

# UNLOCKING A WEALTH OF POTENTIAL IN THE WORLD'S LAST UNTAPPED MARKETS

The 2<sup>nd</sup> International Trade Exhibition for Construction Materials  
& Equipment & Environmental Technology

## 24 - 27 April 2016

TEHRAN PERMANENT FAIRGROUND  
TEHRAN, IRAN

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



# PROJECT IRAN

Organized by



International Sales  
Managed by



Supported by



Iran International Exhibitions Co.



+2.85 Mln Oil  
Barrels Daily Producer

No. 4 Top Cement  
Producer

+12% Housing  
Growth

+200 Bln New  
Housing Projects

+\$154 Bln  
Construction Market

+ KM 5000  
Highways



## WHY EXHIBIT

### FIRST TIME OPPORTUNITIES FOR FIRST TIME COMERS TO THE MARKET

- ▶ Acquire hands-on knowledge about the Iranian construction market and the challenges and opportunities it presents
- ▶ Meet new prospective buyers and suppliers and present your new products to existing clients
- ▶ Network with the country's top construction companies and decision makers
- ▶ The number of ongoing mega-projects means that many multinational firms have the chance to establish a presence in the country
- ▶ Iran's strategic geographical location in the region allows it to cater to the entire region
- ▶ Increasing private investment provides opportunities for large foreign contractors to increase their involvement in the country

## VISITORS' PROFILES

MEET 20,000+ INDUSTRY BUYERS, INFLUENCERS AND DECISION MAKERS

- ▶ High-profile investors, financiers and business leaders
- ▶ Local and international public figures
- ▶ Diplomats and high-ranking government officials
- ▶ Top mechanical and construction contractors
- ▶ Construction wholesalers and distributors
- ▶ Real estate developers
- ▶ Construction material and equipment purchasing managers
- ▶ Construction project managers
- ▶ Consultants and contractors

## FACTS & FIGURES 2015



### Other Participating Countries: 9

- |         |         |
|---------|---------|
| Belgium | Korea   |
| China   | Romania |
| France  | Russia  |
| Iran    | Turkey  |



# PROJECT IRAN

## THE PIONEERING PLATFORM IN OPENING GATES FOR INTERNATIONAL BUSINESS TO IRAN'S CONSTRUCTION SECTOR

Iran is moving in force with an ambitious plan to modernize and expand its construction sector. The needs are endless: Iran is looking for cooperation in public housing projects, research and training, the production of construction materials and utilizing the latest technologies and experience of international companies.

IN ITS FIRST EDITION THAT WAS HELD IN 2015, PROJECT IRAN SUCCESSFULLY ESTABLISHED ITSELF AS A PREMIER INTERNATIONAL PLATFORM TO CATER TO THESE MOUNTING DEMANDS BY GATHERING A CLUSTER OF CUTTING EDGE REGIONAL AND LOCAL COMPANIES, EACH BRINGING LOCALIZED MODERN TECHNOLOGIES TO THE IRANIAN MARKET.

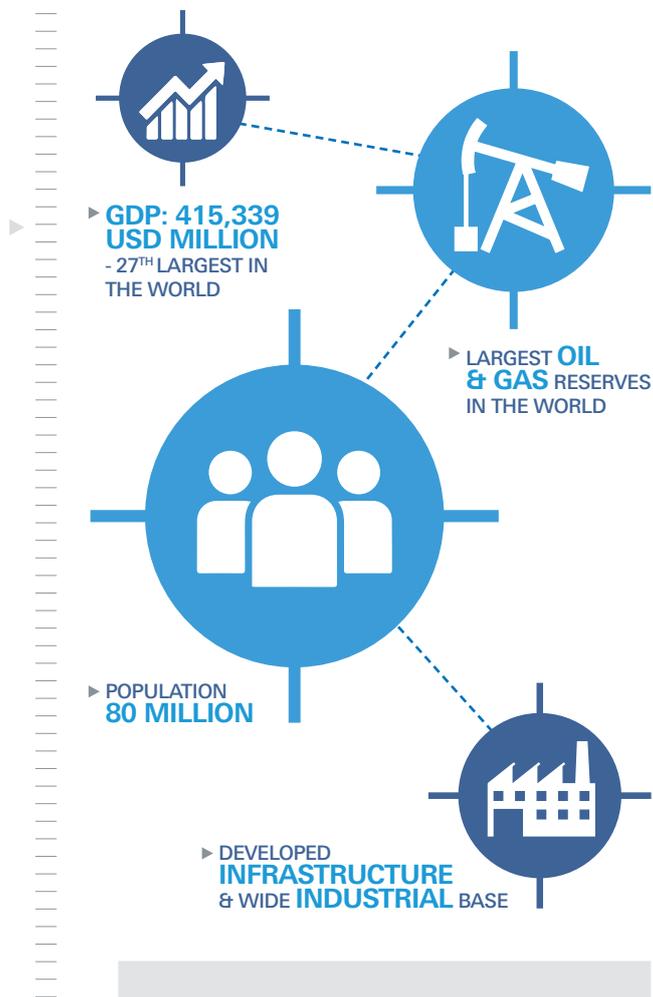
Building on this success, Project Iran 2016, the 2<sup>nd</sup> International Trade Exhibition for Construction Materials, Equipment and Environmental Technology will be held at the Tehran Permanent Fairground to once again connect international expertise to the Iranian market, and contribute in shaping the tremendous potential of the country's promising construction sector. With international interest on the rise, the event will bring thousands of leading manufacturers, exporters from all over the world, industry professionals, to share a common vision and shape what will become the next regional economic giant.





# IRAN

## THE LAST UNTAPPED GRAND MARKET IN THE WORLD



### POTENTIAL FOR TREMENDOUS GROWTH

The past 10 years have seen global investors reach into previously untapped markets looking for new opportunities, and today the time has come for a new market to take the spot. According to many international experts and prominent economists, Iran represents the last such opportunity globally. With ample natural resources, a diversified economy, a skilled young workforce and rising demand across all sectors, post-sanctions Iran will dramatically change the global economy by unlocking one of the world's last untapped markets for new business..

IRAN'S ECONOMY IS EXPECTED TO GROW AT 8-10% WITHIN 5 YEARS TO REACH CLOSE TO USD 1.5 TRILLION IN GDP

## THE IRANIAN CONSTRUCTION SECTOR

IRAN'S CONSTRUCTION MARKET IS WORTH USD 90 BILLION

EVEN WITHOUT THE RELAXATION OF SANCTIONS THIS FIGURE WILL REACH USD 154 BILLION BY 2016. NOW THAT THE EMBARGO IS EASING, THE MARKET WILL GROW EXPONENTIALLY.

The construction industry in Iran is thriving due to an increase in national and foreign investment and a growing population will ensure that the housing sector will never be short of need. Sky scrapers, luxury apartments' buildings and fancy malls are rising up everywhere. With the eventual lifting of sanctions, the market is set to benefit from greater international interest, easier access to capital and more demand on modern technologies.

"IRAN MAY BE WRESTLING WITH ECONOMIC SANCTIONS, BUT ONE INDICATOR IS GOING THROUGH THE ROOF: DEVELOPERS HAVE BROKEN GROUND ON A RECORD 400 SHOPPING MALLS ACROSS THE COUNTRY, 65 IN TEHRAN ALONE."

**NEW YORK TIMES**



"As a state agency for promoting trade, we are bringing a number of companies to this exhibition because of the untapped potential of the Iranian market. All of the companies that came with us were satisfied. The market here is very intriguing and very interesting, and the potential is enormous for us. We already decided that we will book more space and invite more companies for the next edition of Project Iran."

**PHILIP TUMA, CONSULTANT**  
Czech Trade Promotion Agency,  
Czech Republic

# IRANIAN PROJECTS MARKET

## LARGE-SCALE DEVELOPMENTS PRESENT LUCRATIVE OPPORTUNITIES

Powered by over USD 200 billion in projects, Iran’s hydrocarbon-fueled economy is seeking to diversify away from oil production, making way for constructions firms to capitalize on chemical facilities. Massive construction projects are underway around energy, transport, infrastructure and housing, offering incredible opportunities for investors and contractors.



### ▶ HOUSING AND URBAN DEVELOPMENT

Iran’s robust housing sector boasts an estimated annual growth rate of 12% due to a severe shortage of housing stock. Demand stands at an overwhelming 1.5 million housing units per year and the current market is only able to supply 700,000 units, which means thousands of housing units must to be created each year. Apart from residential complexes, the restoration of old homes is also a priority of the Iranian government, with about USD 143 billion needed in the next 10 years to rehabilitate around 60% of the capital’s buildings.



THE POTENTIAL NEED FOR HOUSING (2014-2026)	
Housing units to meet the needs of newly formed households	5.828 Million
Housing units to cover the existing shortage of housing	1.162 Million
Housing units for renovation of urban abandoned areas	3 Million
Housing units for renovation of rural abandoned areas	2.310 Million



### ▶ INFRASTRUCTURE

Billions of dollars’ worth of foreign tender contracts have been awarded in different fields of construction from roads, buildings and railroads. The availability of local raw materials, rich mineral reserves and skilled manpower have led Iran to win major international bids. There are massive infrastructure-related projects in the pipeline, including hundreds of tunnels and numerous industrial projects. The Iranian government is planning to expand the country’s 13,000 km network to cover 25,000 km by 2025. Billions are needed to complete the Gorgan-Inche Boroun railway, as well as the transit terminals, 745 km worth of freeways, 5,000 km worth of highways and over 2,000 in road construction.



# EXHIBITS' PROFILES

## Building Materials

- ▶ Adhesives & Sealants
- ▶ Aggregate
- ▶ Aluminum Frames & Structures
- ▶ Architectural Finishing Products
- ▶ Ceramic Tiles
- ▶ Concrete Products & Precast Structures
- ▶ Construction Systems & Technologies
- ▶ Construction Tools (Air, Hand & Power)
- ▶ Doors & Windows
- ▶ Engineering & Design Services
- ▶ Facades & Cladding
- ▶ Glass & Glazing
- ▶ Gypsum Products
- ▶ Interior Decorative Products
- ▶ Landscaping & Garden Ornaments
- ▶ Locks & Handles
- ▶ Masonry - Bricks, Block work & Cement
- ▶ Mosaic

- ▶ Nuts, Bolts, Screws & Hinges
- ▶ Paints
- ▶ Props & Beams
- ▶ Protective Coatings & Powder
- ▶ Pumps
- ▶ Safety Tools
- ▶ Sanitary Fixtures & Appliances
- ▶ Scaffolding, Formwork & Shuttering
- ▶ Security & Safety Systems
- ▶ Stamped Concrete
- ▶ Steel Products
- ▶ Street Furniture - Signage & Signs
- ▶ Swimming Pools & Accessories
- ▶ Timber - Frames, Beams
- ▶ Wall covering - Finishes (Internal & External)
- ▶ Water & Heat Insulation
- ▶ Wood Products

## PMV

- ▶ Heavy Machinery Technology & Equipment
- ▶ Cranes & Tower Cranes
- ▶ Tractors

- ▶ Loaders & Skid Loaders
- ▶ Lifting Appliances & Conveyors
- ▶ Construction Vehicles & Equipment
- ▶ Mining Machines

## Natural Stone

- ▶ Cleaning & Restoration Products
- ▶ CNC Machinery for Marble, Granite & Stone
- ▶ Discs & Blades
- ▶ Granite Blocks, Tiles & Slabs
- ▶ Granite Bridge Saw
- ▶ Grinding Machinery
- ▶ Lead & Slate Roofing
- ▶ Marble Blocks, Tiles & Slabs
- ▶ Marble Finished Products
- ▶ Multifunction Milling & Cutting Machinery

- ▶ Natural Stone
- ▶ Polishing & Protection Products & Machinery
- ▶ Quarrying, Processing & Installation Equipment
- ▶ Stone & Reconstituted Stone Products
- ▶ Stone Blocks, Slabs & Finished Products
- ▶ Stone Veneer
- ▶ Tools for Cutting, Polishing & Handling
- ▶ Transport, Hoisting & Packaging Materials

## Energy

- ▶ Biofuels
- ▶ Cables & Wiring
- ▶ Distribution Networks
- ▶ Electrical Engineering
- ▶ Electrical Supplies
- ▶ High Voltage Transmission
- ▶ Monitoring & Control
- ▶ Onshore & Offshore Wind Energy

- ▶ Photovoltaic Solar Energy
- ▶ Portable Generators
- ▶ Power Plant Equipment
- ▶ Power Stations
- ▶ Solar Energy
- ▶ Subsoil Heat Energy
- ▶ Switches & Controls
- ▶ Transformers

## Lighting

- ▶ Antique, Modern & Ornamental Fittings
- ▶ Chandeliers
- ▶ Concealed Fittings
- ▶ Display Lighting
- ▶ Flood Lighting
- ▶ Fluorescent Lighting

- ▶ Garden Lighting
- ▶ Outdoor Lighting
- ▶ Residential Lighting
- ▶ Security Lighting
- ▶ Street Lighting
- ▶ Switches & Controls

# GENERAL INFORMATION



## THE ORGANIZERS

### NOJAN RAD

Tehran based Nojan Rad Co. Ltd. is one of the leading exhibition and event organizers in Iran, providing a wide range of exhibition and event related services. Benefiting from its brilliant experiences and expert teams, Nojan Rad makes all its effort to maximize satisfaction of its clients and partners by providing a wide range of services with the highest level of quality for promoting their business to their intended audiences.

### IFP GROUP / THE LEADING REGIONAL ORGANIZER FOR CONSTRUCTION TRADE EVENTS

For nearly 35 years now, IFP Group has been the leading organizer of construction trade events in the region, a position that now sees IFP staging more than 5 specialized International Construction Exhibitions every year:

- ▶ **Project Qatar:** The largest international gathering of construction professionals in the region, with 2100 exhibitors from 47 countries
- ▶ **Project Lebanon:** The launching point of choice for International exhibitors to enter the regional markets for more than two decades
- ▶ **Project Iraq (Erbil – Baghdad):** The only construction trade event in Iraq with international participation from 28 countries



## THE VENUE

### TEHRAN PERMANENT FAIRGROUND

Ideally located on the Chamran Expressway, the Tehran Permanent Fairground has been the country's top exhibition venue for a long time and is acclaimed for its impressive infrastructure and impeccable service. Spread across a large area of more than 80,000 SQM of indoor and 35,000 SQM of outdoor space, this well-established, multi-functional venue comprises of 34 highly versatile exhibition halls that are capable of hosting over 60 different exhibitions annually. Amenities available at the fairground include custom offices, banking and insurance, 9 conference halls, communication facilities, restaurants, trucks, lift trucks, and much more. Three, four and five star hotels are nearby, less than five minutes away.



# BOOK YOUR SPACE



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