

Multi-Client Report

Re-Engaging the Iranian Market 2015

The election of moderate cleric Hassan Rohani as Iran’s new president and the signing of an interim nuclear deal between Iran and western governments have generated some hope in Iran for a return to a better relationship with western countries, including an eventual resolution of the nuclear issue which would lead to a step-by-step lifting of the current UN, US and EU sanctions.

The lifting of sanctions will lead to an opening of the market and international companies will be able to position themselves in the Iranian market. Despite sanctions as well as political and economic hiccups, Iran remains a significant market – not just because of its vast hydrocarbon resource base, but also because of its desire to be the region’s top technological and economic power house.

Iran can be considered one of the developing countries on the verge of becoming an “emerging economy”. In terms of industrial output, Iran is a significant developing economy.

This report outlines Iran’s overall market conditions and the current economic situation identifying key trends, opportunities and risks. The report argues that there are ample opportunities in a number of economic sectors. Nine of these sectors and their respective opportunities for international companies are discussed in more detail. The report also offers some advice on how to approach the market including the legal aspects of engaging the market.

This 70 page report has been published in January 2014 and has the following table of contents:

Table of Contents

I	EXECUTIVE SUMMARY
II	GENERAL COUNTRY INFORMATION
II.1	Geography and Climate
II.2	Market size and demography
II.3	SWOT Analysis of Social Realities
III	OUTLOOK FOR SANCTIONS RELIEF
III.1	Brief Background on Sanctions
III.2	Implications of the Interim Nuclear Deal
III.3	Main Obstacles to Legitimate Business with Iran
III.4	Outlook for Sanctions Relief
IV	POLITICAL ENVIRONMENT
V	ECONOMIC ENVIRONMENT
V.1	Current Status of the Economy
V.2	Key Trends and Economic Outlook
VI	LEGAL ENVIRONMENT
VI.1	Foreign Investment Law (FIPPA)
VI.1.1	Investment without FIPAA

VI.2	Taxation Laws
VI.2.1	Corporate and Profit Tax
VI.2.2	Tax on Liaison, Representative and Branch Offices
VI.2.3	Tax on Property
VI.2.4	Value Added Tax (VAT)
VI.2.5	Withholding Tax
VI.3	Labor Laws
VI.4	Tender Procedures and Local Content
VI.4.1	Tender Notice
VI.4.2	Tender Committee
VI.4.3	Other Conditions
VI.5	Intellectual Property Laws
VI.5.1	Patent Rights
VI.5.2	Trademarks
VI.5.3	Copyrights
VII	ENTRY STRATEGIES FOR INTERNATIONAL COMPANIES
VII.1	Potential Approaches to the Market
VII.1.1	Establishing a Branch Office
VII.1.2	Appointing and Agent/ Representative
VII.1.3	Participation in Tenders
VII.1.4	Joint Ventures
VII.1.5	Service Contracts
VII.1.6	BOT or BOO
VII.1.7	Free Trade Zones
VII.2	Considerations in Stakeholder Strategy
VII.2.1	Show Commitment
VII.2.2	Contract Negotiations
VII.2.3	Other Important Points
VIII	KEY SECTORS
VIII.1	Petroleum Sector
VIII.1.1	Opportunities
VIII.2	Petroleum Sector
VIII.2.1	Opportunities
VIII.3	Power Sector
VIII.3.1	Opportunities
VIII.4	Agriculture and Food
VIII.4.1	Opportunities
VIII.5	Telecommunications
VIII.5.1	Opportunities
VIII.6	Pharmaceuticals
VIII.6.1	Opportunities
VIII.7	Mines and Metals
VIII.7.1	Opportunities
VIII.8	Automotive Sector
VIII.8.1	Opportunities
VIII.9	Construction

VIII.9.1	Opportunities
Appendix	Comparison of FTZ and SEZ for Foreign Investment
	Free Trade Zones
	Special Economic Zones

List of Tables, Graphs and Maps

Graph 1	Age Distribution of Iran's Population (in millions)
Map 1	Population Density in Iran
Table 1	SWOT Analysis of the Social Condition in Iran
Graph 2	Power Structure in Iran
Graph 3	Key Networks of Power
Graph 4	Distribution of the Iranian GDP (2012 figures)
Table 2	Main Economic Indicators
Graph 5	Outlook for GDP Growth
Graph 6	Iran PPP Per Capita GDP
Graph 7	Outlook for Inflation
Graph 8	Outlook for Exchange Rate US\$ to the Rial
Table 3	Changing Ownership Structure of Corporate Economy
Table 4	SWOT Analysis of Iran's Economic Conditions
Table 5	Key Data on Iran's Petroleum Sector
Map 2	Key Petroleum Sector Facilities
Map 3	Special Economic Zones for the Petrochemical Industry
Table 6	Balance Sheet of the Iranian Electricity Sector
Table 7	Key Data in the Iranian Telecommunications Sector
Table 8	Key Data in the Iranian Mining Sector
Map 4	Key Mining Activities and Regions in Iran
Table 9	Key Clients and Companies in the Iranian Mining Sector
Table 10	Annual Number of Construction Permits in Iran

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