



Iran International Exhibitions Co



IRAN EXPO 2016

COUNTRY PRESENTATION

FOCUSED ON IRAN

22-26 NOVEMBER 2016



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**FIERA
ROMA**

WHERE: FIERA ROMA, THE VENUE

INAUGURATED IN 2006, THE NEW EXHIBITION CENTRE OF FIERA ROMA IS LOCATED IN A STRATEGIC POSITION, EASILY ACCESSIBLE FROM EVERY ITALIAN REGION AND FROM THE MAIN INTERNATIONAL CAPITALS.

THE BUILDING, EXEMPLARY DUE TO ITS SIZE, FUNCTIONALITY, ACCESSIBILITY AND QUALITY OF SERVICES, HAS MADE THE CAPITAL ONE OF THE MAIN VENUES FOR EVENTS ON AN NATIONAL AND INTERNATIONAL SCALE.

THE VERSATILITY OF THE FACILITIES, THE WIDE RANGE OF SERVICES OFFERED, THE CUTTING-EDGE TECHNOLOGY AND THE FLEXIBLE ORGANISATION, MAKE FIERA ROMA THE IDEAL PLACE NOT ONLY FOR EXHIBITIONS, CONFERENCES, PROFESSIONAL MEETINGS AND BUSINESS MEETINGS BUT ALSO FOR COMPETITIONS, SPORTING EVENTS AND SHOWS.



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IRAN EXPO 2016: THE CONCEPT

AN EVENT FOCUSED ON PROMOTING RELATIONS BETWEEN ITALY AND IRAN, EMPHASIZING THE OPPORTUNITIES FOR ECONOMIC EXCHANGE EXISTING AT THE DATE OF THE EVENT, BUT ALSO ALLOWING CONTACT OPPORTUNITIES BETWEEN INSTITUTIONS AND CREATING OCCASIONS TO SPREAD THE IRANIAN CULTURE AND CIVILIZATION IN ITALY AND THROUGHOUT EUROPE.

STRICTLY WILLED BY THE IRANIAN MINISTRY OF INDUSTRY, COMMERCE AND MINES AND BY THE IIEC – IRANIAN INTERNATIONAL EXHIBITIONS CO., THE EVENT IS TO BE HELD IN ROMA AND FIERA ROMA, WITH THE DIRECT PARTICIPATION OF 150 IRANIAN ENTITIES AMONG MINISTRIES, ORGANIZATIONS, TRADE ASSOCIATIONS, STATE-OWNED OR PRIVATE COMPANIES.

A NUMBER OF CONCURRENT CULTURAL EVENTS WILL PROVIDE COMPREHENSIVE INFORMATION ON THE IRANIAN WAY OF LIFE THROUGH YEARS AND CENTURIES.

A FULL WEEK DEDICATED TO IRAN AND TO THE RELATIONS BETWEEN IRAN AND ITALY THROUGH BUSINESS AND CULTURE.



IRAN EXPO 2016: THE LAYOUT

PAVILION 9

1. EXPO GROUND

- STANDS – IRANIAN MINISTRIES AND MAIN AUTHORITIES
- STANDS - ABOUT 140 COMPANIES (FOLLOWING THE DETAILED COMMODITY GROUPS OF THE COMPANIES) AND TRADE ASSOCIATIONS
- IRANIAN CUISINE RESTAURANT
- CULTURAL DISPLAY (AREA DEDICATED TO PERSIAN CULTURE – EDUCATIONAL PROGRAMME AND EXPERIENCE PROGRAMME)
- ITALIAN AUTHORITIES AND TRADE ASSOCIATIONS
- ITALIAN LIFESTYLE - ABOUT 10 STANDS

PAVILION 10

1. PRESS HALL

2. MEETING YARD (B2B MEETING AREA – MATCHING ITALIAN AND IRANIAN COMPANIES)

3. WORKSHOP STAGE (AREA FOR THEME WORKSHOPS AND COMPANIES PRESENTATION)

4. COFFEE BREAKS/LUNCHEAS AREA

5. DISPLAY DESKS



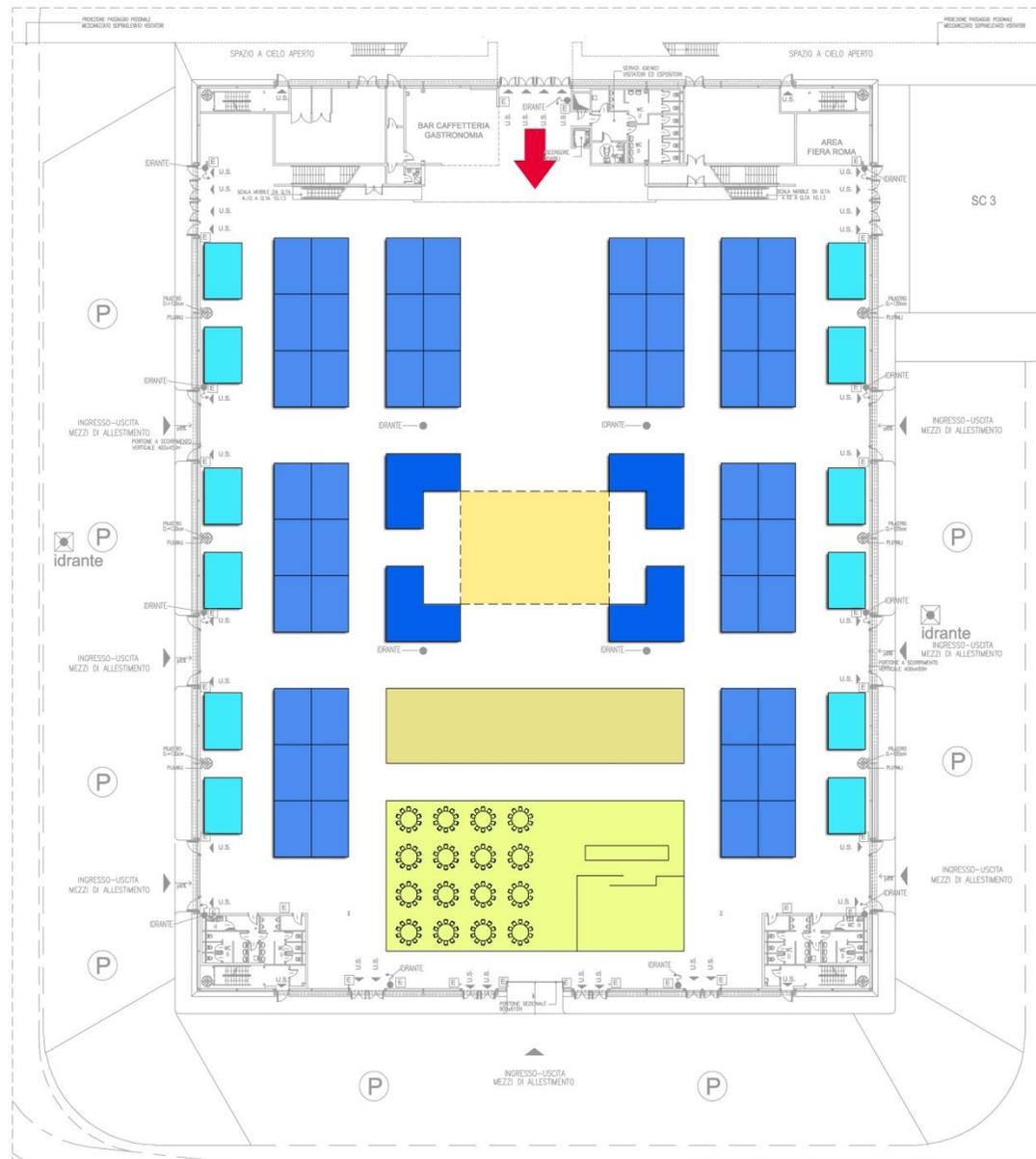
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LAYOUT PAVILLION 9

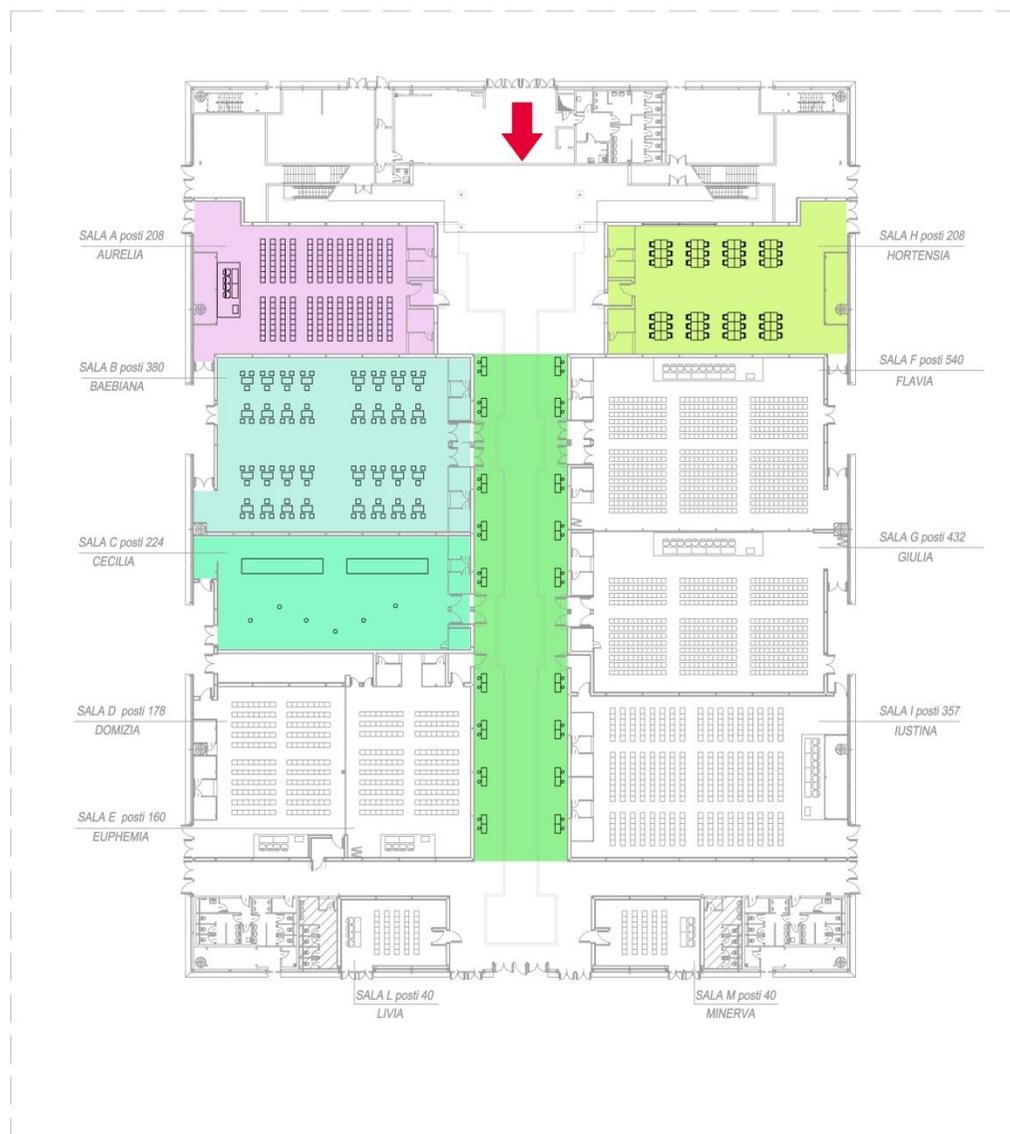
-  Stand mq. 24 Pro
-  Stand mq. 48 Ministero
-  Stand mq. 24 Consumer
-  Area ristorante mq. 512
-  Area mostra mq. 256
-  Piazza mq. 192
-  Ingresso Visitatori





LAYOUT PAVILION 10

-  Workshop Stage
-  Meeting Yard
-  Area Coffee Break
-  Press Hall
-  Area Desk Aziende Italiane
-  Ingresso Visitatori





LIST OF PARTICIPATING IRANIAN COMPANIES AND RELATED FIELD ACTIVITIES

CHEMICAL & PETROCHEMICALS PRODUCTS
➤ <i>GLARE & DERIVATIVES</i>
CHLORAN
➤ <i>MOTOROIL</i>
XIGMA
➤ <i>PAINT & INDUSTRIAL COATING</i>
PEKA CHIMY
ATRACK CHIMY
➤ <i>PETROCHEMICAL PRODUCTS</i>
PETROCHEMICAL COMMERCIAL COMPANY
MAROON PETROCHEMICAL COMPANY
AMIR KABIR PETROCHEMICAL COMPANY
NATIONAL PETROCHEMICAL COMPANY OF IRAN
NATIONAL IRANIAN OIL COMPANY
JAM PETROCHEMICAL COMPANY
➤ <i>IDDINE</i>
KANSAR KHAZAR COMPANY
➤ <i>RESIN</i>
ROZITAN
➤ <i>PLASTIC</i>
SABALAN PLASTIC
➤ <i>WASHERS</i>
SAAME PADNOVIN

➤ <i>POLYMER PRODUCTS</i>
GOLPAYEGAN POLIMER
METALS AND INDUSTRIAL PRODUCTS
➤ <i>INDUSTRIAL COATING</i>
TRADE ASS. OF INDUSTRIAL COATING GROUP
➤ <i>COPPER</i>
NATIONAL IRANIAN COPPER INDUSTRIES COMPANY
➤ <i>STEEL</i>
FOOLADE KHOOZESTAN
TARA STEEL COMPANY
IRASCO COMPANY
➤ <i>LEAD AND ZINC</i>
LEAD AND ZINC DEVELOPMENT COMPANY OF IRAN
FOOD INDUSTRY AND AGRICULTURE PRODUCTS
➤ <i>SUFFRON</i>
NOVIN SUFFRON CO
GOHAR SUFFRON
➤ <i>ROSE WATER & DISTILLATES</i>
IRAN GOLAB
TAKIN & KAMOO CO
➤ <i>IRANIAN FOOD</i>
BAROOJ CO



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➤ FOODSTUFFS
KALEH CO
SHIRIN ASAL
PAYTAKHT GANDY
SAHAR FOOD CO
NAKHL SABZSOBHI CO
GOLHA CO
PASHMAKE DOOSTI
➤ LIVESTOCK AND POULTRY CATALOGUE SHOW
MILAD GROUP
➤ SWEETS & CHOCOLATES
TRADE ASSOCIATION OF SWEET & CHOCOLATES
SHIRIN SHAHD PARSIAN CO
SHINIZ CO
MINDO CO
➤ EDIBLE & INDUSTRIAL STARCHES
ZARAND INDUSTRY & CULTIVATION CO
➤ FRUIT JUICE
MOJTABA FRUIT JUICE

➤ LIQUID SUGAR
ZAR FRUCTOSE
TOURISM
BLU ROSE TRAVEL SERVICES
HANDICRAFTS
HANDICRAFTS AND TOURISM ORGANIZATION
SAHI CO
IRAN FIROOZEH CO
➤ GLASS INDUSTRY
BLU ROSE TRAVEL SERVICES
CARPETS HANDMADE AND MACHINE MADE
➤ CARPET
MAHESTAN CARPET
ALMASCARPET
HASANZADEH CARPET
KERMANSHAHAN CARPET
➤ MACHINE WOVEN CARPET
KAAKH MACHINE WOVEN CARPET CO.



FARAHI CARPET
GHEYTARAN CARPET
ABRISHAM CARPET
NIMA CARPET
NOBAFT CARPET
ASAYESH CARPET
➤ <i>HANDMADE CARPET</i>
DARDASHTI CARPET
ZIADI CARPET
ABBASI CARPET
ASIA CARPET (TORKEMEN)
CONSTRUCTION
➤ <i>STONE</i>
STONE ASSOCIATION OF IRAN
KOOHSAR ASBZ CHALE ASTORAN
WINTECH CO
TABRIZTILE CO
ASER TEJARAT PARSIAN
IRAN MARVAND
➤ <i>CEMENT</i>
CEMENT ASSOCIATION OF IRAN

INDUSTRIAL & INSTALLATION
➤ <i>POWER GENERATION AND NEW ENERGIES</i>
IRAN WATER RESOURCES
ORGANIZATIONS OF WATER AND WASTEWATER ASSOCIATIONS
MINISTRY OF POWER
WASTEWATE & WATER ENGINEERING CO
➤ <i>INSTALLATION EQUIPMENT</i>
MEHRASL CO
VAHID GROUP CO
PARSGENTER MAKHZANFOOLAD
➤ <i>STEEL RADIATORS</i>
RAMZNEGAR SAHAND TABRIZ
➤ <i>GAZ TANKS</i>
RAD INDUSTRIAL GROUP
➤ <i>POWER INDUSTRY PROJECT</i>
MAPNA CO
➤ <i>INDUSTRIAL PRODUCTS</i>
INDUSTRIAL COMPLEXES
➤ <i>INDUSTRIAL VALVES</i>
NIK VALVE



HOME APPLIANCES
➤ <i>KITCHEN ACCESSORIES</i>
STEEL ALBORZ
➤ <i>CHINA WARE</i>
ZARRIN CHINA
➤ <i>CHANDELIER</i>
CHANDELIER MAKERS COOPERATIVE
➤ <i>HOME APPLIANCES</i>
BUTANE INDUSTRIAL GROUP
LEATHER & TEXTILE
➤ <i>SHOES & BAGS</i>
LEATHERCITY GO
➤ <i>CLOTHING</i>
JAMEE
➤ <i>TEXTILE PRODUCTS</i>
TEXTILE ASSOCIATION
FERDOWS TEXTILE FACTORIES
➤ <i>CHILDREN'S CLOTHING</i>
SARZAMINE SHAAD
➤ <i>SPORTS CLOTHING</i>
SPORT CLOTHING MANUFACTURERS ASSOCIATION
➤ <i>LEATHER</i>
TABRIZ LEATHER ASSOCIATION

FURNITURE & INTERIOR DECORATION
➤ <i>DECORATION</i>
PARSAN CO
BANIAN OMID
➤ <i>FURNITURE</i>
IRAN FURNITURE EXPORTERS ASSOCIATION
TECHNICAL, ENGINEERING & FARMACEUTICAL PRODUCTS
➤ <i>HIGH TECHS</i>
KNOWLEDGE BASED COMPANIES
➤ <i>NANO-STRUCTURED MATERIALS</i>
ILYA-CORP
➤ <i>DRUGS</i>
BAREKAT PHARMACEUTICAL COMPANY
➤ <i>MEDICAL EQUIPMENT</i>
PAYM AZMA
PRINTING AND PACKAGING INDUSTRY
TEHRAN'S PRODUCTIVE-ORIENTED ASSOCIATION
VEHICLES AND RELATED INDUSTRIES
➤ <i>SPARE PARTS</i>
SAPCO RENAULT PARS



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➤ TIRES
BAREZ INDUSTRIAL GROUP
➤ WAGON & RESIDENTIALS
MAMMUT CO
OTHERS (JOINT VENTURE COMPANIES)
ISO ICO
IDRO
NIROO TABLO
CONSORTIUM DIALYSIS MACHINE BUILDERS
IMIDRO
TOSE-E PARVAZE YAZD
PARS-WAGON
POLORE SABZ CO
TAJHIZATE TAAM KAR
IRAN'S FURNITURE ASSOCIATION
GHADIR INVESTMENT COMPANY
PETRO EKSIR KISH
IRAN PETROCHEMICAL COMMERCIAL

TEJARAT GHESHM
GHADIR INVESTMENT COMPANY



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IRAN EXPO 2016 TIME TABLE

TUESDAY 22 AT 11.30: EVENT OPENING WITH AUTHORITIES AND OPENING OF THE PRESS HALL

WEDNESDAY 23 AT 09:30: OPENING OF THE EXHIBITION AND PAV. 10 (B2B MEETINGS)
AT 20.00: GALA DINNER, RESERVED TO IRANIAN AND EUROPEAN COMPANIES

WED 23-THU 24, FROM 09.30 TO 18:00:

- **MATCHING AT MEETING YARD**, WITH MINISTRIES, BUSINESSES AND GOVERNMENT AGENCIES, ASSOCIATIONS AND IRANIAN PRIVATE COMPANIES VS. INSTITUTIONS, ASSOCIATIONS AND COMPANIES (INTERNATIONAL, NATIONAL AND REGIONAL).
- **WORKSHOPS AT THE W-STAGE**

FRI 25 AT 20.30: GALA DINNER IN ROME, ONLY FOR IRANIAN OPERATORS

SAT 26 FROM 09.30 TO 18:00: OPEN TO VISITORS; EXPO GROUND OPENING.

THE ENTRANCE TO THE EXPO GROUND AND TO THE EXHIBITION WILL BE FREE OF CHARGE.



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MEETING YARD



EMPOWER BUSINESS RELATIONS

BUSINESS AFFAIRS AND COMMERCIAL
RELATIONS BUT ALSO A CHANCE TO
SHOW THE WORLD YOUR COUNTRY'S VE
RY BEST
IN TERMS OF
CREATIVITY, CULTURE AND LIFESTYLE.





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W-STAGE





“MY AGENDA” APP

A SPECIAL APP CALLED "MY AGENDA" WILL BE AVAILABLE TO MANAGE ALL APPOINTMENTS AT THE MEETING YARD AREA. HERE ARE SOME EXAMPLES:

The screenshots illustrate the 'MY AGENDA' app interface. The first screenshot shows the 'User Access' login screen with fields for 'Select access type' (Seller/Boyer), 'Username', and 'Password', along with a 'Login' button and a 'Recover your password' link. The second screenshot shows the 'Research Buyer' search interface with a search bar, filters for 'Origin' and 'Industry sector', and a list of company profiles. The third screenshot shows the 'My Agenda' calendar view for the week of November 9-20, 2014, with a specific appointment for 'Pippo' on November 11 at 12:15.



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IRAN EXPO 2016 PARTNERSHIPS

MAIN PARTNER > IIEC - IRANIAN INTERNATIONAL EXHIBITIONS CO. AND THE ISLAMIC REPUBLIC OF IRAN MINISTRY OF INDUSTRY, COMMERCE AND MINES; THE EMBASSY OF IRAN IN ROME, ITALY; THE CULTURAL INSTITUTE OF THE EMBASSY OF IRAN IN ROME; THE CHAMBER OF COMMERCE AND INDUSTRY ITALY-IRAN

STRATEGIC PARTNERS > ITALIAN MINISTRY OF ECONOMIC DEVELOPMENT; ICE AGENCY; LAZIO INNOVA

MEDIA PARTNER > AGI – ITALIAN PRESS AGENCY



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SOCIAL AND CULTURAL EVENTS IN ROME - PROGRAMME



- 23 NOV: OPENING GALA DINNER**
- 21-25 NOV: PHOTOGRAPHIC DISPLAY "THE JOURNEY IN TEHRAN"**
- 22-26 NOV: POETRY & MUSIC, THE CULTURAL SPIRIT OF IRAN**
- 24-25 NOV: EDUCATIONAL PROGRAM "LEARNING IRAN"
FOR PEOPLE FROM 13 TO 18 YEARS**
- 22-24 NOV: IRANIAN FOOD FESTIVAL – EATALY ROMA**
- 25 NOV: EXCLUSIVE GALA DINNER - ROMA**



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B2B MEETINGS
23-24 NOVEMBER 2016

FOR FURTHER INFORMATION:



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