



# PROJECT IRAN

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

# BOOSTING OPPORTUNITIES IN A BOOMING MARKET

The 4<sup>th</sup> International Trade  
Exhibition for Construction  
Materials, Equipment &  
Technology

**25 - 28**  
**April 2018**

Tehran International  
Permanent Fairground  
Tehran, Iran

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## LEADING INTERNATIONAL BUSINESSES TO MASSIVE CONSTRUCTION OPPORTUNITIES IN IRAN

Building on Iran's impressively growing and lucrative construction sector that has gained international interest, **Project Iran**, the country's only multi-national construction trade exhibition, returns for its 4<sup>th</sup> edition from **25 to 28 April 2018** at the Tehran Permanent Fairground.

Gathering hundreds of international exhibitors, gaining the support of many local associations, and welcoming thousands of leading industry buyers, the exhibition is a pivotal platform to access Iran's multibillion-dollar construction market. **Project Iran** opens way for the transfer of valuable expertise and innovative technology to a highly demanding market.



*"... This exhibition is a great opportunity for the Belgian companies to meet customers and partners, especially that the intention is not only to 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 ...."*

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

## IRAN CONSTRUCTION 2017 MARKET INSIGHTS

**\$328**  
BILLION

A total budget, including state enterprises, for the next Iranian fiscal year has been proposed, with prime focus on unemployment, water resources, railways and the environment

*Source: Arabia Monitor: Economic Research & Strategy*

**6.1%**  
GROWTH (CAGR)

Iran's construction market is expected to continue at a relatively steady annual growth from **2016 till 2020**

**\$196**  
BILLION

The expected total construction market size in Iran by **2020**

**45%**  
MARKET SHARE

The **construction growth** has been primarily driven by the residential segment, accounting for 45% of Iran's market

**\$1.8**  
MILLION  
LOANS

The government has announced plans to provide loans over a period of six years, from **2014 to 2020**, ranging between **\$7,500 and \$18,700**, to help pay for renovation and upgrade projects

**x2**  
INCREASE

The government is planning to nearly double the size of the country's 13,000 kilometers railway network to cover **25,000 kilometers by 2025**

*Source: BMI Research [www.bmiresearch.com](http://www.bmiresearch.com)*

## OVERVIEW OF IRAN'S CONSTRUCTION MARKET



**4.2%**  
GROWTH OVER THE  
NEXT 5 YEARS



**\$1.2 MILLION**  
AVERAGE ANNUAL DEMAND FOR  
HOUSING IN THE NEXT 5 YEARS



**5.7 %**  
CONTRIBUTION TO GDP



**\$154.4 BILLION**  
CONTRIBUTION TO GDP



Iran's construction sector is poised for robust growth in the wake of sanctions removal, equally driven primarily by an influx of international investment and a post-sanctions financial windfall. Both transport and energy sectors are expected to attract in particular the lion's share of investment.

The construction sector is set to comprise a steadily growing share of the country's overall GDP:



## ANAS

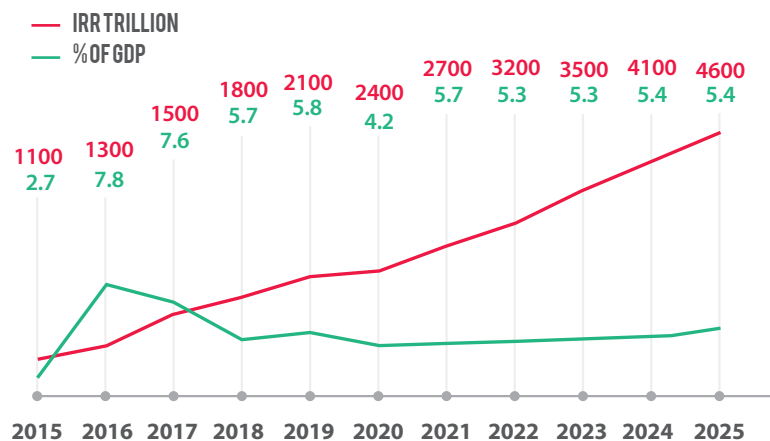
Italy's state-owned highway management firm Anas signed a deal with the Iranian Ministry of Roads to build and manage a **1,200km** road in the country. The **EUR 3.6 billion** (USD 4bn) project involves building a road connecting the port of Bandar Imam Khomeini to Bazargah.

## UNIT

UNIT International signed a USD 4.2bn deal on June 1 with the Iranian energy ministry to build seven natural gas-fired power plants in Iran.

## INFRASTRUCTURE

CONSTRUCTION INDUSTRY FORECASTS (2015 - 2025)



Source: Consultancy.uk





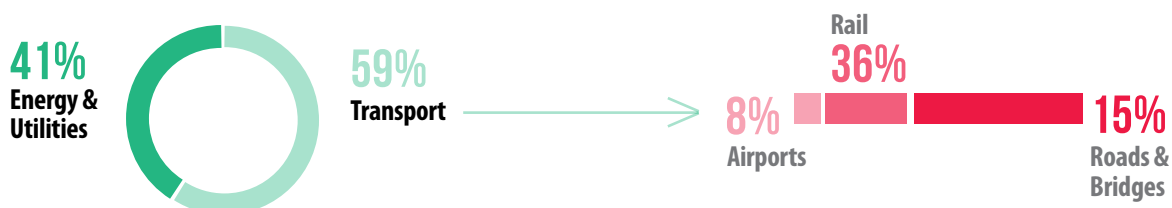
“

“... 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 they can contribute to the growth of the Iranian economy.”

Mr. Francois Senemaud / H.E. Ambassador of France in Iran

## IRAN KEY INFRASTRUCTURE PROJECTS

BY SUBSECTOR (IN USD BN) (Q4 2016)



## TRANSPORT INFRASTRUCTURE PROJECTS

Project Name	Value (USD mn)
Imam Khomeini International Airport Expansion Project Phase 2, Tehran	2,800
Tehran – Isfahan Highspeed Railway	2,730
Tehran-Khosravi Rail Line	2,000
Tehran-Mashhad Rail Line Electrification Project	2,000

## CONSTRUCTION & SOCIAL INFRASTRUCTURE PROJECTS

Project Name	Value (USD mn)
Bandare Jask Oil Refinery, Hormozgan	10,000
NALCO Aluminum Complex	2,600
Bandar Abbas Steel Plant, Hormozgan	1,620
Sarooj Pars Complex, Kerman	120

■ In Planning Stage  
■ Under Construction  
■ Announced

Source: National Sources, BMI

# PROJECT IRAN 2017 FACTS & FIGURES



150

Number of Exhibitors

10

National Pavilions

21

Countries Represented

15,000+

Number of Visitors

4,500

SQM Exhibition Space

## NATIONAL PAVILIONS



Austria



Finland



Belgium



France



China



Germany



Cyprus



Italy



Czech Republic



Turkey

## EXHIBITS PROFILES



*Building Materials & Equipment*



*PMV (plant machines & vehicles)*



*Stone & Stone Technology*



*Energy & Electrical Engineering*



*Lighting*



*Interiors & Finishing Materials*

## OTHER PARTICIPATING COUNTRIES



Denmark



Malaysia



Hungary



Netherlands



India



Portugal



Iran



Russia



Korea



UK



Latvia

## B2B MATCHMAKING PLATFORM

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, as well as agency and distribution agreements.

360

HOSTED BUYERS

500+

MEETINGS

83

PARTICIPATING EXHIBITORS



## GENERAL INFORMATION

### TEHRAN PERMANENT FAIRGROUND

Located in the city on Chamran Highway, Tehran Permanent Fairground is the top exhibition venue in Iran. Spreading over an area of more than **80,000 SQM** of indoor and **35,000 SQM** of outdoor spaces, this well-established and multi-functional venue comprises **34** highly-flexible exhibition halls that host more than **70** different exhibitions every year. Necessary services and requirements furnished by the fairground include customs offices, banking and insurance, **9 conference halls**, communication facilities, restaurants, trucks, lift trucks and much more. Numerous hotels are less than five minutes away from the fairground.

### TRADE PROMOTION ORGANIZATION OF IRAN

Trade Promotion Organization of Iran is an active knowledge-based organization working to expand and improve Iran's foreign trade, and achieve higher market share, consistent with national developmental programs. The organization places high importance on establishing constructive communications with business partners, interested parties, and efficient human resources. It also focuses on employing technology and proper policies, coupled with providing support and supervision to help exportations, infrastructures, and capabilities for developing foreign commerce.

## SECURE YOUR SPOT NOW

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