

site in Tehran has turned it in to a specialized commercial venue for targeted marketing based on exchange of information, assessing the needs and trends of the market.

There are some side events such as holding specialized training units, hosting foreign commercial delegations and assessing products as well as granting recognition letters and trophies to top decoration and furniture designers and producers; all of which add up to the quality of the exhibition.

### The Organizer

Persia Furniture Industry Pioneers Company (FIPCo), affiliated to Iran's Furniture Manufacturers and Exporters Association, is in charge of organizing 6th International Exhibition of Office Furniture.

This company, which has been established in 2008 with the aim of taking care of the executive programs of Iran's Furniture Manufacturers and Exporters Association, by enjoying vast experiences and potentialities of the large associations of Iran's furniture industry is one of the renowned and modern companies in the field of organizing specialized exhibitions. Organizing sixteen editions of HOFEX (Home and Office Furniture Exhibition), organizing nine editions of MEDEX, attending different foreign exhibitions, holding tens of training seminars and workshops in the field of furniture industry, conducting different plans of asking exhibitions visitors' ideas, compiling and performing quality bylaws, ranking and selecting exemplary units in different furniture exhibitions etc. are just some part of the experience and knowledge of Iran's Furniture Manufacturers and Exporters Association which is today the executive support of FIPCo. Organizing the second edition of International Office Furniture Exhibition successfully is a sample of FIPCo's capability in this field.

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Tel: 0098-21-88067747**

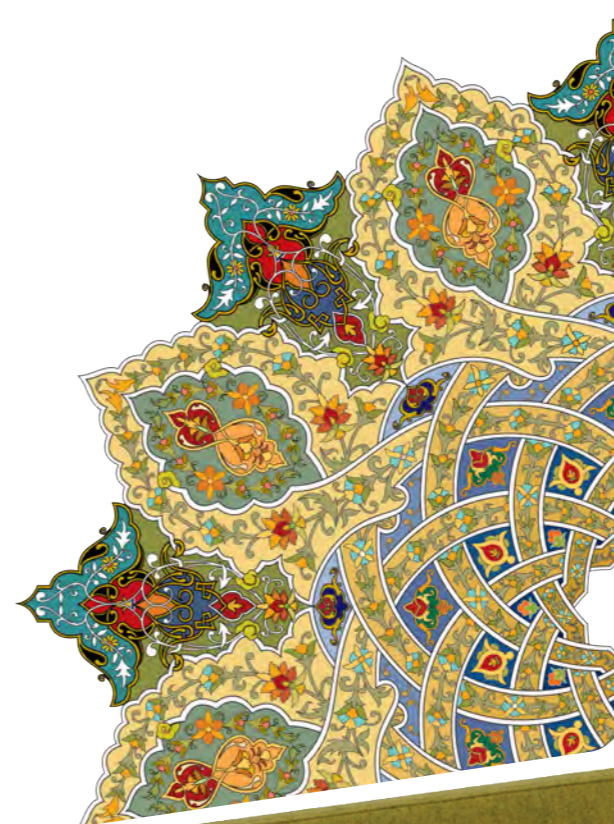
**www.persiafipco.com**

### Trade Promotion Organization of Iran

By benefitting from valuable experiences of four decades activity of Exports Promotion Center of Iran in the field of promoting non-oil exports of the country, Trade Promotion Organization of Iran started its activity in line with developing foreign trade of the Islamic Revolution of Iran in 2005 and by creating a new organizational structure. Trade Promotion Organization of Iran is an active organization based on cooperation and knowledge which in line with macro plans of the country seeks developing and strengthening foreign trade and accessing more share of target markets for Iranian products in an integrated and effective way. This organization pursues the aim of trade promotion by paying attention to make constructive cooperation with their trade sides and beneficiaries, efficient human resources, and applying new knowledge and technology and is always trying to lay proper ground for exports macro management, strengthening infrastructures and potentialities required for facilitate and promote foreign trade through planning, policy making and high supervision. Promoting foreign trade of Islamic Republic of Iran by the pivot of promoting non-oil exports, renovating and facilitating trade structure of the country, improving trade balances, strengthening competitive capability of Iranian products and services in the international markets, increasing exports income and enhancing the share of country in global trade are some of the main objectives of establishing Trade Promotion Organization of Iran. In addition, moving toward liberalization of foreign trade in line with active cooperation with global trade by the pivot of an economy relying on the market is the main policy of this organization. Main goals of organization:

- Promoting exports and developing foreign trade
- Strengthening and developing trade potentialities in the country
- Success of trade balance
- Promoting knowledge and culture of exports and foreign trade
- Planning, policy making and high supervision in promotion of foreign trade
- Promoting efficiency and effectiveness of organizational resources

**Trade Promotion  
Organization of Iran  
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**25-28 Dec. .2106  
Venue Tehran Intl  
Permanet Fairground**

**زمان: ۸ - ۵ دی ماه ۱۳۹۵**

**مکان: محل دائمی نمایشگاه بین المللی تهران**

**مجری: شرکت فیپکو وابسته به اتحادیه تولیدکنندگان و صادرکنندگان مبلمان ایران**



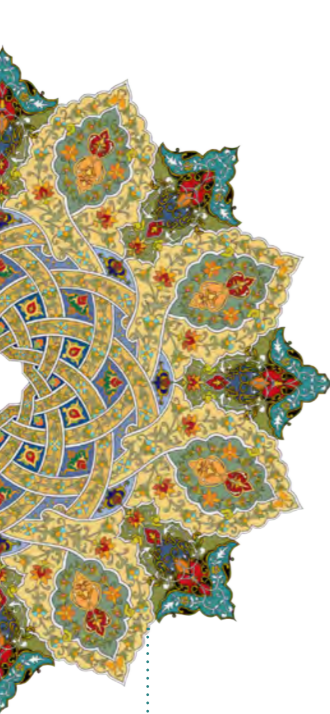
سازمان توسعه تجارت ایران  
Trade Promotion Organization of Iran



اتحادیه تولیدکنندگان و صادرکنندگان مبلمان ایران  
Iran Furniture Manufacturers & Exporters Association



شرکت سهامی نمایشگاه های  
بین المللی جمهوری اسلامی ایران  
Iran International Exhibitions Company



## About I.R.Iran

Iran, which means land of Arian people, with the official name of Islamic Republic of Iran, is a country in southwest of Asia and in the Middle East. Measuring 1,648,195 square kilometers, it is the seventeenth large country in the world and its population has been about 80,000,000. Tehran is the largest city and the political capital of Iran. Iran is neighbored on the north by Azerbaijan, Armenia and Turkmenistan, on the east by Afghanistan and Pakistan, and on the west by Turkey. It is also limited by the Caspian Sea on the north and the Persian Gulf on the south, which hold huge oil and gas reserves in the world. Islam is the official religion, Shi is the official denomination, and Farsi is the official language in Iran. This country enjoys an old history and is one of the most ancient countries in the world. It is one of the largest countries in the Persian Gulf area and also in the Middle East and enjoys noticeable climate variety, rich natural resources and different lands with special status. Geo-economic, geo-politic and geostrategic status of Iran is a very important factor for it to move in line with economic development and playing constructive role through making economic and trade ties with other countries in the region and the world. Iran enjoys a strategic status due to being located in the middle of Eurasia and it is a member country of United Nations Organization, Non-Aligned Movement, Islamic Conference Organization, OPEC, ECO and several other international organizations. This country is a regional power in the southwest of Asia and due to enjoying oil and petrochemical industries, rich natural gas reserves, vast and variable mineral resources as well as car making industry; it has a notice status in the world economy.

## Economic and Trade Indicators in Iran\*

Iran enjoys a top status in the Middle East and north of Africa in terms of economic potentialities. Indicators such as having a land measuring 1,648,195 square kilometers and a population of 80 million, which mainly consists of young educated people, as well as rich energy and mineral reserves are some economic attractions of this country. In addition to the resources and potentialities, in terms of geographical status Iran is located in one of the most sensitive geo-economic areas in world. An area which with the population of more than 400,000,000 is one of greatest economical potentials of world. In terms of natural resources, Iran has the third largest oil reserve and second largest natural gas reserve in world. It is also ranked the first in world in terms of zinc reserves, second in terms of copper reserves, ninth in terms of iron mines, tenth in terms of uranium mines and eleventh in terms of lead mines.

In other words, by having one percent of the world's population, Iran accounts for over 7 percent of the natural resources in world. In the field of producing industrial products such as cement and steel, Iran also enjoys proper ranks in world.

## Iranian Furniture Industry\*\*

The furniture industry in Iran has a century old history. Iran Statistics Center has reported that some 226 industrial units are working in the furniture market recruiting about 10,000 people. There are also 46,700 small and medium size units producing furniture and wooden and non-wooden crafts, recruiting over 117,000 persons in Iran. Furniture market has an employment record of 8% of the whole employment in the country. Tehran,

\* Statistical center of Iran

\*\* Iran Furniture Manufacturers & Exporters Association



rates, has now gained a competitive advantage for export as a result of a rise in currency rates during the last year. The soaring trend of furniture export from Iran to other countries both in volume and value signify a new transformation in the industry.

The existence of full infrastructure and up-to-date technologies, adept human resources and cheap production materials as well as spotting in the heart of one of high growth furniture markets in the world with over 400 million population are among the most important partial and national advantages of Iran, which have turned Iran into an attractive region for investing on furniture production to be sold and exported.

## HOFEX 2017 Office Section

The International Office Furniture Exhibition is one of the most important events and specialized gatherings of the people involved in furniture and office decoration industry; it convened in 2010 upon a proposal and planning by Iran Furniture Manufacturers and Exporters Association.

This specialized furniture exhibition, which is held in the Permanent Venue of Tehran International Exhibitions in an area of 10,000 sq.m.- apart from other sectors of furniture industry- is an indication of multifaceted growth and development of Iran office decoration and furniture development during the last two decades.

The trend and expansive investment of furniture producing and office decoration units are targeted toward the latest technologies in production machinery and equipment, and raw material and fittings; it is a support and backbone transforming the Office Furniture International Exhibition to an opportunity to enter foreign markets in its sixth year.

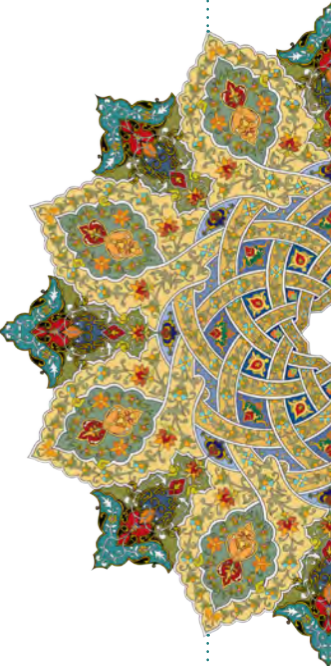
The Office Furniture Exhibition of Tehran is supported by entities in furniture industry. And holding it in an exhibition

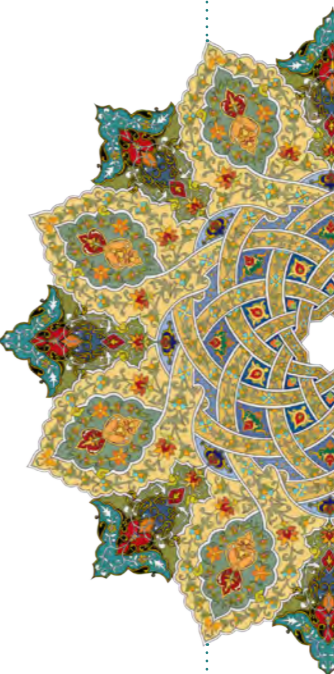
Alborz, Khorasan Ravai, East Azerbaijan, Qom, Hamedan, Mazandaran, Golestan, and Gilan are the most important hubs in furniture production. The qualitative and quantitative development of infrastructures and production technology for producing Iranian furniture during 1990s and 2000s in all branches relating to classic furniture, modern furniture, kitchen furniture, chair-making industry, urban furniture and decoration, have all turned furniture market to one of the national privileges of Iran.

The expansion of the middle class and rapid growth of construction industry and changes in consumer practices and trends during two decades in Iran, have transformed consumer market, furniture industry and home decoration to one of the most important sectors of Iranian furniture industry.

The low degree of success of foreign made furniture in Iran despite low currency rate and using the benefits of dumping in imports, have all resulted in only 10% market share, which is a proof to high profile of Iran Furniture Market in responding to the needs of a multibillion dollar market.

The furniture industry of Iran, once losing the privilege of export to foreign markets due to artificial low currency





همه‌جانبه صنایع تولیدمیلمان و دکوراسیون‌اداری ایران طی دو دهه اخیر است. جهت‌گیری و سرمایه‌گذاری گسترده واحدهای تولید میلمان و دکوراسیون اداری بر آخرین دست‌آوردهای تکنولوژی در حوزه ماشین‌آلات و تجهیزات تولید، مواد اولیه و یراق‌آلات روز دنیا، پشتوانه‌ای است که نمایشگاه بین‌المللی میلمان‌اداری را در ششمین سال برگزاری به یکی از فرصت‌های ورود این صنعت به بازارهای خارجی بدل نموده است. بهره‌مندی نمایشگاه میلمان‌اداری تهران از حمایت تشکل‌های صنعت میلمان‌کشور و برگزاری آن در سایت نمایشگاهی تهران، این نمایشگاه را به محیطی تخصصی-تجاری برای بازاریابی‌هدفمند، مبتنی بر تبادل اطلاعات و سنجش ذائقه و روند بازار بدل نموده است. میزبانی از هیات‌های تجاری‌خارجی و اجرای برنامه ارزیابی خصوصی محصولات و اعطای لوح و تندیس به طراحان و تولیدکنندگان برتر میلمان و دکوراسیون از جمله برنامه‌های این نمایشگاه محسوب می‌شود که کیفیت برگزاری این نمایشگاه را به سطحی مطلوب ارتقاء داده است.

نشانی: یوسف آباد، خیابان ۳۷،  
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معرفی برگزارکننده  
نمایشگاه

شرکت پیشگامان صنعت میلمان پرشیا (فیپکو) وابسته به اتحادیه تولیدکنندگان و صادرکنندگان میلمان ایران مسئولیت اجرای بیست و دومین نمایشگاه بین‌المللی میلمان منزل را بر عهده دارد. این شرکت در سال ۱۳۸۷ و با هدف عهده‌داری صادرکنندگان میلمان ایران تاسیس شده، با برخورداری از پشتوانه تجربیات و پتانسیلهای گسترده تشکل‌های بزرگ صنعت میلمان ایران، یکی از شرکتهای صاحب سبک و روزآمد در عرصه برگزاری نمایشگاه‌های تخصصی میلمان محسوب می‌شود. برگزاری بیش از شانزده دوره نمایشگاههای میلمان منزل و اداری (HOFEX)، برگزاری چهار دوره نمایشگاههای ماشین‌آلات تجهیزات و مواد اولیه صنعت میلمان MEDEX، حضور در نمایشگاههای مختلف خارجی، برگزاری دهها سمینار و کارگاه آموزشی در حوزه صنعت میلمان، اجرای طرح‌های مختلف نظرسنجی از بازدیدکنندگان نمایشگاه‌ها، تدوین و اجرای نظام نامه‌های کیفی، رتبه‌بندی و انتخاب برگزیدگان در نمایشگاه‌های

مختلف صنعت میلمان و... تنها گوشه‌ای از تجربیات و دانش اندوخته اتحادیه تولیدکنندگان و صادرکنندگان میلمان ایران است که امروز پشتوانه اجرایی فیپکو محسوب میشود. برگزاری موفق دومین نمایشگاه تخصصی میلمان‌اداری نمونه‌ای از توانمندی شرکت فیپکو در این حوزه است.

## معرفی سازمان توسعه تجارت ایران

سازمان توسعه تجارت ایران با بهره‌گیری از تجربیات ارزشمند چهار دهه فعالیت صرف خود مرکز توسعه صادرات ایران در زمینه ارتقاء صادرات غیرنفتی کشور، از سال ۱۳۸۴ و با ایجاد ساختار تشکیلاتی جدید، مسئولیت خطیر خود را در راستای توسعه تجارت خارجی جمهوری اسلامی ایران آغاز کرده است. سازمان توسعه تجارت ایران، سازمانی است فعال، مشارکت‌جو و مبتنی بر دانش که در راستای برنامه‌های کلان کشور به دنبال توسعه و تقویت تجارت خارجی و دستیابی به سهم بیشتر محصولات ایرانی در بازار هدف به نحوی یکپارچه و اثربخش می‌باشد. این سازمان، توسعه تجارت را با عنایت به برقراری تعاملات سازنده با طرفین تجاری و ذینفعان خود، منابع انسانی کارآمد و بکارگیری دانش و فناوری جدید دنبال کرده و همواره سعی دارد با برنامه ریزی، سیاست‌گذاری، حمایت و نظارت عالیه، بستر مناسبی جهت مدیریت کلان صادرات و تقویت زیربنایها و ظرفیت‌های لازم برای تسهیل و توسعه تجارت خارجی کشور فراهم نماید. توسعه تجارت خارجی جمهوری اسلامی ایران به محوریت توسعه صادرات غیرنفتی، نوسازی و روانسازی ساختار تجاری کشور، بهبود ترازهای بازرگانی، تقویت توان رقابتی محصولات و خدمات صادراتی در بازارهای بین‌المللی، افزایش درآمدهای صادراتی و بالارفتن سهم کشور در تجارت جهانی از مهمترین اهداف تشکیل سازمان توسعه تجارت ایران می‌باشند. همچنین حرکت به سمت آزادسازی کامل تجارت خارجی کشور در راستای تعامل فعال با اقتصاد جهانی و محوریت اقتصاد متکی به بازار، خط مشی اساسی این سازمان محسوب میشود.

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## ششمین نمایشگاه بین‌المللی میلمان‌اداری

5<sup>th</sup> International Exhibition Of Office Furniture



25-28 Dec. 2106  
Venue Tehran Intl  
Permanet Fairground

زمان: ۸ - ۵ دی ماه ۱۳۹۵  
مکان: محل دائمی نمایشگاه بین‌المللی تهران

مجری: شرکت فیپکو وابسته به اتحادیه تولیدکنندگان و صادرکنندگان میلمان ایران

