



AMB IRAN

Messe Stuttgart and
VDW organise symposium
accompanied by a
trade fair in Iran

Exhibition and Conference
30.05. – 01.06.2016 | Teheran
organised by Messe Stuttgart and VDW

Iran expects industry boom

In the past few years, Iran's economy, both in terms of international trade and also of investments, has been held back by the sanctions imposed as a result of the controversy surrounding its nuclear programme. The end of the sanctions will lead to sudden, accelerated growth in Iran, and the current investment lag harbours a multitude of business opportunities.

On a political level, first contacts have already been established, and former relationships have been resumed.

For the industry, the latest developments offer a chance to once again supply Iran with high-tech products in the future in order to meet this huge sales market's demands.

Messe Stuttgart and VDW, the German Machine Tool Builders' Association, have therefore decided to organise a symposium accompanied by a trade fair as early as this spring.

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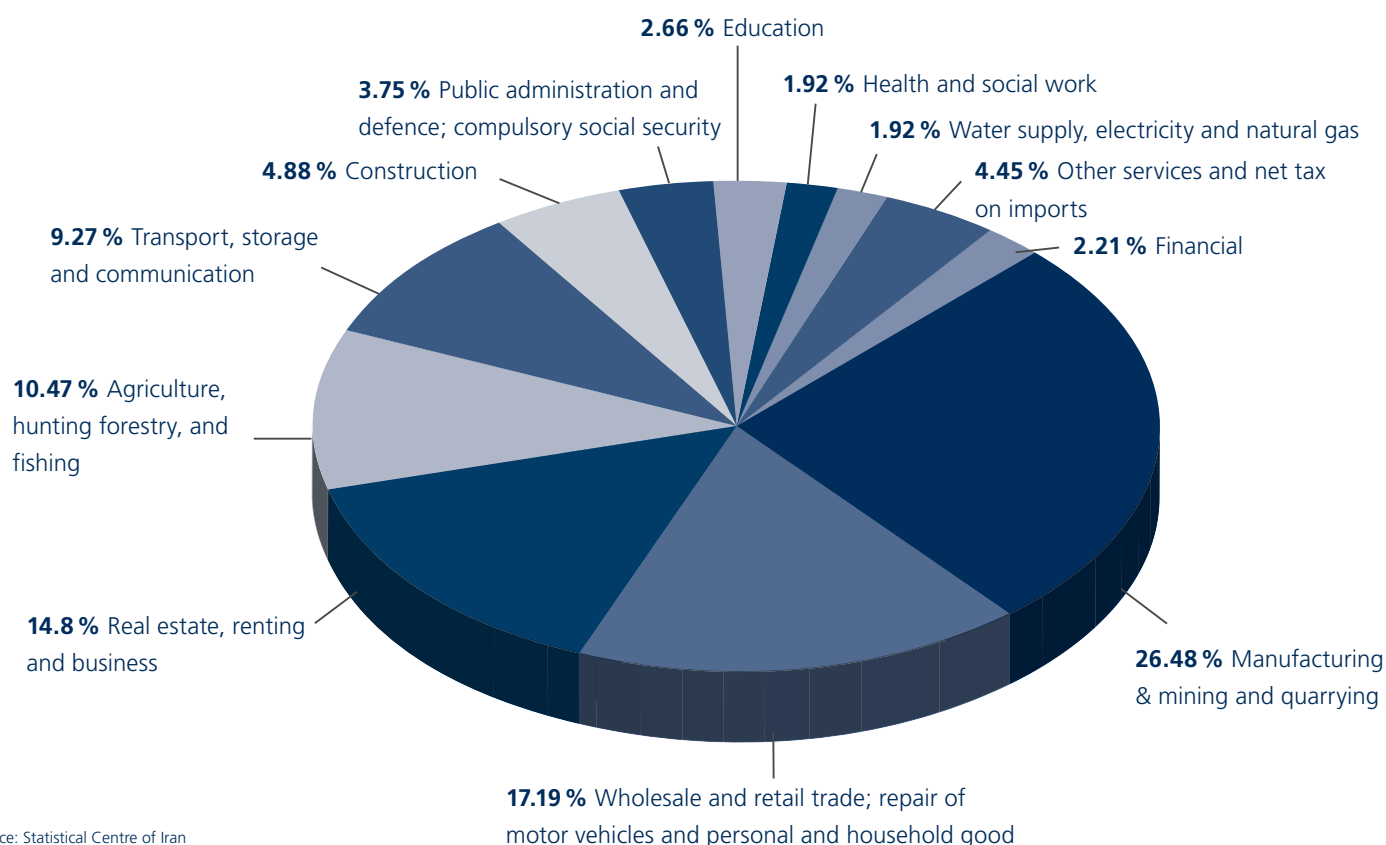
Teheran – Iran's economic centre

Iran in figures



Major influence in the Middle East

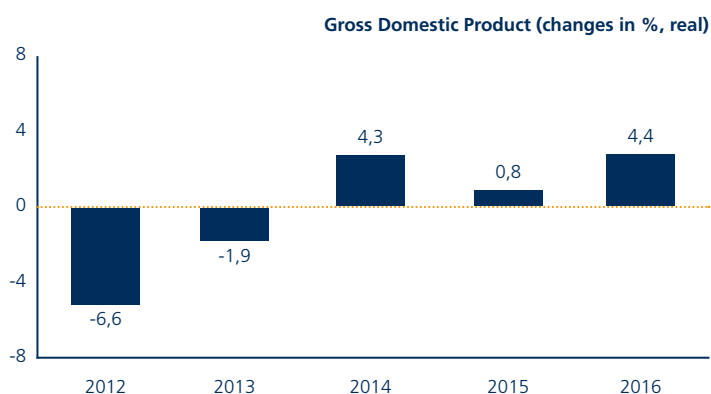
The Iranian economy is more diverse than the economies of many other Middle Eastern countries. The automotive industry plays a major role. It has grown considerably over the past few years, and is now the second most important industry sector after the oil and gas industry.



Source: Statistical Centre of Iran

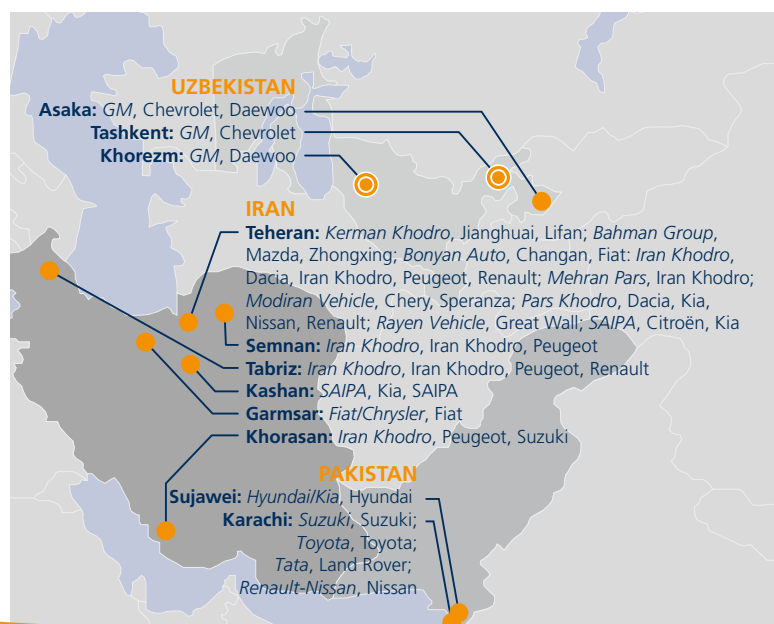
Economic growth

After the sanctions were tightened in 2010, the Iranian economy slowed down completely in 2012 and 2013. Not least also due to the sanctions, the Iranian economy was forced to diversify beyond the oil and gas industry.

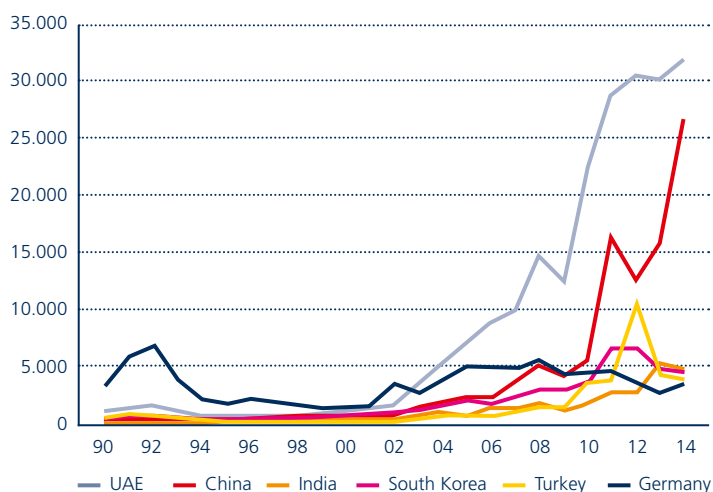


Source: GTAI

Car manufacturing in Iran



Iranian imports according to country of origin in million USD



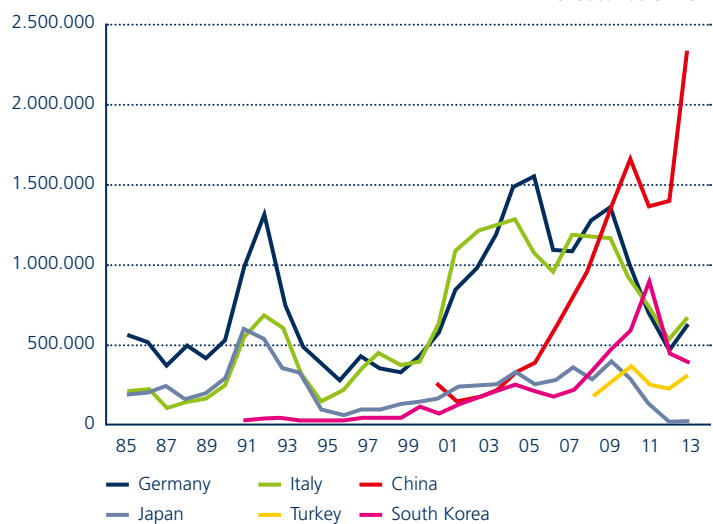
Source: Bloomberg, LBBW Research

Most of Iran's imports come from the United Arab Emirates. It can safely be assumed that in the past few years, Iran was forced to import many goods via this trade hub, which consequently led to massively increased figures.

Even more striking is the rise in imports from China, which has increased fivefold in the last five years alone. In this respect, China exploited the fact that many countries refrained from exporting to Iran.

The lifting of the sanctions harbours opportunities for the major industrial nations

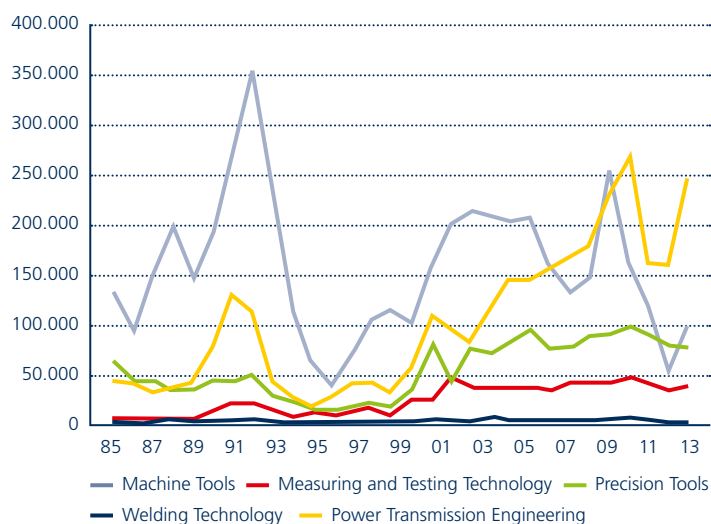
Iranian imports according to country (entire engineering sector) in thousands of EUR



Source: VDMA/VDW

Extensive need to catch up on production technology

Iranian imports for specific engineering sectors in thousands of EUR



Source: VDMA/VDW

Following the agreement reached in Vienna, experts anticipate a revival of the formerly good business relations between Iran and the industrial nations – especially in the area of production technology.

The oil industry needs modernisations. This opens up opportunities for plant and machinery engineering and construction companies. Besides this, the focus is also once again on such industry sectors as car manufacturing, chemicals or the expansion of renewable energies.

Exports from the industrial countries into Iran are likely to go up considerably. In the area of production technology, the market's intake capacity is very high. The need for modernisation is comprehensive, although the construction of completely new production sites will also trigger a wide range of investments in plant and machinery.





Teheran – Iran's economic centre

Teheran is the hub of the country's industrial and trading activities; it is a major transport hub and also boasts universities and other establishments of higher education, libraries and museums. The city is an important economic, research and cultural centre.

Boostane Goftegoo Exhibition and Conference Center – in the heart of the market

Boostane Goftegoo (Dialogue Park) is an attractive venue that offers a wide range of facilities such as, for example, exhibition grounds, conference rooms, a library and numerous restaurants, all surrounded by a pleasant park. Boostane Goftegoo Exhibition and Conference Center is made up of five exhibition halls with a total of 7,290 m² of floor space, and conference rooms seating up to 500 participants. The exhibition centre is perfectly situated, thanks to its close proximity to the Milad Tower and numerous international hotels; it is well-connected to the country's highway network and also equipped with plenty of parking spaces for visitors.



Your partners in Iran

Organisers:

Messe Stuttgart



Promotional supporter:



The AMB Iran – Exhibition and Conference is being organised by Messe Stuttgart and VDW, the German Machine Tool Builders' Association. This partnership promises a high quality event of the standard you would expect to encounter in Germany.

Messe Stuttgart has been active in the region for many years, and has gained a wide range of experience here in the course of the successful establishment of a strong network with excellent connections to Iranian buyers, government agencies and professional associations. The VDW has already organised the well-known VDW Symposium in various locations all over the world for many years, and is the perfect partner for a professional programme of presentations by experts. The VDMA Precision Tools Association and the VDMA Measuring and Testing Technology Association act as promotional supporters and thus also highlight the international attention this event attracts.

Opportunities for participation:

Make use of the opportunities offered by the imminent opening-up of this market, our experience in organising international events and our local network, and book a stand for your display now. We have designed an interesting package for exhibitors:

- Expert presentation at the symposium – share your technology expertise with a selected audience for Euro 5,000
- Exhibition space including stand equipped with wall elements, table and chairs, brochure holder, counter element, signage, lighting and connection to power supply Euro 395 /m² (minimum size 12 m²)
- Organisational support from Messe Stuttgart when it comes to preparing and carrying out your trade fair participation
- Matchmaking – B2B meetings with the most important buyers in Iran

Full service:

We will help you with your travel arrangements and are happy to offer you support and advice at all times. We have already reserved a limited number of hotel rooms which are available exclusively to our exhibitors. See www.tourismiran.ir/en or www.visumcentrale.de, for example, for further information

AMB Iran – Exhibition and Conference

Venue: **Boostan Goftegoo's Exhibition and Conference Center, Teheran, Iran**

Date: **30 May to 1 June 2016**

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