



Welcoming Letter

January 16th, 2016 was a special day for the Iranian people:

On Implementation Day, many economical and financial sanctions against Iran were lifted. A market with over 80 million inhabitants has returned to the world trade. Saturated by eastern goods and in the aftermath of the previous western sanctions, the demand for European and especially German technologies has risen as never before. Very shortly, the export volume will be in the two-digit billions, various trade associations predict. Particularly small and medium-sized businesses have unprecedented perspective to participate in this development.

Aside from very well educated specialists and renowned universities, to which the industry has access, Iran is dominated by the oil industry, gas industry, petrochemistry, steel industry, auto manufacturing and farming. These industry branches have a very high demand for energy. Garbage amasses in these sectors, air and ground become polluted and together with other environmental issues, these problems become ever more grave and demand urgent action.

One of president Hassan Rohani's most pressing concerns is to decimate these environmental problems as quickly as possible.

We made his vision our task and, a year after the lifting of sanctions, work in the sectors of regenerative energies, waste management and HSE to act between Iran and Europe. We bring European businesses, newest technologies and services into the Iranian market and take care of customer needs on both sides.

Working in waste management (urban, industrial, clinical) and regenerative energies, we keep encountering the same need: receiving offers for complex projects from a single source, however, this is almost impossible with the amount of traders for single companies and organisations. Further, payment transactions between Iranian and German banks have not been secured, yet. In addition, uncertainty, which products may be imported into Iran, persists. Linguistic differences are a hurdle to enter the Iranian market. Excellent communication in the country's language, contacts to important decision makers and the correlated trust in partners is imperative.

After a host of meetings and conversations that we had both with public and private organisations and investors this year, we have come to the conclusion that we need to offer an allround package to be able to succeed in these areas.

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In the realms of waste management and regenerative energies, we offer companies to place technologies and products successfully in the market as well as services at the same time in a German-Iranian Cluster.

We focus on the best in the business so that you are able to provide turnkey plants that can be operated long-term.

Iran has challenging tasks in all areas of business, whose long-term and sustainable solutions require understanding of local business and a reliable connection to European companies.

We know Iran and we know the European business acumen, which we will lead to unified success.

The chance to be successful in this market only occurs, if all businesses take on these tasks in cooperation.

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