



IranConMin celebrates its 25th anniversary

Munich/Tehran, July 11, 2019 – A quarter of a century ago, the IranConMin opened its doors for the first time. In 1994, the German overseas trade fair company IMAG organized the first edition of the trade fair for construction machinery, construction systems and the mining industry in Tehran. Already then, their partners were the German Mechanical Engineering Industry Association (VDMA) as well as the Iranian trade fair organizers Palar Samaneh Co. Since then, the event has developed into the leading trade fair for construction and mining in the region. This fall, the trade fair celebrates its 25th anniversary. From October 31 to November 3, 2019, national and international exhibitors will once again meet with Iranian decision-makers and experts from the construction and mining sector at the Tehran Permanent Fairground.

IranConMin was one of the first large trade fairs in Iran, and at first took place every two years. In 2014, the organizers, since then also including the IranMineHouse association, decided to host the event every year in response to the steady increase in demand from exhibitors and visitors. In the meantime, the event has become the largest and most international trade fair for the construction and mining industry in the region, which also attracts more and more visitors from neighboring countries. There is a particular focus on the mining sector, which has traditionally been of major significance in Iran. The country has huge deposits of iron ore, copper, zinc and natural stones.

Exhibitors maintain a presence in Iran

In 2018, despite a difficult environment around 15,000 visitors and 200 exhibitors from eight countries used the trade fair as an opportunity to find out about new products and maintain business contacts. “Over the past 25 years, the trade fair business in Iran has always had its ups and downs in response to the political and economic climate”, explains Peter Bergleiter, Managing Director of IMAG. “We notice at the moment that a lot of overseas exhibitors are still traveling to international trade fairs in Iran. If you want to be successful there, it is important to maintain a presence even in difficult times and focus on the long-term interests of your business. And as long as the EU does not reimpose its sanctions on Iran, it is still possible for European countries to do business there”, adds Bergleiter.

In addition to all relevant Iranian companies, there are also international participations planned. Among those, especially exhibitors from Germany, China, Poland, Russia and Turkey are expected, partly with own country pavilions.

More information and application forms: www.iranconmin.de

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About IMAG GmbH

IMAG, a subsidiary of Messe München GmbH, organizes trade fairs around the world and supports participants in international events outside Germany on behalf of public and private clients. Since its foundation in 1946 in Munich, IMAG has been involved in over 5,000 international exhibitions abroad. IMAG's annual portfolio encompasses approximately 30 trade fairs, spanning around 20 countries. The events focus in particular on the following sectors: automotive, commercial vehicles and auto parts industry / construction machinery, building material and mining / machine tools and further industries / environmental technology and analytics.

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