

## Market of IRAN

Iran is an Islamic republic on the Persian Gulf with historical sites dating to the Persian Empire, where there is significant opportunity. A country with a vast natural resource endowment and home to 81m people, many of them highly educated, should rank among the world's most exciting emerging markets.

Already, Iran is comfortably in the world's 30 largest economies in dollar terms, and among the top 20 when adjusted to local living standards. Along with natural commodities, the country also boasts a largely literate, highly-skilled population – its numerous universities long-producing a steady stream of scientists and engineers.

It's also clear that Iran is well-placed to regain its traditional role as a trading hub, with a huge, often multi-lingual population, it's a natural gateway to a broader 300m-strong regional market. In fact, as a natural transit region between Europe, Asia and Middle East, Iran is very much part of "the New Silk Road" – an idea increasingly popular in the minds of large institutional *investors*.



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## About Exhibition

Iran's Audio, Video & Multimedia Market is projected to grow of 9.2% during 2015. The market declined drastically after the imposition of sanctions on the country. However, the market registered positive growth in 2014.

Iran is a high culture context society and Iranians because of the extensive social relations are one of the major users of audio, video and multimedia devices.

IRANMEDIA2017 is an ideal opportunity to maintain and develop the market for international brands in the region. The presence of famous foreign companies as well as domestic producers and industrialists provide a good chance for mutual cooperation in view of signature of contracts.



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The Second Int'l Exhibition of  
Broadcasting, lights, Musical &  
Multimedia instruments

[www.iranmedia2017.ir](http://www.iranmedia2017.ir)



## WHY YOU SHOULD EXHIBIT!

**Besides the fact that IranMedia is the most important Audio, Video and Multimedia Exhibition in Middle East, here are 4 more great reasons you should exhibit at Iran Media 2017:**

- Over 40,000 trade visitors from some 20 countries/regions are expected to attend the show.
- Some 500 participating companies from 12 nations are expected to be there.
- IranMedia 2017 is a show for the regional market and major players will also be at the exhibition to meet and mingle.
- Supported by the country's market leaders in Audio, Video & Multimedia Industry:
  - Science and Technology Deputy President of the Islamic Republic of Iran
  - Ministry of Culture and Islamic Guidance of the I. R. of Iran
  - The Center for Innovation and Technology Cooperation of I.R. of Iran Presidency (CITC)
  - Tehran Chamber of Trades
  - Association of audio and video devices, mobile phones and accessories
  - Mobile App. Manufacturers Association
  - Iran Press Photographers Association
  - Syndicate companies to identify and locate radio
  - Society of knowledge centers managers
  - Iranian and Sweden Chamber of Commerce
  - Iran and Georgia Joint Business Council

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## Exhibitor Profile

**Some of the products and technology which is expected to be displayed by exhibitors include:**

*(These profiles are not exhaustive and are meant to be a guide)*

### **Audio & Sound Group:**

- A variety of audio recording and playback equipment
- Audio Rack
- Sound recording equipment and sound
- Suitable for acoustic and sound
- Conference systems, muezzin and simultaneous translation
- Studios
- A variety of instruments and musical instruments

### **Multimedia Group:**

- Digital Media
- Applications, software and services create a variety of Menu and Auto Run
- Sites and social networks
- Mobile phones, tablets, notebooks and accessories
- approved radio and television stations and networks c. A. Iran
- Software and hardware for video editing
- editing software and duplicate images
- Equipment for the production and proliferation of CD
- Computer games and cultural products
- Institutions film and visual media
- Mobile unit (SNG)

### **Video & Image**

- A variety of domestic and industrial displays
- Cameras, accessories and other imaging equipment
- Digital receiver and transmitter
- Stunts and special effects tools
- Film and cinema accessories

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- Lighting and stage equipment
- Decor and equipment staged
- Surveillance equipment and Transmitters

#### **Equipment and Related Services**

- Publishing houses and cultural works of art
- Artistic groups
- A variety of wires, cables, connectors and electronics
- Industrial Automation
- Schools and vocational skills training for service centers
- Artistic skills training services
- Specialized publications
- Organizations active in the field of domestic and international standards
- Banks, insurance companies and financial institutions and credit
- Businessmen
- Customs clearance and practitioners reputable contractors
- Legal institutions



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## Why Visit

Exhibitions are one of the most effective ways for establishing and maintaining customer relations. Exhibitions are a recognized launch pad for new products, and an extremely time-efficient way to keep up to date with the latest innovations. They are a focal point for industry, attracting a broad cross-section of representatives from buyers and sellers to trade associations and the media.

You can compile a wide range of competitive information on products and suppliers in a concentrated period of time. Exhibitions are a rich source of new ideas and applications and, as such, play an important role in strategic planning and business generation. Trade exhibitions are highly cost-effective sales and marketing platforms.

You can reach a large portion of the market in a short space of time. Whether you are looking to raise your company profile, change market perceptions or generate sales leads, you can achieve more in three-four days at an exhibition than you might otherwise achieve in months. Exhibitions are also one of the quickest and most cost-effective means of exploring and entering new export markets.

Other common reasons for attending exhibitions include; to consolidate business relationships, solve specific problems, finding new markets, appointments with agents/seek principals, discussing specific terms/ conditions/ pricing, obtaining technical knowledge and business needs in a neutral environment.



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### About TEHRAN

Although Tehran is not Iran, but without this great metropolis, which is the focal point of Iran's transportation network and the center in which more than 40% of the nation's economic activities takes place, it would not be possible to fully comprehend the ever changing Iran.



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Tehran is the mirror of Iran. Those who inhabit this young metropolis have come from around the country with different beliefs, cultures, languages and life styles and live in a national and international context together. It can be noted that modern societies take form in large cities, and therefore, Iran's future is being formed in Tehran. Iran is a complicated and mysterious country and Tehran is more so. Activities, population and cultures have shaped a new and ever changing logic upon which people relate to one another without prior familiarity. This phenomenon, despite being problematic, expands and facilitates innovations and creativity.

Tehran Coordinates	
Province	<a href="#">Tehran</a>
Latitude	35 40 N
Longitude	51 26 E
City	1500 km (579 sq mi)
Urban	686 km (265 sq mi)
Elevation	1200 <a href="#">m</a> (3,900 <a href="#">ft</a> )
Population(2006)	about 11,000,000
Density	10000/km (25,899/sq mi)
Time zone	3.5 GMT

In fact, this is a characteristic of all metropolises to instigate new dynamism. Availability and awareness of economic, social and cultural information are necessary for understanding a city. These concepts, however, make sense only when they materialize within a country, an urban space or its periphery. Although the City of Tehran can be similar to Los Angeles or Shanghai in terms of urban planning, size, variety, internal dynamics and economic role, it cannot be understood without its territorial and cultural characteristic. Tehran's population increased fifty folds from 200,000 in 1900 to 10.3 million in 1996, of which 6.8 million live within the city limits of Tehran. In the same period, however, total population of Iran increased only five folds, from 9.8 million to 60 million. Tehran, which had only a 2% share in total population, now incorporates more than 15% share. This proportion has remained relatively stable since 1970s. This population explosion is the result of migrations due to the Capital's unique attractions. A capital that was merely a town 100 years ago has now become a more or less modern metropolis, because of governmental centralization and improvements in social welfare.

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