

## Introduction

Iran's International Specialty Coffee Expo - Coffeexiran is the most well-known event showcasing all facets of coffee, tea, bar and café products, equipment and services, presenting a focused, industry-recognized platform in Iran which is going to be held in Tehran on Aug. 2017. Iran's flourishing specialty coffee market offers an ideally conducive environment for cafés and restaurants and continues to grow exponentially.

The Coffeexiran team is a motivated and experienced group who regularly attract a great deal of Industry and media attention due to its organizing endeavors. Over the last five years since its inception, the Coffeexiran has proven instrumental to the development of the industry providing professionals and specialty coffee businesses the exposure to promote their products launch new concepts and seek new business channels.

## Coffeexiran 2017

The Coffeexiran 2017, is for all those who are interested in Specialty Coffee as a Business or a Commodity and for those eager to learn more about the café lifestyle. Visitor's benefit from 4 days of unsurpassed business opportunities at the only dedicated event in Iran that highlights quality products, services and technological advancements in the production, storage and distribution of specialty coffee and machinery.

Being a part of the action at the Barista Championship where we set out to find one coffee champion for that category see which cafes employ formally trained and skilled baristas who can display the level of professionalism.

Get involved in the Iran's most advanced and only certified specialty coffee training workshops operated and governed by the SCA. Covering topics such as Barista Skills, coffee grading & evaluation, craft Roasting, advanced preparation and latte art skill development. There are workshops for everyone from beginners to seasoned professionals. So, whether you are currently in the industry or are looking to get into the market, this is THE event you wouldn't want to miss.

## The Only Internationally Recognized Specialty Coffee Exhibition in Iran

Supported by the Specialty Coffee Community, the Coffeexiran is Iran's only exhibition dedicated to highlight Specialty Coffee as a business, advancing the professions of those in the industry and showcasing all the latest trends and industry advancements.

## Interested in Brand Recognition Through Sponsorship

Available is a portfolio of Sponsorship Opportunities that guarantees you brand recognition and visibility in an extremely fast-growing industry. The competitive coffee industry in this region, like anywhere else, benefits from all types of publicity and recommendation alongside traditional advertising mediums. Impress the baristas and others working within the café industry or support education initiatives in this region and benefit from the return loyalty that evolves.

Here are our standard or bespoke Sponsorship Packages to get onboard, to benefit from an extended period of publicity that comes with being one of the show sponsors.

## Exhibitor Opportunities (The Value Chain for your Business)

The event will serve to promote:

- Businesses looking at growing their distribution network in the region
- International suppliers looking to source regional partners
- Product launches to a regional audience and to facilitate dealer meetings
- Franchising opportunities – showcasing companies/brands to a large pool of potential investors looking to diversify in the current market
- Equipment Suppliers looking for volume sales and importers
- Export houses and National Export Promotion facilitators interested in securing sales contracts for their members in the lucrative Middle East markets

## Exhibitor benefits

- Generate sales and reach key independent and chain buyers
- Strengthen brand awareness and exposure
- Maximize valuable face time with thousands of qualified attendees
- Research trends that influence future marketing strategies
- Position yourself within the only dedicated event in Iran catering to a specialty market of Coffee and also Tea

## At the Coffeexiran 2017, the business possibilities are endless. Here are some prime reasons to showcase your brand at the Show:

- The event provides you with a powerful, focused platform to meet potential clients/decision-makers and establish valuable trade alliances within a short span of time, all at an incredibly affordable cost as compared with conventional marketing which comes with exorbitant price tags and advertising tariffs.
- Trade shows are particularly of benefit to small and medium sized companies as they allow an ideal launch pad to showcase their products alongside the more established brands, thus giving all company tiers an equal playing field to grow business.
- Being at the event is your ticket to establishing your brand presence in the regional landscape and meeting the important people you need to interact with to take your business to the next level. It is also a great place to do your market research and update yourself on latest industry developments.
- For companies that do not have the budgets to invest in mass publicity campaigns, the exhibition presents a budget-friendly forum to reach out to a mass audience and get introduced to multiple prospective buyers.

# coffeexiran

Iran Specialty Coffee Events

- Leverage from the extensive media coverage surrounding the trade show. Your product could end up in a fully featured news story.
- Many café companies and industry suppliers have grown their businesses significantly, over a short period of time, just by showcasing their brands at Iran's International Specialty Coffee Expo - Coffeexiran that is heavily attended by coffee and tea buyers from across the Iran, Middle East and beyond.
- If you are launching a new product or service, giving it a test-run at the Iran's International Specialty Coffee Expo - Coffeexiran will get you immediate reviews.

## Championships:

### BARISTA CHAMPIONSHIP 2017

The Iranian Barista Championship will return for the 5th time to highlight the skills and knowledge of the country's emerging, yet finest baristas, to an audience of coffee enthusiasts who have learned to recognize and appreciate the difference between coffee and specialty coffee.