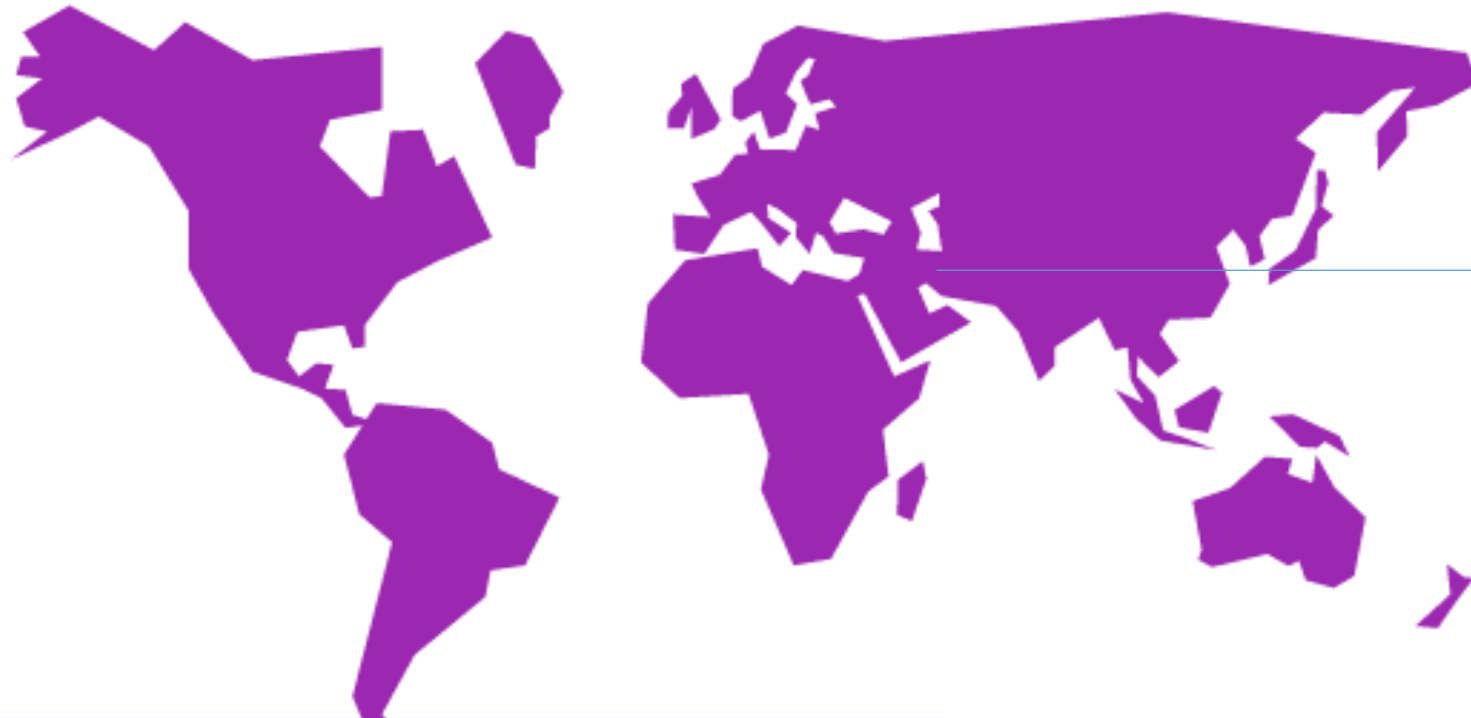


The Last Untapped Market

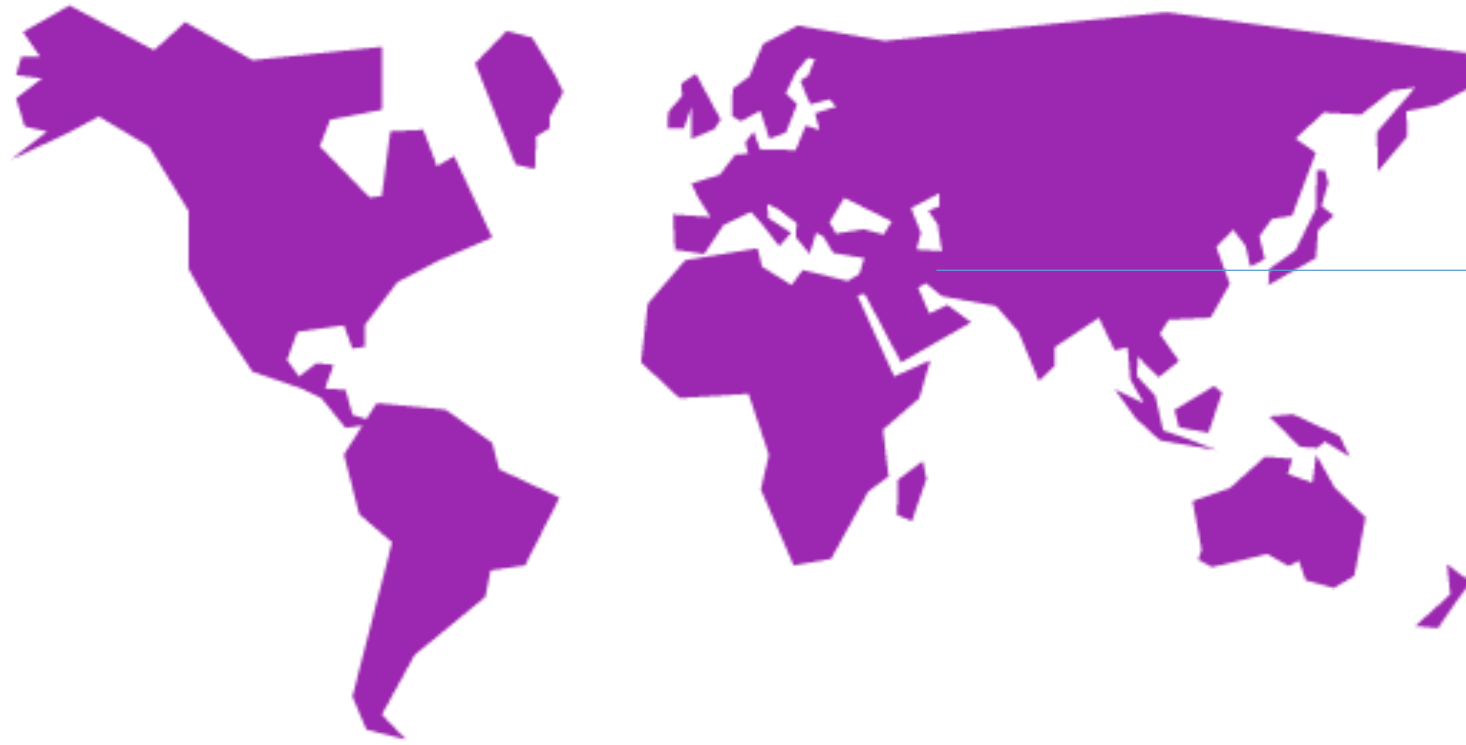


Iran

Get a better Insight
and identify its Capabilities

The Last Untapped Market

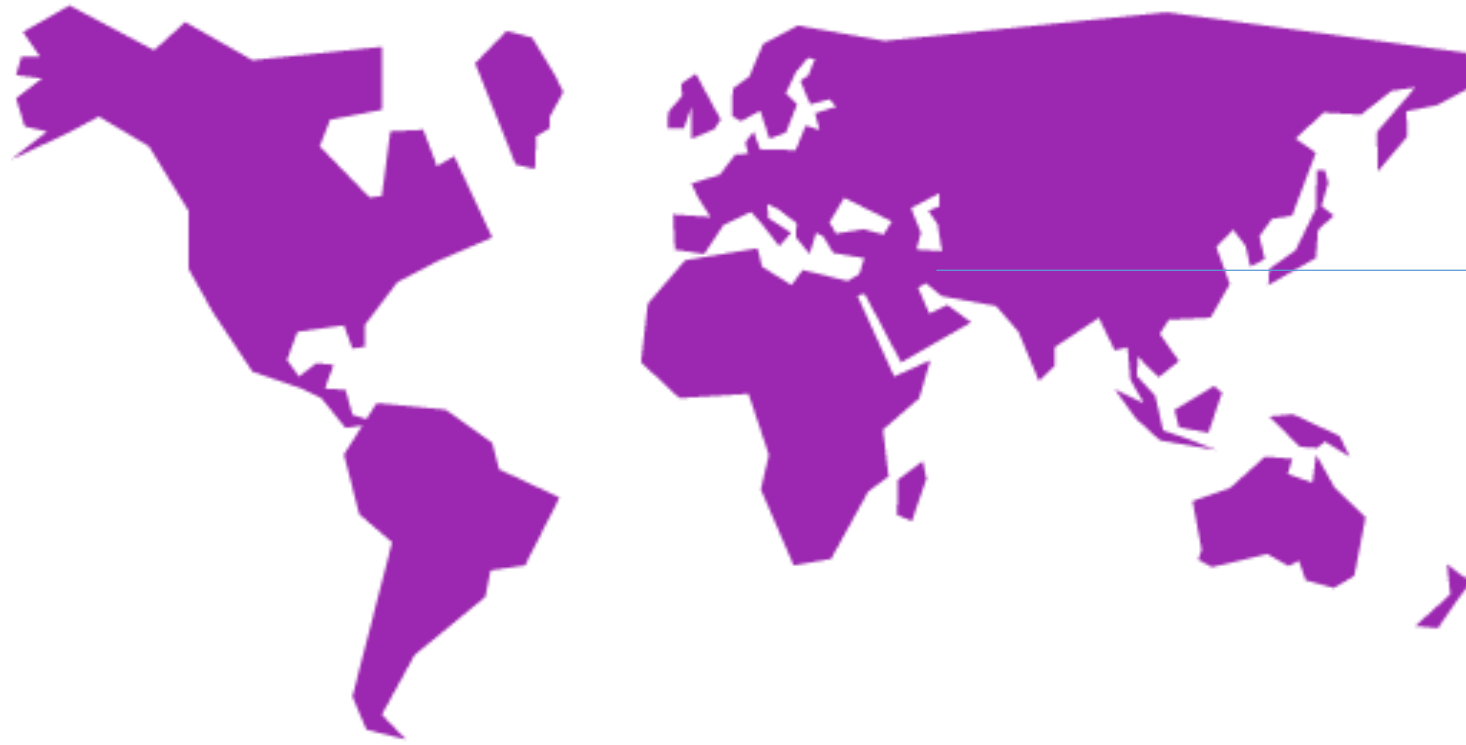




Iran

“Iran is the **last**, large, **untapped** emerging market in the world”

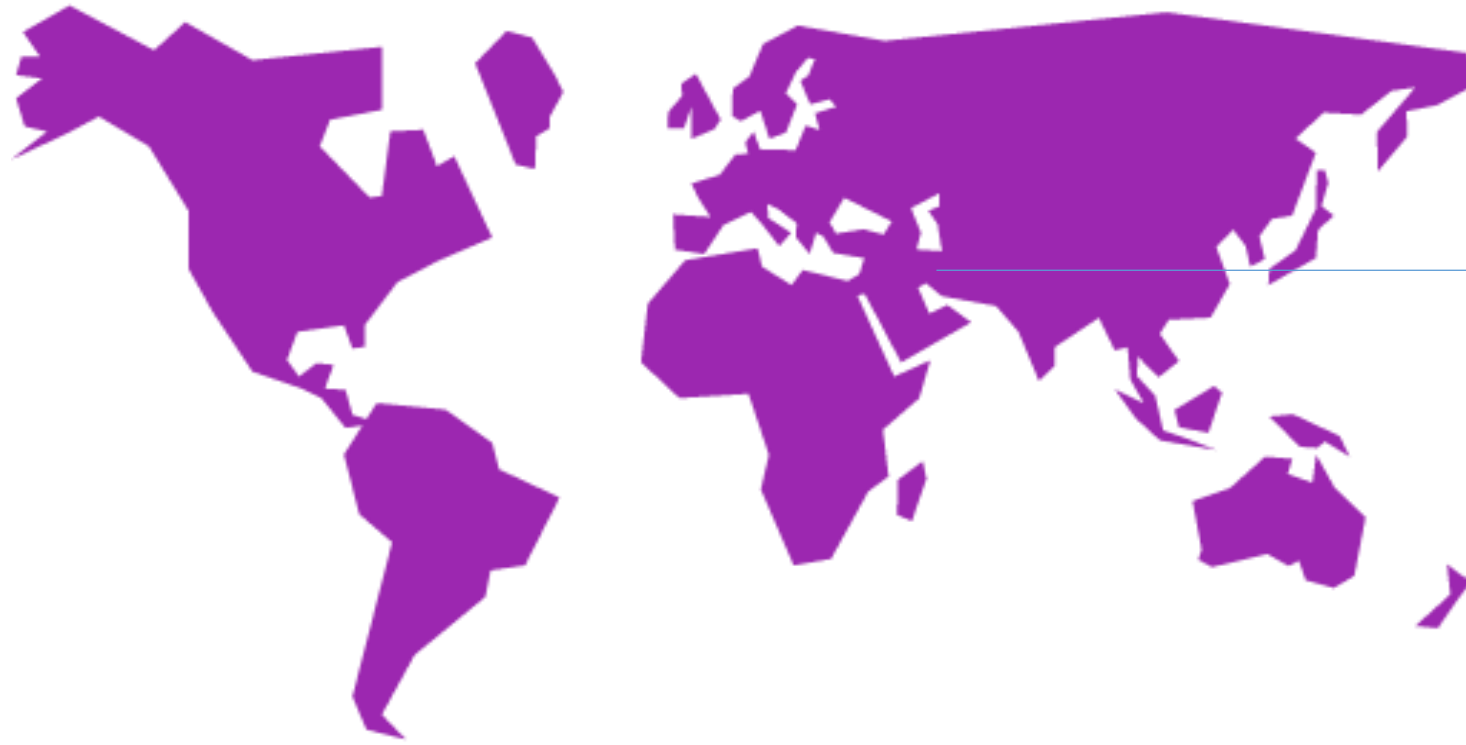
Jack Straw : United Kingdom’s former foreign secretary
Ramin Rabii : a chief executive of the top foreign investment company in Iran



Iran

“Consulting companies are reviving old contacts, lots of signs that companies are pre-positioning themselves. One sign of the degree of interest is that it’s **impossible** to get a hotel room these days in **Tehran**,”

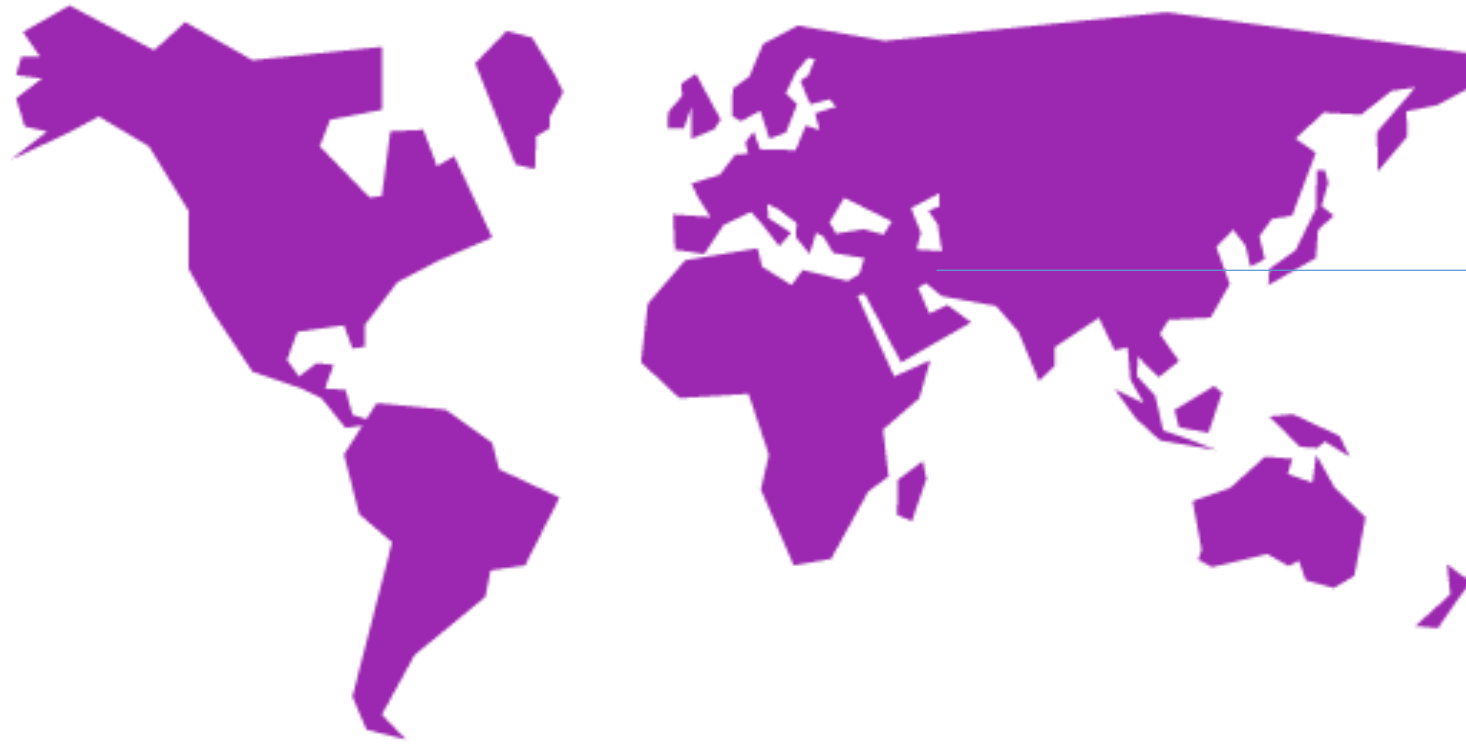
The Guardian : 2nd Apr. 2015



Iran

“**Right now** is the critical time for Western multinational companies to build effective plans for the Iranian market”

Mathew Spivack : Analyst in Frontier Strategy Group



Iran

“How its next decade will **change** the world?”

November 16, 2015



<http://backissues.time.com/storefront/cBackissuesTD2015-p1.html>

But , What Kind of Country

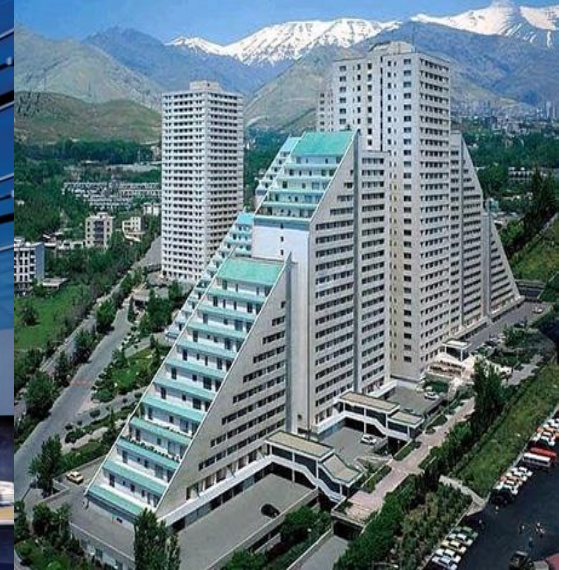
Iran is?



Get a better **insight**
and

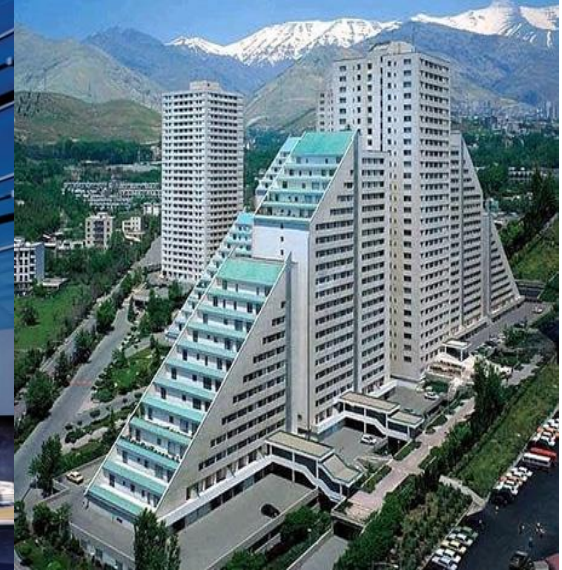


Identify the **capabilities** of its market



Get a better **insight**





Iran is a Set of Modern Constructions

- Big cities like Tehran are full of modern constructions
- The number of new university students in the field of architecture in 2015 = 80,000





And Appropriate Infrastructure

ONLY in Tehran:

More than **180** bridges

More than **162** km of subway

More than **156** km of bus rapid transit (BRT)





And there are many **touristic** attractions

Iran ranks as the **10th** in the world in terms of **historical** attractions and **5th** place based on **natural** attractions

Zoroastrian temple - Yazd



Nasir ol Molk Mosque-Shiraz



Persepolis - Shiraz



Si-o-seh pol-Isfahan





Taq bostan-Kermanshah

Eram Garden-Shiraz



Masule



Badabsurt Fountain-Sari



Cloud jungle-Shahroud





Rice Paddy - Rasht

Gezo Waterfall-Savadkuh





Mesr Desert-Yazd

Tochal ski resort





Rocky coast-Chabahar

Kish island





Parsian Azadi Hotel - Ramsar



Homa Hotel - Shiraz

Darius Hotel - Kish



And Gorgeous Hotels

✓ More than **1,000** hotels all around the country



A. Farhadi-Winner of Oscar Award 2012 + 2016



A. Kiarostami-winner of Cannes film festival 1997



The active participation of women in music bands

Kitaro concert in Tehran-2014



Art & Culture

In recent years, Iran has been among the world's **top 15** countries in terms of movie production.

And has been among the world's **top 10** countries in terms of book publication.

<http://tibf.ir/news/53f1e60b1c000023052e4e92>



Elm-o-Sanat University-Tehran



Ferdowsi University- Mashhad



graduation party-Shahid Beheshti university

International university of Imam Khomeini -Qazvin



Universities and research centers

- ✓ Iran is among 10 top countries based on number of students.
- ✓ More than 2500 Universities and centers of higher education
- ✓ More than 4,500,000 university student
- ✓ Remarkable number of students in top universities of the world are Iranian

<http://www.mashregnews.ir/fa/news/121505>

<http://www.iranmodares.com/news-index.php?ID=7770>



graduation ceremony-Sharif University



Iran's women futsal team, the Asian champion-2015

Women in Iran

- ✓ Girls = More than half of the Iranian students
- ✓ Active in the field of employment and society
- ✓ Women's team have world ranking in Futsal, Taekwondo, Shooting and ...



Men volleyball team -4th place in the 2013 World League

and More Athletic Awards

....

Men Football Team in 2014 World Cup



Men basketball team – champion in Asia-2011 & 2013



Greco-Roman wrestling team – champion at the 2012 Olympics





Happy people after the 2014 presidential election

And a Happy Nation

The smallest thing of joy at the national level is
Just Enough..
To see the streets full of happy people



People's joy after qualifying for the World Cup



But , What Kind of Country

Iran is?



Get a better **insight**
and



Identify the **capabilities** of its market

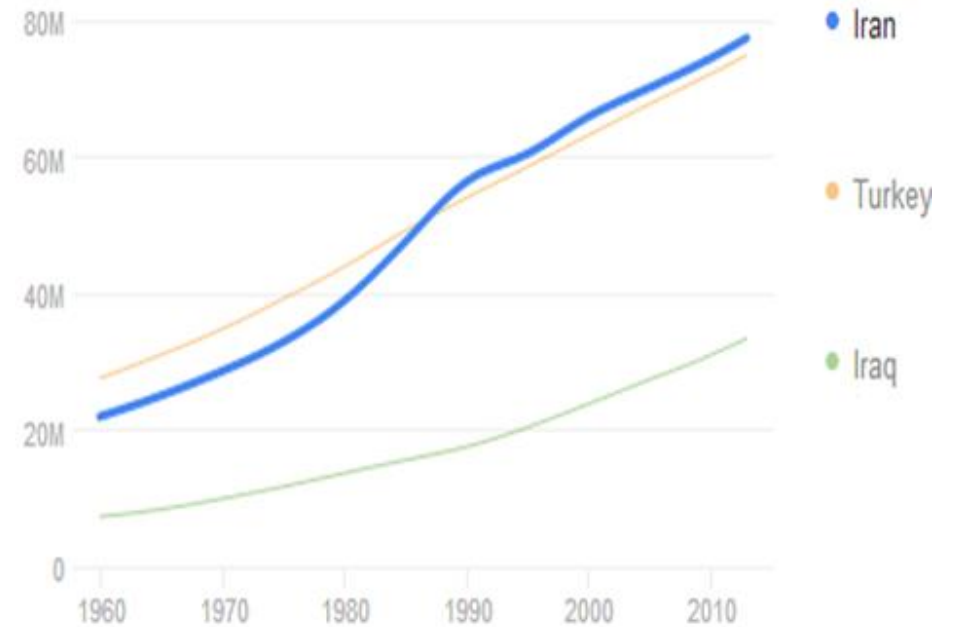


Identify the **capabilities** of its market

Population

- ✓ Iran has the **second** largest population of the region after Egypt, with an estimated **80 millions** people in 2017
- ✓ Iran's population growth rate = **1.27 percent** (2016)
- ✓ Each year, **1 million** people added to the population of Iran

<http://www.donya-e-eqtasad.com/news/875185/>
<http://www.worldbank.org/en/country/iran/overview>



In recent years, the population of Iran has risen rather than Turkey



Identify the **capabilities** of its market

The Age Composition

- ✓ Iran is a **young** country
- ✓ The average age of Iranians = 29 years (2014)
- ✓ One third of the population = 15-30 years

<http://www.donya-e-egtesad.com/news/875185/>
<http://www.entekhab.ir/fa/news/200448>



Identify the **capabilities** of its market

Economy

- Iran is the **second largest economy** in the Middle East and North Africa (MENA) after Saudi Arabia, with an estimated Gross Domestic Product (GDP) in 2017 of **US\$438.3 billion** (1, 2)
- However, Iran has experienced severe sanctions and these sanctions has weakened Iran's economy at least twenty percent (3)
- Before sanctions (2007-2008), Iran's GDP growth rate = **7.8 percent** (3,4)

1: World Development Indicators database, World Bank, 18 September 2015

2: <http://www.worldbank.org/en/country/iran/overview>

3: <http://fararu.com/fa/news/45962/>

4 : <http://www.donya-e-eqtasad.com/news/875185/>



Identify the **capabilities** of its market

Annual Income

Iran is placed in the second level (Upper middle = \$4,126–\$12,745) of Gross national income (GNI) ranking according to World Bank estimates of 2013 GNI per capita

In **2011** : About 14.5 percent of the total population had over 25 thousand dollars income

Due to the sanctions :

In **2014**: About 11 percent of the total population had over 25 thousand dollars income

<http://www.donya-e-egtesad.com/news/875185/>

<http://www.entekhab.ir/fa/news/200448>

[World bank group. WDI report 2015\](#)

The world by income

Low (\$1,045 or less) ●

Lower middle (\$1,046–\$4,125) ●

Upper middle (\$4,126–\$12,745) ●

High (\$12,746 or more) ●

No data ●



Identify the **capabilities** of its market

Abundant Natural Resources

- ✓ Iran ranks as the 2nd in the world in natural gas reserves
- ✓ And 4th in proven crude oil reserves.
- ✓ And many other natural resources
- ✓ And a country with cheap price work force

<http://www.worldbank.org/en/country/iran/overview>

<http://www.donya-e-eqtasad.com/news/871270/#ixzz3qK4we0fe>

<http://javanonline.ir/fa/news/695333/>



Identify the **capabilities** of its market

Iranian Consumerism and Their interest in international brands

With regard to the sanctions , Do you think you can't buy an iPhone in Iran?

It's actually not as difficult or expensive as you might assume; Reuters actually estimates that there are 100 stores selling Apple products in Iran's capital city of Tehran alone.

<http://www.idgconnect.com/abstract/10162/a-sanctions-free-iran-the-world-biggest-untapped-market>



Identify the **capabilities** of its market

Iranian Consumerism and Their interest in international brands

And other brands that you see frequently in Iran



Nestlé

Good Food, Good Life

Coca-Cola

CHANEL

L'ORÉAL
PARIS

NIKE

Φ

BAUME & MERCIER



Identify the **capabilities** of its market

Iranian Consumerism and Their interest in international brands

And other brands that you see frequently in Iran



Mercedes-Benz



PORSCHE



MASERATI

Some of these brands like Maserati have formal representative in Iran



Economic Outlook

If all sanctions are be lifted by the beginning of the 2016 Iranian calendar year (March-June 2016), real GDP should rise to **5.8 %** and **6.7 %** in 2017, respectively,

An Iranian nuclear agreement would be an economic game-changer, providing global investors access to Iran . And there has been no shortage of major Western oil and industrial companies anxious to enter the Iranian market.

<http://www.worldbank.org/en/country/iran/overview>

[Last Updated: Sep 29, 2015](#)

<http://thediplomat.com/2015/04/iran-after-sanctions-an-emerging-economy-giant/>



Identify the **capabilities** of its market

We are waiting to receive
your **RFQ** about the
required market research
projects in
Iran



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The end

