



## **Leading Iranian trade fair for construction and mining IranConMin 2018 proves a success**

**Munich/Tehran, 29 November 2018 – Despite a difficult environment, the Iranian trade fair for construction and mining IranConMin can look back on another successful event. The 14<sup>th</sup> staging of the trade fair for construction machinery and mining, which took place from 2-5 November 2018 at the Tehran Permanent Fairground, drew in about 15.000 visitors and around 200 exhibitors from eight countries. The companies taking part were particularly impressed with the high quality of visitors to the event.**

The construction and mining sector has traditionally played an important role in Iran. IranConMin has been the biggest and most important trade fair in the industry for years, which brings together international exhibitors with the most important decision makers and experts in Iran. In 2018 too, high-ranking government representatives attended the trade fair, including Dr. Reza Rahmani, Iranian Minister for Industry, Mine and Trade, who had only taken office a few days previously.

Germany, China and Poland each had their own pavilion, where companies from the respective country were present at a joint stand. The Iran Mining Conference took place at the same time as the trade fair, where the aim was to encourage an exchange of knowledge between mining experts. This year, the focus was on finding the right balance between profitability and environmental and safety issues in mining.

### **Exhibitors hold on to Iranian market**

Despite the difficult situation at present, the majority of the international exhibitors rated this year's IranConMin as good to very good and praised the high quality of visitor contacts in particular. The majority of them already plan to take part again next year – in some cases on a bigger scale to bolster their activities in Iran with a local presence. Patrick Bayat, a representative for mining equipment from the United Kingdom, says "Iran is a growing market with a big untapped potential. The IranConMin is the perfect platform for us to reach out to this target market and to present our new products and technology in the country."

"The 14th IranConMin has demonstrated its importance as a leading trade fair for construction and mining with a high quality of both exhibitors and visitors", summarized Peter Bergleiter, Managing Director of IMAG GmbH, who organized the IranConMin together with its partners Palar Samaneh Co. and IranMineHouse. "The companies taking part also noticed more interest from visitors from Iran's neighboring countries. With these positive impressions, we're already working on the 15<sup>th</sup> IranConMin for next year."

Mohammed Reza Bahraman, Chairman of IranMineHouse, adds: "IranConMin 2018 was very successful for Iranian exhibitors. All of Iran's relevant industry sectors were present and exhibitors were able to hold many promising talks. Moreover, the Ministry introduced its new roadmap for the mining industry ensuring new investments in this sector which has high importance for Iran."



The next IranConMin will take place between 3-6 November 2019. Further information:  
[www.iranconmin.de](http://www.iranconmin.de)

*This press information as well as pictures can be found at [www.imag.de/presse](http://www.imag.de/presse)*

### **About IMAG GmbH**

IMAG, a subsidiary of the 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 analysis.

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