



معرض المظاهرة  
بمناسبة  
إسفهان  
ISFAHAN EXHIBITION

# The 27<sup>th</sup> Specialized – Export Exhibition of Persian **Handmade Carpet**

**26-31 Jan 2025**

Isfahan International Exhibition Center

[www.isfahanfair.ir](http://www.isfahanfair.ir)

# Iran

Iran is a country in West Asia that is also referred to as Persia and formally recognized as the Islamic Republic of Iran. It shares borders with Turkmenistan and the Caspian Sea to the north, Afghanistan to the east, Pakistan to the southeast, the Gulf of Oman and the Persian Gulf to the south, Iraq to the west and Turkey, Armenia and Azerbaijan to the northwest. It is the 17th largest country in the world, with a total size of 1.648 million square kilometers. It is the fourth-largest country in the entire Asia and the second-largest country in West Asia after Saudi Arabia. Iran is also the 17th most populous country in the world, home to almost 90 million people.

# CARPEX 2025 – 26 to 31 January



Iranian plateau

Iran's earliest known archeological artifacts testifies to the existence of humans there dating back to the Lower Paleolithic. The Iranian Plateau is home to dozens of prehistoric sites that indicate the presence of ancient cultures and urban communities dating back to the fourth millennium B.C.

The nation's 27 UNESCO World Heritage Sites are a testament to its rich cultural history. In terms of Intangible Cultural Heritage, Iran is ranked fifth in the world.

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Iran has a key position in the Asia Continent. It is a founding member of the United Nations, the ECO, the OIC, the OPEC, and a member of BRICS, and ACD.

Iran's economy is distinguished not just by its hydrocarbon, industrial, agricultural, and service sectors, it is recognized as an "energy rich", since it holds 10% of the world's proven oil reserves and 15% of its confirmed gas reserves and has leading manufacturing industries in different fields such as construction materials, automobile manufacture, transportation, food and agricultural goods, home appliances, information technology, and petrochemicals. It has also a developed nanotechnology, biotechnology, and pharmaceutical industry.

Economic diversity, scientific education, growing consumer class, population with high urbanization rate, entrepreneurial culture, and strategic geographical location are considered as the strong points of the Iranian market from the perspective of McKinsey Global Institute.

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## AT A GLANCE

### About Iran:

- World Largest Producer of Handmade Carpet, Saffron, Caviar, Pistachio and Barberries ( Source : World Economic Forum)
- World Largest Producer of Turquoise ( Source: USGS, BGS)
- World's 1<sup>st</sup> Rank in Science and Technology Rate
- World's 2<sup>nd</sup> Rank in Stem Cell Science
- World's 2<sup>nd</sup> Producer of Date ( Source : World Economic Forum)
- World's 3<sup>rd</sup> Producer of Plaster ( Source: USGS, BGS)
- World's 3<sup>rd</sup> Producer of Decorative and Construction Stones ( Source: USGS, BGS)
- World's 3<sup>rd</sup> Fastest Growing Tourism Destination (Source: UNWTO)
- World's 6<sup>th</sup> Rank in Nanotechnology
- World's 7<sup>th</sup> Great Power ( Source: The American Interest)
- World's 8<sup>th</sup> Exporter of Cement ( Source : Global Cement)
- World's 8<sup>th</sup> Fruits and Poultry Producer ( Source : World Economic Forum)
- World's 8<sup>th</sup> Iron Producer
- World's 9<sup>th</sup> Rank in Book titles published annually (Source : UNESCO)
- World's 10<sup>th</sup> Rank in Aviation Industry
- World's 11<sup>th</sup> In Space Technology
- World's 12<sup>th</sup> Copper Producer
- World's 12<sup>th</sup> Automaker ( Source: Mordor Intelligence)
- World's 12<sup>th</sup> Wheat Producer (Source: FAO)
- World's 13<sup>th</sup> In Military Strength (Source: Global Firepower)
- World's 13<sup>th</sup> Steel Producer
- World's 13<sup>th</sup> Cereal Producer ( Source: WRI)
- World's 14<sup>th</sup> Zinc Producer
- World's 14<sup>th</sup> In Nuclear Power
- World's 16<sup>th</sup> In Science Output ( Source: Universidad De Granada)
- World's 16<sup>th</sup> Rank in Internet User (Internet World Stats)
- World's 18<sup>th</sup> Rank in GDP (PPP) ( Source: World Bank Group)
- World's 19<sup>th</sup> Aluminum Producer
- World's 19<sup>th</sup> In Market Share ( Source : World Economic Forum)
- World's 21<sup>th</sup> Rank in Agricultural Land Area (Source: World Bank Group)

# Isfahan Province

Isfahan Province covers an area of around 107,018 Square Kilometer and is the 3rd largest province among Iran's 31 provinces. The provincial capital, Isfahan, is situated in the center of the country, at the junction of the two main road networks that cross north-south and east-west of Iran.

The golden era of Isfahan was from the 9th to the 18th century, when Isfahan was made the capital of Persia for the third time during the Safavid dynasty, where much of its history is well maintained. The city is well-known for its historical monuments including the covered bridges, magnificent boulevards, tiled mosques, minarets, artworks, and Perso-Islamic architecture. The city is recalled as "Isfahan Nesfe- Jahan" – "Isfahan half the world". Naqsh-e Jahan Square, one of the biggest city squares in the world, is recognized by UNESCO as a World Heritage Site.



Photo of old Isfahan

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Isfahan province is known as the second industrial region of the country with about 9000 active industrial units. Isfahan Mobarakeh Steel Complex is the largest producer of steel in the Middle East and North Africa. Also, the most advanced aircraft manufacturing factory in Iran, is located in the Isfahan. Isfahan Oil Refining Company is another major industry, operating since 1979, producing almost 23% of the country's petroleum products.



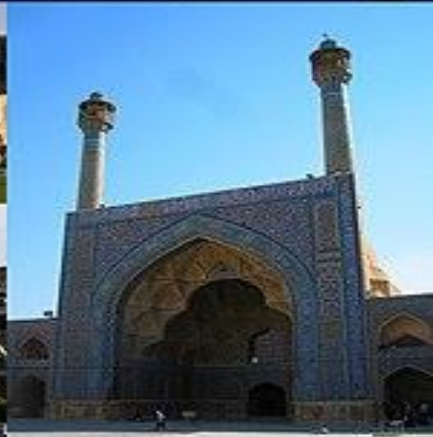


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The biggest and the best-equipped Science and Technology park of Iran, hosting over 700 knowledge-based enterprises, is located in Isfahan.

The province of Isfahan also holds a prominent status on the global stage as an investment destination, thanks to its abundant mineral resources, expansive domestic and regional market, strategic regional position, attractive business environment, and energy security.

The economic and business structure of the province for exports and imports of goods, stands out in the country. The most important export commodities are ferrous metals, steel, mineral products, organic chemical, plastics and rubber, carpets, dairy products, fruits and vegetables, and auto parts. The most significant imported items include iron alloys (ferroalloys), carbon electrodes, spinning machines, electronic equipment, machinery, synthetic fibers, electric motors and generators, compressors and pumps, unprocessed aluminum and raw gold.

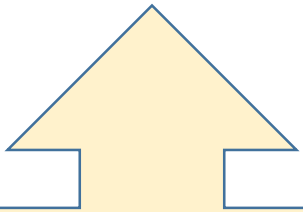




# ISFAHAN

## Sister Cities

Designed by  
Isfahaninfo.com



**And add**  
**Porto ( Portugal)**  
**Samarkand ( Uzbekistan)**

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## Isfahan; in the field of Tourism



4

Four seasons weather in favor of tourism



1482

Most tourist attractions in Iran  
1482 Historical and cultural attractions  
and 285 natural attractions



13

13 twin-city agreement



2

Second place in the world after India



9

9 world registered artworks



20,000

459 hotels, residences and guesthouses  
with a capacity of 20,000 beds

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Isfahan;  
in the field of  
T o u r i s m

Isfahan is famous for its Islamic architecture, with many beautiful boulevards, covered bridges, palaces, mosques, and minarets. The historical background of the city and variety of historic monuments attract large number of foreign tourists and visitors to Isfahan annually. In the last 8 month 321,956 foreign and 615,046 national tourists have visited Isfahan. With over 2000 natural attraction sites, 1760 national registered sites, 6 internationally registered sites, Isfahan is one of the ten most beautiful cities in the world in terms of tourism. Besides the attraction sites, the city is famous for its artists and their handicrafts and artworks that attract visitors. The handmade carpets of Isfahan have a world class reputation which is the indicative of originality and nobility of Iranian products.

There are also 287 kinds of handicrafts products in Isfahan which ranked the province as the second in the world.

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## AT A GLANCE

### About Isfahan:

- Iran's 1<sup>st</sup> Steel Producer (Source: Ministry of Industry, Mine and Trade)
- Iran's 1<sup>st</sup> Agricultural Products Producer ( Source: Ministry of Agriculture)
- Iran's 1<sup>st</sup> Rank in Handicrafts ( Source: Cultural Heritage, Handicrafts and Tourism Organization of Iran)
- Iran's 1<sup>st</sup> Rank in Natural & Historical Tourist Attractions ( Source: Cultural Heritage, Handicrafts and Tourism Organization of Iran)
- Iran's 1<sup>st</sup> Rank in Textile Products (Source: Association of Iran Textile Industries)
- Iran's 1<sup>st</sup> Machine-made Carpet Producer (Source: Association of Iran Textile Industries)
- Iran's 1<sup>st</sup> Rank in Livestock & Poultry Products ( Source: Ministry of Agriculture)
- Iran's 1<sup>st</sup> Decorative Stone Supplier and Manufacturer (Source: Ministry of Industry, Mine and Trade)
- Iran's 1<sup>st</sup> Rank in Industrial Investment (Source: Ministry of Industry, Mine and Trade)
- Iran's 1<sup>st</sup> Rank in Industrial Parks (Iran Small Industries and Industrial Parks Organization)





*Iran is one of the oldest producers and the biggest trader of hand-woven carpets worldwide.*

The history of the Iranian (Persian) Carpet a culmination of artistic magnificence- dates back to 2,500 years ago. The Iranian people were among the pioneer carpet weavers of the ancient civilizations, having achieved a superlative degree of perfection through centuries of creativity and ingenuity. The skill of carpet weaving has been handed down to each generation, who built upon those skills and craftsmanship. To trace the history of the Persian carpet is to follow a path of cultural growth of one of the greatest civilizations the world has ever seen.

Traditional Persian carpets are highly popular and well known. It is no wonder, and certainly no secret, that this is due to their outstanding quality. The traditional hand-knotting, natural colors and fine woolen yarns are characteristics of the valuable Persian carpets, which have been produced in Persia (today: Iran) for centuries. In the traditional patterns and designs, they are back in demand to bring warmth and coziness to your own home.



**Iranian Carpet;  
what Iran is  
known for.**



Hand-woven carpet; jewel of Iranian art in the world

### Isfahan Carpex 2024

Exhibition Area(gross)	13500
Exhibitor	123
Visitor	6207
Overseas Visitors From	Spain
Features	Workshop, Conference, 3 <sup>rd</sup> Luxurious Carpet Festival

#### Visitor Profile:

- Business men
- Exporters
- Designers
- Producers
- Local and Global Buyers.
- Relative Unions & Organizations

#### Exhibitor Profile:

- Handmade Carpet Designer
- Handmade Carpet Producer
- Handmade Carpet Vendors
- Handmade Carpet Exporters
- Suppliers, Cooperatives and Trainers

Iran is the biggest exporter of hand-woven carpets with a 30% share in global markets.



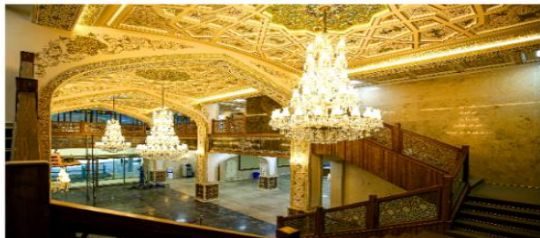


# About the VENUE :

## ISFAHAN INTERNATIONAL EXHIBITION CENTER (IEEC)

Isfahan New International Exhibition Center's first phase was opened in November 2020. The proximity of the new fairground to Isfahan international airport, central train station, Isfahan customs and also easy access to the local transportation are counted as main advantages of this modern venue for participants.

The project as Iran's first exhibition township and one of the Middle East largest venues enjoys 15000 sqm indoor space, 30000 sqm outdoor space, 2000 parking spaces, 2500 sqm visitor registration area by a mix of tradition and modernity atmosphere and architecture , conference hall & meeting rooms, media center, restaurant and coffee shop and 42000 sqm green area.



CARPEX 2025 – 26 to 31 January

## Planned Itinerary

Taking part at the opening ceremony of CARPEX 2025

Visiting the 27<sup>th</sup> Specialized-Export Exhibition of Persian Handmade Carpet

Visiting the 3<sup>rd</sup> Luxurious Carpet Festival

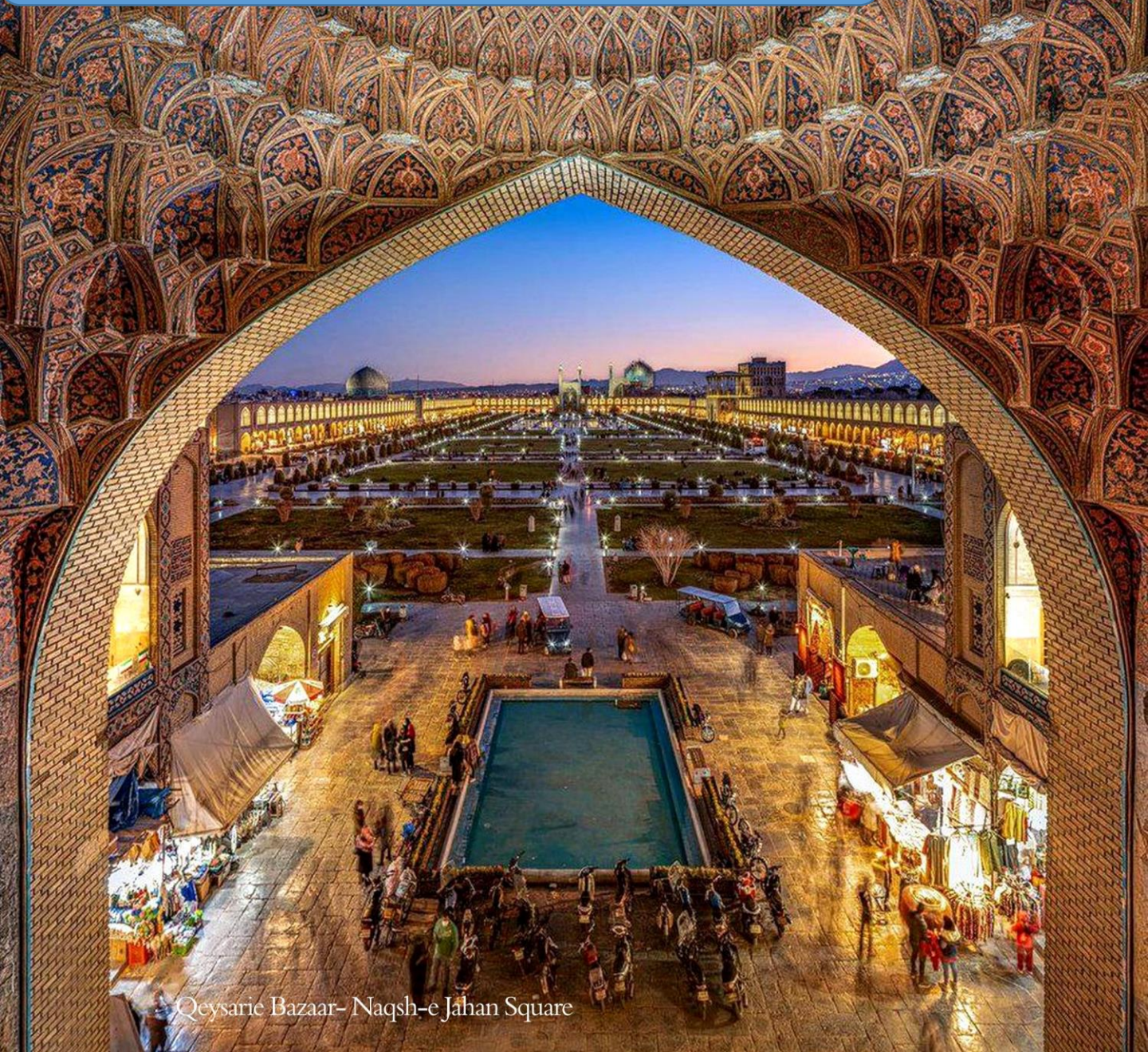
Business meeting with Isfahan Chamber of Commerce

Business meeting with Isfahan Handmade Association

City tour ( Visiting Isfahan Historical Monuments)

Visiting Handmade Carpet Workshops

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Qeysarie Bazaar- Naqsh-e Jahan Square

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