

The 14th International Exhibition of Tourism, Handicrafts and Hotel

(Isfahan Tourism 2024)



28 Nov.-01 Dec. 2024

Isfahan International Exhibition Center

TOURISM DIPLOMACY FOR PEACE



Iran

Iran is a country in West Asia that is also referred to as Persia and formally recognized as the Islamic Republic of Iran. It shares borders with Turkmenistan and the Caspian Sea to the north, Afghanistan to the east, Pakistan to the southeast, the Gulf of Oman and the Persian Gulf to the south, Iraq to the west and Turkey, Armenia and Azerbaijan to the northwest. It is the 17th largest country in the world, with a total size of 1.648 million square kilometers. It is the fourth-largest country in the entire Asia and the second-largest country in West Asia after Saudi Arabia. Iran is also the 17th most populous country in the world, home to almost 90 million people.



Iran's earliest known archeological artifacts testify to the existence of humans there dating back to the Lower Paleolithic. The Iranian Plateau is home to dozens of prehistoric sites that indicate the presence of ancient cultures and urban communities dating back to the fourth millennium B.C. The nation's 27 UNESCO World Heritage Sites are a testament to its rich cultural history. In terms of Intangible Cultural Heritage, Iran is ranked fifth in the world.



Iran has a key position in the Asia Continent. It is a founding member of the United Nations, the ECO, the OIC, the OPEC, and a member of BRICS, and ACD.

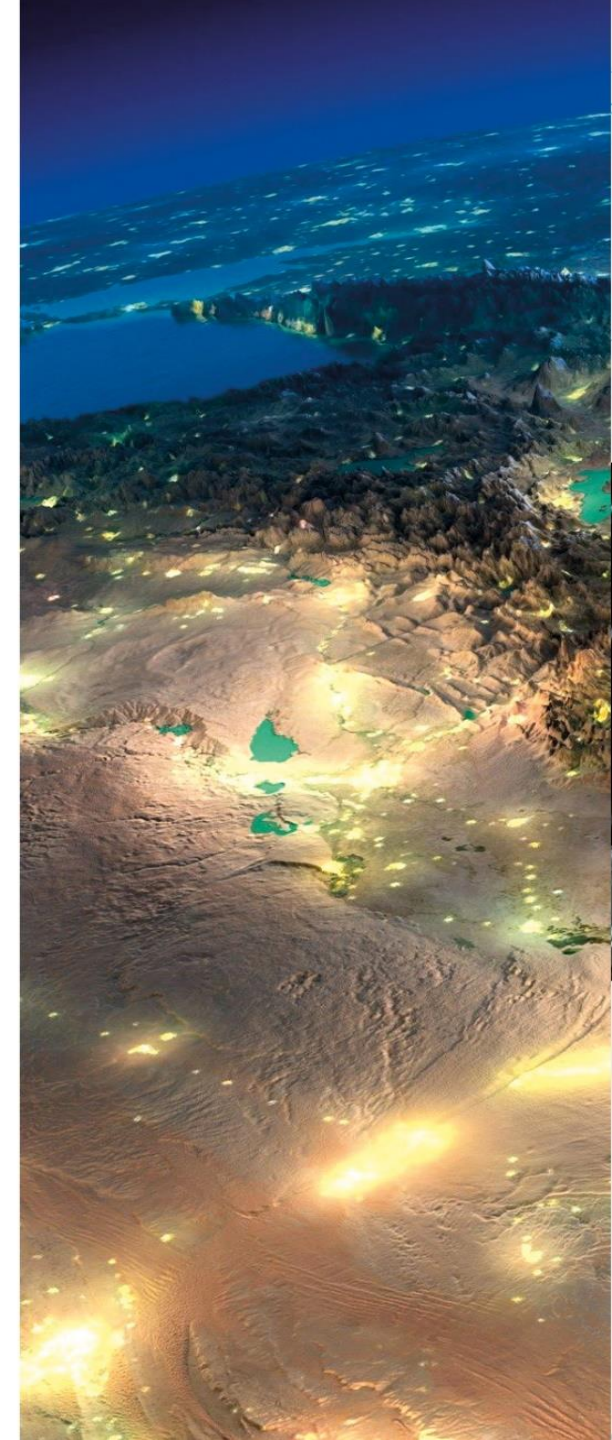
Iran's economy is distinguished not just by its hydrocarbon, industrial, agricultural, and service sectors, it is recognized as an "energy rich", since it holds 10% of the world's proven oil reserves and 15% of its confirmed gas reserves and has leading manufacturing industries in different fields such as construction materials, automobile manufacture, transportation, food and agricultural goods, home appliances, information technology, and petrochemicals. It has also a developed nanotechnology, biotechnology, and pharmaceutical industry.

Economic diversity, scientific education, growing consumer class, population with high urbanization rate, entrepreneurial culture, and strategic geographical location are considered as the strong points of the Iranian market from the perspective of McKinsey Global Institute.

AT A GLANCE

About Iran:

- World Largest Producer of Handmade Carpet, Saffron, Caviar, Pistachio and Barberries (Source : World Economic Forum)
- World Largest Producer of Turquoise (Source: USGS, BGS)
- World's 1st Rank in Science and Technology Rate
- World's 2nd Rank in Stem Cell Science
- World's 2nd Producer of Date (Source : World Economic Forum)
- World's 3rd Producer of Plaster (Source: USGS, BGS)
- World's 3rd Producer of Decorative and Construction Stones (Source: USGS, BGS)
- World's 3rd Fastest Growing Tourism Destination (Source: UNWTO)
- World's 6th Rank in Nanotechnology
- World's 7th Great Power (Source: The American Interest)
- World's 8th Exporter of Cement (Source : Global Cement)
- World's 8th Fruits and Poultry Producer (Source : World Economic Forum)
- World's 8th Iron Producer
- World's 9th Rank in Book titles published annually (Source : UNESCO)
- World's 10th Rank in Aviation Industry
- World's 11th In Space Technology
- World's 12th Copper Producer
- World's 12th Automaker (Source: Mordor Intelligence)
- World's 12th Wheat Producer (Source: FAO)
- World's 13th In Military Strength (Source: Global Firepower)
- World's 13th Steel Producer
- World's 13th Cereal Producer (Source: WRI)
- World's 14th Zinc Producer
- World's 14th In Nuclear Power
- World's 16th In Science Output (Source: Universidad De Granada)
- World's 16th Rank in Internet User (Internet World Stats)
- World's 18th Rank in GDP (PPP) (Source: World Bank Group)
- World's 19th Aluminum Producer
- World's 19th In Market Share (Source : World Economic Forum)
- World's 21th Rank in Agricultural Land Area (Source: World Bank Group)



Isfahan province is known as the second industrial region of the country with about 9000 active industrial units. Isfahan Mobarakeh Steel Complex is the largest producer of steel in the Middle East and North Africa. Also, the most advanced aircraft manufacturing factory in Iran, is located in the Isfahan. Isfahan Oil Refining Company is another major industry, operating since 1979, producing almost 23% of the country's petroleum products.

Isfahan Province

Isfahan Province covers an area of around 107,018 Square Kilometer and is the 3rd largest province among Iran's 31 provinces. The provincial capital, Isfahan, is situated in the center of the country, at the junction of the two main road networks that cross north-south and east-west of Iran.

The golden era of Isfahan was from the 9th to the 18th century, when Isfahan was made the capital of Persia for the third time during the Safavid dynasty, where much of its history is well maintained. The city is well-known for its historical monuments including the covered bridges, magnificent boulevards, tiled mosques, minarets, artworks, and Perso-Islamic architecture. The city is recalled as "Isfahan Nesfe- Jahan" – "Isfahan half the world". Naqsh-e Jahan Square, one of the biggest city squares in the world, is recognized by UNESCO as a World Heritage Site.



The biggest and the best-equipped Science and Technology park of Iran, hosting over 700 knowledge-based enterprises, is located in Isfahan.

The province of Isfahan also holds a prominent status on the global stage as an investment destination, thanks to its abundant mineral resources, expansive domestic and regional market, strategic regional position, attractive business environment, and energy security.

The economic and business structure of the province for exports and imports of goods, stands out in the country. The most important export commodities are ferrous metals, steel, mineral products, organic chemical, plastics and rubber, carpets, dairy products, fruits and vegetables, and auto parts. The most significant imported items include iron alloys (ferroalloys), carbon electrodes, spinning machines, electronic equipment, machinery, synthetic fibers, electric motors and generators, compressors and pumps, unprocessed aluminum and raw gold.





ISFAHAN

Sister Cities

Designed by
Isfahaninfo.com



↑
And add Porto, Samarkand



Qeysarie Bazaar- Naqsh-e Jahan Square



Isfahan;
in the field of
Tourism



4

Four seasons weather in favor of tourism



1482

Most tourist attractions in Iran
1482 Historical and cultural attractions
and 285 natural attractions



13

13 twin-city agreement



2

Second place in the world after India



9

9 world registered artworks



20,000

459 hotels, residences and guesthouses
with a capacity of 20,000 beds



I s f a h a n ;
in the field of
T o u r i s m

Isfahan is famous for its Islamic architecture, with many beautiful boulevards, covered bridges, palaces, mosques, and minarets. The historical background of the city and variety of historic monuments attract large number of foreign tourists and visitors to Isfahan annually. In the last 8 month 321,956 foreign and 615,046 national tourists have visited Isfahan. With over 2000 natural attraction sites, 1760 national registered sites, 6 internationally registered sites, Isfahan is one of the ten most beautiful cities in the world in terms of tourism. Besides the attraction sites, the city is famous for its artists and their handicrafts and artworks that attract visitors. The handmade carpets of Isfahan have a world class reputation which is the indicative of originality and nobility of Iranian products. There are also 287 kinds of handicrafts products in Isfahan which ranked the province as the second in the world.



ISFAHAN MEDICAL TOURISM

- **Isfahan Healthcare and Tourism city :** Isfahan, as one of the major cities in Iran, has been developing its medical tourism sector in recent years. While Isfahan is primarily known for its rich cultural heritage and historical sites, it also offers high-quality medical services and facilities that attract medical tourists from within Iran and abroad. Here are some aspects of medical tourism in Isfahan:
- **Specialized Medical Services:** Isfahan is home to several hospitals, clinics, and medical centers that offer specialized medical treatments across various fields, including cardiology, orthopedics, oncology, ophthalmology, infertility treatment, and cosmetic surgery. These facilities provide advanced medical care using state-of-the-art technology and equipment.
- **Quality Healthcare Professionals:** Isfahan boasts a skilled workforce of healthcare professionals, including doctors, surgeons, nurses, and other medical staff who are trained to international standards. Many physicians in Isfahan have received their education and training from prestigious medical institutions both within Iran and abroad.
- **Affordable Healthcare Costs:** Medical treatments and procedures in Isfahan are often more affordable compared to Western countries and some other destinations, making it an attractive option for medical tourists seeking quality care at a lower cost.
- **Wellness and Rehabilitation Centers:** Isfahan also offers wellness and rehabilitation centers that focus on holistic health and wellbeing. These centers provide services such as physiotherapy, hydrotherapy, and therapeutic massages, catering to individuals seeking relaxation, rejuvenation, or rehabilitation.
- **Cultural and Touristic Attractions:** Medical tourists visiting Isfahan can also explore the city's rich cultural heritage and historical sites, including UNESCO World Heritage sites such as Naqsh-e Jahan Square, Shah Mosque, and Chehel Sotoun Palace. This allows patients to combine their medical treatments with sightseeing and leisure activities, enhancing their overall experience.
- **Accessibility and Infrastructure:** Isfahan has a well-developed infrastructure, including transportation networks and accommodation options, making it easily accessible for medical tourists. The city's international airport and extensive road networks facilitate travel for patients coming from different parts of Iran and other countries.
- Overall, Isfahan's medical tourism sector continues to grow, offering a combination of quality healthcare services, affordability, cultural attractions, and accessibility, making it a compelling destination for individuals seeking medical treatments and procedures

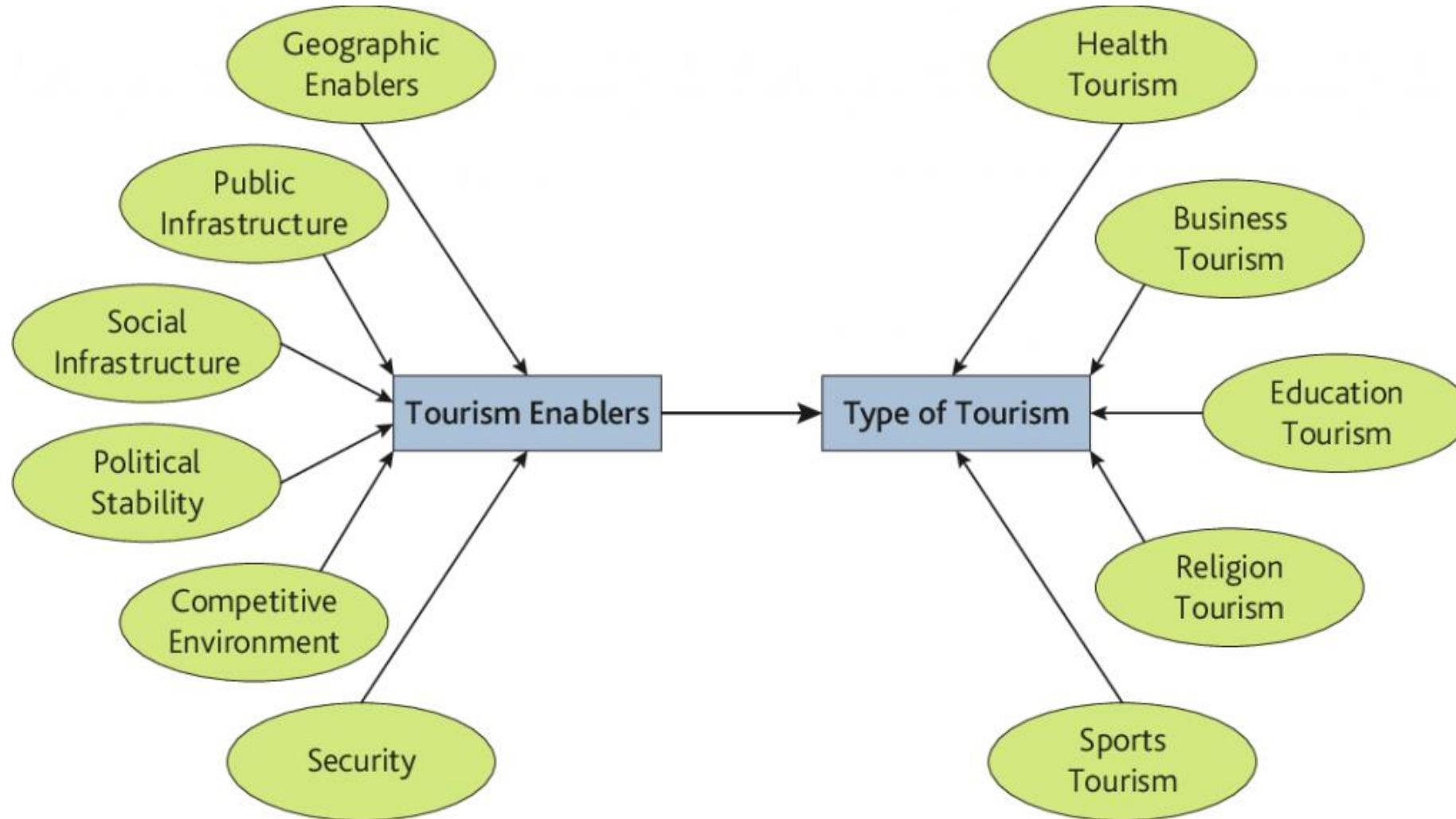
AT A GLANCE

About Isfahan:

- Iran's 1st Steel Producer (Source: Ministry of Industry, Mine and Trade)
- Iran's 1st Agricultural Products Producer (Source: Ministry of Agriculture)
- Iran's 1st Rank in Handicrafts (Source: Cultural Heritage, Handicrafts and Tourism Organization of Iran)
- Iran's 1st Rank in Natural & Historical Tourist Attractions (Source: Cultural Heritage, Handicrafts and Tourism Organization of Iran)
- Iran's 1st Rank in Textile Products (Source: Association of Iran Textile Industries)
- Iran's 1st Machine-made Carpet Producer (Source: Association of Iran Textile Industries)
- Iran's 1st Rank in Livestock & Poultry Products (Source: Ministry of Agriculture)
- Iran's 1st Decorative Stone Supplier and Manufacturer (Source: Ministry of Industry, Mine and Trade)
- Iran's 1st Rank in Industrial Investment (Source: Ministry of Industry, Mine and Trade)
- Iran's 1st Rank in Industrial Parks (Iran Small Industries and Industrial Parks Organization)



ALL IN ONE = ISFAHAN



Isfahan Tourism 2024 Main Exhibits



Accommodation and recreation

Hotels, ecotourism, accommodation, tourist and leisure centers



Guids

Tour guides and travel guides



Travel and aviation services

Airlines and tourism services



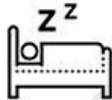
Transportation companies

Air, land, rail, sea and freight



Handicrafts and souvenirs

Manufacturers and suppliers of handicrafts and souvenirs of the provinces nomadic black tents



Hotel management

Hotel equipment and hoteling facilities



Restaurants and coffee shops

Restaurants, coffee shops, catering and tourist reception centers



Therapeutic

Hospitals and health tourism health centers



Other

Organizations, NGOs, service companies and tourism, insurance and banking ceremonies



Electronic tourism

Tourism software, online booking, various types of tourism, virtual tourism



Startups

Startups in the field of e-tourism, health and ...



Scientific centers

Universities, schools, scientific research centers, monthly magazines and specialized publications in tourism and handicrafts

ISFAHAN TOURISM 2024– ISFAHAN/IRAN

PARTICIPATION FEE:

Stand Type	Minimum Space	Cost/ Euro	Notes
Outdoor Raw Space	36 sqm	100	<ul style="list-style-type: none"> ⇒ Outdoor space ⇒ Company profile in exhibition catalogue
Indoor Raw Space	24 sqm	150	<ul style="list-style-type: none"> ⇒ Floor space ⇒ Electric supply ⇒ Company profile in exhibition catalogue ⇒ General cleaning of aisles
Build-Up Space	12 sqm	170	<ul style="list-style-type: none"> ⇒ Side walls, fitted in standard booth system frame ⇒ Fascia board with company name & stand number (English) ⇒ 1 table + 2 chairs ⇒ Electric supply ⇒ General cleaning of aisles ⇒ Company profile in exhibition catalogue

OUR OVERSEAS EXHIBITORS WILL RECEIVE :

4 Nights Free Accommodation at 4 star hotel
 Free Transfers (Airport, Hotel, Exhibition)
 Free B2B Meetings and City Tour
 Free City Tour

OUR OVERSEAS VISITORS WILL RECEIVE :

2 Nights Free Accommodation at 3 star hotel
 Free Transfers (Airport, Hotel, Exhibition)
 Free City Tour

MORE INFO. ABOUT ISFAHAN IS
ATTACHED



About the VENUE :

ISFAHAN INTERNATIONAL EXHIBITION CENTER (IIEC)

Isfahan New International Exhibition Center's first phase was opened in November 2020. The proximity of the new fairground to Isfahan international airport, central train station, Isfahan customs and also easy access to the local transportation are counted as main advantages of this modern venue for participants.

The project as Iran's first exhibition township and one of the Middle East largest venues enjoys 15000 sqm indoor space, 30000 sqm outdoor space, 2000 parking spaces, 2500 sqm visitor registration area by a mix of tradition and modernity atmosphere and architecture , conference hall & meeting rooms, media center, restaurant and coffee shop and 42000 sqm green area.



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