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Tremendous Interest in International Construction and Mining Trade Fair in Iran

IranConMin in Tehran will be annual event

From October 17 to 20, 2014, approximately 250 exhibitors from eleven countries presented their product innovations at IranConMin in Tehran. On the more than 10,000 square meters of exhibition space, around 20,000 trade fair visitors were informed about the latest trends in the construction, mining and natural stone industry. The interest on the part of the exhibitors and visitors is so great that IranConMin will take place every year in the future – instead of every two years as has been the case. The next trade fair is planned for October 17 to 20, 2015 in Tehran.

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"We are pleased that IranConMin has had such a positive result," says Peter Bergleiter, Managing Director of IMAG – Internationaler Messe- und Ausstellungsdienst GmbH. Together with its long-standing partners Palar Samaneh and IranMineHouse, Germany's oldest international exhibition company has organized the international trade fair for construction and mining for the tenth time in Tehran. On October 17, 2014, Mohammad Reza Nematzadeh, the Iranian Minister of Industry, Mining and Trade, opened the trade fair in the presence of numerous – in some cases, high ranking – guests.

Due to the sanctions initiated against Iran by the US and the EU, the trade fair was suspended in 2012. After the political situation changed, however, and the hope of an economic relaxation grew, IMAG included IranConMin 2014 in its program again.

"Above all, European and Asian companies have a strong interest in a trade fair for construction and mining in Iran," says Bergleiter. "Iran is a traditional and important market, especially for stone processing. In 2014, 44 per cent of the exhibitors came from abroad. Italy, China and Germany were represented by group interests.

Thirty companies from Italy presented themselves at a shared booth. "The Iranian market holds great potential for the Italian construction and mining industry, particularly for machines for stone and marble processing, as well as for construction machines. For Italian companies in these industries, the IranConMin is therefore the ideal trade fair in Iran. That is why we are planning an Italian group participation for next year," says Alessandro Liberatori, Head of the Capital Goods Office, Italian Trade Agency ICE.

The importance of Iran as an export market for European construction companies is also highlighted by Engin Barutcuoglu, Export Area Manager at the Turkish



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construction equipment manufacturer Hidromek: "We have more than 800 machines running in Iran and have been represented locally by a dealer for 12 years. The IranConMin is ideal for us to address existing and potential customers."

Many exhibitors already have long-established business relationships in Iran but have been inactive in Iran since the embargo, despite the great demand. "We have had customers in Iran for 40 years and are pleased that IMAG has included IranConMin in its program again, says Thomas Böltz, Area Sales Manager at Dr. Fritsch, the German machine manufacturer for diamond tools. Böltz is responsible for approximately 25 countries and has been in Iran frequently. "With our presence at IranConMin, we can keep up particularly important personal contact with our customers in Iran to a reasonable degree. We are impressed by the visitor interest. This year, we have generated three times as many contacts as expected and achieved several sales transactions."

In 2015, IranConMin is scheduled to take place from October 17th to 20th. The exhibition will be accompanied by an international mining conference lead by Iran Minehouse, the Iranian partners of IMAG.

Captions:

[Opening]

Mohammad Reza Nematzadeh, the Iranian Minister of Industry, Mining and Trade (center), opened IranConMin 2014 on October 17, 2014.

[IranConMin 2014]

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More information and pictures of the trade fair can be found at www.iraconmin.de

IMAG – Internationaler Messe- und Ausstellungsdienst GmbH

IMAG, a subsidiary of the Messe München International Group since 1981, organizes trade fairs around the world and supports participants in international events outside Germany on behalf of public and private clients. Since its foundation in 1946 in Munich, IMAG has been involved in over 5,000 international exhibitions abroad. IMAG's annual portfolio encompasses approximately 30 trade fairs, spanning around 20 countries. The events focus in particular on the automotive, commercial vehicles and auto parts sector; construction materials and equipment; tools; environmental technology and analytics.