
- Corn, soybean, wheat, and barley production

Equipment:

- Livestock and poultry maintenance equipment
- Chick-rearing and poultry equipment
- Machinery and equipment for slaughterhouses
- Equipment and facilities for livestock and poultry farming
- Equipment, facilities, and machinery for related industries
- Dairy equipment and disinfectants for packaging machines
- Refrigeration systems and cold storage
- Ventilation systems
- Heating and cooling systems
- Weighing systems
- Livestock transportation machinery
- Animal products
- Laboratory equipment

Pharmaceuticals:

- Veterinary drugs and nutritional supplements
- Veterinary vaccines and biological materials
- Animal serums
- Therapeutic premixes
- Nutritional and therapeutic supplements
- Cleaning and disinfecting agents and hygiene materials
- Livestock licking bricks

- Injectable solutions
- Disposable items
- Veterinary products
- Fatty acids and vegetable oils

Services:

- Design, installation, and commissioning of meat, poultry, and fish processing plants
- E-commerce platforms for buying and selling livestock and poultry products
- Protection systems
- Technical and engineering services and consultancy
- Publications and specialized websites
- Banks and insurance organizations
- Relevant government organizations and agencies

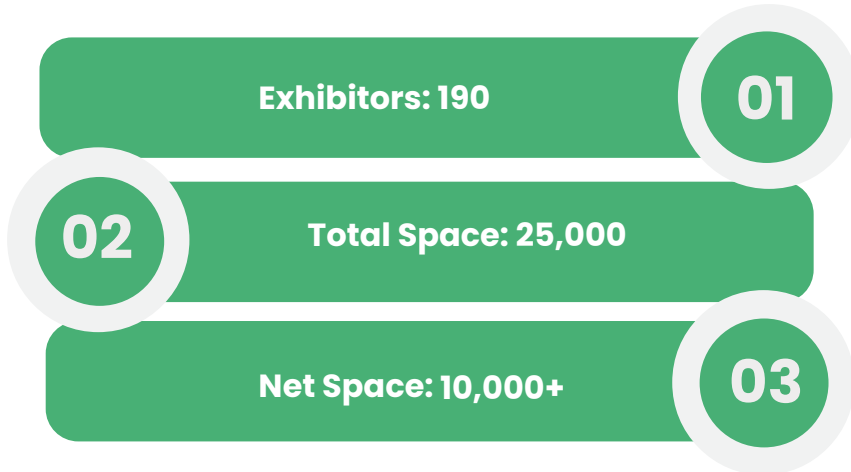
Other:

- Ostrich farming
- Quail farming
- Production of day-old chicks and egg-laying
- Egg production

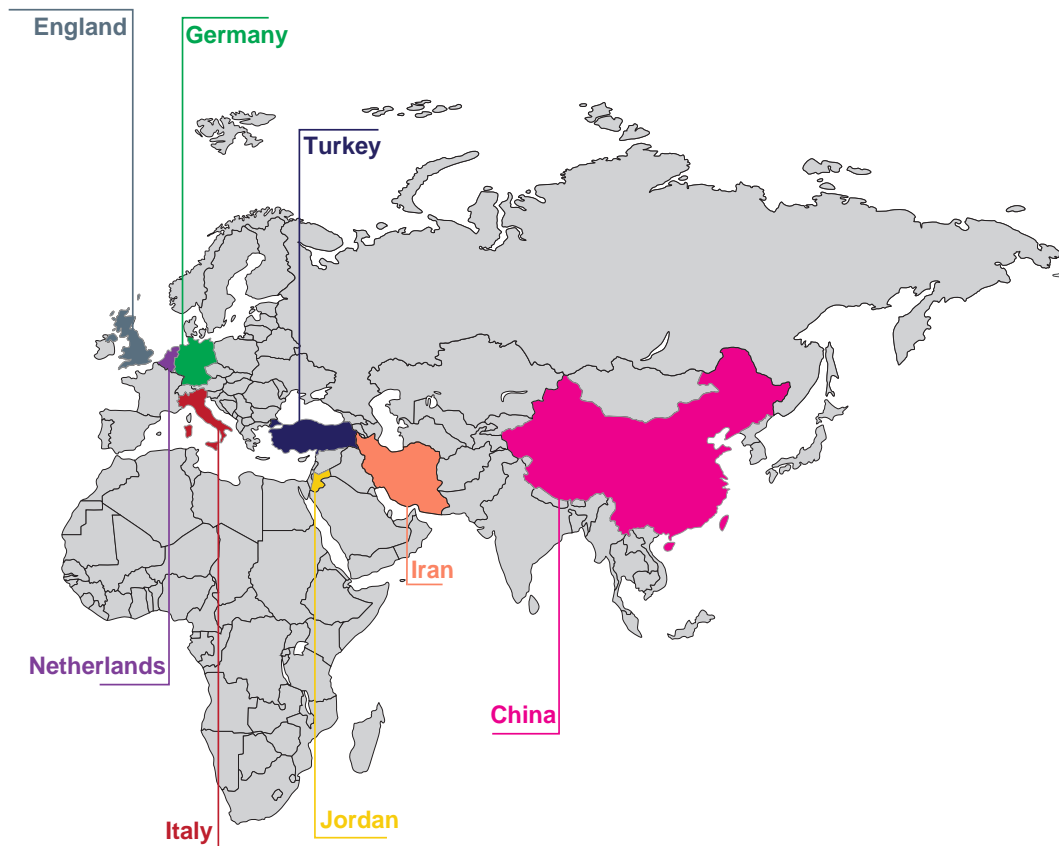
Supported by:



Exhibitors Information



Exhibitors (Agents and Countries)



Visitors Information

Visitors: 21,000+

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02

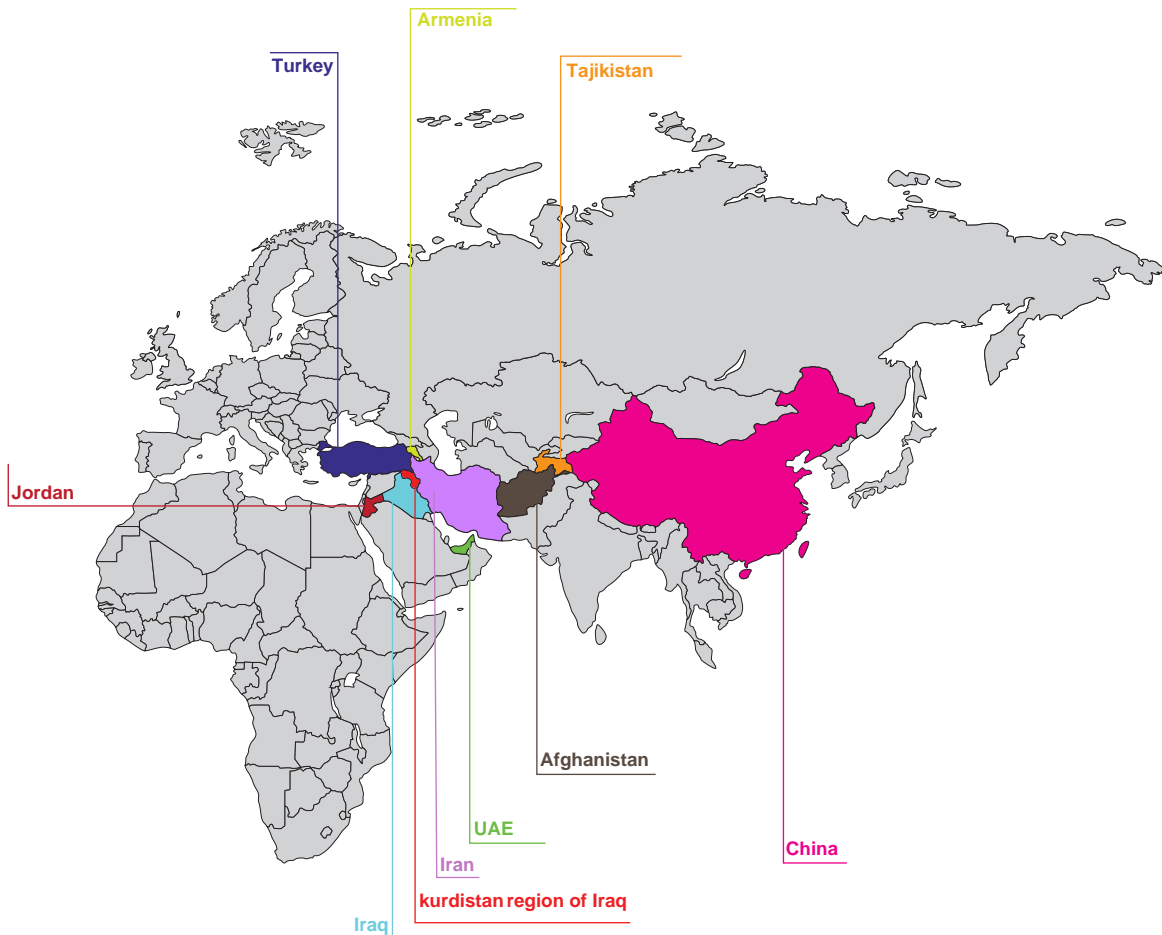
Quality of Visitors: 91% were decision makers

Purpose of Visit:

64%: Buyers and those Seeking representative
24%: Familiarizing with new technologies

03

Visitors Nations



Special honorable guests in the exhibition

- **Dr. Hasan Nezhad:** Deputy for Livestock Production Affairs, Ministry of Jihad-Agriculture.
- **Mr. Ardestani:** Director-General of Inspection, Ministry of Jihad-Agriculture.
- **Mr. Walid Marzouqhi:** Director-General of Livestock, Poultry, and Fisheries, Ministry of Agriculture, Iraq.
- **Mr. Akbari Sharif:** Head of the National Livestock Breeding Improvement Center.
- **Mr. Faraji:** Deputy for Livestock Affairs, Ministry of Jihad-Agriculture.
- **Mr. Sarvi Zargar:** Head of the Noghandari Development Center.
- **Mr. Haghighat Seresht:** Deputy for Economic Affairs Coordination, Isfahan Governorate.
- **Mr. Moradmand:** Head of the Agricultural Jihad Organization, Isfahan Province.
- **Mr. Taghiani:** Representative of the Islamic Consultative Assembly (Parliament).
- **Mr. Ahmad Moghaddasi:** Chairman of the Board of Directors, Livestock Breeders' Association of Iran.
- **Mr. Barazandeh:** Planning Advisor, Deputy for Livestock Production Affairs.
- **Mr. Rezvanizadeh:** Chairman of the Agricultural Commission, Iran Chamber of Commerce.
- **Mr. Kashani:** Chairman of the Isfahan Chamber of Commerce.



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BARSÁZ ROOYDÁD PARS COMPANY



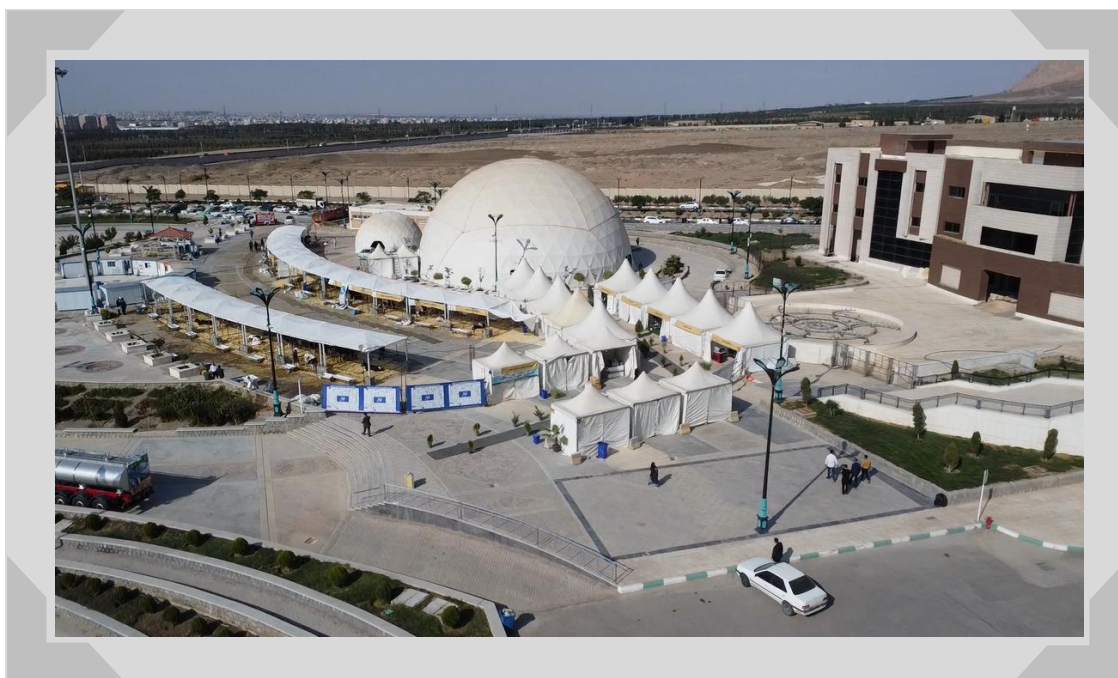
Side Events

The 3rd National Holstein Cow Festival Isfahan, Iran

Organizer: BRP Co. with the collaboration of Isfahan International Exhibition Company, the Union of Livestock Farmers of the Province

Highlights of this Event:

- Isfahan holds the first rank in milk production in Iran, contributing to over 60% of the country's total milk production
- The organization of the 3rd Edition of this festival comes after an 18-year hiatus.
- The presence of 51 cows from 31 herds in 6 classes including:
 1. Virgin Heifer
 2. Pregnant Heifer
 3. First Pregnancy
 4. Second Pregnancy
 5. Third Pregnancy
 6. Fourth Pregnancy and above
- 3,500+ Visitors
- The judging of the festival by international judge **Mr. PJ Budler**, the first ever cattle judge to judge a National Show on all 6 continents
- Attendance of over 70 senior managers from the Livestock Deputy of provinces across the country.
- The poultry and dairy cattle industry has the highest financial turnover in Iran after the oil industry.



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Side Events (Cont.)

2. Council of Deputies for Livestock Affairs, Ministry of Jihad-Agriculture
3. Service Desk of the Provincial Veterinary Administration of Isfahan
4. Workshop by Mehregan Mokammel Bartar Co. on Introducing the New Product "Palmofat" Powder with 60% Palmitic Acid, Improving the Efficiency of Protein Utilization in the Nutrition of Dairy Cows.
5. Workshop by Royan Daroo Co. on New Developments in Veterinary Pharmacopoeia.



Officials Feedback

Dr. Hasan Nezhad,
Deputy of Livestock Production Affairs, Ministry of Agriculture Jihad of the Country



The diversity observed in the participation of companies in all livestock sub-sectors, including animal feed and supplements, pharmaceuticals and genetics, machinery, and equipment at the exhibition was excellent. The presence of knowledge-based companies at the exhibition and the innovations they showcased in the field of animal feed and genetics had a significant impact on the quality of the event. Undoubtedly, paying attention to these companies in the livestock sector can be transformative.

In the festival, the judged animals displayed a high level of quality, indicating both the high potential of Isfahan Province and the livestock industry in the country. The production situation and efficiency, especially in Holstein dairy cows, were excellently demonstrated at this exhibition.

The records of the participating cows in the festival were several times higher than the national average, highlighting the high capacity of the industry in this country.

Dr. Taghiani,
Representative of the Parliament,



Isfahan is one of the hubs in the field of livestock industries, and for this reason, he advocates for the organization of such exhibitions in Isfahan Province. The more prominent presence of companies also indicates that specialists and activists in this field welcome the organization of such exhibitions. The holding of the National Holstein Cow Festival on the sidelines of this exhibition, with a focus on and increased interest from enthusiasts, experts, specialists, and business owners, has contributed to the success of the exhibition.

Mr. Moradmand,
Head of the Agriculture Jihad Organization of Isfahan Province



Considering that for several years we have been consistently organizing the livestock and poultry exhibition alongside the organizer company, this year we witnessed a more prominent presence of knowledge-based companies. These companies aimed for further growth and excellence by showcasing their innovative achievements. Livestock and poultry are dynamic and vibrant industries. This exhibition facilitates the transfer of achievements and experiences. Additionally, alongside the exhibition, we hold expert panel discussions where we share important new findings and experiences. This ensures that these findings and experiences are of great importance to us.

Exhibitors Feedback

Mr. Kamran Keyvandarian,
CEO of the Cooperative of Factories Producing Concentrates and Supplements for Livestock, Poultry, and Aquaculture in Isfahan Province

Showcasing the latest advancements and technologies

The organization of the twenty-first exhibition and the third national Holstein Cow Festival after 18 years was highly successful. The achievements showcased in the booths are very rich in terms of the latest scientific advancements and contemporary technologies, and we are pleased that this industry has shown unparalleled enthusiasm for the exhibition and festival.

This year, participants were stronger than ever, and the exhibition had a higher quality. Alongside the exhibition, seminars were held that could be highly impactful for industry professionals and producer education.

Quality Exhibitors

The feedback received from the festival was excellent, given the good judging, and we hope that the intervals between the next editions of the festival will be shorter. We appreciate the coordination, communication, and excellent services provided by the organizer, and we hope they become more successful in this endeavor day by day.

Dr. Abolfazl Soltani,
Production Manager and Member of the Research and Development Team at Foodeh Production and Trading Group

Well execution and organizing

The Isfahan exhibition, especially this year, was exceptionally well-executed and organized. The reception of the exhibition and the organization of the festival were extraordinary, making the exhibition more attractive for industry professionals, experts, and visitors.

Mr. Mirzadeh,
CEO of Vivan Company,

Well execution and organizing both the exhibition and the festival

The exhibition plays a crucial and strategic role in ensuring food security in the livestock and poultry industry. Participation in the exhibition can foster collaboration among companies to produce new products and meet the country's needs for certain goods.

Furthermore, considering that Isfahan is considered a major hub for livestock farming, the simultaneous organization of the exhibition and the festival has been well-received, indicating a positive response and attendance at the exhibition. The organizers have demonstrated innovation and initiative in this industry, especially with the successful revival of the Holstein Cow Festival after 18 years.

**Dr. Masih Forouzmand,
CEO and Chairman of the Board of Trustees of Behparvaran Nami Naghsh Jahan Company**

Excellent booth
organizing and
advertising

Fortunately, this year we witnessed excellent performance in terms of booth categorization, information dissemination, and advertising. One of the most important and impactful aspects was the presence of visitors from various parts of the country.

**Dr. Mehdi Shafaghati,
Director of Foreign Trade at Zarrin Doosh Pars,**

Modern management
and sufficient facilities

I can confidently say that this is the best livestock and poultry exhibition we have experienced, meeting high standards. In these four days, we encountered modern management and sufficient facilities that, for us, justified all the expenses incurred.

Such festivals require precise scientific infrastructure, and the participating livestock must be isolated in every aspect. Therefore, we appreciate the measures taken in this regard and the excellent judging that was at a globally excellent level.

**Mr. Vakili,
CEO of Knowledge-Based Company, Modiran Tahlilgar Sepahan**

Satisfactory level of
visitors

The exhibition was very good, well-organized, and accurate. The level of advertising was excellent, in a way that attracted satisfaction from exhibitors regarding visitors, especially foreign visitors.

**Mr. Karimi,
a livestock expert and a member of the board of directors at Arvand Dam Sepahan**

**Positive Reception
from Visitors**

This is the first time we participated in this exhibition and were pleased with the positive reception from visitors. I praise the excellent quality of the event, especially the organization of the Holstein Cow Festival, which attracted livestock farmers from neighboring counties. The competition in the festival and exhibition was healthier, and the potential of Isfahan province in livestock farming and the presence of foreign judges and the evaluation of parameters for dairy cows encouraged producers to aim for healthier cattle with better milk production.

**Presence of foreign
judges in the Festival**

**Mr. Javad Talebi,
CEO of Pooyandgan Damparvar Barsian**

**Holding the Festival and the
exhibition at the Hub of
livestock in Iran**

The simultaneous organization of the exhibition and the festival led to the presence of livestock breeders, experts, professors, and enthusiasts in this field, contributing to the overall quality of the exhibition. Holding such a festival alongside the exhibition in Isfahan, an active hub for the livestock industry has a great significance.

**Dr. Darab Abdollahi,
Advisor to Radin Sanat Rayan Company**

**High number of
Foreign Visitors**

The exhibition has made significant progress both in terms of the number of participants and the number of visitors. Similar to previous editions, this year's exhibition attracted a considerable number of visitors from various foreign countries.

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List of exhibitors

- Zarrin Doosh Pars
- Arvand Dam Sepahan
- Peaktech Company
- Vivan Company
- Behparvaran Nami Naghsh Jahan
- Badam Fidar Fartak
- Pishgaman Sepand Alborz
- Konaz Company
- Nagsh-E Jahan Golshahd Industrial Co
- Novin Roshd Shahran Foudeh Company
- Fard Iran
- Fajr Parsian Chemical Industries
- Dama
- Dam Sanat
- Behshad Gostar Farzanegan
- Sadr Azma Sepahan Company
- Micron Towzin Co
- Mehregan Mokamel Bartar Alborz
- Modiran Tahlilgar Sepahan
- Nakhl Zeitoon Azaran
- Pouyandegan damparvar bersian
- Pandcaspian
- Aryabaron
- Middle East Fooladform Industrial Group
- Smart Sensor
- Afrand Danesh Parsian
- Dornika Dehkadeh Sabz E Iranian
- Dara Electronic Co.
- Rooyan Darou
- Petrotarh Pars
- Joosh Shirin Pars
- Silk Road Persia Co
- Tanha Trading Co.
- Romina Danesh Partak
- MFM Company
- Afzoodanihayeh Dam Va Toyoor Bamdad Raspina
- Karanogen Apadana
- Megafaravar
- Behdam Roshd Khorasan
- Azin Grain Complex(Ard Azin Neshasteh)
- International Nutrica Padra
- Cheshmeh Sazan Pardis
- Zeitoonifahan
- Ebtekar Hadi Machine Manufacturers
- Takdam
- Danosh Mehr Koush
- Behan Kimia Enzyme
- Golbar Navid Bahar
- Pishgam Damparvar Sepahan
- Kimiya Roshd Sanat Alborz
- Tirday Kala
- Artadaneshmahjooob
- Mahdamin Kian Company
- Tajhizavaran Niknahad
- Paydar Machinetabarestan
- Àrio Technology
- Asman Fan
- Behdam Kahrizsang
- Shamim Roshd Espadan
- Pirouz Nasr
- Makian Noavar Emrooz
- Salemdam Sepahan
- Iranian Machine Mill Company
- Nolan Toseye Agri
- Industrial Fardad
- Orinmakhzan
- Fardad Sanat Ariana Industrial Machinery
- Behgozin
- Damyar Industrial Group
- Flamingo Manufacturing Feed For Live-Stock And Poultry
- Toyouran Sanat Shahriar
- Atiye Sazan Negin Faraz

- Teyhoo Sanat Parsian
- Madadi Gorup
- Kamyab Karan Sepanta
- Yaradan Zarchin
- Afarinesh Baresh Radman
- Alborz
- Sotourmaham
- Fateh
- Payesh Electronics Saman
- Radin Sanat Rayan
- Agricultural Research, Education and Extension Organization of Isfahan Province
- Radindam Fartak
- Afarindaneh Sepahan
- Saba Shidoosh Pars Knowledge Foundation Company
- Damyavar Sepahan
- Behdosh G
- Noorgostaran Alborz
- Tara Dam Saniyar
- Halal Espadana Poultry Chain Complex
- Sepahan Fanavarán Spadana Mokamel
- Navid Pump Espadan
- Vira Hesgar Alborz
- Dehkadeh Movafaghiyat Salem Parvaran Sepahan
- Arianpajouh Farzanegan
- Livestock And Poultry Advertising Journal
- Paak Sanaat Motor
- Arzani Rubber Industry
- Farmex
- "Factory Cooperative Company Producing Concentrates And Supplements For Livestock And Poultry In Isfahan Province"
- Taligene Pars Knowledge Based Company
- Fidar Caro Almas Novin
- Kimiafaam Company
- Afaq Pharmaceutical Chemical Pharmaceutical Company
- Refah Avaran Mazand
- Shayan Energy And Protein Company
- Saed Gostar Kimya Toos
- Kara Vaccine Pak
- Ghafas Sanat Azar
- Aftab
- Sharifi Industrial Group
- Directorate Of Bank Keshavarzi Esfahan Branch
- Azarbaftiranian
- Sorena
- "General Department Of Veterinary Medicine Of Isfahan Province"
- Shoibieh Livestock Nutrition Production Co
- Tajhiz Makian
- ITP NEWs
- Peik Damparvar
- Morgh Boomi
- Organization of Agriculture Jihad Isfahan
- "Organization Of Agricultural Engineering System And Natural Resources Of Isfahan Province"



Isfahan Next Edition:

October, 2024

Mashhad Next Edition:

February 22-25, 2024

Venue:

Isfahan International Exhibition Center

Cycle:

Annually

Websites:

www.isfahan.ipelshow.ir

www.mashhad.ipelshow.ir

www.brpexpo.com

Organizer:

BRP Co. (Barsaz Rooydad Pars Company)

Tehran: 16th Unit, 4th Floor, No.6, Khansari St., Between Mofateh and Bahar, Somayeh St.

Mashhad: First Floor, No.186, 1st Seyyed Morteza, 23st Vakilabad

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