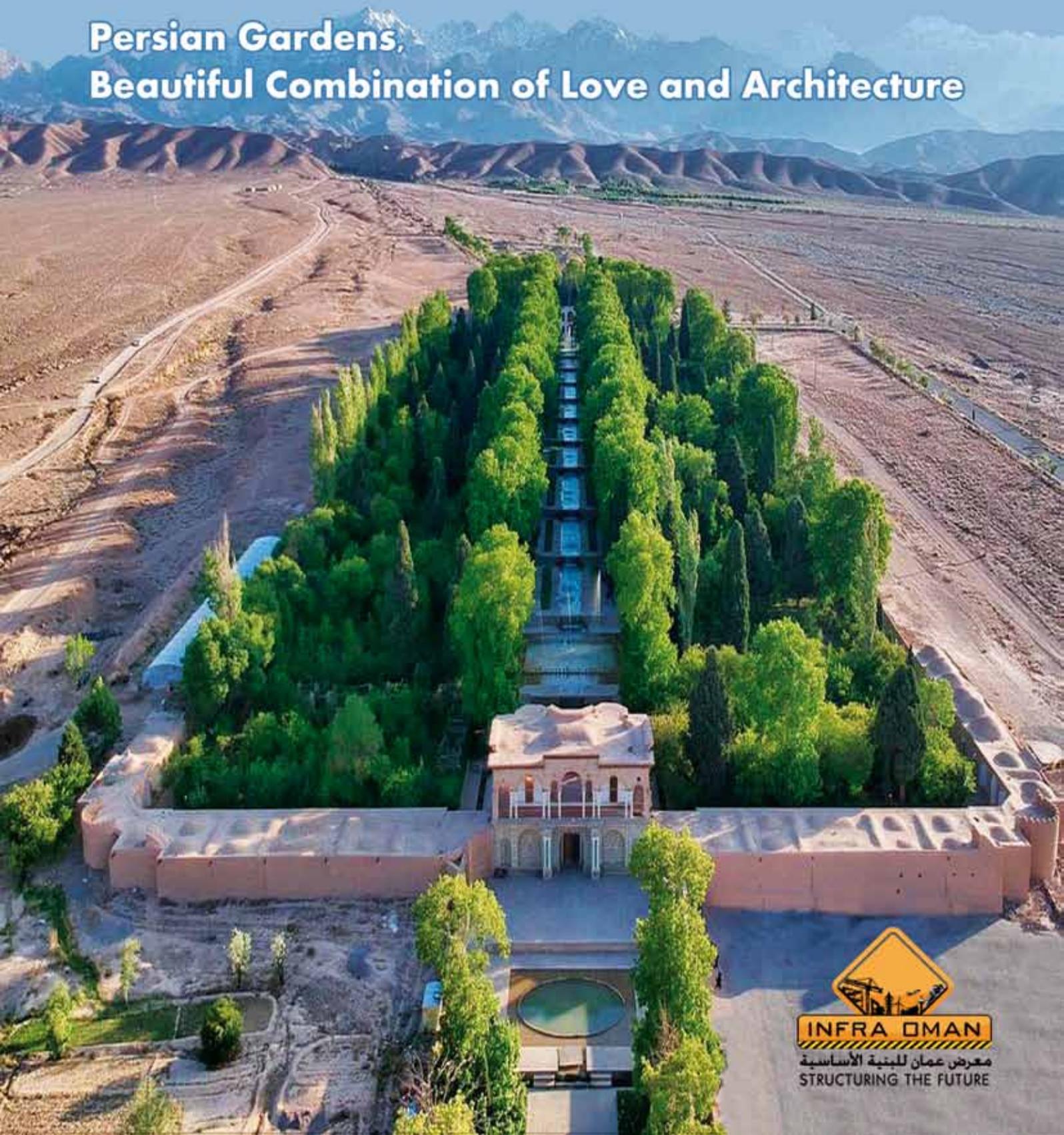


Persian Gardens, Beautiful Combination of Love and Architecture



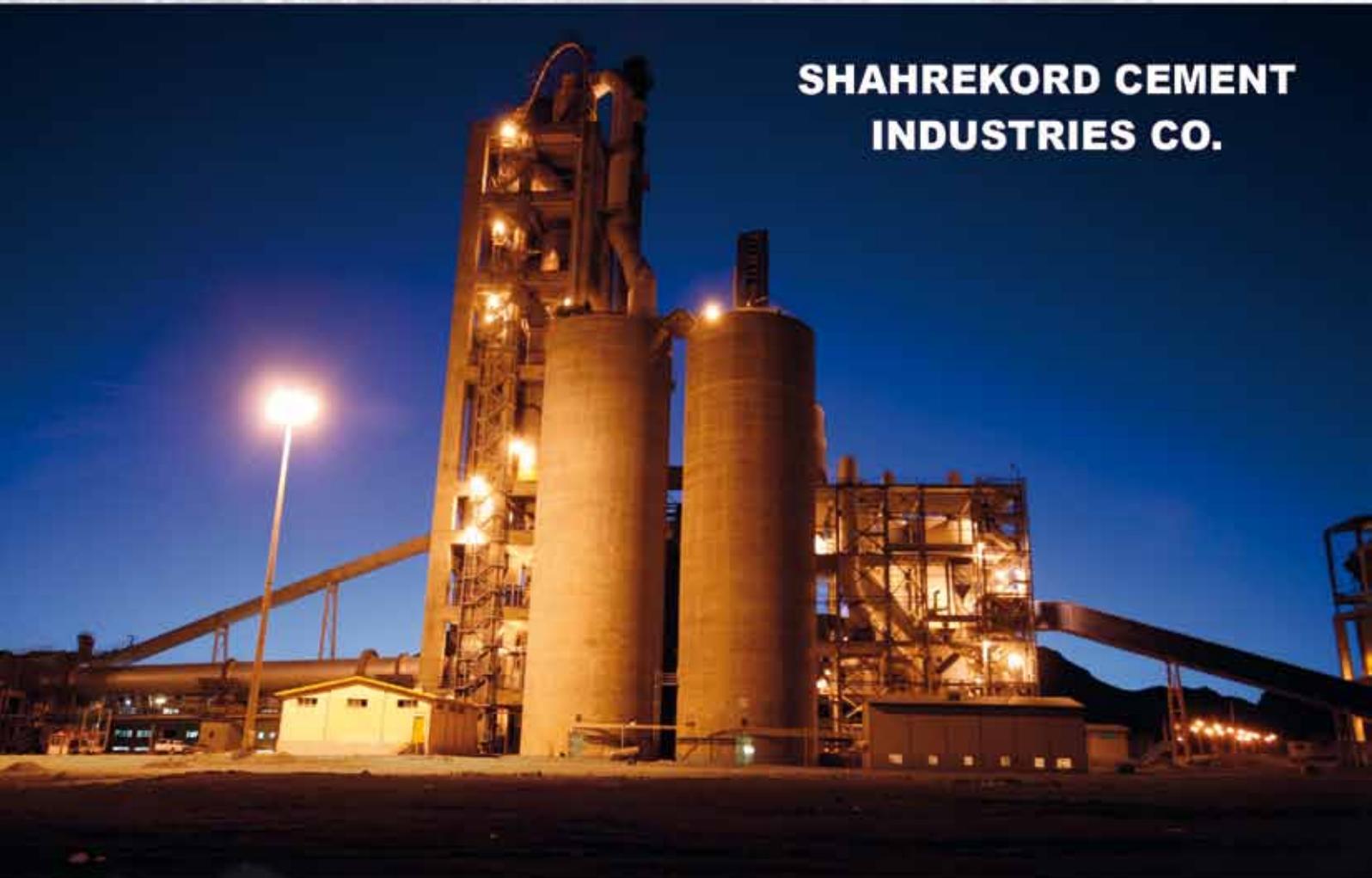
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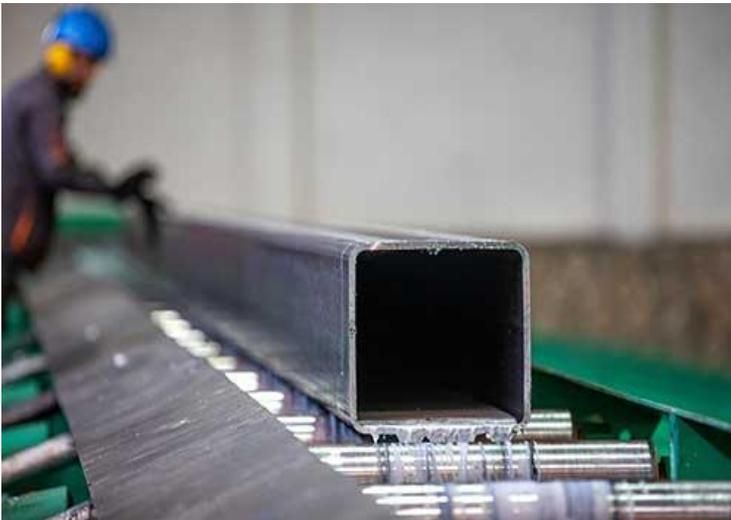
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Wood Design



Wood Design



Metallic Silver



Metallic Smoke



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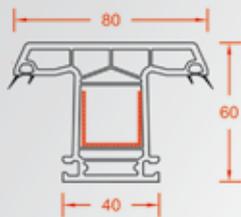
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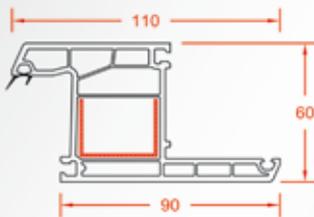
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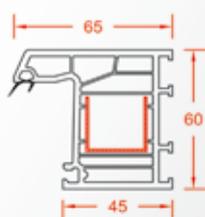
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Mullion



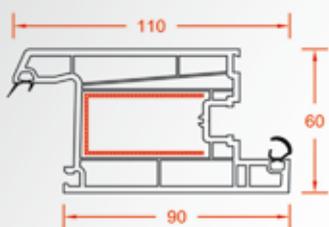
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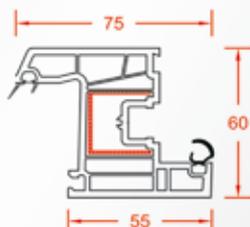
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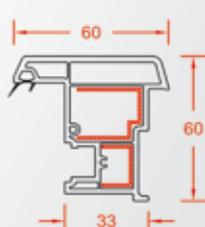
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Door Sash



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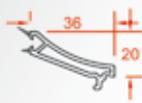
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Double Glazing Bead



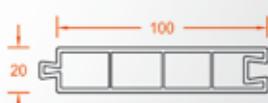
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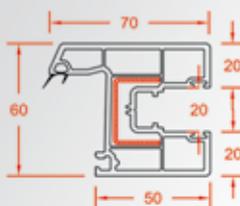
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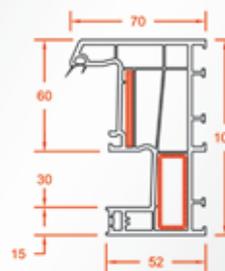
Panel

Single-rail sliding profiles



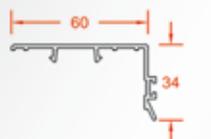
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Sliding Sash



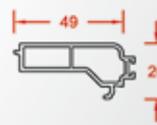
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Sliding Frame



VA - 105 - 004 - 00 - 000

Interlock



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Sliding Cover

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Recessions create the perfect opportunity for successful managers to shine

The country's growing need for modern construction material for windows, doors and façade was what encouraged a group of experts to join forces in 2002 and incorporate Saytal Sakht Company in vision of a bright future in the construction industry. Now with over 17 years of brilliant experience in the industry, Saytal Sakht is proud to manufacture windows, doors and façade materials; using only the finest and most up to date technologies in construction and a highly capable and talented design and manufacturing team.

Saytal Sakht is also the representative of outstanding Turkish Company KURTOGLU (Lorenzo line brand); Top German manufacturing firm Schuco, Italy's exclusive aluminum wood doors and windows, as well as the representative of Spanish company, The Size for dry façade cladding.

As the leading company specializing in construction and building façades, the timeless efforts of everyone in the team, has helped to take great strides in introducing new modern technologies in the construction industry.

With extensive research they continue to better themselves, and by doing so they have been able to carry out large-scale mega projects in Tehran, other provinces and neighboring countries. Relying on 17 years of active experience in the industry besides their most up to date technologies, they are ready to offer their services to their clients in and outside the country.

Below is our interview with Mr. Mohammad Aslan Abadi, the CEO of Saytal Sakht, shareholder and one of the founders of Akpa Iran Kish Company, the leading manufacturer of specialized façade, door and windows systems.

How did the Idea for Saytal Sakht to enter constructions and façade industry form?

The Façade of a building is a work of art, a signature from the exterior designer that gives a building an identity. Our innate desire for beauty drives one to aspire to present his own creation in a visually stunning way. In recent years, the importance of the looks of public spaces and urban lifestyle has been re-emphasized. Therefore the industries working in related fields have become increasingly important, more so than before. Moreover, technology advancements in the fields of architecture and constructions have made it possible to focus on the appearance of structures, whilst designing an energy efficient building using environmentally friendly materials.

The main Purpose for Saytal Sakht to enter construction industry was to create a proficient organization that would gather experts capable of designing, manufacturing and installing facades. This would in fact help us create sustainable jobs, and pave the way for country's self-sufficiency and dynamism.

In your opinion, what is the key to success of a company during a recession?

I believe that effort and perseverance are the keys to success. A businessman may fail repeatedly and be forced to start over from scratch; but as a general rule, being tireless, making the right decisions, choosing the best staff and motivating them would help any employer overcome the ups and downs along the way. The success of Saytal Sakht is the result of collective effort.

What characteristics have you been taking into account when recruiting new staff to join your team?

As I mentioned before, I believe the key to being a successful manager is making right decisions and selecting the best options. In Saytal Sakht, there is a great deal of precision and attention to selecting our team members and personnel. We strongly believe that an average team will not function well without professionalism, ethics and integrity; not even under strong leadership.



How much one's success depends on getting proper counsel and intellectual help? And if you find yourself in need of such help, how do you address the situation?

In today's world and considering the uniqueness of every person's approach and view point, we need counsels and inputs from all reliable sources in form of surveys, think tanks ... on top of modern and efficient management methods and you can get a real sense of this statement in Saytal Sakht Compa-



ny. We seek input not only from experts, but from everyone involved in the project and in the end; everyone's input would be taken into consideration and that would help us formulate a conclusion.

It is said that every successful individual has taken the first steps with great precision and carefulness. Please talk about the first steps you took toward your success.

Accurate understanding of the market and its needs, setting proper targets, courage and consistency would lead to success in any organization. We have built our success on the premises of all of the aforementioned factors.

Please name a few of your successful projects and if possible, provide some details about your work in them.

Salam Terminal in Imam Khomeini International Airport, International Terminal of Kish Airport, The international Terminal of Shiraz Airport, The exhibition building of Iran Mall, the free form structure in Farmanieh Commercial and Recreational Complex, the free form structure in Mashhad Mall Commercial Complex, Damavand Tower, Armitaj Tower in Mashhad, Hadiqatal Rozatain Hotel in Karbala- Iraq and dozens more projects around the country.

How was your experience in entrepreneurship and job creation? Is a successful manager necessarily a successful job creator? Or are there other factors involved?

In comparison with our competitors, Saytal Sakht has employed several times more personnel than other companies. The reason behind this matter is simply skills.

For instance, our company has several experts in different fields working in different departments: Construction, Energy efficiency, execution, assembly, drawing and shop drawing. Having several experts of each skill might increase your business expenses at first but it would shorten your execution time drastically. Moreover, having a professional team focusing on each task would lower down the hidden costs of your project including re-dos, financial losses as well as work related injuries and possible casualties.

And in response to your second question I would say that a successful manager is someone who has started at the bottom and has taken the steps to success one by one. Therefore he understands the problems and arising issues of every project very well and has great counsels by his side. Unfortunately in recent years we sometimes see inexperienced business owners who enter the construction industry and fail to become successful entrepreneurs or managers, mainly due to lack of experience.

Have you ever used government aids? And given the limitations, how can you utilize these aids to expand your business and your success?

As we know, the most creative ideas appear during the times of hardship. Therefore receiving benefits and supports from governmental or non-governmental parties may stop one's creativity and precision. Being able to count on a protector or a supporter would stop one from taking risks and solving matters in a creative way during times of adversity. I believe you can look at any challenge as an opportunity to grow because it may be impossible to progress without having to overcome challenges.



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Iran Building Magazine

Iran Building Magazine –Sakhteman Magazine– was created with industry leaders in mind and is the most trusted and influential resource available for the decision-makers in Iran's Building and Construction industries.

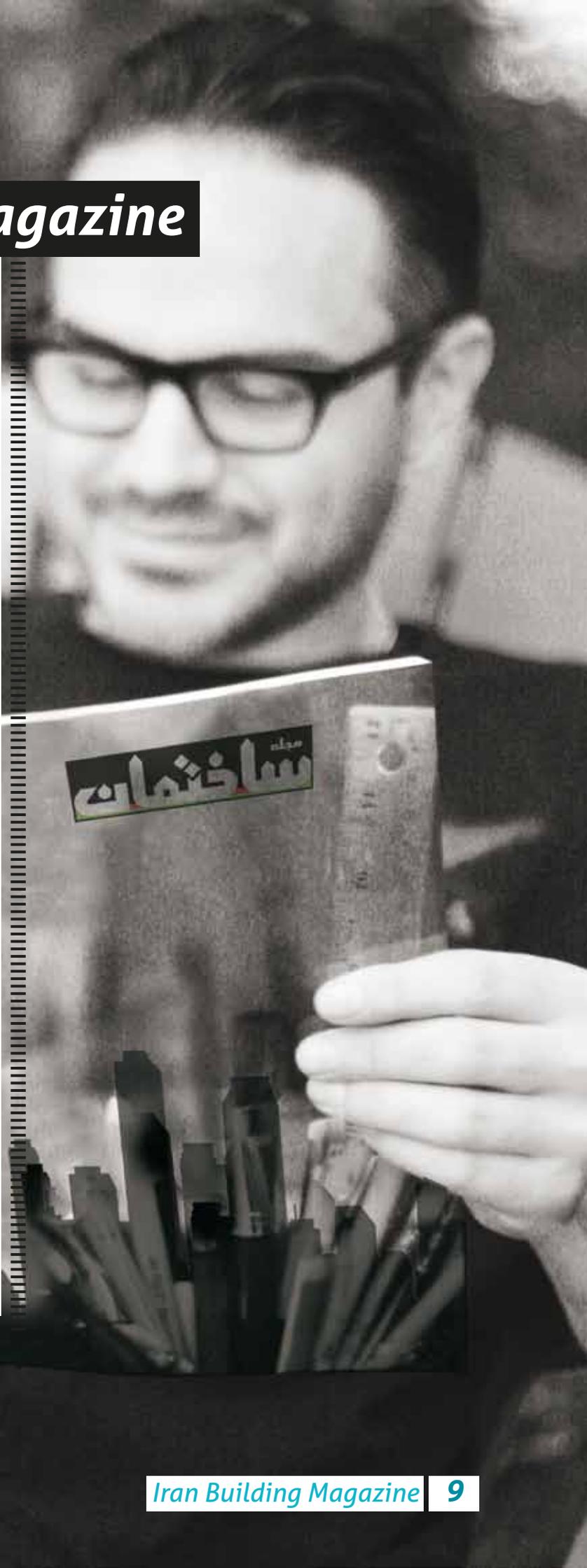
As nation's leading publication on building, construction, roads, energy and as one of the leaders in Iran's green and sustainable construction publications, Iran Building magazine inspires, educates and delivers authentic information to building and construction professionals, officials and consumers across Iran and in different countries.

Published monthly, each edition features top executives and their businesses from around the world and provides in-depth analyses of the critical issues of the day. No other publication comes close to its leadership, elegance of design and quality of writing. Readers count on Iran Building Magazine as their main and number One source of industry insight.

>> 100% original content

>> Readers in all over Iran and subscribers from 38 different countries

>> 85% of audience are active in the industry or are involved in Building, Construction and Road operations





Introduction to New Hashtgerd City

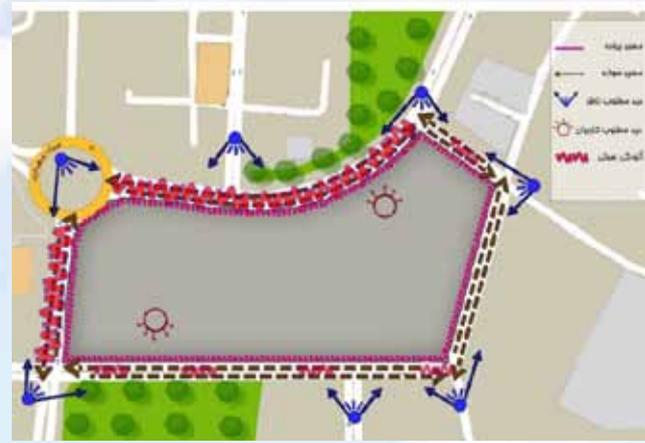
Hashtgerd New City is one of the five new cities in the country that, based on a Government cabinet decision, aimed at planning, growth and development of major cities, to attract population demarcation of these centers, started in the mid-seventies. Meanwhile, in Tehran's megacity, four new cities have taken on an important role, including the new City of Hashtgerd, with its unique features including, having a distance of 65 kilometers from the capital, has began to grow with the country's economic conditions. An important feature of this location is its location along the country's most important transit route to Europe, which connects the eastern, western, and northwestern parts of Iran, and the privileged location of the new city of Hashtgerd in terms of indicators economically, at the first rank among the 4 cities of the around Tehran, with a wide range of production and distribution activities and national support services concentrated on the outskirts of this important transit axis, namely the Tehran-Hashtgerd-Qazvin area, and A wide range of industries and activities, including large food industry centers, pharmaceuticals, automotive industries, construction industries, industrial estates with a variety of activities and so on are the major contributors to the location of this city for activity and residence.

Highlights of Hashtgerd New City along with the opening of the Tehran Hashtgerd metro line in less than six months from the first half of the year 1398, the new Hashtgerd city is able to provide the highest quality of services and activities needed in the Tehran metropolitan area in the future. Profitability and the ability to establish metropolitan activities around the subway station complex in the south of the city, as well as the ability to attract large scale national and international business and service centers in the new Hashtgerd city, such as the first Financial Technology Park(Fin-Tech) and the International Health Service Center in the north of the new Hashtgerd city, as well as the deployment of other top functions Because of the social gardens, the large sports and cultural centers of the arts, the big leisure centers for tourism, exhibition centers, complexes with top-notch and archery facilities, and other top-level activities within and around the city of high capacity to attract

Hashtgerd New town Southern margin Project



capital and financial flows, as well as activities and Employment. The aforementioned set of activities will bring about a major change in the new city of Hashtgerd in the near future, so that the city will be able to play the right role and position of this population center and scale activity in Tehran's Mega-city area.



Key Features of New Hashtgerd City:

City area: The city area is over 4320 hectares, located in a protected area around the hectare with the ability to accommodate industrial activities and large employment centers and leisure of travelers.

Growth threshold: The population target on the approved plan horizon is 670,000, of which approximately 50,000 now reside in the city, and more than 200,000 have completed housing, or in progress, including the continuing of the Mehr Housing Project. The population is expected to soon be added to the city and its citizens by resolving the problem of commuting and adequate



drinking water supply as well as the city's entry routes lead into new step in a development that will overcome the widespread problem of past years. Crossing this threshold, will create new threshold for city growth to reach project horizon population will begin with large-scale urban, national, and international activities.

Climate situation: The new city of Hashtgerd 's climate, due to its location on the southern slopes of the Alborz Mountains, high mountains is cold, moderate climate with annual rainfall of more than 373 mm.

Persian shopping mall project

Land use: Commercial _ Service
area: 62999 m²

Maximum density: 210%

Maximum occupancy level: 80%

Total investment amount:

61,754,772 \$

Longitude: 476,770.301

latitude: 3,981,879,971



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Business Services

IR.Holding has a wide and strong collaboration and connection to the suppliers of building and construction products across Iran. For example companies and manufacturers of cement, tile, stone, steel, glass and many other products related to the industry are among the products that IR.Holding collaborates with their producers, and is the executive partner covering their international markets. IR.Holding has the ability to supply quality products with their best price to its International customers, and is capable of covering all the construction project products to its valuable clients.



IR.Holding can be your trusted provider of all raw materials from Iran's local markets and producers. Raw material suppliers from all over Iran are connected to IR.Holding providing lowest prices of the best raw materials in Iran's markets, therefore providing raw materials from all industries of Iran without limitations on numbers and amounts to different destinations across Iran's borders and international destinations is one of IR.Holding's most welcomed services by its international customers.

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Conferences And Seminars

Conferences and Seminar Center of SAMA is one of the leading centers for national and international seminars and conferences, gathering the most high ranking and influential people related to the building and construction industries and other industries of Iran such as renewable energy and green production.

Conferences and Seminar Center of SAMA has been successfully active since 2008. The importance of experiences is highly increasing, we connect with our audience through conferences, events and temporary happenings. Alongside conceiving and producing our own events such as The Annual conference of Sustainable Building and Energy Efficiency and The Annual TOP Leaders of the Year Awards, we also advise brands and trade fairs on how to drive traffic and add meaning to theirs. Whether through curated exhibitions and showroom events, panel discussions with leading creators, or awards that honor companies and individuals positively active in the industry from around the globe.

We invite you to collaborate with us to create memorable conferences, seminars, events and experiences. IR. Holding specializes in creating a combination of performance focused strategy, creativity and technical know-how with a can-do approach for our local and international clients. We have the luxury of being able to do the most creative and strategic things an event company can do. But our advantage is also that we own the strongest media platforms in the market, that gives our clients extra average.

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The Annual conference of Sustainable Building and Energy Efficiency

After three years of success, the Annual National conference of **Sustainable Building and Energy Efficiency** is becoming an International Conference for its fourth year.

Sustainable building and Energy efficiency Conferences play a very vital role in the country's vision to generate sustainable building and more efficient and cleaner energy, this conference has indeed captured the attention of the global building and construction, renewable and green energy industries since the beginning of 2017. Each year, the Sustainable building and Energy efficiency conference is attended by the most important authorities and companies of Iran, including distinguished guests, delegations & policy-makers from all over Iran. These leaders in the industry were at the Sustainable building and Energy efficiency conference to participate in the conference and seminar and visit the exhibition as well as give key-note addresses in support of investment promotion policies, business opportunities and future plans. As a result the Sustainable building and Energy efficiency conference has proved to be a top national event!

This year coming from around the world to meet in Iran, the conference will focus on how to tackle the dual challenges of a rising demand for sustainable building construction and energy efficiency.

The Sustainable building and Energy efficiency conference will bring together regional and international industry stakeholders to discuss how we can meet our sustainable building and energy efficiency challenges. Hence we at IR. Holding will be hosting this international event scheduled to take place on December in Tehran, Iran. This two day platform has been developed to provide all the participating organizations with an exclusive insight into the Iran's Sustainable building and Energy efficiency market. This summit will provide all the participating organizations with an excellent opportunity to meet, network, exchange ideas and come up with real-time solutions to some of the world's most pressing issues. We at IR. Holding request all the Regional and International Experts, Government Authorities, Key Stake Holders involved in the upcoming Building, Construction and Energy projects and Solution Providers to actively participate in this International conference.

The conference will bring together the entire value chain of the sustainable buildings and energy efficiency industries; government and regulatory bodies, producers, buyers – current and potential, technology solution providers, innovators, supply chain partners, end users, international firms, traders and international associations.

The event organizers at IR. Holding are at your disposal to provide detailed information about the Exhibition and Conference and all related inquiries.

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A photograph of Pirouz Hanachi, Tehran's Mayor, speaking at a podium. He is wearing a dark suit and a black shirt. In the background, a large globe is visible on a wall. The lighting is warm and focused on him.

Pirouz Hanachi, Tehran's Mayor Shaking Friendship Hands With The World's Top Cities

He is one of the students of the great and well-known Iranian architect Mirmiran, and during his school years he was able to take a holistic view of modern architecture and the theories of world-renowned urban planners. He holds a Masters degree of Architecture and a Doctorate of Architecture - Urban Restoration and Revival of Historic Cities- from The Tehran University of Iran. He is a theoretician who has spent years in the field of urban planning and books. And now this is time for him to turn Tehran into a city for the better life of its citizens.

This technocratic and professional person knows the city well, and knows the functions of the forces that must operate in Tehran's municipal body.

In his view, Hanachi does not appear to follow the approach of the mayors in the past. His field of expertise is based on his expertise, and on this basis, he appoints his own forces and managers.

The main source of income in Tehran municipality has been based on increased construction, but Hanachi's new approach to financing the municipality's finances and revenue seems likely to eventually move to a culture-based economy, and this approach can do the least damage to Tehran.

He wants to free urban spaces from unnecessary construction, and make Tehran a relaxing place for citizens. Given that construction, and in Tehran has been very high in recent years, and this trend is not relevant to Hanachi's green ideas.

Hanachi has a particular view on the liberation of urban spaces, saying that the measures taken for Tehran as -a City for All- will sustain biodiversity, reducing climate pollution and removing unstable urban areas, creating justice and access to services and reducing traffic.

In evaluations Tehran as a mega city faces air pollution, water pollution, regional imbalance, traffic, inequality and lack of urban services, lack of attention to the worn-out texture and these are some of the main challenges of city that the mayor faces.



Senior Oman Deligation Met with Tehran's Mayor

Tehran's mayor, in a meeting with a senior Omani delegation, announced the readiness of Tehran's urban management to develop relations with Muscat.

During the meeting, which was attended by the mayors of some of the main cities of the Sultanate Of Oman such as Dhank, Masirah, Al-Rastaq, Samail and Sohar, the CBI secretary general in Al-Dhahirah province, the director of health services cooperation at Dhofar province and the CBI secretary general of Muscat province, the need to develop Tehran-Muscat relations was discussed.

At the beginning of the meeting, Pirouz Hanachi said: "By definition, global cities are successful in providing the maximum opportunities for the maximum number of residents in a fair manner. In this sense, a healthy city is a city where all groups and social groups can make the most of it, a city with all its spaces adapted for the influence and presence of all social groups. To put this in perspective, it is very necessary to create a child-friendly city, a friendly city for the elderly, a city suitable for women and to consider different aspects of this vision."

At the end of his remarks, the mayor of Tehran noted: "There are good facilities in the field of health tourism in Tehran and other cities and this is effective for the development of future cooperation. In general, there are grounds for greater and wider relations between the Iranian capital and Oman."

"The meeting with the mayor of Tehran is one of the most productive meetings of this trip," said Khaled al-Mashiki, head of the Omani delegation and director general of health services cooperation. "During the inaugural meeting of this trip, we met with valuable colleagues from the Ministry of Health of the of Iran. We also visited the Tehran Urban Observatory and found some very interesting topics; there is information in this observatory that can be the core of helping managers serve the public."

Khaled al-Mashiki continued: "Visiting and meeting with Iranian colleagues can play a significant role in expanding activities in the Sultanate of Oman. We will certainly see many achievements in the future after learning about Iran's experiences."

Khaled al-Mashiki said "We have come to the conclusion that there are many common seasons between the two countries. This can help exchange experiences and views of the two sides and foster communication."



Tehran-Vienna Mayors Underscore Expansion Of Cooperation

After a working breakfast with the Mayor of Vienna Michael Ludwig at the Vienna municipality, Piruz Hanachi mentioned that Tehran is ready to implement a document of cooperation between the two countries for the expansion of cooperation in urban development and planning, public transport, waste management, energy efficiency, tourism, culture and economics.

Stressing that sanctions are related to governments, Hanachi emphasized on the active presence of



Austrian companies in Tehran's urban development projects, including subway, reconstruction of worn-out texture, start-ups, clean energy, waste management, and traffic transport.

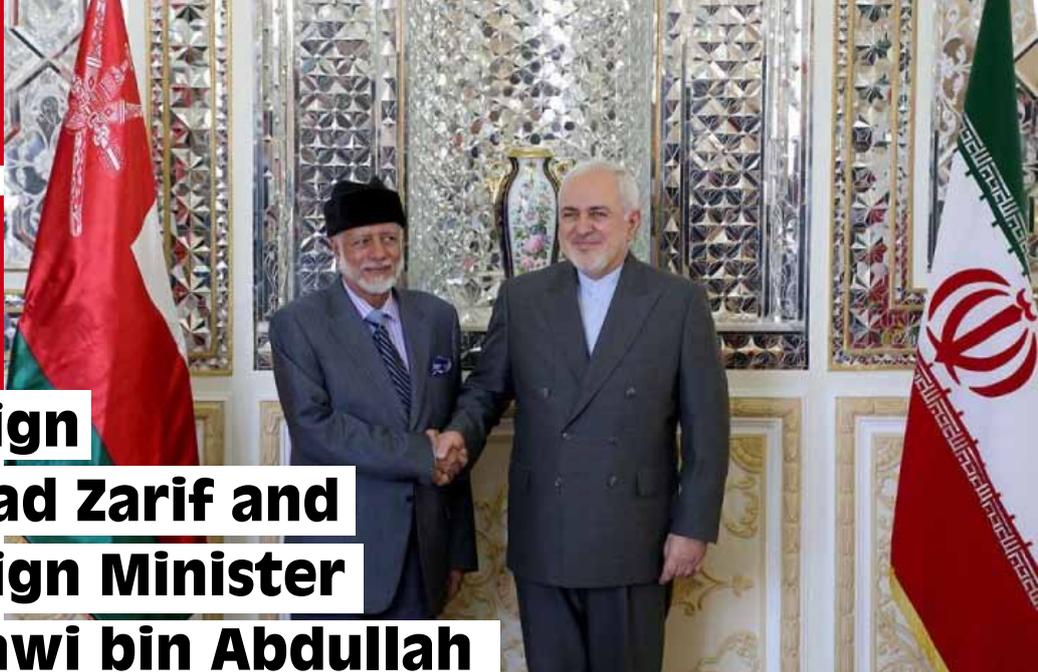
The mayor of Tehran, also referring to the historical and long-standing relations between the two countries, positively assessed the trend of relations between the two countries, stating that Iran is interested in the expansion of relations with Austria.

Hanachi then invited his Austrian counterpart to travel to Tehran in the context of expanding ties, links and cooperation.

In his remarks, the Mayor of Vienna described the Iranian capital as a big, historic and important city, and emphasized the necessity of expanding cooperation between the two sides.

Noting that sanctions are not the solution, the official went on to say that cooperation at the level of urban activities and projects can create a suitable environment for the development of political cooperation.

The invitation of Li Yong, general manager of United Nations Industrial Development Organization (UNIDO) was the reason for Hanachi's visit to Austria. He also met with the Director General of the United Nations Industrial Development Organization (UNIDO) and the Secretary General of the European Cities Forum.



Iranian Foreign Minister Javad Zarif and Oman's Foreign Minister Yusuf bin Alawi bin Abdullah

Iranian Foreign Minister Mohammad Javad Zarif and his Omani counterpart, Yusuf bin Alawi bin Abdullah, held talks in the US city of New York at the 74th United Nations General Assembly (UNGA) meeting

Zarif and bin Alawi exchanged views about a range of topics, including the latest developments surrounding bilateral relations between Iran and Oman.

The two top diplomats, who were in New York for the 74th United Nations General Assembly (UNGA) meeting, discussed the most significant issues in the Middle East and other parts of the world.

Iran and Oman share age-old and close diplomatic, economic, and commercial ties.

Oman's Sultan Qaboos bin Said Al Said -who is very respected by Iranian people for his peaceful approaches to the world- played an important role in facilitating the early stages of nuclear talks between Iran and the world powers which resulted in the 2015 nuclear deal, known as the Joint Comprehensive Plan of Action (JCPOA).

Minister of Roads and Urban Development Mohammad Eslami "Iran Welcomes Foreign Investment in Housing"



"We welcome any investment in housing and construction sector, noting that every country which is interested in investing in the housing sector in Iran would be welcomed because according to the laws, there is opportunity for foreign investors to join the housing sector investment". Eslami added that there is a good opportunity for investment in the housing sector and people expect the process of housing production to be accelerated and for this reason the ministry will support any opportunity.



Iran's Chabahar and Oman's Sohar to Link Up as Sister Ports

Alireza Jalalzaee, Sistan and Balouchestan's deputy director of truism said "This move would help to improve cultural, economic and commercial ties between the two ports and eventually boost friendship and tourism between the two nations."

Sisterhood between towns, cities, counties, provinces, regions, states and even countries in geographically and politically distinct areas refers to a form of legal or social agreement to promote cultural and commercial ties.

Oman Ready For More Engagement With Iranian Businessmen



Oman's ambassador to Tehran Saud bin Ahmed bin Khalid Al-Birwani, said that Oman is ready to engage and cooperate with Iranian businessmen and practical planning should be prepared in this regard.

He made the remarks at the meeting with the businessmen and members of the Urmia Chamber of Commerce.

Referring to Iranian province West Azarbaijan's great potentials and capacities in different fields, Al-Birwani said that the province and Oman can cooperate in commercial, economic and tourism fields.

During the past six years of his tenure in Iran, economic and political ties between the two countries have been expanded, but there is still a long way to reach the ideal point, he mentioned.

Oman's ambassador said that the economic potential of West Azarbaijan province is unique; adding that he hopes his visit will result in good achievements for the two sides.

Oman Determined to Invest in Iran's Chabahar Port

Oman's Minister of Transport and Communication Ahmed bin Mohamed al Fatsi said that his country is resolute to invest in Iran's Southeastern port city of Chabahar to further expand maritime cooperation between Tehran and Oman.

Ahmed bin Mohamed al Fatsi mentioned about the readiness of his country for investing in Chabahar development projects, and emphasized the importance of being active in the maritime field.

The Oman's Minister of Transport and Communication pointed to the brotherly and friendly relationship between Iran and Oman and emphasized on the need to strengthen transportation and infrastructural cooperation as well as presenting facilities in line with promoting bilateral trade volume.

Development of relationship with neighbors especially Islamic Republic of Iran is the main policy of Oman's government, he said, adding, "We welcome any strategy for promoting and developing bilateral relationship warmly."

The minister referred to the infrastructural facilities of his country in the field of launching air and sea transport lines.

In this meeting the Reza Rahmani, Minister of Industry, Mining and Trade, mentioning about the friendly relationship between the two countries said, "Activating Ashgabat Agreement and cooperation of Oman in North-South Corridor with the aim of using port and rail capacities between the two countries as well as accessing Central Asian market have been considered as one of the main objectives behind development and promotion of bilateral relationship."

The Iranian minister pointed to the high potentials and capacities of Iranian cities including Chabahar and Bandar Abbas and added, "Islamic Republic of Iran attaches great importance to its relations with neighbors, so that the country thinks to this issue as a win-win and strategic tie."



Susa, A Worldwide Treasure in UNESCO's World Heritage List

Susa is considered one of the oldest world human settlements with a history of more than 6000 years. This city was one of the oldest cities in the world, and part of the site is still inhabited as Shush, located in the Lower Zagros Mountains and between the Karkheh and Dez rivers in Khuzestan Province of Iran. The ancient city was called Shushan, and now it is known in Iran as a modern city called Shush.

Susa has been added to the United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage List.

The city has been one of the main Iranian cities known for its magnificence in the past, but even older than this magnificent city, there remnants of a village dating back to 7000 years ago had been discovered and unearthed.

Some say that the name Susa may derive from Shushana, a variety of water lily that was said to grow in lakes and swamps nearby the town. The city formerly belonged to different empires such as the Elamites, Persians and Parthians and was known to be a center for the worship of Inanna, the Sumerian goddess of love, fertility and warfare.

Like many other cities, the city of Susa started with a village, in an area of approximately 10 hectares, it had a population of more than 2000 people in the beginning and its architecture was different from Sumerians' and it had Elamites' architectural features and panels of colored glazed bricks can still be seen in the ruins of the ancient city.

With the presence of the ancient city of Susa, Daniel's tomb and Tchogha Zanbil temple and its location on the way to the city of Ahvaz, capital city of Khuzestan province, the city of Susa attracts thousands of visitors from inside and outside of Iran. This increasing interest has caused tourism investors to take some practical actions.



Why Iran



1 Strategic Location

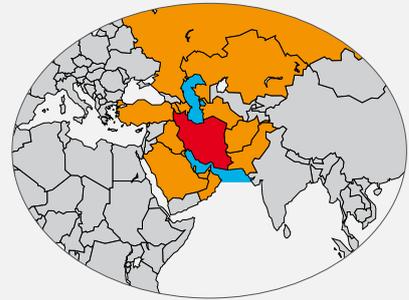
Straddling the Persian Gulf and the Caspian Sea, Iran connects Central Asia to the open seas and West Asia to the Middle East, offering a unique and valuable geographic location.



17m barrels of crude per day through the Straits of Hormuz
= 30% of global requirements

2 At the heart of Regional Market

Iran has land and sea borders with 15 countries, offering easy access to a combined market of over 530 million whose demographics and increasing purchasing power offer a growing market at a time of stagnation in the world economy.



15 Countries

3 World's 18th Largest Economy

With a total GDP of over USD 1,200 billion (PPP basis), Iran is the world's 18th largest economy and set to climb further, by mobilizing its demographic advantages and natural resources capital to enjoy years of sustainable and rapid growth.



9 % Agriculture **38 %** Industry **53 %** Services

4 Political Stability

While Iran enjoys peace, stability and security in an area affected by upheavals, unrest and hot beds of tensions, it has always offered peace and tranquility and used its utmost to invite others to contribute to the process of Détente in the area and the Middle East region.



→ **تهدیدات امنیتی** → **تهدیدات اقتصادی** → **تهدیدات اجتماعی** → **تهدیدات فرهنگی** → **تهدیدات زیست‌محیطی**

5 Abundant Mineral Resources

The country is also exceedingly rich in mineral resources, which are worth an estimated USD 27.3 trillion dollars. Iran is the MENA region's leading country in reserves and production of critical base metals including iron ore, zinc, steel, copper and lead.

68 types of minerals and metals **31** billion tones known reserves & 57 billion tones potential reserves



6

Energy Security

Iran with close to $\frac{1}{5}$ of total global proved gas reserves as the leading country and ranked 4th in proved crude oil reserves is one of the most sustainable resources of supplying hydrocarbon fuels in the world. An extensive national pipeline network to deliver fuel, together with 74,000 MW of installed electrical generation capacity ensure energy security. **14th Largest Electricity Producer**



7

Low Effective Rate of Taxation

Iranian companies enjoy a flat 25% corporate tax rate and shareholders are not liable to any tax on dividends, while exports are exempt from any taxation and under certain circumstances tax holidays of up to 15 years can be obtained.

15 Years Tax Holidays

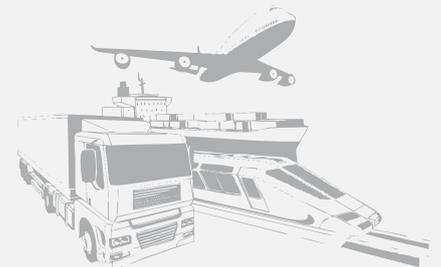


8

Developed Infrastructure

Through substantial investments, Iran has developed its ports, rail and road networks and air transport systems, creating the perfect foundation for economic development and prosperity.

103 Airports **13,000 km** Railroads



9

Young Educated Labor Force

With some 3.7 million students at various stages of higher education, Iran possesses some of the best educated youth in the developing world.

79 m Population



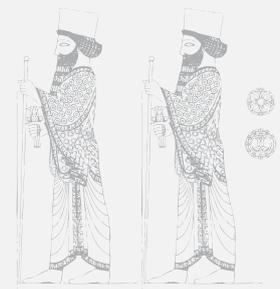
3.7 m Students



10

Untapped Tourism Potential

Ancient history, the heritage of some of the world's greatest empires, exquisite arts and crafts, rich cultural heritage, refined and varied cuisine, diverse climate and breath-taking natural wonders provide the perfect platform for Iran to tap into the fast growing and lucrative global tourism market.





Tehran

The economic, political and cultural heart and the capital of Iran, Tehran is a populous city and one of the most significant urban centers in the world, experienced modernity before other cities of Iran.

Locating on the hillside of Alborz mountain chain and near Damavand, the highest volcanic peak of Iran, Tehran embraces unique attraction of beautiful landscapes.

Exploring this fascinating metropolis will transport you on a journey through more than 250 years of Iranian history – from the glittering Golestan Palace and the Grand Bazaar to the beautiful Azadi Tower-

Placed in a large area, Tehran is one of the biggest and most significant metropolitans in the world, and has one of the most efficient public transportation systems. The city has a Metro system with 7 operating lines that cover almost every destination of the city, hundreds of shared and private taxis in the city streets, and lines of public busses moving around the city

Tehran might look rough on outside. But when you're inside, you will see many refreshing big parks and gardens and museums, so while many travelers make the mistake of rushing past Tehran in a race to the more historic cities of Iran, make sure not to miss what is waiting for you in Iran's famous capital city. From western style modern royal palaces such as Saadabad complex and Nia-varan Palace to more Persian style ones such as Golestan Palace and Masoudieh Mansion and many more around the city, reflects the history of royal families in Tehran. Tehran is a world destination for museum lovers with numerous royal palaces and big mansions.

Tehran is one of the most dynamic and interesting cities in the world.

Here are some of the most impressive buildings in the capital of Iran.

Milad Tower has an octagonal base, symbolizing traditional Persian architecture.

With various parts of technical and cultural varied structures the one of the unmatched tourism centers in Iran. Milad Tower has 12 floors, and is the highest telecommunication tower in Iran. The tower is visible from every district of Tehran, and is known as the symbol of modern Tehran. Iranian-Islamic architecture of this tower and its octagonal structure are the interesting and sensible points of the tower's architecture. Design of the project was conducted by Dr. Mohammad Reza Hafezi.



Azadi Tower

This beautiful white tower, which was the main symbol of Tehran, for many years, was designed and implemented by Hossein Amanat. The gate-like architecture of the building is retrieved from the architecture of the Achaemenid, Sassanid and Islamic periods. A combination of two pairs of intersecting arches on foundations with 45 meters height white stones that were divided by slits in blue turquoise; it was built as a symbol of the continuity of culture, art and civilization of Iran. Today the tower still stands tall in one of the main squares of Tehran, the Azadi square.

The Gate Of National Garden is one of the old symbols of Tehran, built based on direct order of Reza Shah by Jafar Khan Kashani and Germans cooperation in a mixture of Iranian-European architectural styles. especially of tile works in Qajar era

In the upper part of the building, monitoring station, timpanist and the armed forces passage have been designed. The Gate of National Garden has a gateway for car pass and two for pedestrians. Today, it still is one of the main tourist attractions in Tehran, as there are several important buildings surrounding it, including the Post office, the Ministry of Foreign Affairs, the National Library and National Museum of Iran.



Niavaran Cultural Historical Complex is located at the northern part of Tehran in a wide garden that has the charm of a wonderful architecture and design, beauty of the surrounding nature and its amazing history all together.

Mohsen Foroughi has designed this building inspired by the Iranian architecture and combination of artists styles of architecture from before and after Islam. This complex was designed as a place to welcome the royal and high ranking guests of the court in the past and was used during the Qajar and Pahlavi eras, now it is open to public.



Golestan Palace is one of the exclusive historical complexes of Iran.

The construction of this complex was started in Safavid era. Chahar bagh and Chenarestan were built in the north part of the complex at the time of Shah Abbas I.

The oldest buildings in Golestan complex are Marble Throne Iwan (Iwan-e takht-e Marmar) and Khalvat-e Karimkhani belongs to Karim Khan Zand period. The palace has been mostly extended during Qajar era and used as the residence of Qajar kings. After the conquest of Pahlavi I dynasty, this palace became a center for official ceremonies and used as a residence for presidents and foreign special guests. Currently, the palace welcomes the visitors who want to observe the different kinds of beautiful architectures used in palace buildings.



Tabiat Bridge

A 270-meter three level bridge connecting two parks in Tehran, the Tabiat bridge is probably one of the most beautiful pieces of urban architecture in Tehran. Opened in 2014, the Tabiat bridge (also known as the Nature Bridge in Tehran) is a popular hang out for Iranian's who come to enjoy a variety of dining options, views and relaxation areas. Leila Araghian was the young architect that made this beautiful masterpiece mixing art with architecture and engineering.



The National Museum is the most important museum in Iran, that holds archaeological collections in the Ancient Iran Museum and the Museum of Islamic period, the museum is established and commissioned by Reza Shah to a French architect, Andre Godard.

Yazd The Pearl of Iran's Desert

Yazd is one of the oldest cities in the world. It dates back to before the 3000BC and was built as part of the Medes Empire. Yazd has long been referred to as the Pearl of Iran's Desert. It sits in an oasis where the Dasht-e Lut and Dasht-e Kavir deserts meet, and because of its distance from other major capitals and the harshness of the desert weather, the city of Yazd was avoided by many of the major movements of armies and troops. That is the reason most of the architecture and traditions of the city have remained in place across the centuries, while many other cities of Iran were influenced and changed because of this reason. Yazd was one of the cities that was avoided by Ghengis Khan, when he invaded Persia in the 13th century, and this reason made Yazd a refuge for artists, philosophers and scientists from across the country. Marco Polo visited Yazd in the year of 1272 and described it as a good and noble city with fabulous silk production, of which you can still find in the market-places of the city today.



In summer, the temperatures in Yazd can easily surpass 40C. And to avoid it, there is an interesting architectural invention that you can see all over the city, to alleviate the uncomfortable heat -Baadgirs- were used. Before electric powered air conditioners were invented, people used tall wind-towers called Baadgirs which act as air-vents to draw off some of the hot air from inside the living space. Yazd is mostly built with adobe and because of its climate; it has one of the largest networks of water storage and irrigation in the world. These are a combination of wells and tunnels that allow transportation of water below the surface so it does not evaporate under the desert heat. The province of Yazd is home to a 4500 year old cypress tree which is soon to be protected as one of the world's biggest living organisms, it is called Sarv-e Abarkuh.



Persian Gardens

The ancient tradition of making gardens in Iran still remains strong. For Iranians, gardens provide relief from the extremes of the climate, summer heat and winter cold, and are a symbol of beauty for the heart. The ancient Persians, who were of nomadic origin, made encampment gardens of a character very different to those in the Roman empire.

The style of garden design represented by Persian gardens may originate as early as 4000 BC. In origin it was probably a walled or fenced hunting park, used to make collections of exotic plants, animals and trees, and then it has developed to such a beautiful place for the souls refreshment that Persians started building it near or inside of many of their important buildings.

Most people believe that the history of Persian Garden goes back to the Achaemenid king, Cyrus the Great, and the first designed royal garden is believed to be in Pasargadae near today's Shiraz. Pasargadae, dates back to 550 BC, and was made in an oasis ringed by hills. The Persian emperor, Cyrus the great, built pavilions, presumably amongst trees, and enclosed the garden within a mud wall. There was a rectangular network of canals within the compound and basins from which water could be drawn were made at the intersection points, the channels were lined with stone and survive as an unmistakable ancestor of later Islamic gardens. Unfortunately the garden walls were built using mud bricks, which needs uninterrupted maintenance, and over the long years, only few have survived. The archaeological site of Pasargadae Garden is among the inscribed gardens, although there are no trees remaining.

The perfect design of the Persian Garden, has the ability to respond to extreme climate and weather conditions. It is inspired by an intelligent application of different fields of knowledge, such as agriculture, water management and water flow engineering, technology, botany. The notion of the Persian Garden permeated life of the Persians and their artistic expressions, references to the garden may be found in poetry, literature, music, and carpet design which were all important arts for Persians for many centuries.

In Persian Gardens, water is not only used for watering the plants and trees or cooling the soil, and beside the ordinary use of it, water gives the Persian Garden an aesthetic beauty by flowing in the well designed aqueducts of the garden and then jetting into fountains and small ponds. Water is always moving! Basically in a Persian Garden water should not be still, it should be flowing, as it is ought to give life to plants and freshen the air, beside creating the burbling sound that soothes the soul of any person walking by the garden.



This type of garden became known as a Chahar Bagh at a later date.

The oldest written descriptions and illustrations of Persian Gardens comes from travelers who reached Iran from lands to the west. These accounts include Ibn-Battuta in the fourteenth century, Ruy Gonzalez de-Clavijo in the fifteenth century and Engelbert Kaempfer in the seventeenth century.

After his return to Europe, Engelbert Kaempfer made careful drawings and details that show Persian Garden or Chahar-Bagh type gardens with features such as an rectangular pools, lush planting, enclosing wall, internal network of canals and garden pavilions.

There are surviving examples of the Persian Gardens, these gardens, dating back to different periods since the 6th century BC, also feature walls, pavilions, as well as sophisticated irrigation systems. The Persian Garden has influenced the art of garden design to other countries as far as India and Spain.

Many of the remaining Persian Gardens have been inscribed on UNESCO's World Heritage List. The Eram Garden of Shiraz, Fin Garden of Kashan, Chehel Sutun Garden of Isfahan, Abbas Abad Garden of Behshahr, Dolat Abad Garden of Yazd and Shazdeh Garden of Kerman are some of the most beautiful sites among UNESCO's Persian Garden List.



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Two of World's Oldest Dams in Iran

A review in the history of some ancient countries as China, India, Iran and Egypt shows that humans started building dams from more than 4,000 years ago, and it has been the base of some civilizations and cities in the world.

But no one knows exactly when and where building dams started. We can say that the idea of building dams for storing water was not specific to Iranian people, and many ancient civilizations have used dams to store water for their use. However, in terms of historical background, Iran is one of pioneer countries in building dams. Here we look at two of the most incredible ancient dams in Iran, which were built centuries ago, and still remain among the most ancient dams in the world.

Kebar Dam is known as the first arch dam of the world, and is still being used to this day! Kebar dam is basically an arch dam with a fixed radius. It was built many centuries ago and is located 130km from the Qom city, which has been built over Kebar river, and is about 700 years old. This dam is 26meters high with a crown length of 55meters and an arch diameter of 38meters. Main part of the dam structure is made of hard gravel stone with covering of mortar and rocks that locked the two ends of the arch on both sides of the valley. The mortar used in the dam is called Sarouj, which is a combination of sand, lime, coal powder and egg whites. The V shape dam looks like the figure 'seven' in Persian language, and is surrounded by limestone mountains.



Kerit Dam Which was the world's highest arch dams Since 2,000 years ago up to the 20th century, was built in Iran's Tabas city. Kerit dam has a height of 60 meters and that made it the world's tallest arch dam for more than 550 years. Kerit dam was a study case for many construction engineers of the world, it has been built in four stages, and its crown part has a width of only 2.1meters.

The former head of International Committee of Large Dams has termed construction of Kerit dam as -the most amazing human achievement in the Middle Ages-.

Kerit dam is located 42 km from Tabas and 28 km from Kerit village.





Nushabad Underground City

The town of Nushabad(also Noosh Abaad), is located near the city of Kashan in Iran, and within Nushabad lies an underground city with an impressive scale. This ancient city was completely unknown until a decade ago, and was found when an oblivious resident stumbled upon a tunnel while digging a sewage ditch in his house.

What later was discovered was a 1,500-year-old underground city, set between 3meters to 18 meters deep. The labyrinthine network was comprised of three stories of tunnels, chambers, air ducts, staircases, canals, and booby traps with a marvel look of ancient architecture and engineering.

This subterranean city called Ouyi (also Ooie) was constructed in the Sassanid Empire that ruled Persia from 224 to 651 BC. Inhabitants would dig underground chambers as a hideout spot for women, children, and the elderly to hide when an attack by foreign invaders happened.

Over the years, construction continued and the individual chambers were amalgamated, air ducts, water pipes, storage spaces, and toilets were all built and as a result a sustainable underground city that was built and used as a refuge during times of war. Amazingly, Each family had their own room, with a tunnel running down the length of the rooms, similar to a today's hotel hallways which connects the rooms to the building.



City's Great Sports Complex

There are over 800,000 residences in the northwest axis of Shiraz metropolitan and over 450,000 people are estimated to reside in the new town of Sadra. On the other hand, lack of sports facilities in the region accentuates the importance of constructing a sports complex; which aims to promote sporting activities on a regional and trans-regional level. To accomplish said goal, the development company undertaking construction of the new town of Sadra has proposed utilization of 38 hectares of the most suitable land within the legal confines of the city. Considering the great climate of the region, different sports team would be able to establish their training camps to prepare for national or regional competitions; which could also be held in the complex.

Exchange Rate : 1RU=60000 IR Rial

Total Investment	Payback Period	Internal Rate of Return	No. of halls and fields	No. stories	infrastructure	Total Land Area	Usage
2,340,019 Million Rials	4 Years	31 Percent	7	1 - 2	100,000 Sqm	380,000 Sqm	Sports
39,000,316 €							



Amusement Park

The great climate of the new town of Sadra makes it possible for everyone to use the public facilities and spaces on most days throughout the year. The lack of facilities promoting exciting activities in Shiraz and presence of tourists in the city on most days of the year, specially during spring and summer, justify the importance of constructing an amusement park in the region. To do so, utilization of 7 hectares of land for tourism related purposes has been proposed. One of the highlights of this project is that it provides a great opportunity for an investment which would then generate a income continuously and consistently.

Exchange Rate:1EU=60000 IR Rials

Total Investment	Payback Period	Internal Rate of Return	No. Units	No. Stories	infrastructure	Total Land Area	Usage
529,000 Million Rials	3 Years	41 Percent	-	1	10,000 Sqm	70,000 Sqm	Tourism
88,166,66 €							



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