

POST SHOW REPORT 2024



**MASHHAD
VET 2024**

22 -25 FEB. 2024



**THE INTERNATIONAL TRADE SHOW OF LIVESTOCK
POULTRY AND AQUACULTURE OF MASHHAD**

Organizer:



Contact us:

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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 Mashhad took place at the Mashhad International Exhibition Center. The city's International Exhibition Center hosted specialized exhibitions in the livestock, poultry, and aquaculture industries. 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 livestock and poultry's landscape.



Exhibition Profile:

- **Date:** February 22-25, 2024
- **Venue:** Mashhad International Exhibition Center
- **Visiting hours:** 4 PM – 9 PM
- Edition: 18th
- Concurrent with: the 3rd International Exhibition of Fisheries, Aquaculture, and Veterinary

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: 155

01

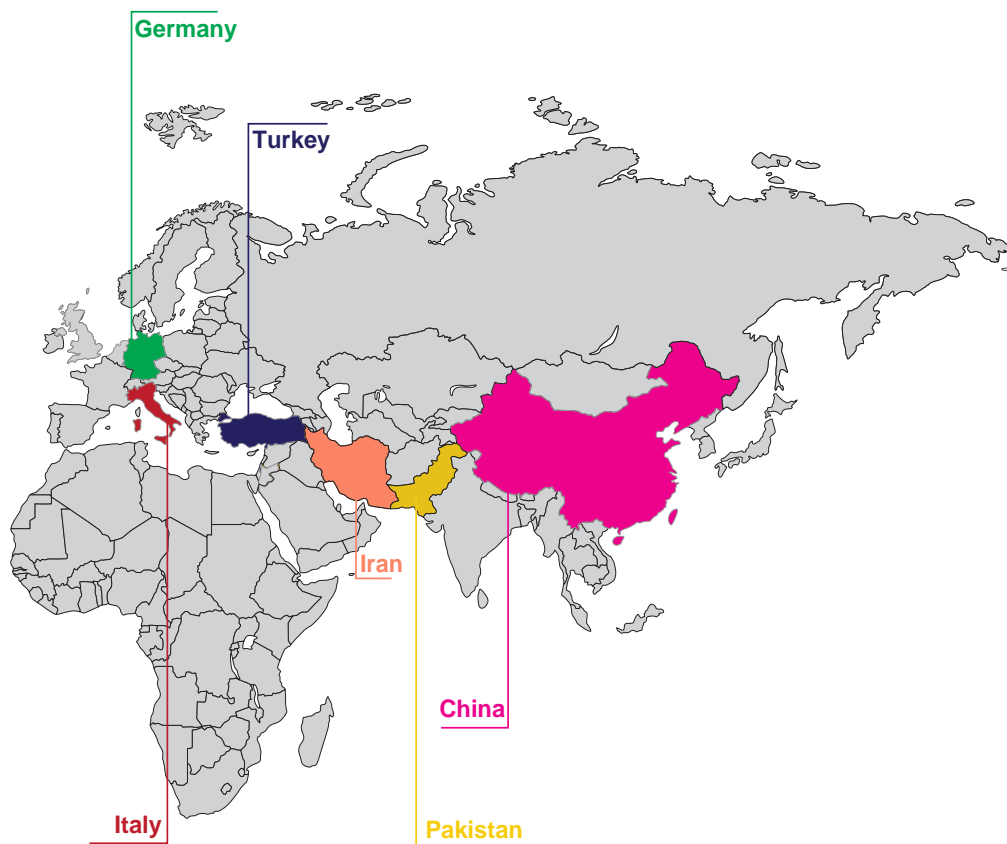
02

Total Space: 18,000

Net Space: 7,800+

03

Exhibitors (Agents and Countries)



Visitors Information

Visitors: 14,000+

01

02

Quality of Visitors: 91% were decision makers

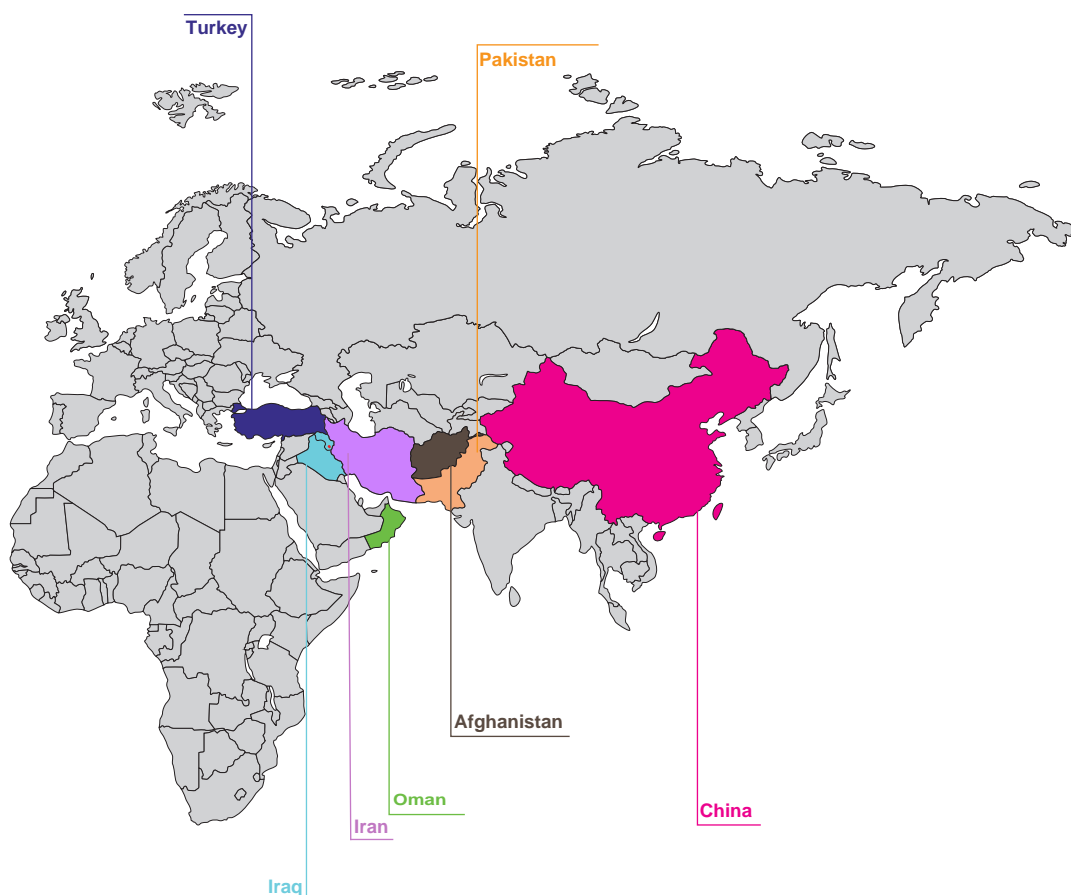
Purpose of Visit:

70%: Buyers and those Seeking representative

24%: Familiarizing with new technologies

03

Visitors Nations



Special honorable guests in the exhibition

- **Dr. Gholamreza Ganbari**, Head of the Agricultural Jihad Organization of Khorasan Razavi.
- **Dr. Salahshour**, Head of the Agricultural Commission of the Chamber of Commerce, Industries, Mines, and Agriculture of Khorasan Razavi.
- **Mr. Mahmoudreza Heidari**, Deputy Director of the Office of Nutrition Improvement and Livestock Position, Ministry of Agricultural Jihad.
- **Dr. Naser Behzad**, Acting Head of the Industry Affairs Deputy of the Industry, Mining, and Trade Administration of Khorasan Razavi.
- **Dr. Majid Jafari**, Deputy for Livestock Production Improvement, Agricultural Jihad Organization of Khorasan Razavi.
- **Dr. Sharifi**, Head of the Agricultural Engineering System and Natural Resources Organization of Khorasan Razavi.
- **Dr. Javad Alemi**, Director General of the Veterinary Administration of Khorasan Razavi.
- **Dr. Mohammad Hadi**, Head of Branch and Slaughterhouse of Afnaan Karbala Company (Poultry Farm).
- **Dr. Hassan Riyaz**, Head of the Technical Section of Afnaan Karbala Company (Poultry Farm).
- **Dr. Wissam Abdul Rasoul Saber**, Director of Karbala Veterinary Hospital.

Side events (holding 6 workshops each lasting 60 minutes):

1. Workshop Topic: Leech Breeding

Speaker: Mr. Mahdizadeh, Leech Breeding Instructor

2. Workshop Topic: Principles of Fishing

Speaker: Mr. Heydari, Head of the Recreational Fishing Committee of the Province

3. Workshop Topic: Tilapia Breeding

Speaker: Dr. Zahedi, Faculty Member of Ferdowsi University (Fisheries Department)

4. Workshop Topic: Algae Cultivation

Speaker: Dr. Aamiri, Algae Operator and Cultivator in the Province

5. Workshop Topic: Aquaponics

Speaker: Dr. Sarkhil, Faculty Member of Ferdowsi University (Fisheries Department)

6. Workshop Topic: Live Food

Speaker: Dr. Safari, Faculty Member of Ferdowsi University (Fisheries Department)

Officials Feedback

Dr. Gholamreza Ganbari

Head of the Agricultural Jihad Organization of Khorasan Razavi



As you are aware, this year's livestock, poultry, and aquaculture exhibition was held in a specialized manner. Apart from introducing products and technologies in this exhibition, we focused on presenting solutions and educating about innovative methods. Additionally, training and promotional classes were held in various areas. Automation, smart technology, and monitoring in production were also emphasized at this exhibition. In the eighteenth edition of the Mashhad Livestock, Poultry, and Aquaculture Exhibition, special attention was given to knowledge-based companies, and we witnessed a strong presence of these companies at the exhibition. A more special issue highlighted in this exhibition is the transition from quantitative production to focusing on the quality and standard of products.

Dr. Salahshour,

Head of the Agricultural Commission of the Chamber of Commerce, Industries, Mines, and Agriculture of Khorasan Razavi



The eighteenth specialized exhibition of livestock, poultry, and aquaculture in Mashhad provides an excellent opportunity for presenting the innovative achievements of industry players. The province currently enjoys very favorable conditions in the field of livestock and poultry production. In the broiler chicken sector alone, we have over 14 production chains, accounting for about 55% of chicken production, and undoubtedly, their share of production will increase further in the near future. In the layer chicken sector as well, we have a good potential at the provincial level and are the second largest egg producer in the country. A significant volume of our production is exported to regional countries, including Iraq and Afghanistan.

Exhibitors Feedback

**Mr. Mirzadeh,
CEO of Vivan Co.**

Producer of additives and supplements for livestock and poultry feed

Strategic Location

Networking and strategic collaborations that industry players can engage in at exhibitions also have a significant impact on the industry, especially at exhibitions in Mashhad, given its geographical location and proximity to borders and Eastern countries. This can play a crucial role in promoting Iran's foreign trade and expanding foreign markets.

**Dr. Forouzmand,
CEO and Chairman of the Board of Directors of Behparvaran Nami Naghshe Jahan Company**

Producer of additives and supplements

Market Expansion

The reason for our repeated presence at the Mashhad exhibition is to reconnect with customers and expand our market. This year's exhibition was more visited compared to previous years, and we were able to achieve the goals we had set beforehand. We appreciate and thank the organizers of the exhibition,

**Mr. Alireza Rouhani Ghodsian,
CEO of the Integrated Production Chain of Fariman Chicken**

Chicken Production

New Customers

Overall, as a chain with approximately 40 to 45 years of activity, we were satisfied with the exhibition due to the presence of both old and new customers, as well as the opportunity to network with many companies. It has brought achievements for our company.

**Dr. Adel Ghorbani,
Sales Manager of Dan va Oloofe Shargh Company**

Producer of additives and supplements

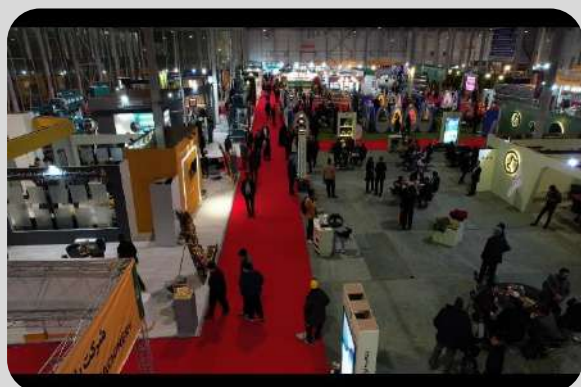
Great number of Visitors

The eighteenth specialized exhibition of livestock, poultry, and aquaculture in Mashhad was held very magnificently. The presence of participants and visitors during these 4 days was very enthusiastic. Our goal of attending this exhibition, which was to familiarize ourselves with colleagues, establish connections, directly meet customers, maintain our market share, create new markets, and expand the company's activities, was well achieved.

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شرکت برساز رویداد پارس
BARSÁZ ROOYDAD PARS COMPANY



IRAN ANIMAL FARMING

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List of exhibitors

1. Vivan
2. Bamdad Respina Additive
3. Bartar Pejman Golden Oil
4. Bokhar Sholeh Khorasan Machinery
5. Kimia Roshd San'at Alborz
6. Behparvaran Nami Naghsh Jahan
7. Micron Towzin Scale
8. Kardino Tajhiz Karen
9. Asia Machine Rademan Shargh
10. Petro Tarh Pars
11. Pars Baking Soda
12. Tehran Pakizeh Limited Co.
13. MecaFaravar Science-Based Co.
14. Shayan Energy and Protein
15. Morghak
16. Pouya Sadaf Ghaboos
17. Tajhiz Makian
18. Orin Makhzan
19. Hamta Avid Kiara
20. Fajr Parsian Chemical Industries
21. Sepehr Makian Fartak
22. Arna San'at Kara
23. Setareh Kian Birjand
24. Fardan Machine Shargh Khavaran
25. Dezfoul Machine Industrial Group
26. Toyouran San'at Arya
27. Hooshmand Hesgar Pishro
28. Golbar Navid Bahar
29. Sam Daroo Ravak
30. Zamiri Agriculture Machinery and Equipment
31. Pishgam Sepand Alborz
32. Konaz Group
33. Fara Media Mehr Arian
34. Livestock and Poultry Market Magazine
35. Sa'ed Gostar Kimia Tous
36. Sabzdanesh Momtaz Baharan Atrak
37. Shetabgaran Fanavary Golestan
38. Maleki Group
39. Ab Afarinan Novin Alborz (Abkoo)
40. South Khorasan Parental Chicken Production Complex
41. Setareh Kian Iranian
42. North Khorasan Pars Agricultural Cooperative for the Production of Livestock, Poultry, and Aquaculture Feed
43. Fardad San'at Ariana
44. Shayanit Informatic
45. Pishbord Fan and San'at Sarsabz
46. Paydar Machine Tabarestan
47. Ebtekar Hadi Machinery
48. Khorasan Razavi Agricultural Jihad Organization
49. Azarakhsh Machine Faraham Shargh
50. Union of Agricultural and Livestock Cooperatives of the Province
51. Integrated Chicken Production Chain of Fariman
52. Larin Kara Tejarat
53. Reza Heating Industries
54. Tirday Kala
55. Fard Iran
56. Torshiz Agricultural and Livestock Cooperative for Livestock and Poultry Feed
57. Aban Polymer East Sheet and Pipe Industries
58. Arpadaneh Firouzeh Neyshaboor
59. Arian Behrang Siah Ghalam
60. Tejarat Gostaran Baghery
61. Refahavaran Mazand
62. Tanha Trading Co.
63. Emami Machinery
64. Arzani Rubber Industry
65. Felamingo San'at Mokrian
66. Zhivan Nik Roshd
67. Kousha Tajhiz Nik Makian
68. Fartak Tejarat Dadar
69. Baghery Machinery
70. Behin Parvar Talashgaran Tous
71. Danesh Bonyan Modiran Tahlilgar Sepahan
72. Sepahan Daneh Parsian
73. Parsian Daneh Taraz

74. Tajhiz Avaran
75. Union of Cooperative Poultry Farmers of Egg-Laying Hens in Khorasan Razavi
76. Total Nutrition Pvt. Ltd.
77. Siloosazan Tehran
78. Iranian Civil Engineers and Industries Group
79. Zist Fannavari Mahan Sarmad
80. Danesh Bonyan Hamgam Radin Lian
81. Zarrin San'at Samarghand
82. Shargh Integrated Chain of Grain and Forage (Dr. Javan)
83. Shimi Mabna Biological Products and Technology
84. Makian Dam Pars
85. Negin Etemad Khorasan Provincial Distribution of Medicine and Vaccines
86. Ajand Fanavar Hivad
87. Pakdan Alborz
88. Eisan San'at Resam Gostar
89. Nutrika Padra International
90. Pardis Daroo Arvand
91. Banian Tose'e Kharazm
92. San'at Sepehri Moghaddam Innovation
93. Pak San'at Motor
94. Fannavaran Sabz Torshiz
95. Keshto San'at Resalat Tous
96. Madadi Industrial Group
97. Dami No Industrial Group
98. Management of Fisheries and Aquaculture Affairs of Khorasan Razavi
99. Union of Agricultural Cooperatives of Cattle Breeders and Industrial Livestock Farmers in Khorasan Razavi
100. Abzi Gostaran Nasr Pars
101. Agricultural Cooperative of Camel Breeders in Khorasan Razavi
102. Pishtaz San'at Sanaei
103. Abzi Gostar Paj Agriculture
104. Breeding Improvement and Support Center for Indigenous Chickens of Khorasan Razavi
105. Nakhl Zeytoon Azaran
106. Talaye Tabi'at Koohrang
107. Noboogh Behineh Gostar
108. Union of Agricultural Cooperatives of Livestock, Poultry, and Aquaculture Feed Factories in Khorasan Razavi
109. Fakhteh News and Analytical Website
110. Parsa Trading Production Holding
111. Laban Gostar Saman



MASHHAD VET 2024

22 – 25 FEB. 2024

Mashhad Next Edition:

November 30 - December 03, 2024

Isfahan Next Edition:

September, 8-11, 2024

Venue:

Mashhad International Exhibition Center

Cycle:

Annually

Websites:

www.isfahan.ipelshow.ir

www.mashhad.ipelshow.ir

www.brpexpo.com

Organizer:

BRP Co. (Barsaz Rooydad Pars Company)

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