



سازمان توسعه و تجارت ایران  
Iranian Trade Promotion Organization of Iran



شرکت سهامی  
نمایشگاه های بین المللی  
جمهوری اسلامی ایران

شماره مجوز: ۳۰۷۶۲۲۱ مورخ: ۱۴۰۳/۰۴/۱۴



چهار فصل  
4FASL HOLDING

# IRAN INVEST EXPO 1st

## 1st International Exhibition of Iran's Investment Opportunities

**26 to 28 Sep. 2024**

**Opening Hours: 8 to 15**

**Tehran International Exhibition Center**



- Explanation of Investment Attraction Strategies, Advantages and Capacities
- Upgrading the Sustainable Financing System
- Strengthening the Country's Ability to Attract Capital (FDI)
- Expanding value chains
- Improving the Capital Productivity



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

Secretariat: +98-21-22556893

Sales office: +98-912 123 9281



### **Brief introduction of the exhibition:**

Investment theories indicate that “sustainable economic growth” depends on productive investment realization (both domestic and foreign investments) in societies. It requires strengthening the ability of capital attraction, the security of the investment environment and the efficiency of the economic governance in the field of investment. Joining the Shanghai Cooperation Organization, accepting the invitation of BRICS to be its new member, and on the verge of approving Iranian seventh five year economic, social and cultural development planning, the Islamic Republic of Iran represents its incentives to improve its capacities and advantages to achieve sustainable economic growth. Moreover, with deepening country’s productivity, along with the efficiency of the country’s money and capital markets, will boost its long run perspective to comprehensive growth and development.

Investment, as a multi and interdisciplinary science, has a great scopes, scientific principles and professional standards. One of the manifestations and means of attracting investment, both in the domestic and foreign fields, is the systematic, transparent and scientific “promotion and protection of investment”, which is in the form of a comprehensive international exhibition and event, with a wide coverage of all organizations and stakeholders and also investment capacities in Iran which has the title of presenting opportunities investment in Iran (IRAN INVEST EXPO)

IRAN INVEST EXPO aims to create the field of internal and international marketing as well as in-ternational negotiations between domestic and foreign investors in a three days exhibition and facilitate decision-making regarding investment in Iran. Just as the strength and lack of economic dependence of the Middle East region facilitates the path of progress of Islamic Republic of Iran, certainly a settled, safe, and developed Iran can facilitate the obtaining of the strategic goals of neighboring and aligned countries.



Therefore, IRAN INVEST EXPO, as a specialized and extensive exhibition, believes that the new world order can create a platform for joint actions and continuous progress of the countries in the region, and with the systematic alliances of the countries, sanctions and disruptions would be mitigated .

This exhibition wants to provide originality to the scientific and professional nature of attracting domestic and foreign capital, providing a context for creating discourse and specialized operations for investment opportunities in both internal and international marketing. Therefore, based on new methods of attracting domestic and foreign investment, we categorize the exhibition in especial issues including Iran's development drivers, energy, tourism, health, industrial towns, environment, knowledge-based and startups, venture capitals, social innovation, regional development, intelligence, creative industries and others specialized arenas which will be held from 26 to 28 September 2024 with the presence of top domestic and foreign brands along with foreign investment companies in Tehran Exhibition Center.

The exhibition organizers, with sufficient mastery of the different aspects of business affairs with finance and investment, are absolutely determined that the first comprehensive exhibition of Iran's investment opportunities provide a well-done platform for all effective institutions and authorities (Including policymakers and regulator institutions in the field of investment, investable companies, start-up and knowledge-based companies, strategic projects, consultants and facilitators of the country's investment, the agency for promoting and attracting foreign investment in Iran, educational institutions and promoting financial and investment literacy) to perform functions and showcase their performances, and provide synergy and promotion of coordination and compatibility of the country's economic governance in the field of investment.

### **Objectives of the Exhibition:**

- Improving the sustainable financing system
- Explaining and strengthening general and specific investment incentives in Iran
- Creating a platform for systematic and professional negotiations to attract investors with an emphasis on foreign investors
- Discourse creation and stream creation to promote the advantages and capacities and investment opportunities in Iran
- Improving coordination between executive sections and synchronizing activities in the investment
- Improving the coordination of executive sections to follow up and solve the problems of foreign investors in Iran
- Monitoring and follow-up of technology transfer, increasing the productivity of all production factors and improving capital efficiency in Iran
- Explaining the mechanisms of promoting and protecting foreign investment in Iran
- Explaining the processes and measures covering the political risk of investment in Iran
- Creating a foundation for upgrading the system of property and contract rights
- Promoting the incentive system and protecting for productive economic activities
- Giving originality to the production and real progress of the country through the investment promotion channels
- Creating a promotion and information platform for the economic governance to spread investment performance and capacities
- Providing the possibility of systematic and professional presentation and marketing of investment opportunities by investable companies.
- Improving the negotiation system, specialized knowledge and financial advice in the field of investment
- Creating an atmosphere of professional and constructive competition between investment companies and financial institutions
- Creating the necessary platform to support new and creative ideas by providing investment opportunities
- Improving the performance of Iran's foreign investment board and explaining incentives for attracting foreign investment



- Explaining the capacities and support arrangements for foreign investors
- Necessary foundation for financing the priority projects of the country
- Developing the business of start-up, knowledge-based, innovative companies and supporting bold activities
- Providing business consulting services focusing on business growth and development and increasing the competitiveness of manufacturing companies
- Creating a platform for financing the development projects of specialized parent industries and development organizations
- Strengthening the field of innovation, innovation centers, accelerators and business growth platforms
- Development of national and international business ecosystem based on Islamic and Iranian values
- Creating a platform for interaction between financier and investors
- Promotion of public awareness and financial investment literacy for members of society
- Promotion of specialized knowledge and training of professional investors through the distribution of content packages and the implementation of specialized training courses on negotiation and international marketing for investment field activists



# Invest

## **Specialized groups participating in the exhibition:**

- Investable private sector companies with investment opportunities
- State institutions and authorities with development and investment plans and projects
- Free commercial, industrial and special economic zones
- National Development Fund and specialized government and private investment funds
- Active investment funds in the field of investment and innovation and venture activities
- Municipalities, state governors and provincial investment service centers
- Financial institutions and investment companies
- Foreign investors and investment promotion agencies of foreign countries
- Economic representative and ambassadors of foreign countries
- Iran's joint chambers of commerce with other countries
- Representatives of UNESCO and ECO Institute and other international forums (UNIDO, UNCTAD, UNDP, ...)
- Traders and business consultants
- Representatives of government agencies, ministers and minister's representatives, deputies and the highest officials of organizations and institutions



- Media, news agencies ,public sector agencies and private sector activists in the field of investment
- Specialized vice presidents: Economic deputy, Women’s deputy, scientific deputy, rural deputy
- Managers of economic departments of government agencies and development organizations
- Leading scientific and academic institutions in the field of investment science
- Specialized innovation centers and specialized accelerators
- Innovation center of government and governance institutions
- Specialized sets of risk management and productivity consulting
- Specialized evaluator institutions and facilitators of scientific support in determining knowledge-based companies
- Common rooms of Iran with other countries
- Members of trade unions (all over the country)

- Holdings and specialized parent companies
- State and private banks and institutions active in the monetary and banking market
- Statistics and information analysis companies, accounting, business consultants
- Excellent managers and economic representatives of value-creating brands
- Mobile phone operators, specialized platforms with a wide audience
- Providers of funds, brokerages and Riyal crowdfunding platforms
- Credit consultants, validations and domestic and foreign investment Educational institutions and financial institutions which organize financial and investment literacy promotion courses

### Special sections and programs of the exhibition:

- Negotiation hall and joint meetings of foreign investor companies
- Workshops and educational events and promotion of specialized awareness
- Press interviews of policymakers and heads of executive sections
- online course which covers experience of attracting foreign investment
- The event of introducing the financing capacity of riyal and foreign currencies
- introductory course of the process of attracting foreign investment in Iran
- Introduction and explanation of general investment support and incentives in Iran (including company registration, licensing, guarantee, capital registration, tax and customs support, residence, subsidies to support production and productive activities)
- Introduction and explanation of special support and incentives for investment in Iran (including special government support for investing in Iranian strategic and macro projects; tax exemptions, remission of duties and tariffs, special incentives for transferring technology to Iran, special export support, etc.)
- A meeting to examine the new world order and its effect on capital attraction in the Middle East region
- Providing solutions to solve investment problems in Iran and how to cover risks
- Introduction and explanation of statistics and economic data to facilitate investment decisions
- Distribution of the comprehensive book of domestic and foreign investment processes
- introductory course which covers methods of improving capital productivity and its measurement
- introductory course in international marketing and negotiation techniques using the experiences of successful countries and foreign investment promotion agencies
- Artificial intelligence investment event; Opportunities and advantages and requirements






**IRAN INVEST EXPO** is ready to support negotiation meetings, signing contracts and cooperation agreements in the exhibition space



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

[info@iraninvestexpo.com](mailto:info@iraninvestexpo.com) 

Sales 09031239281 

Telfax +98-21-22556893 

Permanent Secretariat of The Exhibition 