

# A ROAD TO SUSTAINABLE BUSINESS OPPORTUNITIES

[www.IMEX2017.com](http://www.IMEX2017.com)

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# WHAT IS IMEX?

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IMEX is the first dedicated Iran-Malaysia business and investment opportunities expo which will be held for 6 years as below:

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## IMEX in Kuala Lumpur:

- 2018
- 2020
- 2022



## IMEX in Tehran:

- 2017
- 2019
- 2021

# IMEX; NOT ONLY AN ANOTHER EXPO

- IMEX 2017 is a Sucia-Chakameh event.
- A unique platform for businessmen of two countries to expand their markets
- A result oriented event
- Dedicated B2B lounge with free translators and interpreters
- Free legal consultancy in the premises
- One place for all:

Energy

Tourism

Food & Nutrition

Healthcare

Education

Halal Industries

Fashion

Beauty



# WHY IN IRAN?

Prime Ministe Najib Tun Razak & President Rouhani emphasized 2 country should boost their trade level to 2 times more than it was before Iran Sanctions

- Iran is the second largest economy in the Middle East with 80 million population
- Iran 's estimated GDP:
 

2014:	\$397bn
2015:	\$430bn
GDP growth rate:	10%
- Iran's non-oil foreign trade hit the record of USD 12.3 BILION in 2 months only

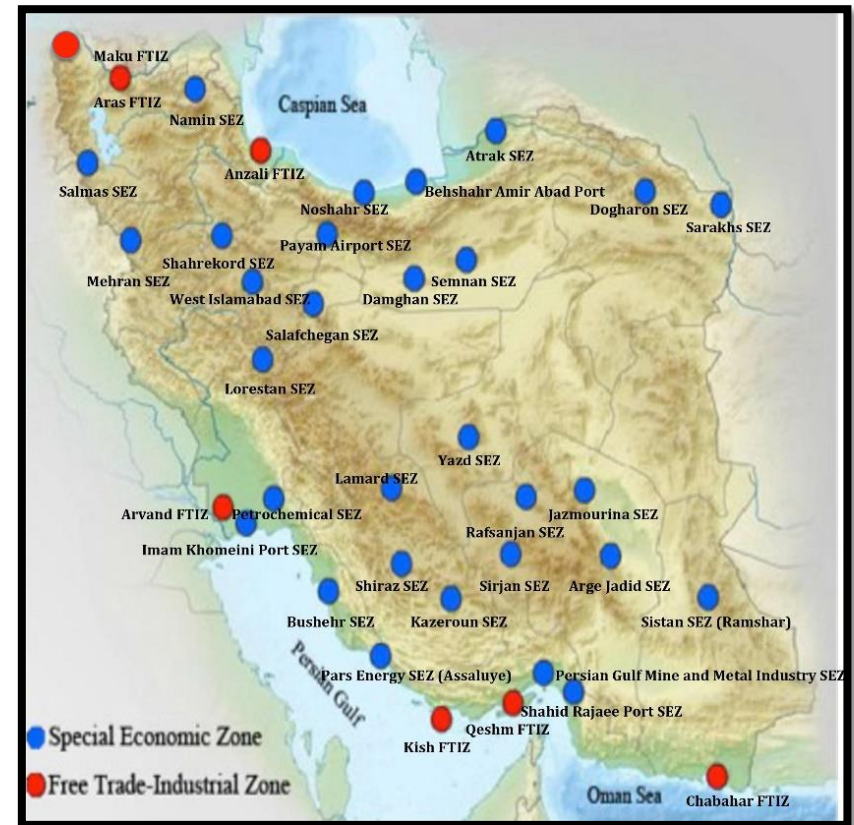




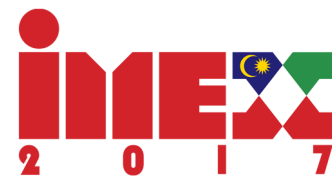
# IRAN GEOSTRATEGIC LOCATION

Iran Free Trade Zones at South, East, North and West corridors gives unique opportunity to reach region countries with minimum cost

- Iran is shortest & safest route to reach central & west Asian and Eastern EU markets with 500 million population including Azerbaijan, Russia, Pakistan, Turkey, Turkmenistan, Kirgizstan, Kazakhstan, Armenia, Tajikistan, Afghanistan, Uzbekistan, Georgia and etc.
- Iran invested Billions of Dollars in Railways and roads to provide fastest and safest route to export to central Asian markets.



# BENEFIT TO EXHIBITORS



- Iran itself has a 80 million population market and With Iran's strategic location and position, gaining an entry into the MENA, Central and West Asian & Eastern EU markets is straightforward.
- Capture the market through joint ventures & partnership
- Create market opportunities through B2B meetings
- A platform for prominence and bilateral business networking partnership opportunities with key players in Iran & Malaysia
- IMEX2017 has a team that is passionate and result-oriented. It has the added advantage of being backed by global event organizer, Sucia-Chakameh Group, which has a world class reputation for delivering real business results
- IMEX provides world-class hospitality with such as airport transfer and even food delivery at booths, it is no wonder delegates has nothing to worry in Tehran



# HALAL OPPORTUNITIES

## Infrastructure

Expanding Halal Industries into global markets is a mutual goal of respected governments of Iran and Malaysia. A Halal Industrial Park can be the very first and possible step towards that.

## Food

- Muslims in Iran spent an estimated \$61bn on food and beverages in 2015
- With Iran strong Food industry infrastructure, there are various numbers of mutual production and licensing opportunities for Malaysian Halal Food industries

## Fashion & Health

- Iran Clothing & Fashion Market which is totally a HALAL market estimated \$11.5 Billion which is a great opportunity for Malaysian Halal Fashion companies
- Iran is experiencing 23%-25% growth per year in pharmaceuticals industry.



# CLOSER LOOK AT IRAN FOOD INDUSTRY

## Raw Material

- Strong position in agricultural production makes Iran a great place for co-production projects as international companies like Nestle & Savola group did so already.
- Iran is a huge market for Malaysian Raw materials such as CBS, Refined Glycerin, Oleic Acid, etc.

## Market Forecast

- Soft & Hot drinks retails in Iran currently worth \$ 2.8bn and expected growth rate is 32% p.a while in other countries such as UAE it's only 8%.
- Iran packaged food sales in 2015 was \$30.3bn with expected growth rate of 33% p.a

## Retail Opportunities

- The growth of modern retails such as hypermarkets is rapidly growing while western brands are not very welcome
- Malaysian hypermarket brands such as Gyant, Cold Storage have this chance to grab a huge market share under a fully localized strategy in Iran

# TOURISM OPPORTUNITIES

## Investment

As in-bound Tourists flow of Iran rapidly grow, there are several investment opportunities such as:

- Hotels Resorts
- Theme Parks
- Cable Cars
- Water Sport Facilities
- Cruises
- Winter Sport Facilities

## In-Bound Out-Band

With almost one flight a day between Tehran & Kuala Lumpur, with more than 72000 Iranian Tourist travelled to Malaysia in 2014 only, there several ways to boost and expand tourism between to countries by defining new flight routes.



# CULTURAL & EDUCATION

## Film Industry

As Iran's Film Industry is defiantly the best in Muslim countries with huge financial turnover and various global awards, private and public sectors can work closely on opportunities such as:

- Investing in Film projects
- Making mutual films for International Market
- Investing in building Cineplex in Iran

## Education

With Tens of Thousands of Iranian students studied in Malaysia in last decade, it seems a new approach is needed in this matter. IMEX can provide below solutions via B2B meetings:

- Transfer Degree Programs
- Mutual Campus in Iran
- Short Courses

# CONSTRUCTION INDUSTRY

Iran's Construction Industry faced growth rate of 4.6% this year while the last period rate was only 3.2% .

By lifting of sanctions many major international players already returned to Iran's market and yet it can be considered as Paradise for private investors to invest in projects such as:

- Hotels
- Condominiums
- Shopping Mall
- Office Towers
- Roads & Highways





# HOW IMEX WILL HELP MALAYSIAN COMPANIES?

## A Sustainable Platform

- 6 years Expo will be a great opportunity for companies to stabilize their presence in target market

## All in One Package

- Exhibitors, whether in Tehran or Kuala Lumpur will experience a world class hospitality from organizers which leaves them nothing to be concerned but expanding their business

## Result Oriented Event

- Arranging same level B2B meetings and business matching along side with providing primary market studies and upcoming projects will help exhibitors to get the most out of IMEX

## Post Event Supports

- Sucia-Chakameh wont leavethe exhibitors on their own after the event! We'll be next to them in every steps to finalize their deals through legal and business consultancy, HR services, marketing and re-export consultancies etc.

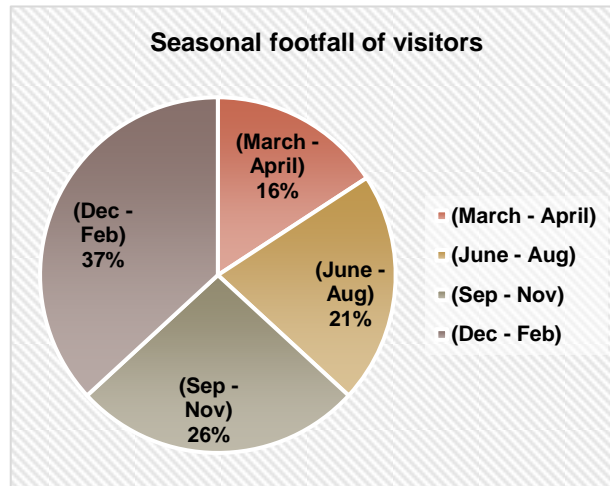
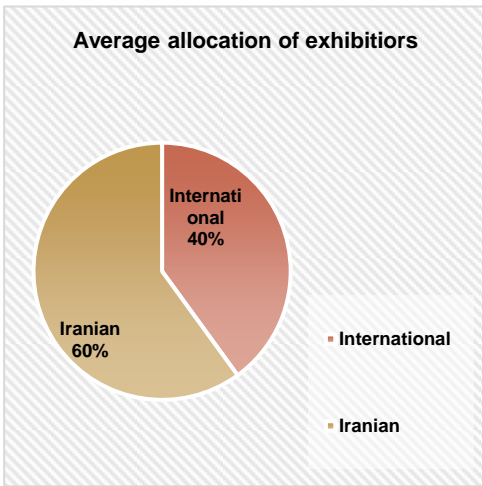


# ABOUT THE VENUE

**Milad tower International Exhibition Ground** located at heart of most populated capital of Middle East. The venue hosts various of huge events each year with 40% occupation by international exhibitors in general events.

Annual footfall: 25 million visitors

No. of exhibitors: More than 30,000



# VIPS VISITING

Here are list of VIPs which will be invited to the Event for opening ceremony and during the IMEX:

- Honorable Vice President of I.R. Iran
- Honorable Iranian Minister of Foreign affairs
- Honorable Minister of Trade and Industry
- Honorable Minister of Transportation and roads
- Honorable Minister of IT-ITC
- C.E.O of Iran Free Trade Zones Organization
- MENA & ASEAN ambassadors in Tehran
- Respected members of Chamber Of Commerce
- Respected C.E.O of National Trade councils
- Respected CEOs of financial institutions
- SMEs CEOs



# MEDIA COVERAGE

**Organizer has a very good experience in dealing with media regarding its events coverage to get the maximum publicity. We provide both general event coverage and dedicated media plan for companies at their request.**

## **General :**

- **More than 50 reporters from various newspapers and news agencies and TV channels and Radio stations will cover the event and its Press Conferences**

## **Dedicated:**

- **Exhibitors can ask for special arrangement for dedicated interviews with nationwide medias such as TV channels, Newspapers, news agencies etc.**
- **GOLD SPONSORS will get a free Press Conference**



# Thank You