



# The Next Big Emerging Construction Market



## PROJECT IRAN

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

**8 - 11 June 2015**

TEHRAN PERMANENT FAIRGROUND  
TEHRAN, IRAN

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# Iran

## On the Brink of Crossing the \$0.5 Trillion Threshold

Abundant in natural resources, a diversified economy, broad industrial base and young educated population, Iran is leading the way in the region's infrastructure and construction spending growth over the next few years. Through its privatization programs, the government is now capable of further developing this sector in line with the 2025 Fifth Development Plan and Vision. In the coming years, the basis of the national program will be developing the country's infrastructure to ensure sustainable growth.

### Iran Economy Statistics (2014)

GDP (\$bn)	405.5
GDP per capita (\$)	5,193
Real GDP growth	1.5%
Government total expenditure (\$bn)	66.38
Value of oil exports (\$bn)	44.5



*"Last year, USD 3.317 billion worth of direct foreign investment was made in Iran. We've been having talks with trade delegations from France, Italy, China and other countries, which shows their interest and eagerness to be present and invest in Iran."*

**H.E. Mohammad Reza Ne'matzadeh**  
Minister of Industry, Mine and Trade

# 7.4%

increase in number and total floor space of construction permits issued in urban areas last year



# Rising Demand Across All Sectors

## Position your business at the right spot

### Housing & Urban Development

- ▶ Severe shortage in housing: demand stands at around 1.5 million housing units per year, whereas only 200,000 units are completed annually
- ▶ 4 million: new residential units need to be built to create a balance between supply and demand
- ▶ USD 143 billion: needs to be allocated in the next 10 years for the restoration of 14,000 meters of critically decaying buildings
- ▶ USD 14 billion: earmarked for water projects over the next few years
- ▶ USD 5 billion: allocated for expanding the wastewater treatment infrastructure



### Energy

According to the Fifth Development Plan, Iran plans to boost its electricity generating capacity to 73 GW.

This requires investment in power-related projects such as gas power plants, combined cycle power plants, hydroelectric power plants, solar, biomass and wind power plants.

- ▶ Iran plans to generate more than 5,000 megawatts of electricity from renewable energy sources by 2015
- ▶ The construction of Zahedan, a 20 megawatt power plant which is the first in Iran and the Middle East, is set to commence soon

### Transportation

The government is planning to take on several projects, including highways, arterial and rural roads, railroads, ports, and airport facilities, with significant investments to develop the national road network and improve connections to neighboring countries.

- ▶ USD 23 billion: needed for the completion of the Gorgan-Inche Boroun railway
- ▶ 745 kilometers of freeways
- ▶ 5,626 kilometers of highways
- ▶ 2,970 kilometers of main roads
- ▶ USD 2.5 billion: for building two additional transit terminals at the Imam Khomeini International Airport



## EXHIBITS' PROFILES

### Building Materials

- ▶ Adhesives & Sealants
- ▶ Aggregate
- ▶ Aluminum Frames & Structures
- ▶ Architectural Finishing Products
- ▶ Ceramic Tiles
- ▶ Concrete Products & Precast Structures
- ▶ Construction Systems & Technologies
- ▶ Construction Tools (Air, Hand & Power)
- ▶ Doors & Windows
- ▶ Engineering & Design Services
- ▶ Facades & Cladding
- ▶ Glass & Glazing
- ▶ Gypsum Products
- ▶ Interior Decorative Products
- ▶ Landscaping & Garden Ornaments
- ▶ Locks & Handles
- ▶ Masonry - Bricks, Block work & Cement
- ▶ Mosaic
- ▶ Nuts, Bolts, Screws & Hinges
- ▶ Paints
- ▶ Props & Beams
- ▶ Protective Coatings & Powder
- ▶ Pumps
- ▶ Safety Tools
- ▶ Sanitary Fixtures & Appliances
- ▶ Scaffolding, Formwork & Shuttering
- ▶ Security & Safety Systems
- ▶ Stamped Concrete
- ▶ Steel Products
- ▶ Street Furniture - Signage & Signs
- ▶ Swimming Pools & Accessories
- ▶ Timber - Frames, Beams
- ▶ Wall covering - Finishes (Internal & External)
- ▶ Water & Heat Insulation
- ▶ Wood Products

### PMV

- ▶ Heavy Machinery Technology & Equipment
- ▶ Cranes & Tower Cranes
- ▶ Tractors
- ▶ Loaders & Skid Loaders
- ▶ Lifting Appliances & Conveyors
- ▶ Construction Vehicles & Equipment
- ▶ Mining Machines

### Natural Stone

- ▶ Cleaning & Restoration Products
- ▶ CNC Machinery for Marble, Granite & Stone
- ▶ Discs & Blades
- ▶ Granite Blocks, Tiles & Slabs
- ▶ Granite Bridge Saw
- ▶ Grinding Machinery
- ▶ Lead & Slate Roofing
- ▶ Marble Blocks, Tiles & Slabs
- ▶ Marble Finished Products
- ▶ Multifunction Milling & Cutting Machinery
- ▶ Natural Stone
- ▶ Polishing & Protection Products & Machinery
- ▶ Quarrying, Processing & Installation Equipment
- ▶ Stone & Reconstituted Stone Products
- ▶ Stone Blocks, Slabs & Finished Products
- ▶ Stone Veneer
- ▶ Tools for Cutting, Polishing & Handling
- ▶ Transport, Hoisting & Packaging Materials

### Energy

- ▶ Biofuels
- ▶ Cables & Wiring
- ▶ Distribution Networks
- ▶ Electrical Engineering
- ▶ Electrical Supplies
- ▶ High Voltage Transmission
- ▶ Monitoring & Control
- ▶ Onshore & Offshore Wind Energy
- ▶ Photovoltaic Solar Energy
- ▶ Portable Generators
- ▶ Power Plant Equipment
- ▶ Power Stations
- ▶ Solar Energy
- ▶ Subsoil Heat Energy
- ▶ Switches & Controls
- ▶ Transformers

### Lighting

- ▶ Antique, Modern & Ornamental Fittings
- ▶ Chandeliers
- ▶ Concealed Fittings
- ▶ Display Lighting
- ▶ Flood Lighting
- ▶ Fluorescent Lighting
- ▶ Garden Lighting
- ▶ Outdoor Lighting
- ▶ Residential Lighting
- ▶ Security Lighting
- ▶ Street Lighting
- ▶ Switches & Controls

### HVAC

- ▶ Central Units
- ▶ Components & Spare Parts
- ▶ Ducting Systems
- ▶ Engineering Cooling
- ▶ Industrial Fans
- ▶ Instrumentation, Switches & Controls
- ▶ Process Cooling Systems
- ▶ Refrigeration & Cooling
- ▶ Ventilation Systems
- ▶ Vents & Grills

# The Iranian Construction Sector

## The Regions Largest Construction Market with the Biggest Needs

Thanks to an increase in national and international investments, the Iranian construction industry has grown so much in the past few years, becoming the largest in the Middle East. Driven by a growing, young population, as well as increased government spending on building and infrastructure projects, the sector's growth outlook is becoming more optimistic as it receives increased interest from international firms. Furthermore, the industry growth is expected to gain momentum in the near future due to an ease on economic sanctions and an increase on demand.

### Construction Sector in Numbers

Growth forecast over the next 5 years	4.2%
Contribution to GDP	5.7%
Hourly spending on roads & buildings in Iran	\$2 million
New housing units built per day	2,000
Average annual demand for housing units in the next 5 years	1.2 million
Expected construction market size by 2016	\$154.4 billion
Number of construction & infrastructure tenders announced in 2014	475

### Iranian Project Market

Massive developments offer tremendous opportunities

With a project pipeline worth over USD 200 billion, massive construction projects in Iran, particularly around energy and transport infrastructure, offer tremendous opportunities for contractors and investors. The market is set to witness a pick-up in project activity, as increasing private and public investments keep boosting project numbers and values.

Rank	Project	Value (\$bn)
1	South Pars Gas Field Development: Phases 19 - 21	9
2	South Pars Gas Field Development: Phases 17 & 18: Offshore	7
3	West Ethylene Pipeline	5.5
4	Tehran Metro Line 6	4
5	Tehran Metro Line 7	4
6	South Pars Gas Field Development: Phases 22 - 24	3.5
7	Neka to Jask Pipeline	3.3
8	Bandar Abbas Condensate Refinery	2.5
9	South Pars Gas Field Development: Phases 13 & 14: Onshore	2.5
10	South Pars Gas Field Development: Phases 17 & 18: Onshore	2.5





## Why Exhibit

### MASSIVE OPPORTUNITIES FOR FIRST-TIME EXHIBITORS

- ▶ Discover the needs of the Iranian Construction market
- ▶ Meet existing clients, prospective buyers and suppliers
- ▶ Network with Iran's leading construction companies and decision makers
- ▶ Grab your share of upcoming mega projects
- ▶ Take advantage of Iran's ideal geographic location in the region
- ▶ Benefit from greater opportunities thanks to an increase in private investment
- ▶ Maintain a longterm and secure presence in a stable market

## Visitors' Profiles

### MEET THOUSANDS OF INDUSTRY BUYERS, INFLUENCERS AND DECISION MAKERS

- ▶ High-Profile Investors, Financiers & Business Leaders
- ▶ Local & International Public Figures
- ▶ Diplomats & High-Ranking Government Officials
- ▶ Civil, Mechanical & Electrical Contractors
- ▶ Architects & Interior Designers
- ▶ Construction Material Wholesalers & Distributors
- ▶ Real Estate Developers & Contractors
- ▶ Construction Material & Equipment Purchasing Managers
- ▶ Construction Project Managers
- ▶ Consultants & Contractors
- ▶ Official National Delegations

Project Iran 2015

# An International Platform for Companies Seeking a Presence in the Iranian Market

Iran has great potential to emerge as a major player in the global construction market thanks to its natural resources reserves, one of the largest in the world. In order to accomplish this goal, there is a great need for the expansion and modernization of the sector. As such, Iran aims to utilize the expertise and experience of international companies in order to fulfill construction needs. In addition to the new technologies, Iran plans to benefit from the practical methods in undergoing projects to reduce the cost and achieve higher customer satisfaction. The long-term objectives include cooperation in public housing projects, expert research and training, production of construction materials and utilization of the latest technologies. Using new equipment will speed up project completion, thus allowing operations on a larger portion of the construction market.

In order to cater to these market needs, Project Iran 2015, the International Trade Exhibition for Construction Materials, Equipment, and Environmental Technology, will be held from 8 to 11 June 2015 at the Tehran Permanent Fairground.



**Venue:** Tehran Permanent Fairground  
**Start Date:** Monday, June 8  
**End Date:** Thursday, June 11  
**Fair Type:** International  
**Frequency:** Annual  
**Open to:** Trade Only  
**Business Sectors:** General Building & Construction, Stone, PMV, Energy, HVAC



## Connecting International Expertise to the Iranian Market

Iran's first large scale construction show will be gathering a cluster of cutting edge regional and local companies, who are bringing localized modern technologies to the Iranian market.

The event will offer a dedicated B2B platform for thousands of leading manufacturers and exporters from all over the world, in addition to importers and industry professionals from across Iran, to discuss business opportunities within Iran's construction market.



# General Information

## Tehran Permanent Fairground

Ideally located on the Chamran Expressway, the Tehran Permanent Fairground has been the country's top exhibition venue for a long time and is acclaimed for its impressive infrastructure and impeccable service.

Spread across a large area of more than 800 SQM of indoor and 35,000 SQM of outdoor space, this well-established, multi-functional venue comprises of 34 highly versatile exhibition halls that are capable of hosting over 60 different exhibitions annually. Amenities available at the fairground include custom offices, banking and insurance, 9 conference halls, communication facilities, restaurants, trucks, lift trucks, and much more. Three, four and five star hotels are nearby, less than five minutes away.



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