



# PROJECT IRAN

The International Trade Exhibition for Construction  
Materials & Equipment & Environmental Technology

8 - 11 June 2015

TEHRAN PERMANENT FAIRGROUND  
TEHRAN, IRAN

March 15, 2015

Dear Mr. / Mrs.

## **The World's Next Grand Market is Now Open**

The past 10 years have seen global investors reach into previously untapped markets looking for new opportunities, and today the time has come for a new market to take the spot; IRAN.

Iran, a country of 78 million inhabitants, according to many international experts and prominent economists, represents the last such opportunity globally, in an investable scenario within the next 6-18 months. For the frontier investor, with the situation with sanctions resolved, Iran is undoubtedly a serious market to consider immediately.

***No other country is as large or as untapped.***

### **An Economic Giant Released**

Iran's GDP was the 27<sup>th</sup> largest in the world in 2014, at about USD 437 billion. This would place Iran just after Argentina and Taiwan at USD 485 billion, but ahead of Austria (USD 418 billion) or Thailand (USD 401 billion). After the sanctions are eased, the economy is expected to grow at 8-10% within 5 years to reach close to USD 1.5 trillion in GDP. Brazil stands at USD 2 trillion. Indeed Iran is not a frontier market, not an emerging or re-emerging market, Iran is a BRIC happening.

### **Construction: A USD 200 billion opportunity to be met**

The construction industry in Iran has been booming for the past few years with a steady annual growth of 4.2% due to an increase in national and international investment to the extent that it is now heading to become the largest in the Middle East region. With a project pipeline worth over USD 200 billion, massive construction projects, particularly around energy and transport infrastructure, offer tremendous opportunities for international contractors and investors.

**475 Construction Tenders worth USD 88.3 billion were awarded during 2014**

### **Preparations already underway! You can't afford to be late!**

It is no secret that many companies are working to quickly enter the Iranian market now that the sanctions are eased. Business delegations from foreign countries, including European ones, are paying regular visits to the country, and some are having talks of setting up Foreign-Iranian chambers of commerce.

*"German exports to Iran could reach an annual volume of three to six billion euros in the short to medium term. There is huge demand, particularly against the backdrop of the easing of sanctions. German and other European companies will have to act fast and seize the lucrative opportunities offered by the market."* **Helene Rang, NUMOV**

## Project Iran: The first Platform to Open Gates for International Business to Iran's Construction Sector

IFP Group, with its leading expertise in organizing the Middle East region's most prominent construction trade fairs since 1988, is proud to be managing the international marketing and sales of PROJECT IRAN 2015, which will be held at the Tehran Permanent Fairground from 8-11 June 2015.

**Project Iran 2015 ([www.project-iran.com](http://www.project-iran.com))**, the first full-scaled construction exhibition is anticipated to spread over a total space of 15,000 SQM and is expected to welcome more than 15 international Pavilions as well as exhibitors from across the Globe. The event will offer a dedicated business platform for leading manufacturers and exporters from all over the world and thousands of importers and industry professionals from across Iran; facilitating them to leverage the numerous opportunities in Iran's construction market:

### Housing & Urban Development

- **4 million**: new residential units need to be built to create balance between supply and demand
- **USD 143 billion**: needs to be allocated in the next 10 years for restoration of 14,000 meters of critically decaying buildings

### Transportation

- **USD 2.5 billion** for building two additional transit terminals at the Imam Khomeini International airport
- **USD 23 billion**: needed for the completion of Gorgan-Inche Boroun railway

### Energy

- Zahedan, the largest and the first photovoltaic power plant in Iran and the Middle East with 20 megawatt power will be built soon