



## **VISTA BEST** Newsletter 3/2010

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#### **Vista Best Newsletter**

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**Report**

## The inauguration of the 10<sup>th</sup> International Exhibition of Building Industry at the Tehran International Permanent Fairground

Compared to the 9<sup>th</sup> International Exhibition of Building Industry, the 10<sup>th</sup> Exhibition which was held from the 3<sup>rd</sup> to the 6<sup>th</sup> of August 2010 at the Tehran International Permanent Fairground, faced a 25% increase in exhibition space, and a rise in the number of exhibitors from the USA, the UK, France, Germany and Canada who showed an unprecedented interest in the exhibition. This was an indication of the ineffectiveness of the sanctions imposed by western countries against Iran.

The 10<sup>th</sup> International Exhibition of Building Industry commenced on the 3<sup>rd</sup> of August 2010 at the Tehran International Permanent Fairground in which 1,400 Iranian and foreign exhibitors from 35 countries participated.

Arsalan Fathipour; Head of the Economics Committee of the Islamic Republic of Iran Parliament, Hossein Rahmani Nia; Secretary General of the Iran Central Chamber of Cooperative, Mashallah Azimi; Chairman of the Board of Directors at the Cooperative Development Bank and Kazem Akbarpour; the General Director of Iran International Exhibitions Company attended the opening ceremony of the Building Industry Exhibition.

This Exhibition which was held from the 3<sup>rd</sup> to the 6<sup>th</sup> of August 2010 at the Tehran International Permanent Fairground faced a 25% increase in exhibition space and

a rise in the number of exhibitors from the USA, the UK, France, Germany and Canada, who showed an unprecedented interest in the exhibition. This is an indication of the ineffectiveness of the sanctions imposed by western countries against Iran. Arsalan Fathipour emphasized the importance of energy conservation in buildings and said that all active members of the building industry especially the municipality must enforce laws that improve the energy efficiency level within the country.

He went on to say that the Iranian market has always been of interest to foreign countries and this has been instrumental in the cooperation of foreign companies in this and other industries.



## Countries who impose sanctions on Iran should exchange their industrial knowledge with Iranian industrialists

Mr. Hossein Rahmani Nia, Secretary General of Iran Central Chamber of Cooperative, highlighting the participation of foreign companies from 35 countries in the 10<sup>th</sup> International Exhibition of Building Industry, said "The participation of countries such as the USA, the UK, France, Germany and Canada shows that industrialists and businessmen from western countries do not support the sanctions imposed against Iran."

During the inauguration of the Exhibition and his visit of the Vista Best booth Mr. Hossein Rahmani Nia declared "The independence and development of the building industry in Iran, is a result of continuous effort and support from Iranian industrialists". He continued "By relying on their capabilities and potential, Iranian companies can secure a place in all competitive markets and perform global projects."

He went on to say "This exhibition provides participants with an opportunity to exchange experiences and technology. 400 companies from 35 countries have participated in this exhibition, and have



brought with them their latest technology and achievements. Thus, keeping in mind the requirements of the housing sector, knowledge regarding these technologies will be useful in setting future policies."

He also mentioned that Iran has the required means to transport construction material to neighboring countries such as Iraq and Afghanistan, which are currently being rebuilt. During recent years, Iran has demonstrated that every sanction against this country has an opposite effect and will only lead to a rapid and targeted development. He emphasized "Countries who impose sanctions on Iran should

know that these boycotts will not have the desired impact, this has become evident during the past 30 years. Therefore, it is better to halt these wrongful sanctions and clear the path for industrialists and businessmen in Iran to exchange their industrial knowledge."

Rahmani Nia said "Most of the participants in this exhibition are manufacturers and what they showcase here is an accumulation of their experience and competence, which is a testament of not only the large number of Iranian industrialists but also the high quality of the industry."

## Report

The Vice-Minister for the Economic Affairs of Iran Central Chamber of Cooperative visits the Vista Best booth;

## With sanctions against Iran reaching their highest point, the Building Industry Exhibition sets a record

Ebrahim Tehrani, the Vice-Minister for the Economic Affairs of Iran Central Chamber of Cooperative said "In spite of the lack of advertising support, the 10<sup>th</sup> International Exhibition of Building Industry set a record for participation of foreign and Iranian companies."

During his visit to the Vista Best booth, Ebrahim Tehrani stated "Although the basis for the ongoing global financial crisis is housing, we have seen a 25% increase in the number of participants, at the 10<sup>th</sup> International Exhibition of Building Industry."

He went on to say "The total area of the exhibition is 53,000 Sqm. Companies from 35 countries including Spain, Italy, the Netherlands, Syria, China, Germany, Indonesia, Pakistan, Turkey, Switzerland, Canada and Greece participated in this exhibition."

Highlighting the advantages of two of Iran's neighboring countries; Iraq and Afghanistan, Mr. Ebrahim Tehrani said

"Considering the low-cost and highly qualified labor force in Iran, there is vast demand for Iranian products and services."

He announced "So that we could fit the whole exhibition into four days - with the help of the Trade Promotion Organization of Iran - we have set up a "virtual exhibition". This "virtual exhibition" can be seen through the official site of the exhibition."

He also said "The growth in quantity and

quality of technical-engineering services in Iran has caused most target countries from Latin America, South Africa and Central Asia to hand over some of their projects to Iranian construction companies."

Mr. Tehrani announced that trade envoys from several target countries such as Iraq, Malaysia, Afghanistan and Venezuela visited the 10<sup>th</sup> International Exhibition of Building Industry.



The Head of the Iranian Parliament's Cooperative Fraction at the Vista Best booth;

## Receiving the toughest European Standard is a national honor

Kazem Delkhosh; The Head of the Iranian Parliament's Cooperative Fraction announced "The resolution by Iranian producers for continuous development and to receive the toughest European standards not only makes Iranian producers proud but it is an honor for the whole Iranian nation."

During the 10<sup>th</sup> International Exhibition of Building Industry and his visit to the Vista Best booth, Kazem Delkhosh said "In recent years, by using the latest global technical knowledge, most of the industries in Iran have developed in line with global industrial changes, thus enabling the globalization of the Iranian industry."

In response to Vista Best's latest achievement, he added "These developments are a sign that the Iranian parliament needs to act in unity with the country's industrial goals."

He went on to say "According to the Supreme Leader, the private sector must take charge of the industry. It seems inherent, that by characterizing the private sector, many of the goals regarding employment

and production can also be achieved."

During the visit, Mahmoud Sedaghat, Managing Director of Vista Best said "Some of the Iranian producers have been able to implement the most modern technologies and have presented their products with the same quality as, if not

higher than European products. With the presence of foreign companies in this exhibition, consumers are given an opportunity to compare the quality of Iranian and foreign products, and to see for themselves that our claims are justified."



## Report

# Vista Best feels more successful with the success of the Iranian profile producers

The 10<sup>th</sup> International Exhibition of Building Industry was held at the Tehran International Permanent Fairground. The slogan of the exhibition was “quick, cheap and durable building”.

One of the most noticeable points which attracted visitors, especially foreigners, was the high quality of Iranian products. This showed that despite the global economic crisis, Iranian managers within the private sector have implemented modern technology along with new ideas and their own intelligence and have therefore succeeded in turning this threat into an opportunity and by driving investment towards the production of standardized products with the best quality, are facing lesser problems than others.

### Vista Best held an exceptional presence with a striking booth

During the course of the exhibition, several Governmental Authorities and Active Members of the Construction Industry visited the Vista Best booth where they discussed matters with the managers and employees of Vista Best.

The Vista Best booth held an area of

630 Sqm and was one of the largest booths of the exhibition. It was located in hall number 38.

### A pleasant exhibition for the Managers

Mahmoud Sedaghat, Managing Director of Vista Best, expressed his satisfaction with the exhibition and said “This exhibition



was more specialized than the previous one. Some of the visitors were interested in using our products and they were referred to our window fabricators. Other visitors were Vista Best window fabricators or people keen on becoming future Vista Best fabricators, because of the high number of visitors some meetings were postponed to after the exhibition.”

#### **Features of the Vista Best booth**

During the exhibition, two artists painted pictures in the booth, which added to the splendor of the occasion. Vista Best also presented Sudoku puzzles, a book entitled “Collection of Memorable Quotes” as well as exquisite paintings and calligraphy to esteemed visitors and guests.



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