



نمایشگاه بین المللی

خودرو تهران

و صنایع وابسته

The int'l

TEHRAN AUTO SHOW AND RELATED INDUSTRIES

EXHIBIRAN FAIRGROUND, SHAHR-E-AFTAB COMPLEX, KHALIJ-E-FARS HIGHWAY, TEHRAN, IRAN

تهران، ابتدای بزرگراه خلیج فارس، مرکز نمایشگاه بین المللی - مهرآفتاب

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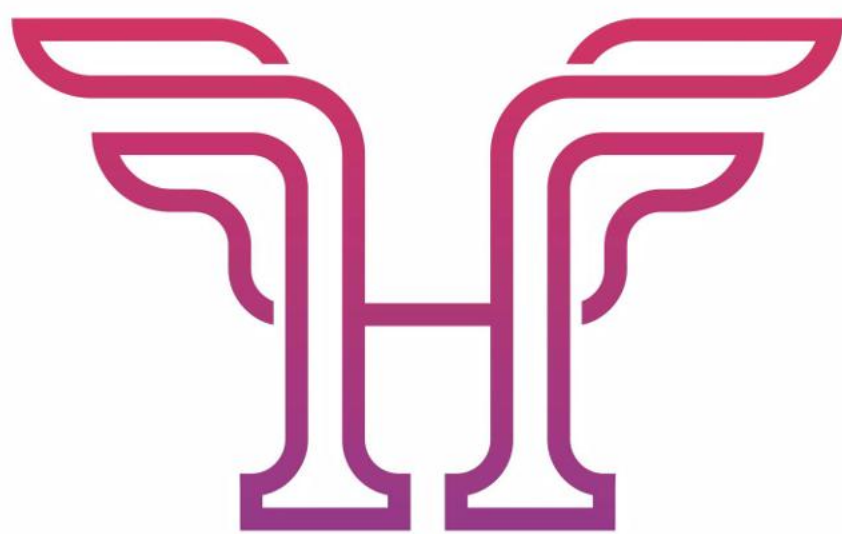
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TEHRAN
AUTO SHOW
AND RELATED INDUSTRIES





HERMES
BUSINESS IDEA

ORGANIZER OF TEHRAN INTERNATIONAL AUTO SHOW

www.hermesbi.com

HERMES BUSINESS IDEA

Regarding to the importance of the commercial relations and exhibitions in the industry, Hermes Business Idea Co. (Pvt.) is established to expand the business affairs and exhibition industry in Iran and other countries.

Experiences of the managers and founders of Hermes Business Idea Co. in planning and organizing the exhibitions have been started since 2004 and they have many successful exhibitions in their records. Now they want to apply them for having services to the enterprises to reach their great targets.

About Us

Hermes Business Idea Co. (Pvt.) is to develop the business communications domestically and internationally. Based on our vast experience we dedicate services in:

- Organizing exhibitions
- Organizing specialized seminars
- Business consulting
- Market research
- Innovative marketing plans
- Business match making

About our Chief Executive Officer (CEO)

Maryam Sabet

Education:

B.A in English translation
MA in MBA

Work experiences:

Project manager in different subjects at Mashhad international exhibition company.

Invite and associate with the Malaysian commercial board to Building Exhibition of Mashhad

Project manager in Vesal Luxury Exhibitions in Arman farda company

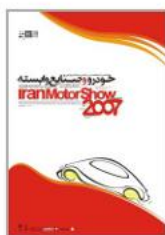
Managing Editor of Arman farda Advertising and publicity co.

Executive Manager of luxury banquets attended managers of Engineers and Physician society.

Executive Manager of festivals and concerts in Mashhad and Gilan Province.

Public relation manager of Honar Magazine

Managing director of Hermes Business Idea Company.





Iran

Automotive

Industry and Market

a brief review



IRAN AUTOMOTIVE INDUSTRY REPORT

IRAN AUTOMOTIVE MARKET SEGMENTATION

In recent years, the Iran's car market pays particularly attention to car prices due to low variety of supplied vehicles and the power reduction of public procurement, and as a result, even though there are problems with the lack of variety, quality and so on, categories with low prices are interested in public.

Price range: less than 200 million IRR [5700 USD]

In recent years, the price range less than 200 million IRR was the most voluminous range of car price in the country, but some of the car models were gradually leaved from this price segment because of increasing price of the car in Iran. While the number of vehicles from this category rolled off from the production lines gradually, actually now, the base model of SAIPA 131 (KIA Pride Sedan) has done the only member of this category of price. Before that, the other models of KIA Pride, also Peugeot ROA and three cylinder's MVM110 were in this price range, although they couldn't be a threat to the family KIA Pride from the production statistical view, but they became the part of market in this range. Moreover, in the years away, the productions from Peugeot and Samand families were in the same price segment. According to the

current conditions, it is anticipated that this price range actually eliminated from the Iran's market due to a possible increasing of the SAIPA 131's price in the next year and buyers in this price range will force to supply their vehicles from the second hand car market.



Price range: between 200 to 300 million IRR [5700 to 8500 USD]

If we take products of Pride family fully owned to price segment of less than 200 million IRR, the range of 200 to 300 million IRR can be known in the capture of Peugeot 405. Despite the fact that its design and manufacture are for many years ago, it is still one of the bestselling products of Iran Khodro, so that more than 920 thousand units of this car were produced in the country in the past 7 years. At this price segment, we can also see SAIPA Tiba in two types of Sedan and Hatchback, although they have the less history on the market but have achieved the good sales market at this time and became a strong competitor in this price segment. In this way, Iran Khodro has only one representative in this price segment that will also leave the company's production lines soon, based on hearsay, and after that, SAIPA can easily be the only leading of this price segment. This event is similar to exit of Peykan from Iran Khodro's production lines.

It caused the expansion of Pride's sales in the range of low price in the Iran's market and then Iran Khodro couldn't regain its market with vehicles such as Peugeot RD and ROA and actually we can see it has completely lost the market less than 200 million IRR to its rival. Entering to this price segment will be very difficult for other automakers because they require to very high volume of localization to supply of cars in this price range that is not certainly possible in the short time. On the other hand, the supplied car must be with low base prices in the international markets, because if those want to enter to Iran's market, they can be at this price segment range after overcome the obstacle tariffs on CKD and, although four cylinder model's MVM 110 is in this price segment now, it cannot compete with Tiba. Thus it can be predicted that the price segment completely stay in possession of SAIPA and Iran Khodro, at least for a while time. However, it should be attend to the low cost models such Renault KWID, which a car is rumored to entry into the Iran's market, and if this happened in the near future, perhaps changes occurred in this segment of the market, however, Peyman Kargar – CEO of Renault Pars had previously emphasized that KWID need more than two years to enter the Iran's market and until then, we will probability see higher prices on that time. If KWID enter into the market, it could easily narrow the field for Tiba and Peugeot 405, and because of having the RENAULT's brand, even it can also take shoppers from higher price classes, and thus the entrance of it to the country can be a great event for Iran's car market.



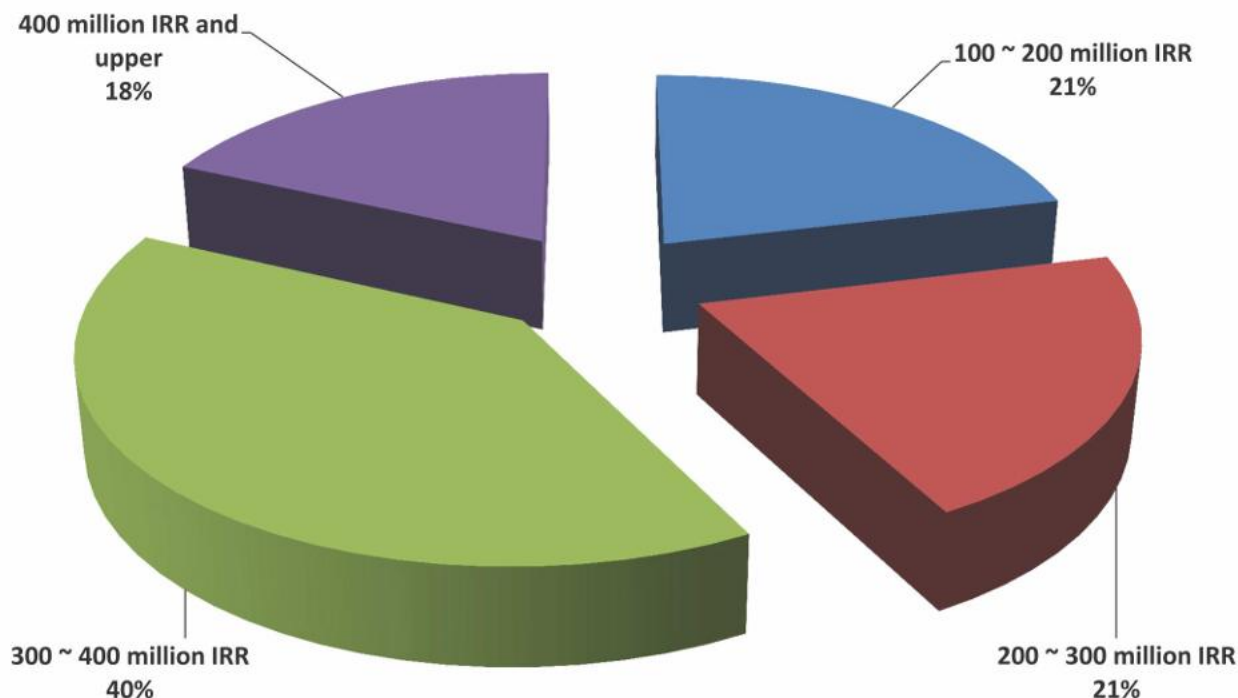
Price range: between 300 to 400 million IRR [8500 to 11.500 USD]

Currently, the price range of 300 to 400 million Rials is the largest part of the Iran's car market and this price segment can be considered the best situation for new cars. This price segment is almost completely for IRAN KHODRO that has a major part of the market with its productions such as Peugeot's brand and Samand's national cars, and SAIPA has a little part of this price segment only by the production of TONDAR 90 in Pars Khodro.

The main winners of this part of market are Runna, Peugeot 206 and Samand that could have over 84% of this price range in the first eight months of 1394, meanwhile, the Iran Khodro hopes to having larger gain in this price segment due to return Peugeot 207i to the production lines, although the presence of this car can reduce the market share of the Peugeot 206 in market, in particular, a decrease in quality of Peugeot 206 in recent years – has probability caused some of buyers to prefer Peugeot 207i despite higher price and It may hurt to statistical of production of Peugeot 206. Due to the considerable value of interest to the introduced cars in this price segment, it can be predict that entering new cars into the country can interest for public appeal, if they are in this range. According to the plans which were carried out by domestic automakers in partnership with their international partners, it is likely to achieve. The failure of Chinese cars in the face of Iranian competitors in this price range is significant, which may be part of it because of government supports from two major automakers of country and then the Chinese cars couldn't face to other cars in this category and because they has always moved on the sidelines of market, actually, because of the low production were forced to leave the market. This experience shows that entry to this price range will be difficult for independent automakers because of much resistance.



MARKET SHARE



A Brief Review of Iran CBU Car Market

The car market in Iran in the recent years has gone through several ups and downs and after a concomitant upturn and reaching an export ceiling of more than one hundred thousand units of cars annually, following the exertion of limitations from Ministry of Industry, Mine, and Trade in the area of importing cars from grey market we are witnessing a fall in the previous solar year. In this manner, we can consider the previous year as a bad year for the imported cars; a year in which we were witnessing a fall of %51 in the rate of car imports.

The imported car markets in Iran came to its end in the year 2015-16 while with a total import rate of 50,289 units of car in comparison with the rate of 102,459 units in the year ahead of it, the market experienced a fall of %51. The main reason for this fall in imports is obliging the unauthorized importers to buy guarantee from authorized importers which causes a limitation in car importing from unauthorized importers. In addition to this, importing cars with an engine displacement of more than 2500 cc to Iran is still banned and this issue has given rise to some part of the newest car brands in the world which have a representative office in Iran to withdraw from its market. In the following we will mull over the situation of automotive import market in Iran in the year 2015-16. The Koreans, pioneers of the auto import market in Iran. As the recent years, South Korean auto makers and definitely Hyundai Motor Company and KIA Motors have enabled to win the importing markets of Iran in the year 2015-16 to the extent that in sum more than half of the imported cars into Iran are made up of the brands of Hyundai and KIA until these two companies still establish a firm footprint for themselves in the market of imported cars in Iran and its™s unlikely for other rivals to weaken the market position of these two Korean car brands in the market of Iran in near future.

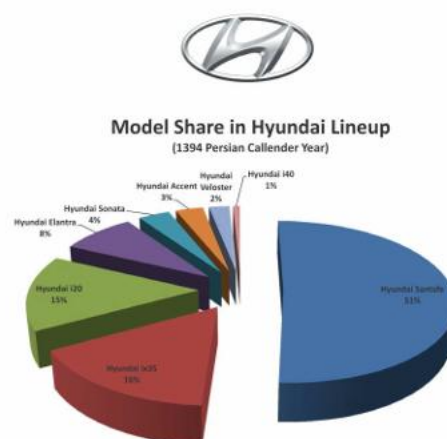
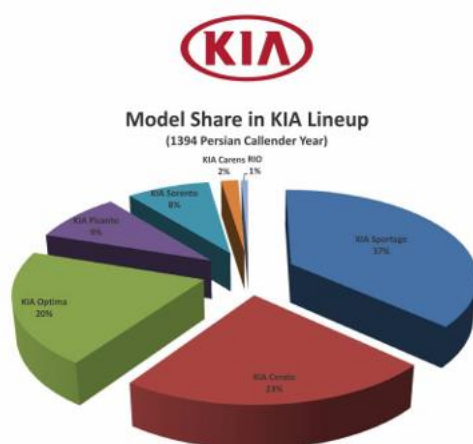
The first place in the Iranian auto import market belongs to Hyundai in the year 2015-16 and this company has been solely able to seize %35 of the market of imported automobiles in Iran with an importing rate of 17,766 units of car consisting of its various brands. The bulk of Hyundai successes is indebted to the popular brand of SantaFe since this SUV car solely involves %51 of the imported cars of the car brand Hyundai and %18 of the total ratio of the imported cars to Iran belongs to this car brand until in this manner we can be able to consider it as the trump card of Hyundai in the imported car market of Iran.

Although Hyundai is still the top ranked car brand in the imported car brands in Iran but it passed the previous year with lots of problems and among the first three top brands of the market it witnessed the lowest volume of imports into Iran. In the year 2015-16 Hyundai saw a cut by %63 in the imports of its products in Iran in comparison with the previous year and it goes this way while the average rate of a fall in the volume of imports is %51. After Hyundai, its sub-brand that is KIA Motors ranks second; although, the outstanding difference of KIA with Hyundai causes that we don't consider it as a powerful rival for Hyundai, but KIA tries to keeps its second ranking in competition with Toyota more than thinking of competing with Hyundai. KIA in the year 2015-16 exported around 9,836 units of car to Iran in sum until brings its ratio of export in the market of Iran to %19.6. The most successful brand of KIA in the year 2015 16 is Sportage which involves more than %36 of the product basket of KIA in Iran.

Although KIA in brought the previous year by the second rank in Iran, but the position of this brand in the market of Iran is being harshly threatened by Toyota and by noting the difference of 2,600 units of car between these two brands perhaps Toyota in this year can be able to bring its place to the second. Although, KIA was able to have good performance in the area of selling Sportage, but in a market in which SantaFe is totally successful, its step sister in KIA which is the new generation of Sorento didn't have a successful performance and by an import rate of just 826 units of cars it hasn't been able to obtain a proper share of the imported cars in Iran and this goes while prior to the appearance of Sorento in the market and noting the successes of SantaFe it was expected that this car can also be able to achieve success. Toyota holds third tier title in this table.

This Japanese car maker in the year 2015-16 has introduced a sum of 7,213 units of the various brands of cars. Although Toyota held the third tier in sum in the year 2015-16 and stood under the KIA, but in sum after the passage of a few months it was able to have a successful performance and stand outrank KIA but in sum was unable to defeat the Korean car maker in the market of Iran. Like the two other dominant car brands in the import market, the trump card of Toyota is also an SUV car which has been able to sustain its successful presence in the market of SUV cars in Iran.

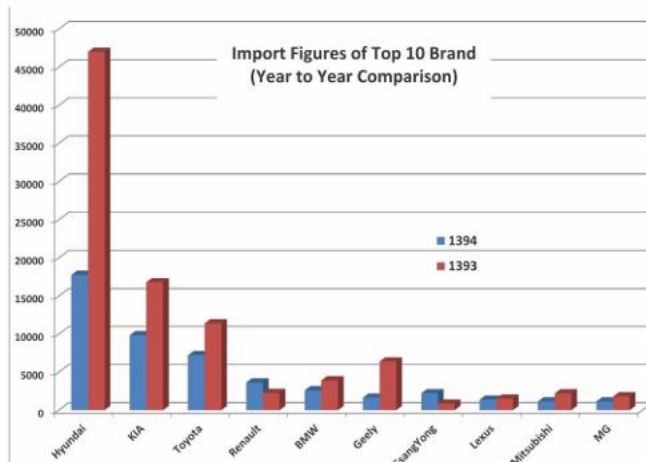
Toyota RAV4 possesses the highest share of importing cars to Iran among the Toyota products and with an importing volume of 2,751 units of car has a share of more than %38 of the Toyota products. Of course, Toyota has a successful presence in sedan auto market and this subject has contributed a lot to the successes of this brand. The superior representative brand of Toyota in the market of imported cars is the brand Corolla. This car by holding an importing volume of 2,256 units has a brilliant presence in the products basket of Toyota and possesses a 3% share among the series of Toyota products. In the year 2015-16 Toyota exported in sum 13 units of the brand Prius to the market of Iran until be sides exporting the hybrid brands of Camry, become the sole contender of the market of hybrid cars in Iran.



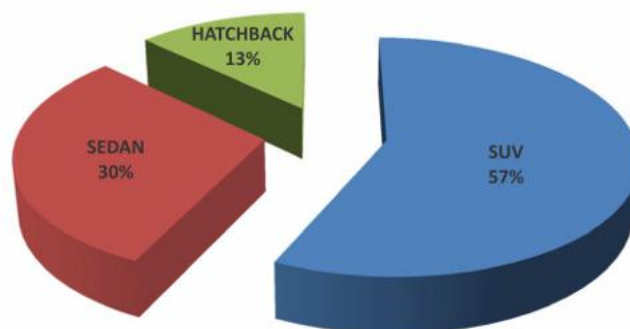
Battle between Japan and Germany in the market of luxurious cars

Despite limitations in the area of importing cars with an engine displacement of more than 2500 cc into Iran from other states, the market of luxurious cars in the previous year witnessed an import of around 5,000 units of cars which this issue indicates the high rate of market potential of Iran in the area of importing such cars and in case the limitations of the auto import market in this area become resolved, it can be expected that an extra number of these kinds of cars at the higher price levels can enter into Iran. In the market of luxurious cars in Iran, BMW is the pioneer and has been able to overtake its rivals with a big margin in the market. During the year 2015-16, a number of 2,596 units of BMW brand of car had entered Iran in sum and this brand has been able to possess the ratio of %5.16 of the share of the imported market of auto mobiles in Iran. The main privilege of BMW in the market of imported cars is the variegated models which have been released into the market and this issue has brought about BMW to be able to cover a wide range of customer's needs and this is the situation while its rivals has entered a competitive market with a fewer car models. After BMW and Lexus with an importing volume of 1,365 units, the second rank goes to the luxurious brands of imported cars and after these two brands Mercedes Benz with an importing volume of 820 units of car holds the third place.

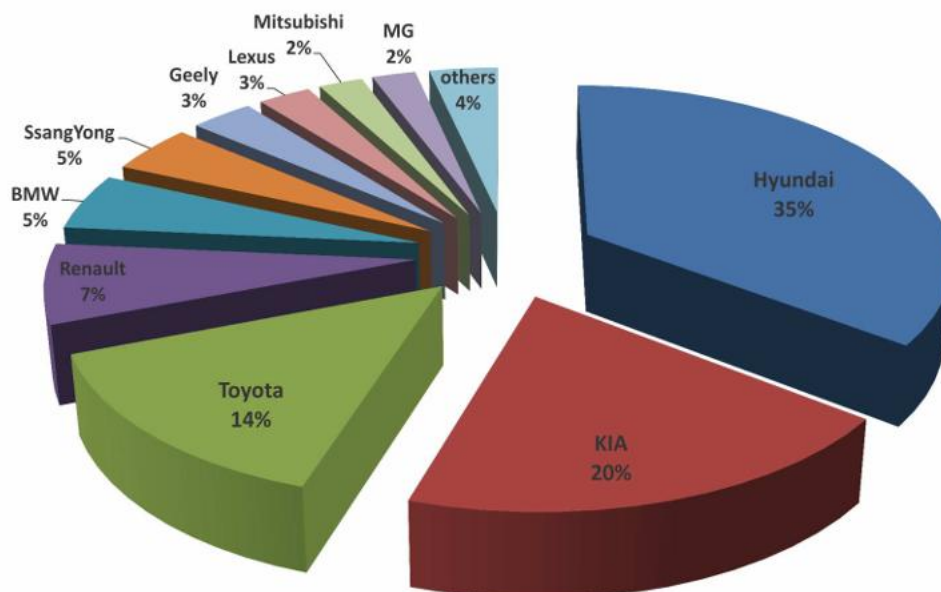
imported cars in Iran and the import market, the in the products basket of



Market Share By Body
(1394 Persian Callender Year)



Market Share of CBU Cars
(1394 Persian Callender Year)





Shahre-e-aftab International Exhibition Center
TEHRAN-IRAN



EXHIBIRAN
INTERNATIONAL



TEHRAN MUNICIPALITY

DEVELOPMENT



In the next phases of the project, the further constructions have been planned:

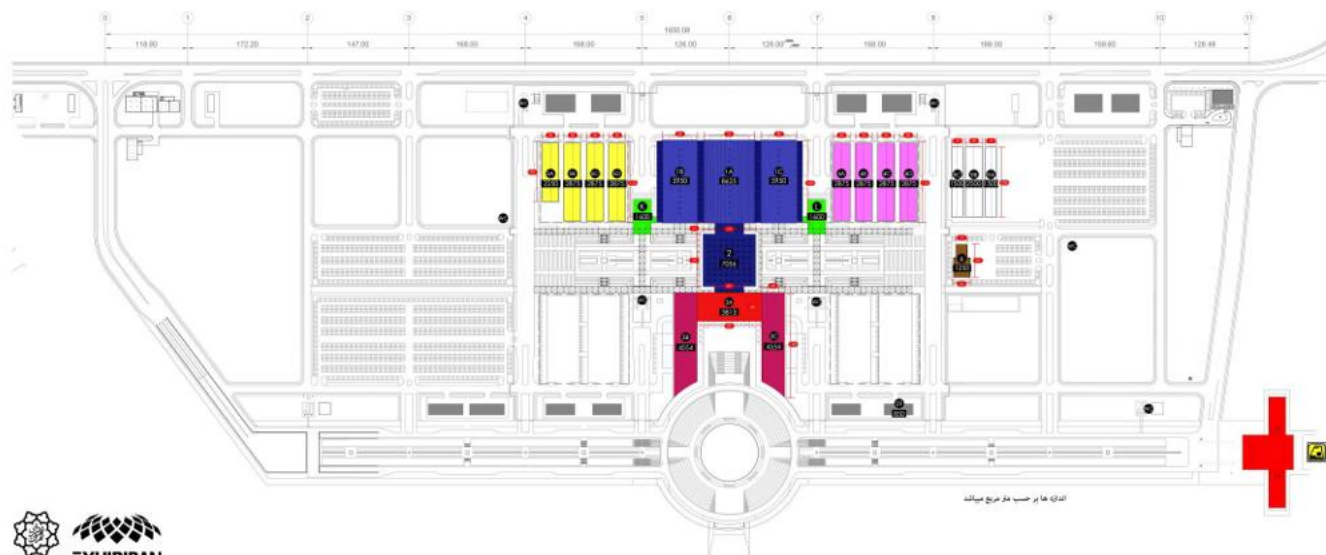
1. An area of 34,000 square meters for offices.
2. An area of 32,000 square meters for auditoriums.
3. Two international trade centers with company offices, stores, and their parking lots each with an area of 75,000 square meters.
4. Two 5 star hotels and an apartment hotel with a total area of 160,000 square meters.
5. Service and welfare areas consisting of 8 subsidiary buildings each with an area of 2,000 square meters.
6. The great mosque of the area.
7. Multilevel car parking with the capacity of 7500 cars.

SERVICES & BENEFITS



The presently available services in the area:

1. Financial Services: Bank Shahr operational branch, 8 automatic Bank Shahr service offices, 40 ATMs and a number of cashless service machines.
2. Parking Lots: Several parking lots of the exhibition area along with the extra parking lots in Imam Khomeini Holy shrine with the total capacity of 11,000 cars, 300 vans and taxis, and 150 buses at the same time.
3. Grounds: At present, Shahr e Aftab Complex has provided 40 hectares of grounds which is a pleasant and peaceful environment for the visitors.
At the moment, the complex has the capacity for 400,000 visitors per day,
4. Access roads: Access roads to the complex are:
Three highways: Khalij e Fars, Shahid Tondgooyan and Shahid Mahallaty Highways and also subway lines 1 and 3. Taxis and buses in different lines take visitors to the complex from various squares in the city.

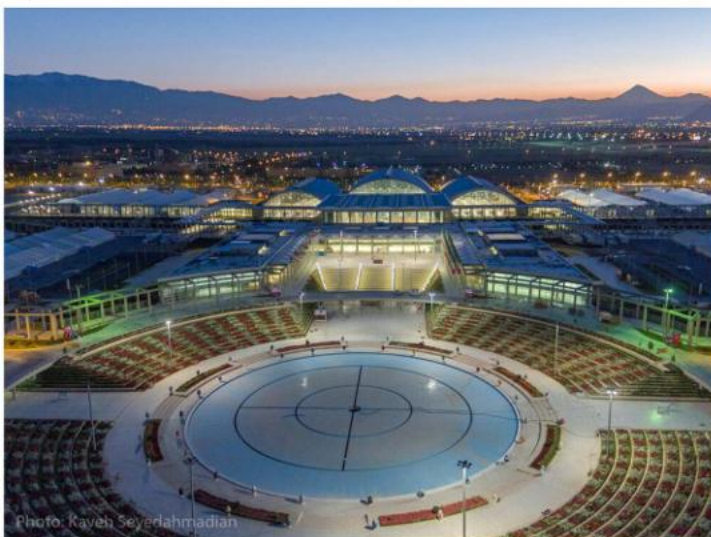


الدان ها بر حسب موقع ميگردد

About Shahr-e-Aftab Complex

EXHIBIRAN INTERNATIONAL is the brand name for **Shahr-e-Aftab** Complex, the greatest exhibition project in Iran, which seeks the establishment of the Iranian World Trade Center and is operationalized in different phases. Because of the heavy traffic disruption created on the roads around the urban exhibition centers and in order to collect all the fair services in a modern professional environment, the city administration decided to prepare the construction plan of Shahr e Aftab complex. After the primary studies, the project area, a highly accessible (taxi, bus, van, subway) 280 hectare piece of land next to Khalij e Fars Highway, was selected and the design of the exhibition structures was produced.

In the initial phase, these areas have been launched and they will be developed in the next phases.



STRUCTURE

1. The permanent roofed exhibition constructions including 3 halls with a total area of 25,000 square meters.
2. The temporary exhibition places (frame tents) with a total area of approximate 28,000 square meters which will be replaced by permanent constructions in the next phases.
3. The Nations Hall for the entrance, the exhibition management and commercial offices with a total area of approximate 7500 square meters.
4. The administrative space with a total area of 34,000 square meters on the second floor.
5. The subsidiary service places (restaurant, coffee shop, stores) each with a total area of 2,000 square meters.



POST SHOW REPORT

Tehran Book fair is one of the most valid book fairs in Asia and Middle East.

Date: 4 – 14 May 2016

Exhibitors: more than 2400 national and 600 international publishers

Visitors: more than 2 million visitors in 10 days, 51/6 % by metro, 28/4% by automobile, 8/8 % by bus, 4/3 % by taxi, 2/3 % by transportation bus, 1/9% by office or university vehicle



THE 29th TEHRAN
INTERNATIONAL
BOOK FAIR
بیست و نهمین نمایشگاه
بین المللی کتاب تهران
۱۵ تا ۲۵ اردیبهشت ۱۳۹۵
4 - 14 MAY 2016

TEHRAN INTERNATIONAL AUTO SHOW

Shahre-e-afab International Exhibition Center
TEHRAN / 14-18 Feb. 2017



www.tehranautoshow.ir
info@tehranautoshow.ir



INTRODUCTION

The greatest International Automobile Exhibition of Iran will take place in February 2017 at “Shahr-e-Aftab International Exhibition Center”:

The automobile manufacturing Industry is an important and integral component of international trade and industry of world market.

Automotive industry is named as the "Locomotive industry" because of the association with more than 60 other industries.

In manufacturing the cars, a set of technologies applied in different industrial fields (metal, plastic , chemical , textile, insulation , glass, electro mechanical, electrical , electronics , metallurgy , etc.) , design , management and economics . It is one of the industry it is characterized by development.

The first passenger car in Iran was a Ford vehicle in the early twentieth century that was purchased from Belgium.

This car which produce lot of smoke was known as "smoky carriages".

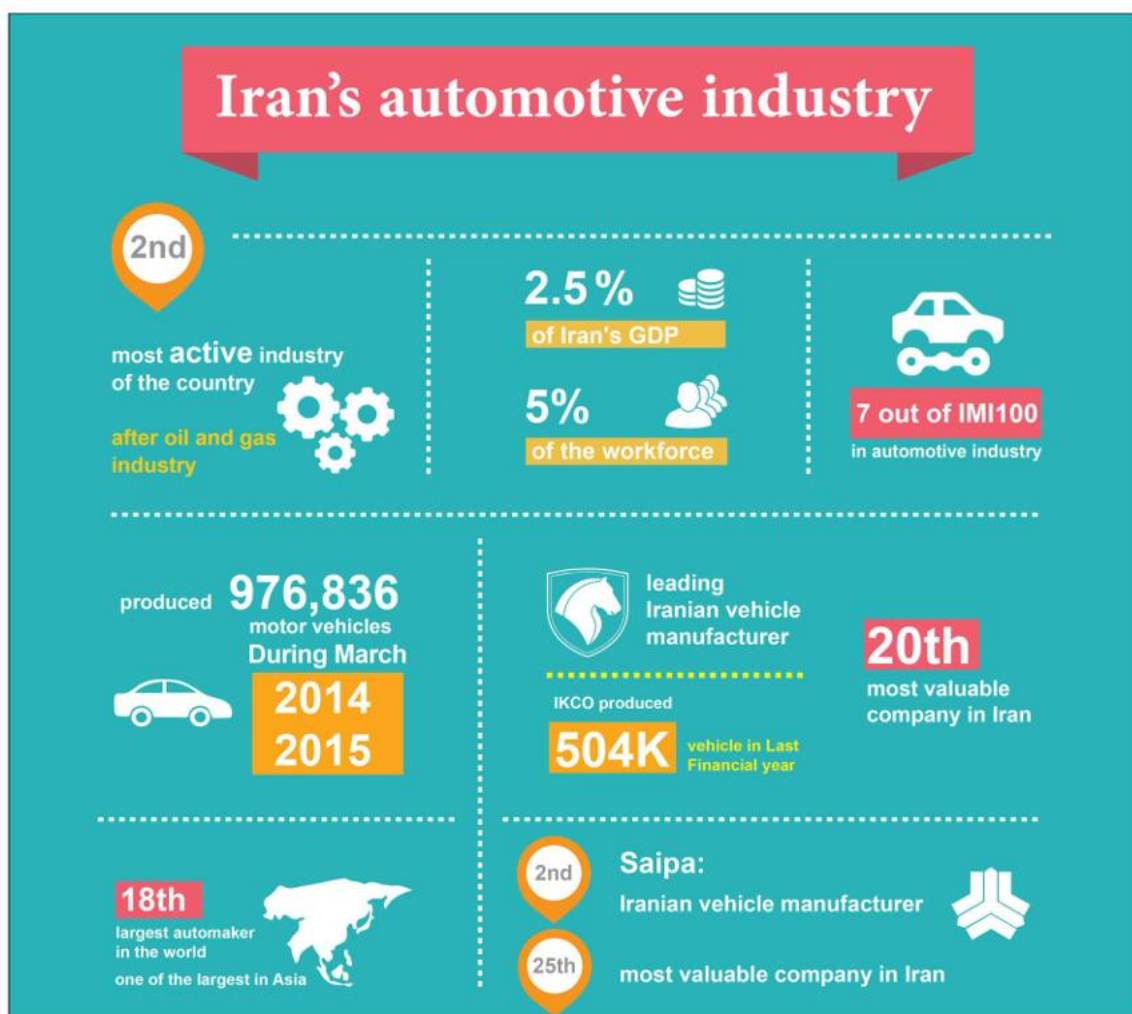
From 1300 Hijri (1920 AD), after expanding of urbanization, the importing of cars increased.

Most of the automobiles in those years was imported from America and England.

The first car manufactured in Iran "Paykan" was made in the public company “Iran National Industrial Group” under license of the UK Talbot factory and entered the market in 1346 (1967).

Production of vans, minibuses, buses also began gradually in the following years.

Regarding to the above explanation, we invite all the vehicle's activists to this competition and participate in this exhibition to offer the quantity and quality of their products to the world.



KEY POINTS

SHOW TITLE: **TERAN AUTO SHOW 2017**

DATE: 14- 18 February, 2017

VENUE: Shahr-e- Aftab International Center, Tehran, Iran

Number of Exhibitors: More than 1000 Iranian and international Manufacturers and traders

Number of Attendees: More than 500,000
Exhibition ground: 120,000 Sqm. (60,000 Sqm. Indoor space, 60,000 Sqm. Outdoor space)



Plus the auto show these items were attracted great attention

Specialized seminars by auto parts companies
Special sales by main manufacturers with the best quality and colors
Rally Race and Slalom Race Carting
Happy night festivals

- Automobile
- Automotive Services
- Service Station Supply
- Bicycles
- Motorcycles
- Camping
- Caravans
- Trucks and truck tractor
- Light commercial vehicles

- Buses
- Special motor vehicles
- Trailers, bodies and containers for vehicles and systems
- Vehicle interior – Fixtures and Equipment
- Parts and accessories
- Transport logistics
- Equipment used for servicing, repair and maintenance of products

Products on show will include

- Professional literature and periodicals
- Organizations and corporations related to road motor vehicle technology, motor vehicle traffic or transportation business
- Model cars
- Services
- E Mobility
- Specialist Events and Special shows (e.g. Test drives, vintage vehicles)



TIME TABLE

TEHRAN AUTO SHOW 2017

Exhibition: 14 – 18 February 2017
Exhibits arrangements: 7 – 13 February
Dismantling: 19 – 20 February
Opening hour: 12 – 20

You can visit our website for more information:
www.tehranautoshow.ir
info@tehranautoshow.ir



Extra Services: (Paid Additionally)



- Furniture
- Telephone
- Internet (wireless)
- Advertising Panels, Posters and sign of the walls in the hall and the foyer
- Advertising in the exhibition booklet
- Freight forwarder for customs clearance and local transportation
- Forklift
- Catering facilities
- Daily stand cleaning
- Car park permits
- Accommodation

TARIFF

Hall name	1 Sqm (Raw space)	1 Sqm (standard)	Minimum space
A)1 (A, B,C)	150 Euro	160 Euro	24 sqm
B)Special Zone in 1(A,B,C)	160-170 Euro	170-180 Euro	50 sqm
C) 2	120 Euro	130 Euro	24 sqm
D)3(A,B,C)	120 Euro	130 Euro	24 sqm
E)4, 5(A,B,C,D)	120 Euro	130 Euro	24 sqm
F)Outdoor space	80 Euro	—	30 sqm

Participation Application:

The application form should be completed (online or offline) and returned to the organizer with all the payment. Upon signing it shall be considered an agreement concluded between the exhibition and the exhibitor in accordance with the terms of participation.

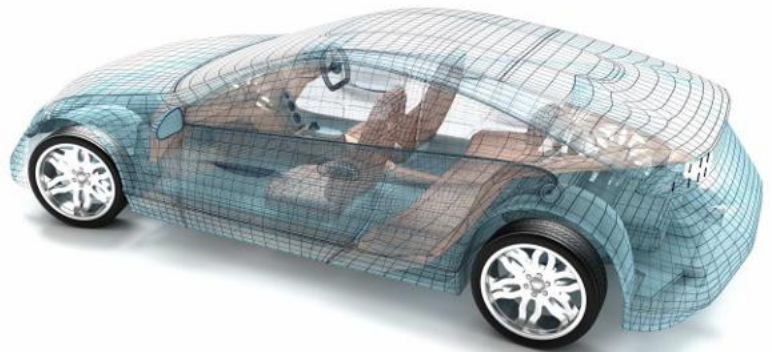
Exhibition Requirements

None of the exhibits must be taken out of the stands until the end of the exhibition 20:00, 18 February 2017

BARE AREA

It concludes the following:

- 1 Exhibition area rent
- 2 Printing visitors invitation
- 3 Entry in the exhibition catalogue with contact details and branch information
- 4 Entry in the preview with a short description of the exhibits
- 5 Mailing 40,000 invitation cards
- 6 Advertising campaign
- 7 General security
- 8 Everyday cleaning
- 9 Secretarial and Visitors registration
- 10 Badges
- 11 Post show report of the event
- 12 Press conference
- 13 Invitation for visitors
- 14 One catalogue



You can visit our website for more information:

www.tehranautoshow.ir

info@tehranautoshow.ir

ORGANIZER



ORGANIZER OF TEHRAN INTERNATIONAL AUTO SHOW

Hermes Business Idea Company

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Vahid Dastgerdi (Zafar) St., Modarres Highway, Tehran,
Iran

Phone: +98 21 26645171

www.hermesbi.com



APPLICATION FORM

Company details:

The information for official fair catalogue is the same as the data for registration form.

Company name:

Contact person:

Job title:

Field Of Activity:

Address:

City: postal code:

Country/region of headquarter:

Telephone: + / /

Mobile no: / Fax:

Email:

Website:

The brands that your company presents:

1 2

Nature of business:

Please list your product(s):

Participation Fee:

Hall name	Standard Package (Min 9 sqm)	Price	Your request (sqm)
4B		Euro	

Name of legally responsible person: (Please type or print name, company name, job title and sign below)

We hereby understand this application form as a confirmation of our participation at Tehran Auto Show 2017

and accept the General Terms and Conditions:

Name:

Job Title:

Signature & Company stamp:

Date:

Organizer: Hermes Business Idea Co.

Address: Unit 13, 4th floor, No. 8, West Arash, Farid Afshar Ave., Vahid Dastgerdi (Zafar) St., Modarres Highway, Tehran, Iran

Tel/ Fax: +98 21 26645171

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Co-Organizer: China National Automotive Industry International Corporation (CNAICO)

Address: 17F, Chuangfu Building, No.18 Danling Street, Haidian District, Beijing, P.R.China.

Tel: +86 10 82606845 & +86 13810601321 **Fax:** +86 10 82606790

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