

INVITATION TO JOIN THE VISIT OF DANISH MINISTER FOR INDUSTRY, BUSINESS & FINANCIAL AFFAIRS TO IRAN 12 – 14 NOVEMBER, 2017



PITCH YOUR PRODUCTS & SOLUTIONS TO KEY STAKEHOLDERS WITHIN THE WATER OR AQUACULTURE SECTORS IN IRAN AS PART OF A DELEGATION HEADED BY H.E. BRIAN MIKKELSEN

DEAR DANISH WATER & AQUACULTURE COMPANIES

On the occasion of the visit of the Danish Minister for Industry, Business & Financial Affairs to Iran on 12-14 November the Royal Danish Ministry of Foreign Affairs, Confederation of Danish Industry and Danish Export Association are pleased to invite you to join a Danish business delegation with focus on water and aquaculture. Market reports can be requested by e-mail to parsha@um.dk.

As part of the delegation, you will e.g.:

- Participate in a briefing session with participation of the Danish Minister and the Danish Ambassador
- Participate in pre-arranged B2B meetings with potential customers and/or distributors attended by the Minister
- Take part in relevant site visits
- Attend a networking dinner with the Danish Minister, key stakeholders and your own guests
- Meet with relevant private and public organisations
- Participate in meetings with Government Ministers and relevant business organisations
- Take part in a breakfast briefing seminar with EKF regarding transactions in and out of Iran

PRICE

The price is approx. **15,000 DKK + VAT** (depending on the number of companies) and includes participation in either the aquaculture or water sector track, joint local transport and joint local dinners. Please note that accommodation and flight costs are not included in the price.

REGISTRATION

Deadline for registration is **25 October**. In order to register to become part of the Danish business delegation, please contact Martin Winkel from Danish Fish Tech Group, Ilse Korsvang from Danish Water Technology Group or Ole Linnet Juul from Confederation of Danish Industry:

martin.winkel@dk-export.dk / +45 6020 8557

ilse.korsvang@dk-export.dk / +45 5089 4488

olj@di.dk / +45 3377 3018

PROGRAM

A detailed program can be requested by contacting Ilse, Martin and/or Ole. If you wish to develop special events during the visit, please contact Morten Siem Lynge from the Trade Council: morlyn@um.dk / +971 56 174 6611

THE AQUACULTURE AND WATER SECTORS



AQUACULTURE

Since the lifting of the nuclear related sanctions, the business world's eyes have been set on Iran – also within the aquaculture sector. As a result this sector has already attracted investment from countries such as France, Russia, Norway, Iceland, China, Thailand and Korea. The Iranian government is focusing on developing the aquaculture sector and the production of farmed fish in Iran has expanded substantially – not least due to suitable environmental conditions and climate diversity in the country.

The Iran Fisheries Organisation (IFO) is the main authority in Iran responsible for ensuring best fishing and aquaculture practices. Greater awareness of fish as a healthy food option and a source of protein, expansion of aquaculture and campaigns by IFO and the Ministry of Health & Medical Education are drivers to higher fish consumption in Iran. In fact, IFO plans to increase the total seafood production in Iran from 947,000 MT in 2014 to 1,879,000 MT in 2025.

There are opportunities for Danish companies within the following areas: sturgeon farming, cage culture solutions and equipment, better use of water and land, farm management solutions, technologies (fish feed, vaccination and biologic productions), technology transfer, processing and packaging machinery, transfer of knowledge in sustainable practices, etc.

WATER

Even though this area is one of the lesser explored investment areas, there is an increasing Iranian interest for cooperation. The Iranian Minister of Energy visited Denmark in September 2016, where he expressed great interest in learning more about Danish water technology. The main stakeholder in the water sector is the Ministry of Energy (MoE) and its holding organisations: Iran Water Resources Management Companies and National Water and Wastewater Engineering Co. In addition, 114 regional affiliated companies are responsible for projects including dam construction, water resource management, water transmission, wastewater management and treatment. Amongst the affiliated companies to the MoE are the Regional Water Organisations who are responsible for water resources, Urban Water and Wastewater Companies who are dealing with water distribution, and Rural Water and Wastewater who are cooperating with the Ministry of Agriculture on agro-water distribution.

There are opportunities for Danish companies within the areas: dam projects, irrigation and drainage systems, power plants, land study, development in using transboundary rivers, water and wastewater transmission lines, management of surface water resources, wastewater treatment facilities, production and transmission of water, consumption management by installing smart meters etc.

DOING BUSINESS IN IRAN



WHY IRAN?

1) EKF SIGNING AGREEMENT

After signing a Memorandum of Understanding (MoU) in January 2016, the EKF and the Iranian Ministry of Economic Affairs and Finance signed an agreement in September 2017 in order to support Danish Projects in Iran.

2) BANKS ARE OPENING UP IN IRAN

More European banks are expanding their activities to Iran in order to provide commercial banking services to European companies.

3) EU/DK SUPPORT TO NUCLEAR AGREEMENT

Denmark and the EU support the Joint Comprehensive Plan Of Action (JCPOA) and it's implementation by all parties to the agreement.

4) STRONG PREDICTED GROWTH RATE

It is estimated that the annual growth rate in Iran will be 3.3%. IMF reported that Iran's GDP grew by 7.4% in the first half of 2016/17 (Iranian calendar year) and the World Bank projects it will grow at an annual rate of 5.2 % by 2020.

5) STRONG FOCUS ON WATER & AQUACULTURE IN DEVELOPMENT OF IRAN

The Iranian government has a strong focus on both the water sector and aquaculture. In both sectors, there is considerable need for new technologies, know-know and state-of-the-art equipment. This is where the solutions of Danish companies are needed.

PRACTICAL INFORMATION



HOTEL

Parsian Azadi Hotel (5 Star). The hotel is booked for the delegation from 11-15 November (4 nights). The price of a standard room is approx. 210 USD pr. night (VAT and city tax included).

Address: Yadegar-e-Emam Intersection, Chamran Highway, Tehran
Transfer time from Imam Khomeini International Airport ~ 1 hour.

AIRPORT TRANSFER

The Embassy will rent a bus from the airport to Azadi Hotel (time of departure depends on the arrival of the majority of the delegation). Individual arriving delegation members can use airport taxi or order airport transfers:

EGP Co. (Tashrifat Afarinan Iranian Co.)
Reza Ansari, Senior Executive Director
+98 21 88665024 / +98 912 799 9224

LOCAL CURRENCY

Iranian Rial (IRR).

MONEY EXCHANGE

Money can be exchanged at money exchange bureaus at the airport, around the city and at the hotel.

Please note: international credit cards cannot be used in Iran – please bring only cash in USD or EUR.

VISA (TBC)

The Embassy sends an official Note to the Iranian Ministry of Foreign Affairs. Members of the delegation shall provide the Danish Embassy with their passport copy and a completed visa form.

The Embassy will receive the visa reference number and give the information to Danish Export Association and Confederation of Danish Industry.

Individuals need to apply in person in order to obtain the visa from the Iranian Embassy.

REQUIRED DOCUMENTS FOR BUSINESS VISA

- Completed visa application form submitted through e_visa.mfa.ir
- Tracking code obtained upon submission of the application form or visa reference number (provided by the Iranian business partner)
- Invitations from business partner in Iran
- Applicant's passport with at least six months validity
- A recommendation letter from the applicant's employer stating reason for travelling to Iran
- International Health Insurance
- More information:

<http://copenhagen.mfa.ir/>

http://e_visa.mfa.ir/en/