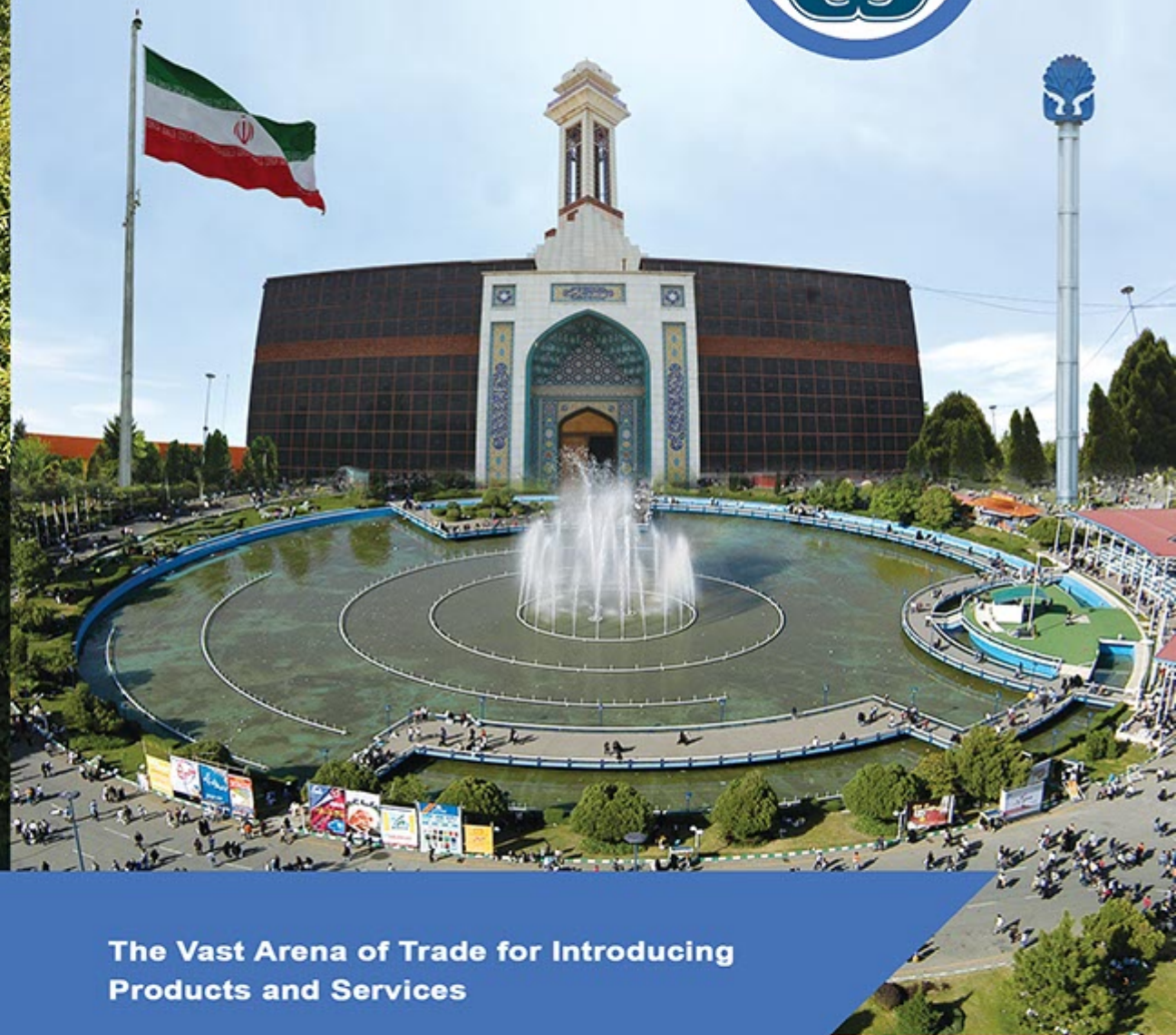




Iran International Exhibitions Co.

BIE UFI



**The Vast Arena of Trade for Introducing
Products and Services**

Address: Chamran Highway, the
Permanent Place of Iran, Interna-
tional Fair

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Introduction:

The history of exhibition in Iran:

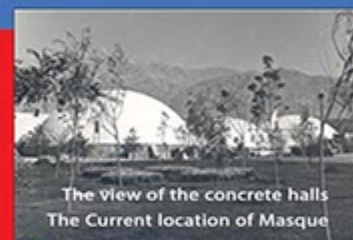
The historical investigations show that Phoenician civilization was the founder of exhibition and using a product called Phoenician money. This nation had the main role in commercial expansion. Iranian have a longer history in establishment of similar markets than other nations and had paid a special interest and attention to exhibition. Most of Iran exhibitions were established next to ports, big cities and in the commercial paths such as the Silk Road or trade caravans' path in the past centuries and Iranian flourished these markets by building caravan-serai. As the power concentrated in Achaemenid era and setting custom, port and toll rules in the Sassanid era, exhibition establishment got a new shape. In Safavid era, a market was formed in Isfahan which was similar to an exhibition and in Qajar era, Abas Mirza established a big exhibition of Iran products which Russian and Turkish people were present in it. When Naser al-Din Shah traveled to the Europe for the first time, he visited an exhibition in Vienna city and he was really interested in it, after he returned to Iran, he decided to create a permanent place for the exhibitions like Europeans. The first participation of Iran in foreigner exhibitions is traced back to 1851 (Expo international exhibition, Crystal palace, London), which by declaration of Mirza Taghi Khan Amirkabir, Iranian owners of industry and business participated in this exhibition and showed the Iranian

Iranian products such as calico cloth, carpet, hand craft and different dry goods. The present frequent markets such as Sunday market, Wednesday market and Friday market which are established one day a week in a certain place are the residue of the exhibition which were held in the past era in Iran. The first useful step in exhibition establishment was carried out in 1958 when the first large industrial exhibition was held by Italy government and Italian business man in Iran and its cost was paid by them. This exhibition belonged to high tech industries and Italian government showed all of their industrial products there for sale.

The company introduction

Iran International Exhibitions Company established in 1959, the rule of establishment of International Exhibition Company was approved in 1964 and after the assignment of the exhibition ground in the current location (the permanent place of Iran International Exhibition), the construction of expositive and administrative halls started in 1967.

1968



1968



1968



1968



1968



1968





The International commercial Asian exhibition of Tehran

The first international exhibition in Iran which was called the international commercial Asian exhibition of Tehran was held for 21 days from 1969.10.04 to 1969.10.23 and 3000 companies from 40 Asian, West and East European, African, North and West American and Australian countries.

The first international commercial Asian Exhibition was held in 1966 in Bangkok, Thailand and Tehran was the host of the second exhibition. This exhibition had a significant international reflection and introduced Tehran as an international market to the world.

1968



1968



The view of the place of exhibition

The international commercial exhibitions of Tehran

The first international commercial exhibition was held in 1973.09.07 for 14 days and 433 commercial and manufacturer foreigner companies from 21 countries (participation of 70 English companies) and 130 local companies participated in it and 400 thousand people visited it (42 thousand persons per day).

The second international commercial exhibition of Tehran was held in October 1978 and 32 foreigner companies participated in it and this exhibition was held until 1982 and several technical exhibitions was held too.

After the superb Islamic revolution, the 7th international commercial exhibition was held in 1980.09.19 and 19 countries participated in it. The quiddity of this exhibition was different with the past exhibitions and based on the government emphasis, participants avoided to display luxury products and introduced productive, industrial and intermediate products.

Similarly, 26 international commercial exhibitions were held in Tehran until 2000 and since 2001 this exhibition was held technically.



The photo of the commemorative coins of the second international commercial Asian exhibition of Tehran



The photo of the commemorative stamps of the second international commercial Asian exhibition of Tehran

Statute

In 1980, Iran International Exhibition Company was combined with Iran Export Expansion Center.

In 1999.04.18, the statute of Iran International Exhibition Company was approved by Islamic parliament and Guardian Council and was separated from Iran Export Expansion Center based on Article 123 of the constitution and continued its relative activities independently.

Memberships

Iran International exhibition Company became a member of UFI international exhibitions since 1976 and became a member of the BIE international Exhibitions Unions and is responsible for holding Expo exhibitions in the world since 2002.

The location and area

The permanent place of Iran international exhibition is located in the north of Tehran in Shahid Chamran highway and it can be accessed through all highways. The total area of the exhibition is 87 hectare, the useful exhibition is 67.5 hectare, the total usable area of halls is 82775 square meter, the outdoor expositive area is 35000 square meter and the area of the green space is about 26.4 hectare. It has provided a pleasant environment for the participants and visitors.







Iran International Exhibitions Co is selected as the assistant of the middle east and Africa region of the UFI international exhibition industry

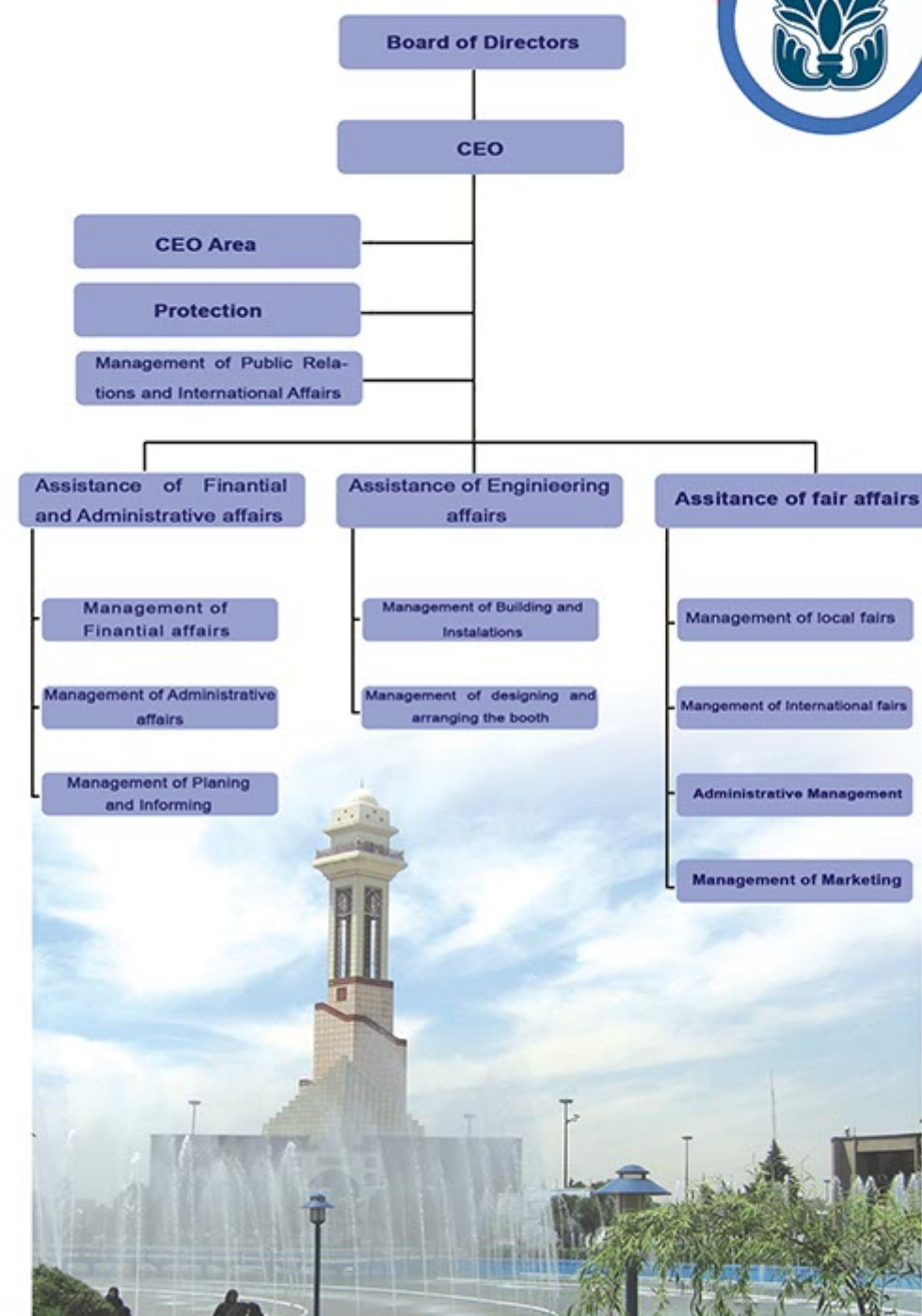
In 27th of June, 2014, the international exhibition industry union of UFI selected Iran International Exhibitions Co as the vice-chancellor of the middle east and africa region of the UFI international exhibition industry through a letter which was confirmed by the foreigner auditor of UFI (SOFIDEEC company) .

Based on the announcement of the head manager of UFI, the formal beginning of the activity of this company in this position was in 29th October to 1st November 2014 (UFI Congress in Bugata-Colombia).

Now, the UFI international union of exhibition industry has 641 members all over the world and this is the first time (after the pass of 38 years of membership of our company) that such a position is given to Iran.

Islamic Republic of Iran was selected as the main member of Strategic Committee of Expo exhibition 2015-Milan, Italy

The strategic committee of Expo Commissioner Generals 2015 (Milan) as the representative of all of the formal participants, is responsible for the correct execution of general rules and certain regulations and in the case of disagreement, it will be responsible for judging among the formal participants and organizers of Expo.





Hall No	Hall Name	Exact Area
1	-	1798
18	-	756
2	-	1853
3	-	1111
6	-	3069
7	-	2931
8&9	-	7315
10&11	-	5675
12&13	-	3154
14&15	-	4610
18	-	2390
19	-	2176.55
20-22	-	1559(774-785)
21	-	625
23	-	779
25A	-	400
25B	-	400
25C	-	600
25D	-	600
25E	-	400
25F	-	400



Hall No	Hall Name	Exact Area
26A	-	478
26B	-	478
26C	-	720
26D	-	720
26E	-	478
26F	-	478
27	-	2043
31 groundfloor	The Imam Birth	3050
31 first floor	The Imam Birth	3050
35	-	2943
37	-	1160
37A	-	1700
38	-	5852
38A	-	2418
40	-	3054 first floor 1818 ground floor 1236
41	-	4794 first floor 2876 ground floor 1918
43	-	721
44	Persian Gulf (first floor)	3000
44	Persian Gulf (second floor)	3000
59	-	1790



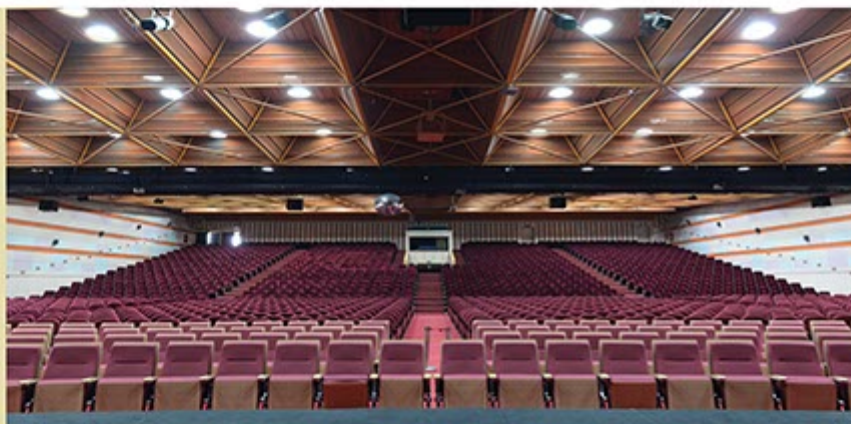
The list of congress halls



Conference Hall No.02 administrative 200 people



Milad Conference and Show Hall 2100 people



Amphitheater of Hall 35 110 people



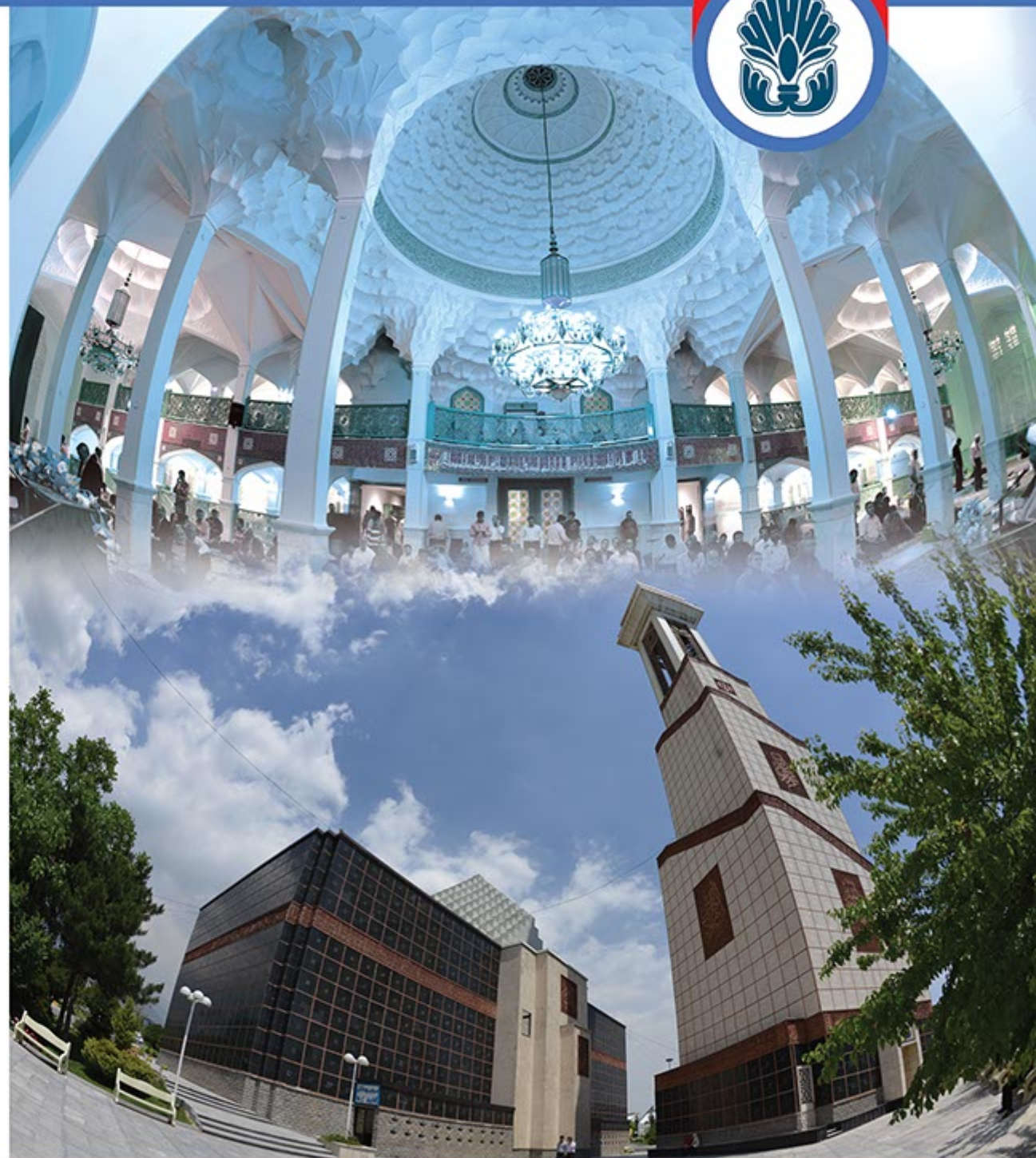
1400 people



Station



- 1-The building name: Ibrahim mosque
- 2-The shape of the main mosque building is designed with inspiration of great Kaaba.
- 3-Clay inscription around the mosque frontage is elaborated with the carved legend of Ibrahim Surah with the Thuluth and Kuffi scripts.
- 4-The main face of the mosque building is decorated with the black smooth Masuleh stone with the size of 1*1 meter and clay frames with carved shapes and in the centers of the stone, the names of God is carved.
- 5-The main dome of the mosque is built similar to the Daniel mausoleum in Shoosh city.
- 6-Next to the mosque, there is a 72 meter height minaret with a frontage made of stone and clay which are decorated with Quran verses and the name of holy prophets which is the application of new technology in original art and it is a symbol of the international exhibition and Tehran city.
- 7-the entrance to the mosque is designed similar to Sheikh Lotf Allah mosque in Isfahan.
- 8-The entrance door of the mosque and other doors and fencing is picked nodes and woodcarving which resembles the Iranian ancient carpentry and architecture.
- 9-The frontage under the main mosque is designed similar to the dome of Goharshad and Ibrahim Khan (Kerman city) mosques.
- 10-And the frontage under the two domes inside the mosque are inspired by the design of Shah Nemat Allah Vali dome in Mahan city (Kerman province).
- 12-The mosque altar is built as a Mogharnas with a combination of Mosaic and Moaghla tiling.
- 13-There is a big fountain in front of the mosque and the relative landscaping and gardening and planting flowers is carried out and the reflection of the mosque building in the pool, resembles the architecture of Iranian gardens.
- 14-The shape of the mosque body is based on the architecture principles and Islamic and Iranian geometry such as balance, symmetry, the unity between retail and whole and holy numbers are used in ratios to achieve the conception through the application.





Facilities, services and organizational structure

The international exhibition has provided the following facilities to the participants and visitors:

- Bank to provide bank services
- Custom to provide custom services
- Insurance (the company with the cooperation of one of the insurance companies has arranged the conditions so that the insurance agency will be present during the exhibition in order to present services to the participants)
- Restaurants, coffee shop (Persian Gulf restaurant, the Grand exhibition restaurant, Green Hill restaurant and ...)
- Goods transfer (including cranes, hoists, forklifts)
- Telephone, fax, internet, wireless telephone
- Conference and theater hall
- Printery in order to print and publish
- Booth construction and equipping
- Firefighting
- Red cross
- Parking in the north, west and south of the exhibition
- Providing online registering service
- Providing the visitors registry service
- Establishment of information kiosks
- Presenting exhibition services in 37 hall
- Carrying out polling in the company.



Certificates

The certificate of dedication for research

The acknowledgment of dedication for excellence of suggestion systems

Certificate of quality management system ISO 9001 and ISO 2008

Certificate of safety management system and occupational health OHSAS 18001 and OHSAS 2007

Certificate of considering customers complains based on ISO 2004; 10002

The acknowledgment of the organization sublimity level two stars

The award of the international commitment of international quality (BID)



The map of the locations of the exhibition halls



Mosque		مسجد
Police		پلیس
Fire station		آتش نشانی
Red Crescent		هلال احمر
Bank		بانک
Toilets		سرویس بهداشتی
Drinking Fountain		آبگوری
Buffet		نوله
Restaurant		رستوران
Public Phone		تلفن عمومی
Post		پست
Information		کمیونیکه اطلاع رسانی
Parking Lot		پارکینگ
Gas Station		پمپ بنزین
Bus Stop		ایستگاه اتوبوس
Flower Shop		گلروشی



The portal of the International Exhibitions Co is responsible to provide information in different sections for customers based on the addressed customers and the customers needs.

From the customers point of view about the expected general requirements, the information includes:

- 1- The calander of the local exhibitions
- 2- The calander of the foreign exhibitions
- 3-The bank of exhibition information
- 4-Tenders and auctions
- 5-Investigating the complaints
- 6-Suggestions system
- 7-Direct contact with CEO
- 8-Direct contact with protection guard manager
- 9-Congress and seminars
- 10-The exhibition map
- 11-access ways
- 12-Search capability
- 13-Services to foreigner customers
- 14-Useful links

The main thematic classifying

The exhibition administratives (local exhibitions)
 Foreign exhibitions
 Exhibition participants (local- foreigners)
 Real and virtual visitors
 The research of exhibition industry
 Contractors

