



Iran International Exhibitions Co



# IRAN EXPO 2016

COUNTRY PRESENTATION

FOCUSED ON IRAN

22-26 NOVEMBER 2016



Iran International Exhibitions Co



## **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.**



Iran International Exhibitions Co



## 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 International Exhibitions Co



# 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/LUNCHES AREA

### 5. DISPLAY DESKS

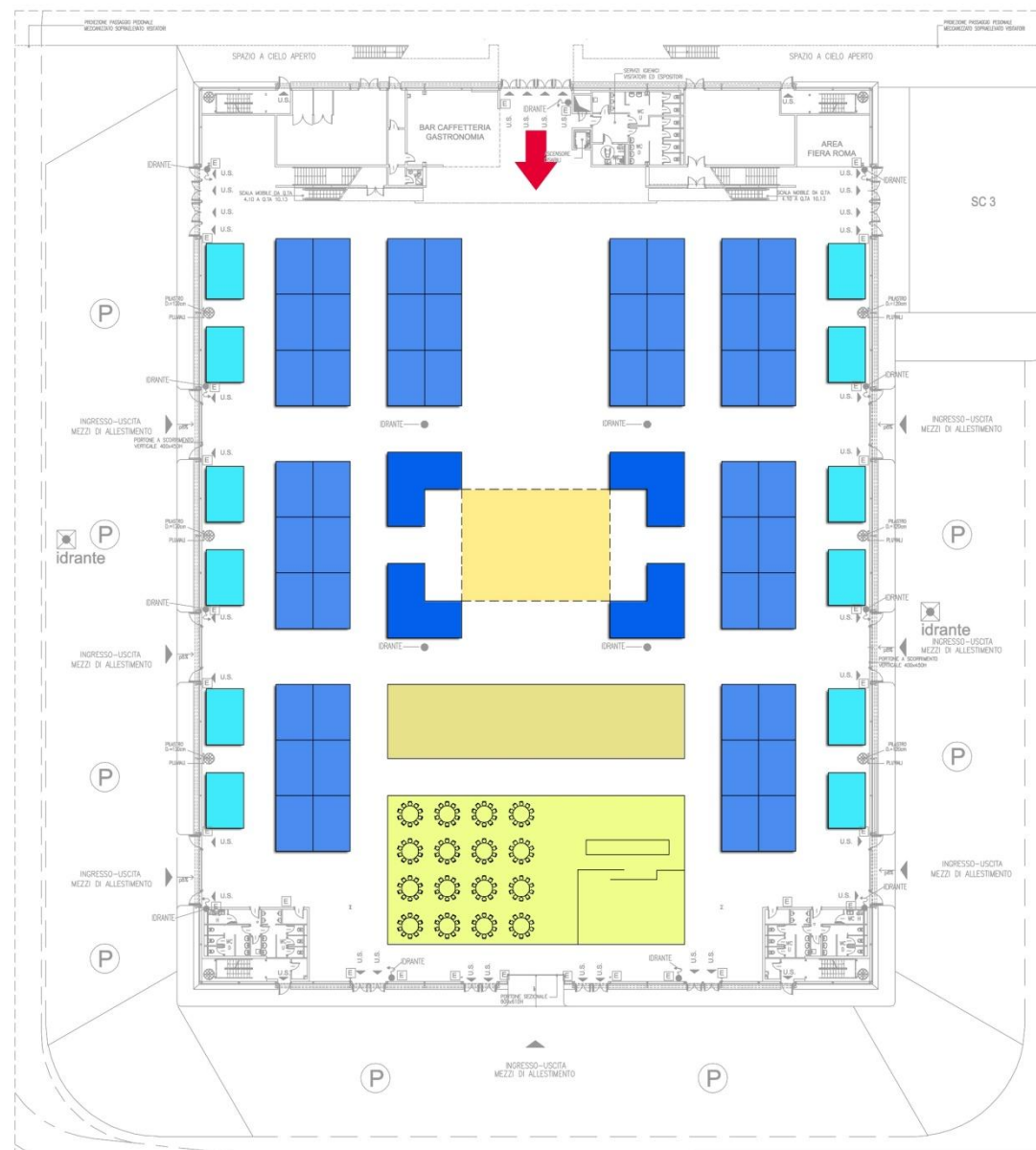


Iran International Exhibitions Co



## 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








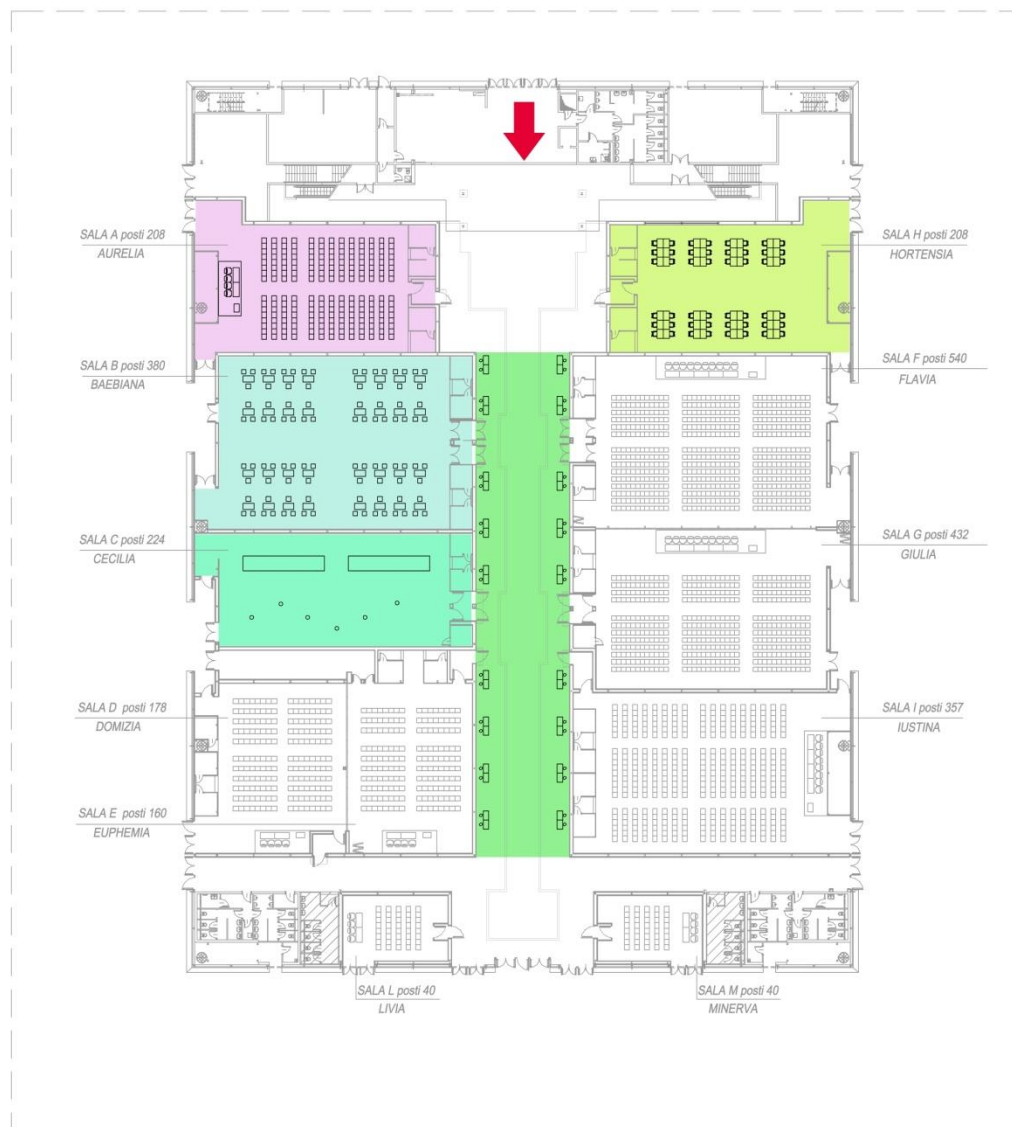


Iran International Exhibitions Co



## LAYOUT PAVILION 10

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





Iran International Exhibitions Co



## LIST OF PARTICIPATING IRANIAN COMPANIES AND RELATED FIELD ACTIVITIES

CHEMICAL & PETROCHEMICALS PRODUCTS
➤ CLARE & DERIVATIVES
CHLORAN
➤ MOTOROIL
XIGMA
➤ PAINT & INDUSTRIAL COATING
PEKA CHIMY
ATRACK CHIMY
➤ PETROCHEMICAL PRODUCTS
PETROCHEMICAL COMMERCIAL COMPANY
MARQON PETROCHEMICAL COMPANY
AMIR KABIR PETROCHEMICAL COMPANY
NATIONAL PETROCHEMICAL COMPANY OF IRAN
NATIONAL IRANIAN OIL COMPANY
JAM PETROCHEMICAL COMPANY
➤ IDGINE
KANSAR KHAZAR COMPANY
➤ RESIN
ROZITAN
➤ PLASTIC
SABALAN PLASTIC
➤ WASHERS
SAAME PADNOVIN

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



Iran International Exhibitions Co



➤ **FOODSTUFFS**

**KALEH CO**

**SHIRIN ASAL**

**PAYTAKHT CANDY**

**SAHAR FOOD CO**

**NAKHLSABZSOBHI CO**

**GOLHA CO**

**PASHMAKE DOOSTI**

➤ **LIVESTOCK AND POULTRY CATALOGUE SHOW**

**MILAD GROUP**

➤ **SWEETS & CHOCOLATES**

**TRADE ASSOCIATION OF SWEET & CHOCOLATES**

**SHIRINSHAH D PARSIAN CO**

**SHINIZ CO**

**MINDO CO**

➤ **EDIBLE & INDUSTRIAL STARCHES**

**ZARAND INDUSTRY & CULTIVATION CO**

➤ **FRUIT JOICE**

**MOJTABA FRUIT JOICE**

➤ **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.**





Iran International Exhibitions 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)
<b>CONSTRUCTION</b>
➤ <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

<b>INDUSTRIAL &amp; INSTALLATION</b>
➤ <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
PARSCENTER 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



Iran International Exhibitions Co



## HOME APPLIANCES

➤ *KITCHEN ACCESSORIES*

**STEEL ALBORZ**

➤ *CHINA WARE*

**ZARRIN CHINA**

➤ *CHANDELIER*

**CHANDELIER MAKERS COOPERATIVE**

➤ *HOME APPLIANCES*

**BUTANE INDUSTRIAL GROUP**

## LEATHER & TEXTILE

➤ *SHOES & BAGS*

**LEATHERCITY CO**

➤ *CLOTHING*

**JAMEE**

➤ *TEXTILE PRODUCTS*

**TEXTILE ASSOCIATION**

**FERDOWS TEXTILE FACTORIES**

➤ *CHILDREN'S CLOTHING*

**SARZAMINE SHAAD**

➤ *SPORTS CLOTHING*

**SPORT CLOTHING MANUFACTURERS ASSOCIATION**

➤ *LEATHER*

**TABRIZ LEATHER ASSOCIATION**

## FURNITURE & INTERIOR DECORATION

➤ *DECORATION*

**PARSAN CO**

**BANIAN OMID**

➤ *FURNITURE*

**IRAN FURNITURE EXPORTERS ASSOCIATION**

## TECHNICAL, ENGINEERING & FARMACEUTICAL PRODUCTS

➤ *HIGH TECHS*

**KNOWLEDGE BASED COMPANIES**

➤ *NANO-STRUCTURED MATERIALS*

**ILYA-CORP**

➤ *DRUGS*

**BAREKAT PHARMACEUTICAL COMPANY**

➤ *MEDICAL EQUIPMENT*

**PAYM AZMA**

## PRINTING AND PACKAGING INDUSTRY

**TEHRAN'S PRODUCTIVE-ORIENTED ASSOCIATION**

## VEHICLES AND RELATED INDUSTRIES

➤ *SPARE PARTS*

**SAPCO RENAULT PARS**



Iran International Exhibitions Co



➤ <i>TIRES</i>
BAREZ INDUSTRIAL GROUP
➤ <i>WAGON &amp; RESIDENTIALS</i>
MAMMUT CO
<b>OTHERS (JOINT VENTURE COMPANIES)</b>
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



Iran International Exhibitions Co



## 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.**



Iran International Exhibitions Co



## 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.







Iran International Exhibitions Co

**FIERA  
ROMA**

## W-STAGE







Iran International Exhibitions Co



## “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 VINOFORUM TRADE 2014 app interface, specifically the "MY AGENDA" section. The interface is designed for users to manage appointments at the Meeting Yard area.

**User Access Screen:** This screen allows users to log in or register. It includes a "Select access type" section with radio buttons for "Seller" and "Buyer". Below this are fields for "Username" and "Password", a "Recover your password" link, and a "Login" button.

**Research Buyer Screen:** This screen is for buyers to search for products. It features a "Search words" field, a "Search" button, and a table of results. The table has columns for "Origin", "Industry sector", and "Search words".

**My Agenda Screen:** This screen displays a calendar view of appointments. The calendar shows dates from Sunday, 09 November 2014, to Sunday, 20 November 2014. A specific appointment is highlighted for Monday, 10 November 2014, at 12:15 PM, with the subject "Appuntamento a Pippo".

**Information Screen:** This screen provides details about the event. It includes a "Welcome!" message, the event name "VINOFORUM TRADE 2014", the location "Fiera di Roma", and contact information. It also shows a "Chronology" section with a list of appointments.



Iran International Exhibitions Co



## 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



Iran International Exhibitions Co



## SOCIAL AND CULTURAL EVENTS IN ROME - PROGRAMME



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



Iran International Exhibitions Co



# **B2B MEETINGS**

## **23-24 NOVEMBER 2016**

FOR FURTHER INFORMATION:



---

**ITALO**  
**IRANIANA**  
CAMERA DI COMMERCIO E INDUSTRIA

FAX 06.5903683    E-MAIL: [IRANEXPO@CCII.IT](mailto:IRANEXPO@CCII.IT)  
[WWW.CCII.IT](http://WWW.CCII.IT)