

## **PRESS RELEASE**

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### **IRANCONMIN 2010 – stronger focus on mining machinery**

- **Leading trade fair for the construction, building-materials and mining industry in Iran and neighbouring regions, takes place for the 9th time in Tehran**
- **Further increase in international exhibitors**

From 5 to 8 July 2010 IMAG – International Exhibition and Fair Service Ltd – is organising for the ninth time IRANCONMIN – International Trade Fair for Machinery, Plant, Processes, Materials for Construction Industry, Building Material and Natural Stone Industry, Coal and Ore Mining, in Tehran. In parallel with this it is also organising IRANSTONEMAC – Special Showcase for Machinery and Products of Natural Stone. The two events bring together under one umbrella the mining, construction and natural stone industries, each with accompanying seminars on the respective focal themes of the fairs. IRANCONMIN has been held every two years since 1994. Despite the negative impact of the embargo and the restrictions on financial transactions, IRANCONMIN remains by far the most important regional trade fair for the construction machinery, building-materials and mining sectors for international suppliers and visitors. This is reflected, too, in the exhibitor and visitor figures for the event in 2008, which attracted 246 exhibiting companies from Iran and around the world and 32,000 trade visitors.

Responding to strong interest and the high demand for mining equipment in Iran, IMAG has tailored the scope of the fair for the coming event to take particular account of themes affecting this sector of industry. At the same time, with the parallel event IRANSTONEMAC, the organisers are responding to strong demand from the natural stone sector, which is of such great importance in Iran. As the present level of registrations shows, the next event will see a further rise in participation by international exhibitors. IRANCONMIN is supported by the Iranian Ministry of Industry and Mines, Iran Mine House and the Trade Association of Construction Machinery and Building Materials Machinery confederated in the VDMA, Germany, and others.

Because of the many infrastructure projects in the country, the Iranian market is one of the largest and most interesting markets in the whole of the Middle East. Mining and the processing of mineral resources, the mining industry, the infrastructure programmes and

the construction of residential accommodation have high priority. No less than 30 new cement works are needed, 4.3 million housing units are scheduled, and there is strong demand for new technologies for prospecting and extracting raw materials – to name just a few examples. In view of the economic situation and the urgent need for modernisation in Iran and neighbouring countries, IRANCONMIN 2010 offers the ideal platform for international companies in the construction and building-materials industry and in mining to show a presence in this interesting market.

IMAG – International Exhibition and Fair Service – the international arm of the Messe München Group, is responsible for the planning and implementation of IRANCONMIN. The company has experience of organising trade fairs around the world since 1946, and it has been organising trade fairs in Iran since 1969. IRANCONMIN was founded by IMAG and it is now the leading trade fair for this sector in Iran and the whole region. Worldwide IMAG and Messe München International are involved in organising international trade fairs for construction machinery and building materials machinery, among them BaumaChina in Shanghai, CON-BUILD Vietnam in Ho Chi Minh City, CONMEX Middle East in Sharjah, SITP in Algiers, CTT in Moscow, Constroi in Angola and BauconYapex in Antalya. In hosting these events, IMAG can draw on the extensive expertise of Messe München, as the organiser of BAUMA, the world's largest trade fair for construction machinery, building-materials machinery and mining machinery. BAUMA attracts over 3,000 exhibitors from 49 countries and around 503,000 visitors from 191 countries.

Contact partner:

IMAG – Internationaler Messe- und Ausstellungsdienst GmbH, Am Messesee 2, 81829 Munich, Germany

Project Management: Günter Miedaner

Tel. +49-89-94922-116 / Fax +49-89-94922-350

[günter.miedaner@imag.de](mailto:günter.miedaner@imag.de)

[www.iranconmin.de](http://www.iranconmin.de) / [www.imag.de](http://www.imag.de)