

ششمین نمایشگاه تخصصی بین المللی
تجهیزات آشپزخانه صنعتی
رستوران، فست فود و کترینگ



Iran HORECA

www.hrccfair.com

تاریخ: 10 الی 13
مرداد ماه 1403

Date: 31 July - 3 August
2024

ساعات بازدید
10 الی 18

Visiting hours:
10 to 18



6TH INT'L SPECIALIZED
TRADE SHOW OF

COMMERCIAL KITCHEN, RESTAURANT,
FAST FOOD & CATERING



تهران ابتدای بزرگراه خلیج فارس ، نمایشگاه بین المللی شهر افتاب
EXHIBIRAN INTERNATIONAL Fairground, Shahr-e
Aftab Complex, Khali-j-e Fars Highway, Tehran-Iran

+ 98-9102006500
+ 98-2166453576
+ 98-2166453976

www.exhibiran.com

برگزارکننده نمایشگاه : مبادلات نوین هزاره سوم



6TH SPECIALIZED EXHIBITION
HRECC Beverage Show

Date: 31 July - 3 August 2024

Visiting hours: ساعات بازدید
10 to 18 10 الی 18

تاریخ: 10 الی 13 مرداد ماه 1403

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چای، قهوه، دمنوش
نوشیدنی های سرد و گرم

تهران ابتدای بزرگراه خلیج فارس، نمایشگاه بین المللی شهر افتاب
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ششمین نمایشگاه تخصصی بین المللی
مواد اولیه، تجهیزات، اکسسوری های
چای، قهوه و نوشیدنی های سرد و گرم
تجهیزات، لوازم اولیه و مواد مصرفی

Trade Show of Coffee, Tea, Beverages and Related Equipment

تهران ابتدای بزرگراه خلیج فارس، نمایشگاه بین المللی شهر افتاب
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+98-9102006500
+98-2166453576
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6TH

Date: 31 July - 3 August 2024
TRADE SHOW & FESTIVAL
OF FOOD AND BEVERAGE
OF GASTRONOMY

HRECA

Iran HORECA

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Visiting hours: ساعات بازدید
10 to 18 10 الی 18

تاریخ: 10 الی 13 مرداد ماه 1403



نمایشگاه؛ جشنواره گاسترونومی غذا و نوشیدنی

مواد اولیه غذایی و نوشیدنی های رستورانی

+98-9102006500 تهران ابتدای بزرگراه خلیج فارس ، نمایشگاه بین المللی شهر افتاب
+98-2166453576 EXHIBIRAN INTERNATIONAL Fairground, Shahr-e
+98-2166453976 Aftab Complex, Khalij-e Fars Highway, Tehran-Iran

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برگزار کننده نمایشگاه : مبادلات نوین هزاره سوم

6TH

SPECIALIZED
EXHIBITION

Iran HORECA

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10 الی 18

تاریخ: 10 الی 13 مرداد ماه 1403

Date: 31 July - 3 August 2024

HRECA



آبمیوه
بستنی

Trade Show For Ice Cream And Beverage

پنجمین نمایشگاه تخصصی بین المللی بستنی آبمیوه و نوشیدنی های سرد و گرم
تهران ابتدای بزرگراه خلیج فارس ، نمایشگاه بین المللی شهر افتاب
+98-9102006500
EXHIBIRAN INTERNATIONAL Fairground, Shahr-e
+98-2166453576
Aftab Complex, Khalij-e Fars Highway, Tehran-Iran
+98-2166453976



برگزار کننده نمایشگاه : مبادلات نوین هزاره سوم



**THE COMPLEX OF HRCC EXHIBITION, IRAN HORECA
TRADE SHOW FOR HOSPITALITY, RESTAURANT, COMMERCIAL
KITCHEN, COFFEE SHOP, BAKERY, CONFECTIONERY, ICE-CREAM
& RELATED EQUIPMENT**

“EXHIBITIONS BRINGING INDUSTRY LEADERS TOGETHER”

ABOUT US

Mobadelat Novin of Third Millennium Company started its activity in the field of exhibitions in 2008. During more than 15 years of exhibition activity, he has represented more than 25 specialized German and Turkish exhibitions in Iran, which include the following companies:

**IZFASH, CLARION SURVEY, ARTKIM GROUP,
DEMOS FUARCILK, ARES FUARILIK, EFOR
FUARCILIK, ...**

During cooperation with these companies, holding conferences and seminars, holding the Iran pavilion in these exhibitions, sending and receiving business delegations, B2B meetings have been among the activities of this company. Due to the importance of the exhibition industry in the growth and promotion of industries and the belief in moving the same direction in accordance with global standards, the managers of this company, equipped with academic information of this industry, have graduated from the field of "Exhibition Affairs Management". This company held its first domestic exhibition (in Iran) in 2016 with the subject of "Tools, Bolts & Nuts, Industrial Fittings and related Industries" in Tehran.



ABOUT EXHIBITION

The aforementioned exhibition was held with the strong presence of foreign participants from Germany, Taiwan, China, India, Turkey, Slovakia, Austria, Bulgaria and etc. The first edition of the Tools Exhibition finished its work with more than 85% satisfaction. The exhibition of Commercial Kitchen Equipment, Restaurant, Hotel, Coffee shop, Confectionary and related industries" HRCC" was included in the plans of this company after the successful holding of the Tools Exhibition.

The first edition of the HRCC Exhibition was held with the satisfaction of more than 90% of the participants, which resulted in receiving a letter of appreciation from the Tehran Restaurant Owners Association, the second edition was held in 2018 with an increase of more than 65% and the third edition was held with an increase of 85% compared to the previous edition.

Another exhibition of this company is the "FOBEX" Iranian Food and Beverage Gastronomy Exhibition, the first of which is successfully held at the same time as the third HRCC Exhibition at the Aftab International Exhibition Center. The reason for holding this exhibition was that the visitors of HRCC and FOBEX Exhibitions are in common.

In holding the events of this company, by forming a think room consisting of experienced people who are proficient in exhibition science and related field to that industry, they try to hold a scientific and dynamic event.

The HRCC's series of International Specialized Exhibitions are designed and held with the aim of direct communication between buyers and producers of the food and beverage industry. The using of modern equipment in the food and beverage industry ensures the safety and security of food and also plays an essential role in not wasting resources. This exhibition is the annual meeting center of all the experts of the mentioned industry, it makes all the active people of this industry get to know each other more and it reduces the risk of investing in this industry.

The series of exhibitions which is designed in HRCC, gives visitors the possibility of commercial communication with all items, equipment, consumables, raw materials and etc. As well as the presence and exhibitors which are homogeneous of industries and trades in this exhibition, it is created the possibility of getting ideas and implementation by the shop or the food and beverage production unit.

The complex of exhibitions' title that will be holding at the same time is as following:

- International specialized Exhibition of equipment, consumables and raw materials for Commercial Kitchen, Restaurant & Catering
- International specialized Exhibition of equipment, consumables and raw materials for Coffee Shop, Coffee, hot & cold Drinks
- International specialized Exhibition of Flour & Bread, equipment, consumables and raw materials for Confectionery and Cafe Bakery
- Exhibition & Gastronomy Festival of Iranian Food & Beverages

The buyer and the visitor of one of exhibition title can find the buyer of one or more held exhibition titles and make interact and negotiate, thus creating a synergy in the transfer of experiences, information, business communication and cooperation between them.

The Complex of specialized exhibitions of HRCC is the biggest event in the field of Commercial kitchen equipment, Restaurant, Coffee Shop, Flour & Bread products, Confectionery and Hotel in Iran.

Visitors of the Exhibition of Commercial Kitchen, Restaurants, Coffee Shops, Confectionery and Hotels equipment - HRCC, determiner managers or restaurant owners, coffee shops, food courts, hotels, hospitals, universities, leisure-tourism centers and large companies and factories which are preparing food for their employees and concluding large contracts are the characteristics of this specialized exhibition.

The satisfaction of more than 95% of the exhibitors of the fourth edition of this exhibition have visited and indicated the presence of expert visitors with purchasing power who came from different cities of Iran and some countries for visiting and buying from the mentioned exhibition (January 27-24, 2022, 8273 visitors). And this number reached about 15,000 visitors in the fifth period of the exhibition (in July 11-14, 2023), which indicates a double increase with comparing to the fourth period. (Tehran, the capital of Iran with a population more than 15 million people)

One of this exhibition features, which is planned on knowledge-based and skill-based, is the holding of educational workshops, seminars, etc. in each course, which tries to scientifically transfer the technologies available in the products presented in this exhibition.

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WHY SHOULD YOU PARTICIPATE IN THIS EXHIBITION?

- HRCC is the first and largest specialized Exhibition of Commercial kitchen, Restaurant, Catering, Coffee Shop and Hotel industry in Iran.
- Most expert visitors with purchasing power. (7683 expert visitors in October 2018)
- Forecasting and planning for 10,000 specialized visitors (domestic and foreign) in this period of the exhibition. (Year 2021)
- HRCC, Commercial Kitchen specialized Exhibition is the most efficient marketing tool in the shortest possible time compared to the expenses spent (communication with 10,000 customers in 4 days of the exhibition).
- The satisfaction of more than 90 percent of exhibitors from attending the exhibition.
- HRCC, Commercial Kitchen specialized Exhibition is a gathering of industry professionals, announce your presence to customers along with your competitors.
- Visiting holdings and large companies that implement many Restaurants, Catering, Coffee Shop, etc. projects.
- The presence of hotel owners to visit the exhibition. (The important role of Commercial Kitchens in hotels for customer satisfaction)
- Visiting the related Governmental managers (cultural heritage, chambers of commerce, etc.), large companies (petrochemicals, refineries, steel industries, etc.) and organizations who are related to the owners of large projects.
- Review the performance of your company and competitors, as well as evaluate your position and theirs from the customers' point of view.
- The presence of restaurant owners, catering, coffee shops, confectioners, saloon owners.
- The possibility of meeting and negotiating for large sales with purchasing managers of departments, organizations, institutions and large companies, which are very difficult and time-consuming to communicate with in non-exhibition conditions.

YOUR PROFIT FROM PARTICIPATING IN THE EXHIBITION

- Increase customers and more sales
- Strengthening relationships with customers
- Branding
- Need assessment (research on products and services according to market & customer needs)
- Determining the position of the company and products among competitors

EXHIBITORS PROFILE

- Importers, manufacturers and suppliers of commercial kitchen equipment (storage & maintenance; refrigeration; washing; preparation; cooking; cooling, heating, ventilation; transportation & handling, etc.)
- Equipment and accessories for restaurants, saloons, coffee shops, confectionery, etc.
- Importers and manufacturers of coffee shop products
- Importers, equipment manufacturers of flour and confectionery products
- Importers, manufacturers and distributors of serving and catering equipment (tableware & porcelain, spoons & forks, disposable dishes, food packaging and transportation equipment)
- Importers, manufacturers and distributors of decoration equipment, floor & wall coverings, furniture, restaurant, coffee shop, confectionery and hotel textiles
- Software, hardware and electronics accessories for restaurants, coffee shops, confectioneries and hotels
- Producers and importers of food & coffee raw materials
- All academies which are related to the restaurant industry and ...

BENEFITS OF VISITING THE EXHIBITION

- Identify new manufacturing and importing companies
- Evaluating and comparing the performance of companies to cooperate with committed companies with more services, getting to know and communicating directly with senior managers of companies to create suitable business conditions with them, exchanging information with partner companies, identifying company owners for Choosing and determining the path of your business, updating with the development process of the industry and moving in line with new market directions, knowing about the latest achievements of the industry (products and services).
- Directly getting to know the suppliers of products and services to buy them at the best price
- Choosing the most suitable device and equipment according to the needs (for consumers such as owners of restaurant projects, catering, coffee shops, confectionery, flour products, etc.)
- The possibility of comparing a large number of companies and their products in a short period of time (It would be impossible in non-exhibition conditions, or possible by spending a lot of time and spending a lot of money)
- In case of purchase, you will enjoy the benefits cause of discounts for exhibition time that are applied by exhibitors
- Acquaintance with protagonists, chefs, engineers who equip commercial kitchen
- Development of technical knowledge and skills related to the job

VISITOR PROFILE

- Manufacturers and importers of commercial kitchen, restaurant and hotel equipment
- Distributors and retailers of commercial kitchen, restaurant and hotel equipment
- Owners and managers of hotels
- Catering
- Owners and managers of restaurants
- Coffee shops
- Traditional dining rooms
- Kitchens of hospitals, barracks, universities, etc.
- The Hotel and restaurant outfitters
- Chefs and cooks
- The Saloons
- Food courts
- Airline companies
- Ministries, institutions, organizations, etc. where have commercial kitchens
- Large companies such as petrochemicals, refineries, marine companies, steel companies, Automobiles companies, etc., that have commercial kitchens.
- Confectioneries
- Juice and ice cream sellers

ABOUT IRAN

Iran, with an area of 1,648,195 square kilometers, is located in West Asia and has a population of 83,409,000 people according to the results of the general population and housing census (1399, National Statistics Portal). Tehran, with a population of 9,039,000 people (1401, National Statistics Portal), is the capital and the largest city in the country.

Iran's economy relies heavily on oil and gas sales. Its exports include oil, carpets, fruits, dried fruits (pistachios, raisins, dates), leather and leather products, caviar, petrochemical products, textiles, clothing, food products, etc. Its imports consist of machinery, metal industries, foodstuffs, pharmaceuticals, technical services, chemical products, industries: oil, petrochemicals, textiles, cement, and other building materials, food processing (especially sugar refining and oil extraction), metals, etc.

The Gross National Product (GNP) at market prices is 54,843,878 billion rials (1399, National Statistics Portal), and the Gross Domestic Product (GDP) is 54,775,276 billion rials (1399, National Statistics Portal).

Tehran hosts large and standardized international exhibition centers annually, welcoming both domestic and foreign companies, addressing various exhibition topics at a global level.

The HRCC exhibition is held at the Tehran International Exhibition Center and is always well-received by participants and visitors.



THE VENUE

ABOUT SHAHR-E AFTAB COMPLEX

The standard fairground of INTERNATIONAL EXHIBIRAN, among other attractions and potentials of Tehran can be a new symbol of technological advancement in Iran. It is a mixture of architecture, art and green space.

This part consists of exhibition halls and the Nations (Melal) Hall. In first phase, the great triple halls are being completed. Several events have been already held in triple hall. The absence of columns in the exhibition halls as well as the high height of the roof, have provided a comfortable and safe space for booth constructions and display operations. The nearness of the triple hall with each other and also occupied with roofed space make an accessible area for visitors and exhibitors. furthermore, the Nations Hall distributes the crowd into different exhibition halls. Its architecture is inspired by the Hundred-Pillar Hall in Persepolis and has pillars with a height of 16 meters. It is the main entrance of the complex and is located on the northern part. The hall has an area of 9000 square meters in two floors with a height of 24 meters. The structure is mainly made of concrete and glass has a covered ceiling.

UFI MEMBERSHIP, THE GLOBAL ASSOCIATION OF EXHIBITION INDUSTRY:

INTAERNATIONAL EXHIBIRAN fairground can reach the criteria of Global Association of Exhibition Industry and become a member of UFI.

UFI is the global association of the world's leading tradeshow organizers and fairground owners, as well as the major national and international exhibition associations, and selected partners of the exhibition industry.

Shahr-e Aftab Complex (INTERNATIONAL EXHIBIRAN) is honored to be one of the members of UFI. Therefore, the venue can approve its potentials again around the world.



YOU CAN REACH THERE BY METRO OR BY CAR

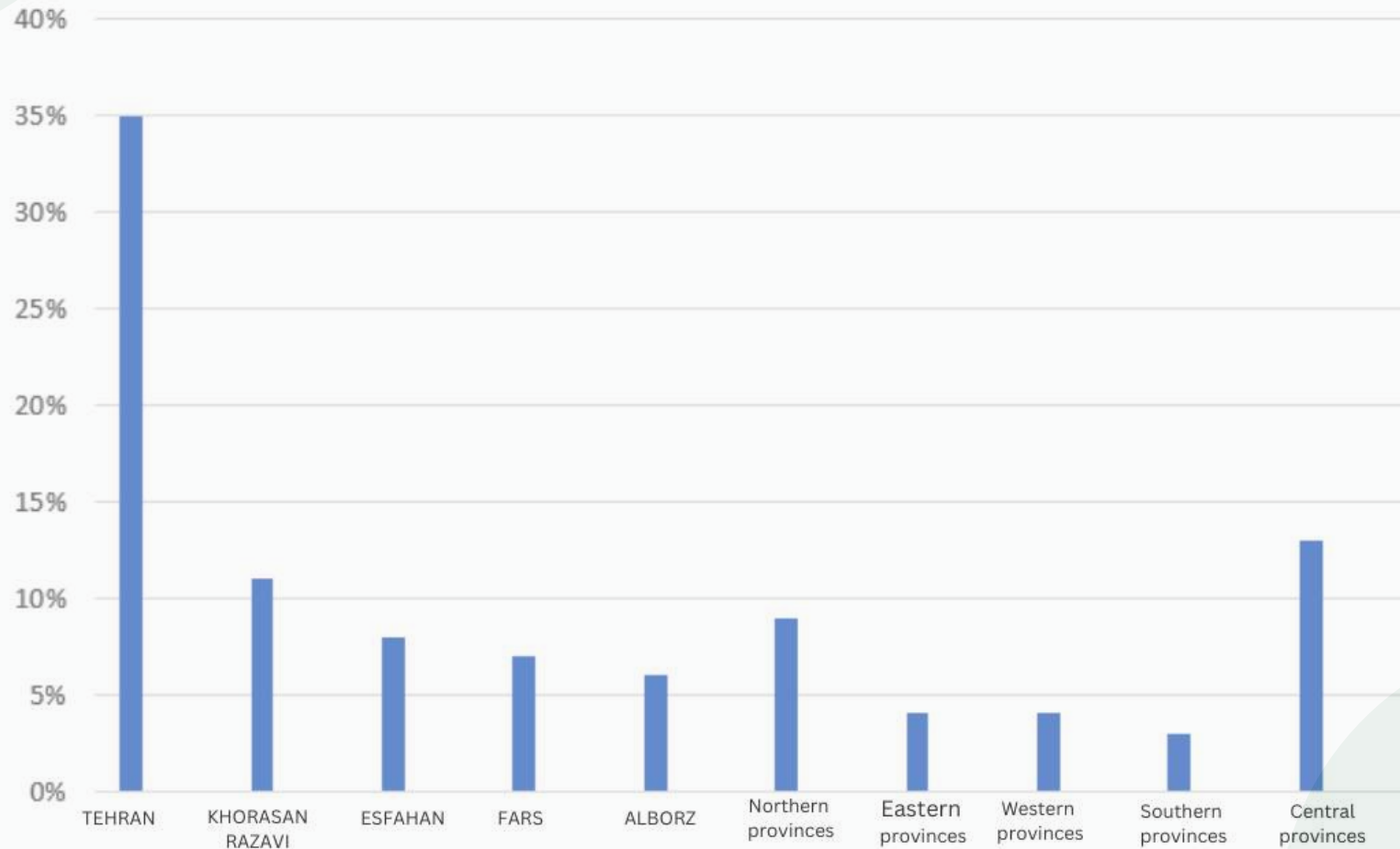
ADDRESS:

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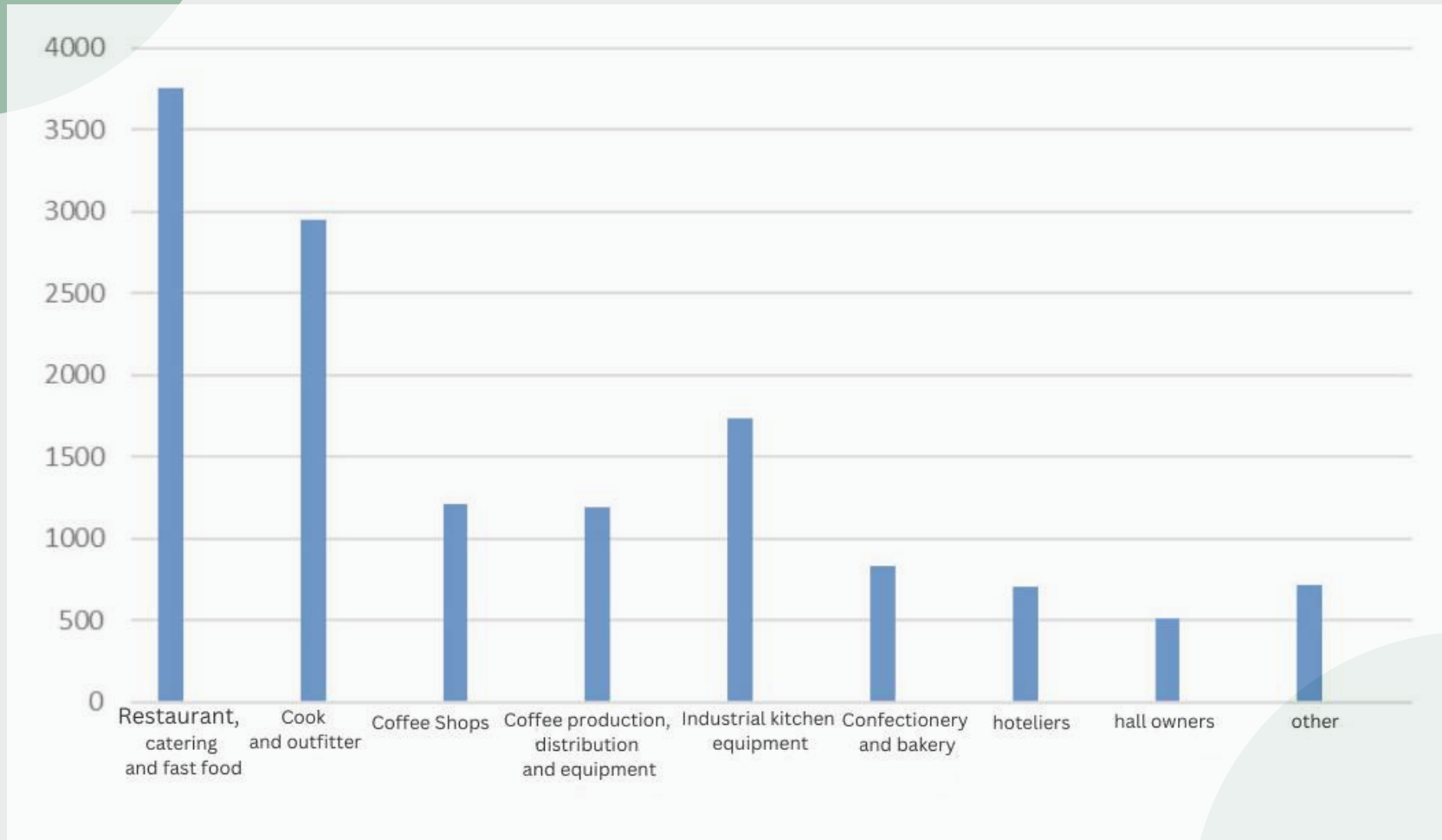




GEOGRAPHICAL DISTRIBUTION OF VISITORS IN THE FIFTH PERIOD OF THE EXHIBITION



OCCUPATIONAL MIX OF VISITORS



EVENT DETAILS AT THE 5TH

HRCC EXHIBITION:

- Seminar on Coffee Face Transformation by Damian Burgess from Italy
- Franchising in the coffee industry by Damian Burgess from Italy
- Discussion on the guest "Unreasonable Melodies" with the presence of Mr. Engineer Omidreza Kazemi, Ms. Ghazal Yek Kalami, Ms. Sanaz Karroubi, Ms. Kiana Bathaei
- Mr. Majid Rezaei on the topic of menu control and engineering
- Q&A session on cooking and preparation by two chefs
- Institute of Research and Nutrition with a focus on healthy food
- Mr. Hossein Dehghan Menshadi on food tourism
- Dr. Roshan Babaei on the identity mapping of cuisine
- Mr. Engineer Mahmoud Royatpour on customer attraction and retention in restaurants and coffee shops
- Official representation of WFA and the official center of the World Flair Association





+9821 66453576
+9821 66453976
+9821 66454186
INTERNAL: 106



INFO@HRCCFAIR.COM
CEO@HRCCFAIR.COM
SALES@HRCCFAIR.COM



UNITE 102, 7TH FLOOR, NO. 16,
BOZORGMEHR TRADE COMPLEX
BUILDING,
BOZORGMEHR ST., VALI ASR
AVENUE.,
TEHRAN - IRAN



WEBSITE:
WWW.HRCCFAIR.COM



INSTAGRAM:
HRCC.FAIR



LINKEDIN:
HRCC FAIR



WA:
+98 9102006500