

The African market is a good opportunity for Isfahan companies and industries

[Consulting for the development of exports of Isfahan food industry products](#)

A group of economic activists of the private sector and representatives of Isfahan's food industry met and consulted with the CEO of the Lebanese commercial company in order to expand the export of food products of the province to the markets of the Middle East and Africa.



Seyed Vahid Dezfouli, head of the agriculture and related industries commission of Isfahan Commerce said in this meeting:

Due to the long-term cultural history and strong political and diplomatic relationship between Iran and Lebanon, there are good business opportunities between the two countries. Isfahan has a lot of capacity for export to other countries in terms of production of agricultural products, greenhouses and food industries. Lebanon can also be the gateway for Iranian products to enter world markets. Lebanese businessmen have many capabilities and have been successful in global markets and able to gain a good positions in trading.

Abdullah Thini, Director of Star Fruit Food , also said in this meeting: Iran's food products in the world markets are capable of competing with world-renowned brands in terms of price and quality, and so far many of these products have been welcomed by different markets. Iranian products should be packed according to the target markets, an essential point that affects the success in the markets. Each country and each part of a country also has specific requirements and tastes that must be considered in product packaging and marketing