



EXHIBITOR MANUAL

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ENERGY OF IRAN, 2017



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Dear Exhibitor,

*Welcome to INDEE Iran
Tehran, 1 – 3 February 2017*

INDEE Iran is the 36th INDEE exhibition in the series of INDEEs. To ensure you have a great experience during the exhibition, please read this manual carefully. This manual contains the technical guidelines for the above-mentioned show. These guidelines would be helpful to you in planning your participation and in working out your schedule. You are also requested to visit the event website <http://www.indeeiran.com> for periodical updates and for more information regarding the show. For clarifications and return of forms, please correspond with: Mr. Bratindra Bhattacharya at bbhattacharya@eepecindia.net.

We look forward to your co-operation and support.

Thank you,

TEAM EEPC INDIA

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EXHIBITION DETAILS

NAME OF THE EXHIBITION	:	Indian Engineering Exhibition (INDEE) – IRAN
VENUE OF EXHIBITIONS	:	Boostan Goftegoo Exhibition & Conference Centre Fairground, Tehran
DATES OF EXHIBITION	:	1-3 February 2017
EXHIBITION TIMINGS	:	1000 hrs to 1700 hrs, daily
ORGANIZED BY	:	EEPC INDIA with support from Ministry of Commerce & Industry, Government of India and Embassy of India, Tehran, Iran
CO-LOCATED WITH	:	Iran Consulting & Engg Services Expo
SUPPORTED BY	:	Ministry of Commerce & Industry, India Embassy of India, Iran Ministry of Industry, Mines & Trade, Iran Ministry of Energy, Iran Trade Promotion Organisation, Iran Iran Electrical Industry Syndicate Syndicate of Industrial Manufacturers Association of Industrial Automation Companies
HANDING OVER OF STALLS	:	31st January 2017, 1500 hrs

IMPORTANT CONTACT DETAILS

ORGANISER : EEPIC INDIA

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COUNTRY NOTE



Capital City: Tehran

Geography:

Location	Iran is located in West Asia and borders the Caspian Sea, Persian Gulf, and Gulf of Oman. Bordering countries Afghanistan, Armenia, Azerbaijan, Iraq, Pakistan, Turkey, Turkmenistan
Total Area	1,648,195 sq km
Climate	Variable Climate; In the northwest, winters are cold with heavy snowfall and subfreezing temperatures during December and January. Spring and fall are relatively mild, while summers are dry and hot. In the south, winters are mild and the summers are very hot
Time Difference	(8:30 hours ahead of Washington, DC, during Standard Time); IST (2 hours behind India)

Demography:

Population	78.8 million (2015 est.)
Languages	Persian (official) 53%, Azerbaijani and other Turkic dialects 18%, Kurdish 10%, Others 19%
Population growth rate	1.3% (2015 est.)
Literacy	82%

Economy:

Currency	Iranian Rial (IRR)
Exchange Rate	Rial (IRR) per US dollar - 32399 (est.)
GDP (official exchange rate)	393.7 billion billion USD (2015 est.)
GDP- per capita (PPP)	4,763.30 USD (2013 est.)
GDP- composition by sector	agriculture: 9.3% industry: 38.4% services: 52.3% (2015 est.)
Industries	Hydrocarbons, Agriculture, Services, Manufacturing & Financial services

Exports	\$5430 Million (Dec 2014 est.)
Exports- commodities	Oil and natural gas are Iran's most important exports, accounting for 82 percent of the country's export revenues. Other exports include chemicals, plastics, fruits, ceramic products and metals
Exports- partners	China (21 percent of total exports), Japan (9.2 percent) and Turkey (9 percent). Others include: South Korea and Italy
Imports	\$ 12510 Million (2015 est.)
Imports- commodities	non-electrical machinery (17 percent of total imports), iron and steel (14 percent), chemicals and related products (11 percent), transport vehicles (9 percent) and electrical machinery, tools and appliances (7 percent)
Import- partners	United Arab Emirates (31 percent of total imports) and China (17 percent). Others include: South Korea, Turkey and Germany
Ports and terminals	major seaport(s): Bandar-Abbas on the Strait of Hormuz
Rank on the Ease of Doing Business Index, 2014	107

Source: www.cia.gov

➤ **Market opportunities:**

Compared to most oil-rich countries in the Middle East, Iran has a diversified economy. Iran is the second largest economy in the Middle East and North Africa (MENA) region after Saudi Arabia, with an estimated Gross Domestic Product (GDP) in 2015 of US\$393.7 billion. It also has the second largest population of the region after Egypt, with an estimated 78.8 million people in 2015. Iran's economy is characterized by the hydrocarbon sector, agriculture and services sectors, and a noticeable state presence in manufacturing and financial services. Iran ranks second in the world in natural gas reserves and fourth in proven crude oil reserves

➤ **Market entry strategy**

Working with a local partner, such as an agent or distributor, is the most effective way to reach Iranian consumers. A local partner can facilitate and expedite market entry through market knowledge and established networks. In Iran, personal relationships can be the key to successful business transactions.

➤ **Indo-Iran bilateral trade**

According to the UN Comtrade as reported in the ITC web site, India's exports to Iran were to the tune of \$3.13 billion in 2015. Exports of engineering goods constituted nearly 30% of total Indian exports to Iran in 2015. Exports of engineering goods to Iran in 2015 were \$923.32 million in 2015. In 2013, share of the engineering sector was less than 15% in total Indian exports to Iran. Iran imported \$43.89 billion worth of goods in 2015, of which \$21.23 billion, ie nearly 49%, were from the engineering sector.

IRAN BUSINESS VISA

The link to visa form and fees:

<http://newdelhi.mfa.ir/index.aspx?fkeyid=&siteid=328&pageid=30379>

The following documents are required:

- 1) Original Passport with at least 2 blank pages
- 2) Two passport size photographs (normal Indian size will do) with white background
- 3) Completed and Signed Visa form that you can download FROM EMBASSY OF IRAN
- 4) A medical test report showing that you don't have HIV or Hepatitis B
- 5) A letter to the Consul General either from your company or self briefing about your trip objective and itinerary.
- 6) Air ticket
ITR for two years.

EEPC India will soon issue further guidelines for obtaining visa.

PUBLICITY PLAN

EEPC India has tied up with a leading media agency in Iran for creating awareness about the show in the country. Extensive publicity is being arranged by the EEPC India in Tehran and surrounding regions by way of:

- A. Advertisements in leading local newspapers and magazines
- B. Mailers through chambers of commerce and trade associations through its members
- C. B2B through a leading matchmaking agency of Tehran
- D. Separate mailing through agencies
- F. The Indian Embassy in Iran is also playing an important role in spreading the news about this exhibition.

STANDARD PACKAGE

Stand Package (9 Sq. Mtr.)	:	Floor space with Shell Scheme
		Carpet
		Company Name on Fascia
		1 Info Counter
		1 discussion Table
		3 Chairs
		3 Spot Lights
		1 Plug Socket
		1 Waste Basket

A **FASCIA NAME**

- 1) Your Fascia Name Board will be provided in upper-case using standard 100 mm. height (4 inches) English alphabets.
- 2) Fascia names are obtained from the entries made by the participants.

B **EXHIBITOR PASSES**

All exhibitors are requested to fill the mentioned form and forward the same to Ms Ayantika Kar at akar@eepcindia.net.

Please fill in English with CAPITAL LETTERS, Font Arial size 10 not exceeding 20 alphabets.

****Name +Surname (Initial only).**

Do not mention designate in front of name, kindly use the different column.

NAME	DESIGNATION	COMPANY NAME

Additional Furniture List

No	Product Description	Price EURO €	Picture
1	Lounge Chair(Single Seat)	50	
2	Lounge Chair(Double Seat)	90	
3	Upright Chair	10	
4	Plexiglas Folding Chair	12	
5	Leather Arm Chair	20	
6	Bar Stool	30	
7	Writing Table (MDF, 80 x 80cm)	35	
8	Writing Table (Glass, Ø90cm)	40	
9	Conference Table 6 Seats (Glass, Oval)	45	
10	Conference Table 8 Seats (Glass, Oval)	50	

No	Product Description	Price EURO €	Picture
11	Information Counter (100 x 50 x 100)	40	
12	Freestanding Lockable Cabinet (100x50x100)	50	
13	Freestanding information Counter	40	
14	Freestanding Plinths(45 x 45 x 50)	20	
15	Freestanding Plinths(45 x 45 x 75)	25	
16	Freestanding Plinths(45 x 45 x 100)	30	
17	Low Glass Showcase(100 x 50 x 100)	50	
18	High Glass Showcase (100 x 50 x 200)	100	
19	Small High Glass Showcase (50x50x200)	70	
20	Rotating Glass Showcase (40x40x200)	70	

No	Product Description	Price EURO €	Picture
21	Wall Panel	20	
22	Solid Lockable Door	70	
23	Shelve (30 x 100)	10	
24	Catalogue Holder	20-30	
25	Carpet	5	
26	Water Cooler/Heater	60	
27	Refrigerator	70	
28	32" LCD TV	100	
29	42" LCD TV	150	
30	DVD Player	30	

VAT @ 9% additional. All the requests related to extra furniture requirement need to be made directly at the above contactor

Tentative Programme

31 January 2017	Bulid up
1 February 2017	Exhibition opens at 9:00 Inaugural programme Exhibition closes at 17.00 hrs
2 February 2017	10:00 am – 5:00 pm – Exhibition 7:00 pm – India Evening (yet to be finalized)
3 February 2017	10:00 am – 5:00 pm – Exhibition Exhibition ends
4 February 2017	Dismantling

TRAVEL & HOTEL ACCOMMODATION

EEPC India has blocked rooms in Persian Esteghlal Hotel (<http://esteghlalhotel.com/>). One single room will be allotted to per participating company. The package includes breakfast and wifi.

The rooms have been booked for four nights. Check in date is 31st January 2017 and checkout date is 4th February 2017. Check in time: 1400 hrs and checkout time: 1200 hrs. Expenses towards any additional nights, early check in, late checkout etc would have to be borne by the participants.

Participants desirous of obtaining twin sharing may do so by paying an additional amount of Rs 12,000/- (total for four nights). However, a prior intimation to EEPC India is a must. Allocation of twin sharing rooms depends on availability.

Buses will ply between the hotel and the venue carrying the participants.

Travel Advisory

1. Travelling

The participants are advised against travelling:

- within 100km of the entire Iran/Afghanistan border
- within 10km of the entire Iran/Iraq border
- the province of Sistan-Baluchistan
- the area east of the line running from Bam to Jask, including Bam

2. Illegal or restricted activities

Possession, use or trafficking of drugs and alcohol is forbidden. Convicted offenders can expect very severe penalties, including capital punishment.

People who challenge the Islamic faith or attempt to convert Muslims to another religion may be condemned to death.

Avoid public displays of affection between two people of the opposite sex, especially between a non-Muslim man and a Muslim woman.

Those who engage in sexual relations outside of marriage are subject to severe penalties, including death.

The laws of Iran prohibit sexual acts between individuals of the same sex. Convicted offenders can face corporal punishment, imprisonment or the death penalty.

Magazines and DVDs with sexual or explicit content are forbidden.

Photography of government and military installations—such as ports and airports and their surroundings—is strictly prohibited. Such sites are not always identifiable. Refrain from taking pictures whenever you are not at a recognized tourist site. When in doubt, ask for permission.

Playing music loudly in public, including in cars, is prohibited by law.

3. Customs

All luggage is subject to search upon arrival to and departure from Iran.

It is prohibited to import alcohol or pork products.

Declare all foreign currency upon arrival to avoid difficulties.

4. Religion

Iran is an Islamic theocratic republic. A conservative interpretation of Islamic practices and beliefs is closely adhered to in the country's customs, laws and regulations. Dress conservatively, behave discreetly, and respect religious and social traditions to avoid offending local sensitivities. Men should not wear shorts, and women should cover their head with a scarf and cover their arms and legs.