



ایران ویژه

IRAN PROJECT

Technological , Commercial
Investment Opportunities of
Iran in Turkey

5 Star Grand Cevahir Hotel
and Convention Center | Istanbul-Turkey

23 - 24 August 2022

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» Introduction

Today, economic and regional integration is one of the passive reactions of countries to deal with the phenomenon of globalization. Hence, Islamic countries, relying on comparative advantages and potential economic capacities, can increase their ability to move in the process of globalization by gaining different experiences from different regional-economic convergences, and by recognizing comparative advantages and relying on the requirements of knowledge-based economy, increase foreign investment providers and subsequent economic growth.

Currently, the main focus of most governments is on the development and advancement of their country's economic goals. Attracting foreign direct investment can be one way to accelerate the economy's progress. Foreign direct investment is one of the ways to deal with the lack of financial resources in the economies of most countries. Foreign direct investment is one of the factors that play a significant role in advancing the macroeconomic goals of any country such as production, reducing unemployment, controlling inflation, export development, import substitution, foreign exchange earnings, use of technology and modern technical knowledge. Therefore, the Islamic Republic of Iran also tries to attract more foreign direct investment by providing suitable conditions (creating security and economic, political, social stability) and structural and legal reforms.

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» Iran Project Story

Iran Project as a strategic event, the need to open new horizons for the country's craftsmen, manufacturers and technologists is becoming increasingly apparent. This time, those working in the field of regional events in Iran, the project, seek to illuminate lights that are reflected in the previous path of the country's export development, for the first time in the eyes of the country's economic actors. Iran Project Event (Introducing Investment Opportunities and Presenting Iran's Export Achievements and Technical and Engineering Services) with the aim of establishing a face-to-face relationship between government representatives, exporters, technologists and representatives of foreign governments, buyers and foreign investors in foreign countries aiming to attract foreign investors by emphasizing the transfer of advanced technologies and meeting the needs of foreign exchange and financial resources abroad, developing strategic ties and expanding cooperation and partnership with countries in the region and the world, especially neighbors, and using economic diplomacy to support the economic goals of the country. By attending this event, participants will benefit from seminars, business meetings with new business models, as well as a side exhibition during two working days, even at breakfast, lunch and dinner, and the opportunity to reach the latest foreign investors and buyers. They will trade closely with foreign investors and potential buyers. According to the plans, this event will start in August of this year and within 45 days in neighboring countries under the management of Trade Promotion Organization of Iran with the active presence of government organizations, private sector exporters, exporters of technical services and ecosystem engineering, knowledge-based companies is held by participation of investors and chambers, associations and related foreign unions.



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» Event Objectives:

- › Introducing Iranian investment packages in order to attract foreign investors
- › Reaching out to potential investors and buyers by holding face-to-face meetings
- › Helping to understand the business power and profitability of the country's exporters and technologists
- › Appropriate and intelligent use of modern tools to make extensive changes in the use of sales of export products and attract foreign investors



» Strategic Approaches

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- Attracting foreign investors in order to participate in mega project and the country's propulsion projects
 - Upgrading the private sector in exporting technical and engineering services and products of the country
 - Assistance to exporting products and products of knowledge-based companies
 - Increased value added of the country's trade and exports
 - Leap of production, exports and currency to show the power in the world

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» Priorities

- › Attracting foreign investors in the country's projects
- › Export of knowledge-based products and Hi Tech
- › Development of export of technical and engineering services
- › Development of sustainable employment in the manufacturing sector
- › Financial mechanisms for foreign investment
- › Growth and prosperity of production
- › Determining and supplying cloud propulsion projects



» Programs

- › Holding a conference on Iran Mega Investment Opportunities Projects and Propulsion Projects
- › by presenting specialized panels by experts and exporters and presenting investment packages
- › Simultaneous business meetings with B2G, B2C and B2B business models in adjacent halls
- › Business Gap: Business Meetings in which Snacks, Lunches and Dinner will be served, meetings with foreign investors and buyers
- › Holding a side exhibition with the participation of manufacturing, exporting, knowledge-based and technology companies in order to show the country's export capabilities and achievements

» Our main goal is to intersect the three trends of ecology, innovation and technology of foreign investors, from investment to increase cooperation and partnership and networking among the main actors, and finally, foreign investment and export leap, products and technical and engineering services.

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»» National Strategic Council

Chairman of Trade Promotion Organization of Iran and representatives of the Ministry of Industry, Mines and Trade, Ministry of Foreign Affairs , Ministry of Interior, Vice President for Science and Technology, Innovation and Prosperity Fund, Iran Chamber of Commerce, Industries, Mines and Agriculture

»» International Strategic Council

One or several session chaired by the Honorable Ambassador and Economic Adviser to coordinate businessmen and technologists of the target country

»» Concentrated business negotiations at hotel where the Iranian delegation is staying

» Advantages and features of Iran Project:



- » Iran Project Conference in the form of a specialized panel presenting investment packages, face-to-face business meetings separately and simultaneously.
- » Presence of potential foreign investors and donors
Holding a side exhibition
- » Presenting a certificate of participation in conference to participants
- » Record the names and details of the participants on CD and the conference booklet
Simultaneous translation of the presented materials

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» Conference Audience

- › Foreign investors and potential buyers
- › Specialists, Purchasing Managers, Experts, Communications, Advertising, Information Technology, Industrial Management
- › Managers and financial experts, public and private organizations
- › Managers and heads of economic and social organizations
- › Agencies, consultants and advertisers·Chambers of Commerce, development agencies, ...
- › Associations and financing institutions
- › Owners of capital, businessmen, owners of large industries, experts in the tourism industry, CEOs and heads of public and private companies
- › Managers and experts in export, marketing, trade and sales



One of the charms of this event is concentration on mega projects and propulsion and economic projects of the country

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» Iran Project Calendar

23-24 August 2022, Istanbul-Turkey


6-7 October 2022, Dubai- United Emirates of Arab

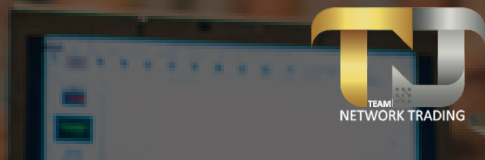
1-2 December 2022, Moscow-Russia

23-24 January 2023, Doha-Qatar

» Venue

All Iran Project events will be held at 5-star hotels in target countries.

 Iran is expanding its economic project beyond its borders



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