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GLOBAL
ENTERPRISE

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IRAN: ECONOMIC OVERVIEW



General Information

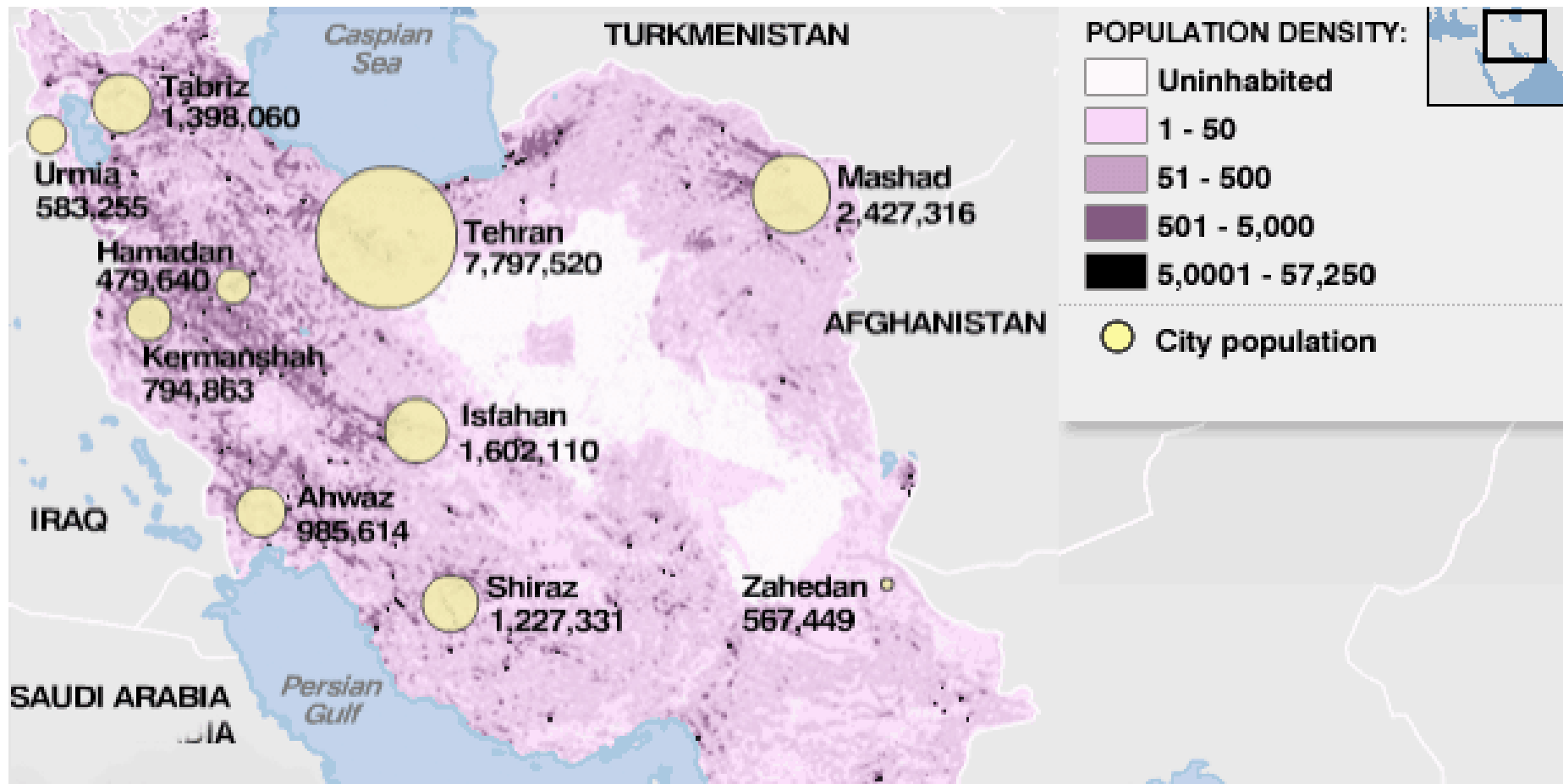
Statistics



Capital	Tehran
Official language	Persian (Farsi)
Area	1.6 m km ² (~ 40x CH)
Population	77.5 m (2013, ~ 10x CH)
Growth rate	1.3% (2013)
Density	48 habitants/km ²
Demographics	50% under the age of 30 Rising middle class Urbanized population
Education	Highly educated
Transport	54 airports 11 commercial ports 13,000 km railway system

General Information

Population Density



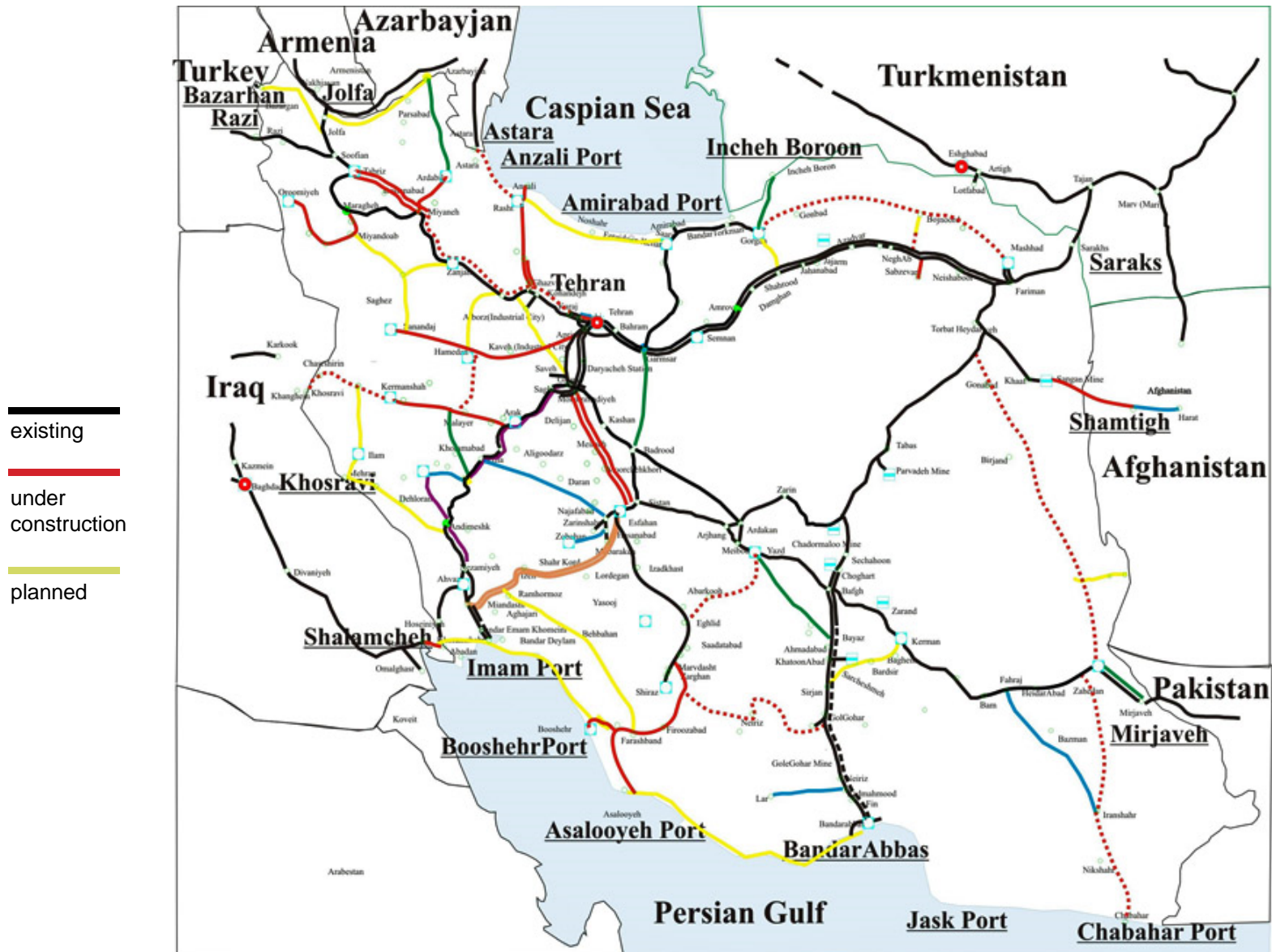
Transport Infrastructure

Airports









Source: Maps of World (2014)

Transport Infrastructure Railways

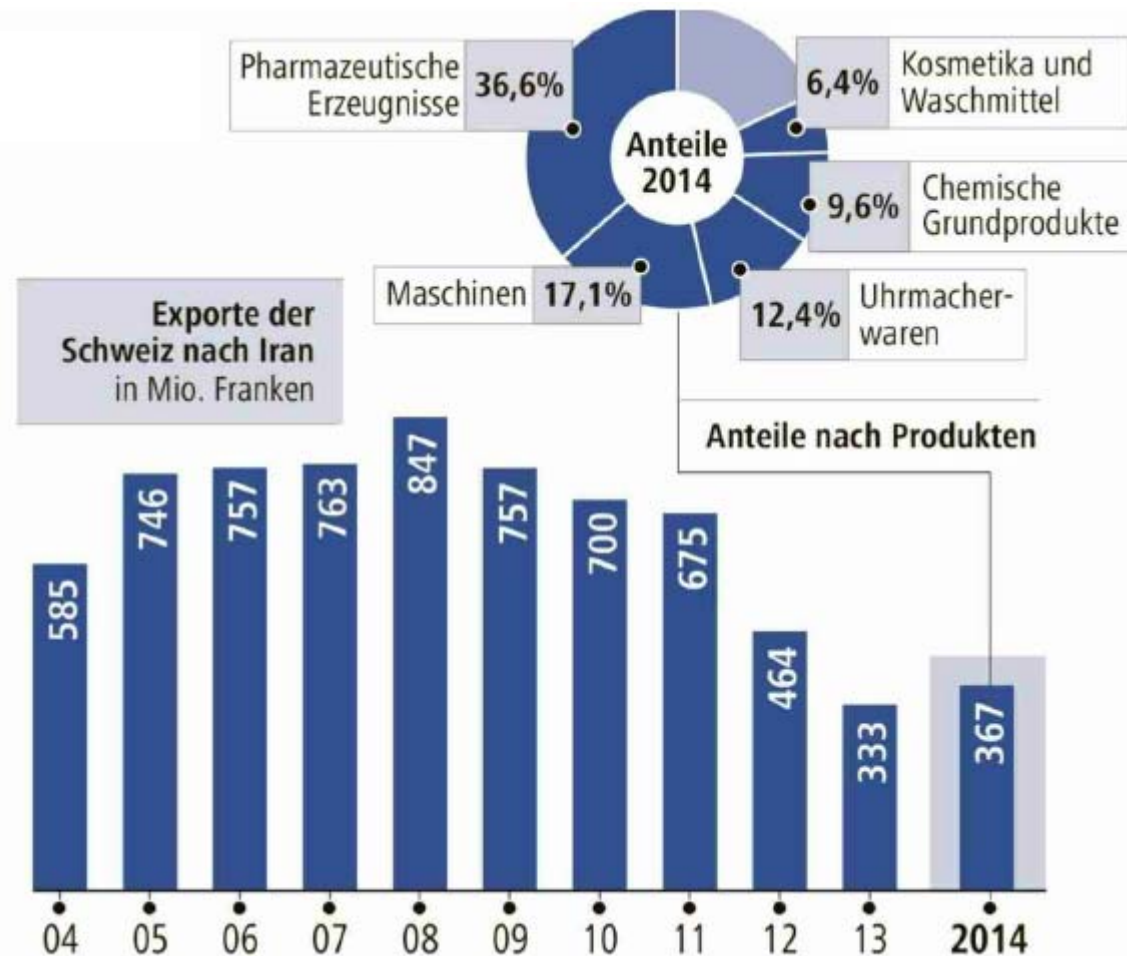


Source: Iran Rail (2010)

Iran and Switzerland – a comparison

Nominales BIP 2014		403 Mrd. Dollar
		679 Mrd. Dollar
BIP pro Kopf 2014		5165 Dollar
		84 344 Dollar
Arbeitslosenrate 2014		11,6%
		3,4%

Quelle: Seco, Wikipedia / Grafik: Oliver Marx



Economic Indicators

Foreign Trade of Iran 2014

IMPORTS

Total of USD 84 billion

1	UAE	30,4 billion	36.3%
2	China	15,8 billion	18.8%
3	EU	7,8 billion	9.3%

17 Switzerland 396 million 0.5%

EXPORTS

Total of USD 86 billion

1	China	23,1 billion	26.8%
2	Turkey	9,4 billion	11.0%
3	India	9,1 billion	10.6%

32 Switzerland 30 million 1.1%

Promising Economic Environment

General Attractiveness

Expected real GDP growth of 5-10% p.a. for next 5-10 years.

Substantial need for **investments** of more than \$ 300 bn over the next few years. There will be \$ 600-800 bn of estimated new investments in the long-term.

Mineral wealth guaranteeing economic strength for the long-term. In addition, Iran has a comparative advantage in the production of crude oil and natural gas.

Extensive transportation **infrastructure** and industrial and manufacturing base offer an attractive environment for international trade. Moreover, Iran has a **top geographic situation** at major transit roads with nearest ports for Central Asia.

Promising Economic Environment

Relevant Industries for Switzerland in Iran



INFRASTRUCTURE

Transportation
Public housing
Construction materials
Expertise



MACHINERY

Equipment
Specialized components
Automotive



Healthcare

Specialized medicines
and medical devices
Key raw materials

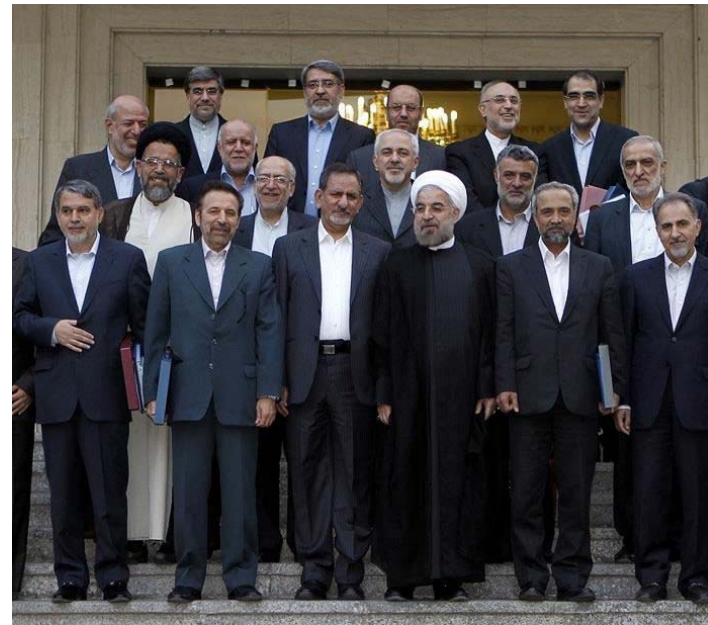


Consumer

Retail
Tourism

Doing Business in Iran

Clothing



Doing Business in Iran

General Information

The Dos:

- Throw away any preconceptions you might have of Iran and enter the country with an open mind
- Do say salaam (hello) when you enter shops
- Do say merci (thank you) when you receive help
- Tipping is a big part of the Iranian culture
- Do try and learn a few Persian expressions and use them when you interact with people
- Do make friends! It will let you experience the Persian culture in a much better way

The Don'ts:

- Don't be afraid to ask Iranians for help
- Don't use the expressions "the Gulf" or "the Arabian Gulf" - it is the Persian Gulf
- Don't give the thumbs up it is considered offensive in Iran
- Don't try to shake hands with Iranian women if you are a man and vice versa
- Don't be uncomfortable when you are treated to a meal by Iranians
- Don't blow your nose in company it is considered impolite
- Don't bring alcohol or drugs with you
- Don't consume alcohol in public
- Don't bring satellite phones with you

Doing Business in Iran

Meetings

- When doing business in Iran stick to the formalities
- Men are addressed with “agha” preceded by the surname
- With women you would use “khanoom”
- Appointments should be made in advance both via telephone and in writing
- Prior to arriving in Iran telephone again just to confirm time and place
- Business hours are Saturday to Wednesday 8:30 a.m. - 5 p.m. Thursdays governmental institutes are closed but banks and many private companies are open till 1 p.m.
- Friday is a holiday (private companies are usually closed on Thursday also)
- Punctuality in Iran is rare

Business Etiquette in Iran

Take Time and be Aware

- Meeting and greeting

- Dress

- Meetings

- Negotiations

Challenges

- Market information
- Find the right partner
- Continuous and personal follow-up
- Control, coordinate and cooperate
- Training and know-how-transfer
- Timing (Holidays, Ramadan..)

Thank you !

