

# POST SHOW REPORT

The 3<sup>rd</sup> International Trade Exhibition for Construction Materials, Equipment & Technology



## PROJECT IRAN

24 - 27 APRIL 2017

TEHRAN PERMANENT FAIRGROUND  
TEHRAN, IRAN

[www.project-iran.com](http://www.project-iran.com)

Co-Organized By International Sales



MEET  
THE PROMISE  
OF THE RISING  
IRANIAN MARKET



# BRINGING THE WORLD TO THE IRANIAN MARKET

For the third consecutive year, Project Iran gathered hundreds of International companies in Tehran in what has become one of the most anticipated business gatherings on the Iranian exhibitions' calendar.

The exhibition was inaugurated by H.E. Deputy Minister of Roads and Urban Development for Housing and Construction, Dr. Hamed Mazaherian, alongside heads of the Iranian engineering and construction associations and several commercial attaches of the participating countries. Tens of media reporters covered the opening ceremony, highlighting the importance of Project Iran.

This exciting edition witnessed completely new features, from which the B2B matchmaking program that connected 83 exhibitors to more than 350 Iranian counterparts through more than 500 preset meetings. Project Iran seminars welcomed 6 Iranian industry experts who provided insights into the country's construction market and business environment.

Once again, Project Iran proved to be a major gateway for international businesses seeking to establish networks in Iran, as reflected by the exhibitors' feedback who expressed their full satisfaction. Project Iran will be returning next year with more networking channels and business opportunities.

## 2017 EXHIBITION COVERAGE

### FACTS & FIGURES

**150**

Number of Exhibitors

**10**

National Pavilions

**4,500**

SQM Exhibition Space

**21**

Countries Represented

**+15,000**

Number of Visitors



# EXHIBITORS *INFORMATION*

## COUNTRY PAVILIONS:

-  Austria
-  Belgium
-  China
-  Cyprus
-  Czech Republic
-  Finland
-  France
-  Germany
-  Italy
-  Turkey

## OTHER PARTICIPATING COUNTRIES:

-  Denmark
-  Hungary
-  India
-  Iran
-  Korea
-  Latvia
-  Malaysia
-  Netherlands
-  Portugal
-  Russia
-  UK



# VISITORS *STATISTICS*

## VISITING DELEGATIONS:

- × Alborz Province Chamber of Commerce
- × Gargan Province Chamber of Commerce
- × IDRO Delegation
- × Kerman Province Chamber of Commerce
- × Khorasan Razavi Province Chamber of Commerce
- × Spanish Business Delegation to Tehran
- × Tehran Chamber of Commerce
- × University of Tehran; Faculties of Engineering and Architecture



# OFFICIAL SUPPORTING ORGANIZATIONS

- × **AUSTRIA:** Advantage Austria
- × **BELGIUM:** AWEX
- × **CYPRUS:** Ministry of Commerce, Industry and Tourism
- × **CZECH REPUBLIC:** Czech Trade Promotion Agency
- × **FRANCE:** Business France
- × **GERMANY:** Messe Stuttgart, Federal Ministry of Economic Affairs and Energy
- × **ITALY:** PROMOS – Milan Chamber of Commerce
- × **MALAYSIA:** Malaysian Timber Council
- × **SPAIN:** Spanish Association of Electrical Equipment Manufacturers (AFME)



# IRAN NATIONAL SUPPORTERS PAVILION

- × Construction International Development Group
- × Iran Association of Construction Companies
- × Iranian Society of Consulting Engineers
- × National Coordinating Council of Engineering, Trade and Professional Associations
- × Payam Sakhteman
- × Smart Invest Iran
- × Tehran Architecture Society
- × The Construction and Energy Industries Research and Development Institute



# MATCHMAKING PROGRAM

The B2B matchmaking Program offered hundreds of Iranian construction companies, contractors and professionals a unique opportunity to meet tens of new business potentials who are bringing new products and technologies, thus laying foundations for joint production, technology transfer and agency as well as distribution agreements.

**360**

Number of Hosted Buyers

**83**

Number of Participating Exhibitors

**+500**

Number of Meetings



# TESTIMONIALS



**Mr. François Senemaud**  
H.E Ambassador of France in Iran

I am very happy to be here at this very successful business gathering, Project Iran that gathers many European countries. As far as France is concerned, I am glad to see that we have more and more participants. Our companies that come from all parts of France are here looking for Iranian partners that they can establish long term business relationships with, and indeed many of them have already found such partners. I think this kind of partnerships represents what business is between Europe and Iran. I believe this exhibition with the connections it creates is a great opportunity for our companies to demonstrate how can they contribute to the growth of the Iranian economy.



**Mr. François Delhaye**  
H.E Ambassador of Belgium in Iran

I am very pleased to be here in Project Iran exhibition. It is not my first time here in this very important exhibition. More and more Belgian companies are interested in taking part in it. This year, we have a national pavilion by our Trade Promotion Agency, AWEX. This presence that we have in the exhibition is a clear sign of the importance of the Iranian market for Belgium. This exhibition is a great opportunity for the Belgian companies to meet customers and partners, especially that the intention is not to only sell products, but also to work together with Iranian partners for developing activities and creating jobs in Iran, and eventually generating revenue for both countries. Last year has seen an increase by nearly 40% of Belgian exports to Iran, and also a significant increase of imports to Belgium from Iran. We are aiming, in less than one year hopefully, to have the trade between our countries reaching five million Euros, which we see only as a start because we definitely want to reach even more than this. I thank the organisers for the very good organization of this exhibition.

# TESTIMONIALS

**Dr. Andreas P. Kouzoupis**  
H.E Ambassador of Cyprus in Iran



We are pleased to be here in Project Iran, with the first ever participation for Cyprus in this event. This participation shows the importance that Cyprus and its business community have to Iran which is a great market. Iran is a fantastic country, and our businessmen are particularly pleased to be here, and seek business with their Iranian counterparts. I wish the exhibitors and the organizers all the success.



**Catherine Mille**  
Business France

This is the second participation for the French national pavilion supported by Business France in Project Iran. This year we have 24 companies taking part in the event. Most of the companies we have this year are returning from last year's edition after the great experience they had, as well as some new companies coming to Iran for the first time. Last year was a great experience for us, and it is even better this year with the B2B matchmaking that is a very effective way for the French companies to find local partners. We will be having again a national pavilion next year, and we don't see any reason why not to have even more new companies on board.



**Dominique Badot**  
First Attaché, Africa  
and Middle East  
Division, AWEX

We are taking part in Project Iran with companies from the Wallonia region in Belgium under a national pavilion supported by AWEX. This is not our first participation in the event. We started last year with fifteen companies, and this year we have new companies. Till now, the contacts we have made are very interesting, and the exhibitors are very pleased with their experience. They have succeeded in establishing contact with several Iranian counterparts and agencies. I am sure we will have a very positive result from this exhibition, and I hope we come back next year with more new companies.

# TESTIMONIALS



**Irene Braunsteiner**  
Project Manager, Advantage Austria

We are happy to be at Project Iran with the Austrian national pavilion featuring 12 companies. This is the second participation for us in the event, and our exhibitors are thrilled to be here. So far, we have had some very good meetings, with the potential of very good customers. Project Iran is a good show for us. It opens up a very promising market for Austrian investors and corporations, and this is why we came back for the second time. Together with the Iranian companies, we want to build positive and long lasting partnerships. The B2B matchmaking program is proving to be a very effective tool for our exhibitors to capitalize their participation. Of course, we will be promoting Project Iran for more Austrian companies to join next year, even for companies that just want to be in Iran for the first time and have an overview on the Iranian market.



**Filip Tuma**  
Director of Czech Trade - Tehran

This is our third consecutive participation in Project Iran. Most of the companies we have this year are returning exhibitors from the previous editions. Our exhibitors are mainly presenting construction technical support for Iranian companies active in the field. We find Project Iran to be a very useful platform, and we recommend our companies to participate in the future editions of this event. The Czech Trade Office in Tehran, together with Project Iran, is helping our companies find better contacts in the market, and together we will continue to do so in the future.

**Aref Nasser**  
Malaysian Timber Council



This is our first participation in Project Iran exhibition, and we are happy to be here, and to have the chance to meet Iranian companies and importers. We are finding some very good contact for our companies and Malaysia, which encourages us to invite more Malaysian companies to attend the event next year, so they can enjoy the chance of working with local partners in the timber sector.

Visit our website on  
[www.project-iran.com](http://www.project-iran.com)  
or contact us on the following:

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**NOW FOR**

**APRIL 2018!**