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# ICES 2017

Iran Consulting & Engineering Services Exhibition  
Boostan Goftogo, Tehran, Iran  
1-4 February 2017  
[www.ices-expo.com](http://www.ices-expo.com)



# About Iran



Iran is the eighteenth largest country in the world, with an area of 1,648,195 km<sup>2</sup>. Its borders are with Azerbaijan, Azerbaijan-Naxcivan exclave and Armenia to the north-west; the Caspian Sea to the north; Turkmenistan to the north-east; Pakistan and Afghanistan to the east; Turkey and Iraq to the west; and finally the waters of the Persian Gulf and the Gulf of Oman to the south.

Iran's economy is a mixture of central planning, state ownership of oil and other large enterprises, micro agriculture, and small-scale private trading and service ventures. In 2011 GDP was \$482.4 billion (1.003\$ trillion at PPP), or 13,200\$ at PPP per capita.

The administration continues to follow the market reform plans and has indicated that it will diversify Iran's oil-reliant economy. Iran has also developed a Biotechnology, Nanotechnology, and Pharmaceuticals industry.



# IRAN SAFE HUB OF 13 COUNTRIES



## Iran's most Comprehensive Engineering Services and Consulting Exhibition

The Islamic Republic of Iran is pushing ahead with its rapid development with the ongoing construction of major infrastructure projects in many parts of the country. More development projects, costing billions of dollars, are set to be implemented in the coming years as Iran takes concrete measures to diversify its economy. As infrastructure investments continue to grow, ICES-Expo 2017 will be your direct gateway to the opportunities in this sector, enabling your company to play a prominent role in the country's development. By bringing together all leading companies in the industry, ministry officials, CEOs and other senior managers, ICES-Expo will serve as an ideal platform for networking with key decision makers, expanding your business contacts and strengthening your presence in Iran's vibrant construction market. Participate in ICES-EXPO Iran and showcase the difference that your company can make to the Iran's highly impressive infrastructure development. Book your stand today!



# Why exhibit at ICES-EXPO Iran 2017



- ✓ Introduce your new products & services directly to your target clients in Iran's Market
- ✓ Proudly showcase your company's ongoing infrastructure projects as well as your previously completed projects
- ✓ Boost your leading position in the market by highlighting your company's capabilities in infrastructure development
- ✓ Take advantage of the major opportunities as Iran pursues massive infrastructure development nationwide
- ✓ Get the edge over your competitors with this excellent platform for effectively promoting your products & services
- ✓ ICES-Expo is the best welcoming platform to the 18th largest economy in the world by Purchasing Power Parity (PPP)
- ✓ Access to the richest labor and natural resources with young and educated population
- ✓ The best access point to Existing governmental and private projects worth billions of dollars
- ✓ Ideally located at the center of Middle East & Central Asia markets with over 300 million population, which are considered as the prime markets opportunities for Iran's non-oil exports & engineering services
- ✓ Excellent strategic geographical location, sandwiched among Europe, Russia, the booming market of Gulf & close enough to much of Asia to Trade with



## VISITOR'S PROFILES:

### THE LARGEST GATHERING OF INDUSTRY PROFESSIONALS

- ✓ Building Material Manufacturers, Suppliers and Distributors
- ✓ Consultants – Architects, Engineers, Real Estate
- ✓ Contractors – Civil, Mechanical, Electrical, Plumbing, Pipeline, Chemical and Petrochemical, Medical, Telecommunication, Military, Environment and ...
- ✓ Contracts, Procurement and Logistics (CPL) and Supply Chain Managers
- ✓ Facility Operators / Managers / Industry Professionals
- ✓ Investors – Government Pension Funds, Venture Capitalists, potential Private Local Partners
- ✓ Property Owners / Developers / Homeowners
- ✓ Public Sector Officials – Representing Ministries, Tender Boards, Municipalities
- ✓ Senior Management – CEOs, COOs, CTOs, Board Members



## Marketing & Promotional Strategies

### Print Media



Press releases, advertisements and feature articles in newspapers, specialized magazines and industry publications

### Online Media



Press releases and blogs in popular portals and social networks as well as an event website

### Outdoor Media



Billboards and starboards, in strategic sites as well as distribution of thousands of posters and leaflets all over Tehran and Major Cities of Iran

### Mailings



Direct mailing and e-mail shots, SMS messages to thousands of industry professionals in our database as well as VIP invitations directly and through the relevant associations and unions to their members

## EXHIBITOR'S PROFILES:

Power, Electricity & Renewable Energy

Recycling & Waste Management

Healthcare & Medical Tourism

Housing & Urban Development

Agriculture & Agribusiness

Oil, Gas & Petrochemical

Telecommunication

Water & Sewage

Infrastructure

Construction

Industry

Mining

Finance, Banking & Insurance

Management & Consulting

Information Technology

Real Estate & Property

Investment Agencies

Tourism & Hospitality

Law & Legal Affairs

Transportation

Environment

Government

Logistics



# The Organizer



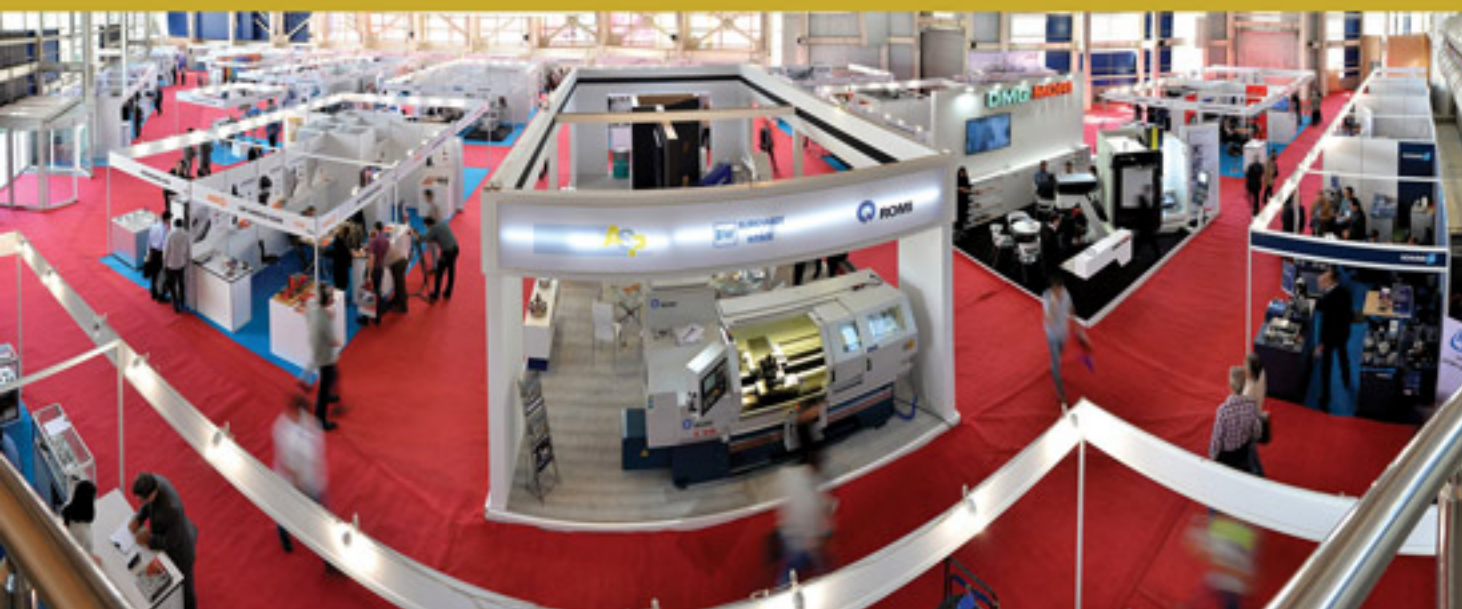
## NOJAN RAD

Tehran based Nojan Rad Co. Ltd., with 17 years experience now, is one of the leading exhibition and event organizers, providing a wide range of exhibition and event related services. Benefiting from its brilliant experiences and expert teams NRC makes all its effort to maximize satisfaction of its clients and partners by providing a wide range of services with the highest level of quality to show case their business to their intended audiences. We organize, promote and market international exhibitions to provide our clients, the "needed" visibility that they deserve at their target markets.



## MBM

Mahkoo Co. Ltd. (MBM) is one of the Iranian leading companies active in the field of organizing specialized exhibitions. MBM has organized and promoted more than 200 international exhibitions in Iran's big cities such as Tehran, Tabriz, Ahwaz, Shiraz and Isfahan enjoying its expert teams. Our mission is to connect international suppliers, traders, investors and end users with a multiple opportunity for sale and learning.



# BOOK YOUR SPACE



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## THE VENUE

PERMANENT FIARGROUND OF TEHRAN MUNICIPALITY (BOOSTAN GOFTEGOO)

The Permanent Specialized Exhibition Center of Tehran's Municipality is located in Boostan Goftegoo (Dialogue Park) ideally at Chamran Highway. Boostan Goftegoo is a modern, state of art international exhibition complex with a total area of 93,000 sqm, consisting of four halls offering 10,000m<sup>2</sup> of indoor exhibition area in addition to 7,000m<sup>2</sup> of outdoor area, ample car parking with a capacity of 2000 cars and buses, conference hall, support services, VIP reception lounge, business and press centers, organizers offices, restaurants and cafeterias. The exhibition center is fully equipped with Sound System, Internet, CCTV and emergency electricity system. Boostan Goftegoo Exhibition Center annually hosting more than 50 national and international exhibitions.

