

## POST SHOW REPORT

**The 12<sup>th</sup> iran telecom presented thousands of hands-on technological innovations and trends**

**More than 30,000 visitors discussed business with 208 exhibitors from 11 countries on 11,954 sqm net exhibition space (+9.3%)**

iran telecom 2011 once again confirmed its position as the country's major dedicated telecommunications technology hub as the event offered a broad picture of the latest in telecommunication networks, mobile communications and applications, next generation networks, IP technology, satellite communications and infrastructure solutions.



The 12th International Telecommunications Trade Fair iran telecom 2011 closed its doors on a very positive note as more than 30,000 visitors, including several thousands of telecom executives, had attended the event. They talked business with 208 exhibitors from 11 countries, exhibiting on 11,954 of net exhibition space, another plus of 9.3% compared to iran telecom 2010.



iran telecom is the main CIT event in Iran for everyone involved professionally in the design, planning, operation and sale of telecom services and products, from chief engineers to planners and operators as well as wholesale and retail suppliers. At iran telecom the emphasis is on innovation, trends and knowledge exchange, reflecting cutting edge technology!

MTN Irancell was the official sponsor of iran telecom 2011. Other major players participating at iran telecom 2011 included world leaders such as Aastra, Avaya, Dantherm, Fibrain, Huawei, Motorola, Nokia, Samsung, Siemens, Panasonic, TCI, Zaeim and many others. Another highlight was the participation of a group of eight Chinese companies.



Due to a massive media campaign, Iran Telecom 2011 was able to attract more than 30,000 visitors. The media campaign included actions like advertisements in special-interest magazines and in Iranian business journals, billboard advertising, TV commercials, radio coverage as well as SMS transmission.

The exhibitors, who had demonstrated their state-of-the-art technologies came from China, Denmark, Finland, France, Germany, Greece, Iran, Malaysia, Netherlands, Turkey and UAE.

Iran Telecom 2011 was organized by the German trade fair specialist fairtrade and their Iranian partner Palar Samaneh. The event has officially been opened by the Iranian Minister of ICT, Dr. Reza Taghipour, Mr. Seyed Hossein Hashemi (Head of Commission of Industries & Mines - Parliament of I.R. of Iran) and members of the Commission of Industries & Mining, Parliament of I.R. of Iran and Mr. Akbarpour, Head of the Board & Managing Director of the Iran International Exhibitions Company.

The exhibition enjoyed the official support of the Ministry of Industry, Mine and Trade, the Ministry of ICT, the Communications Regulatory Authority, the Telecommunications Infrastructure Company TIC and the Telecommunications Company of Iran TCI.

MTN Irancell occupied hall 27. The Ministry of ICT as well as their affiliates (Telecommunication Infrastructure Company - T.I.C and Telecommunications Regulatory Authority and the Research Institute for ICT) had their stands in hall 10. The Telecommunications Company of Iran TCI and their affiliates participate in hall 6. MCI - Hamrah Avval as well as their affiliates were in hall 7. The international participation was located in halls 12 and 13. Halls 14 and 15 were occupied by the Iranian participation.



“It is the first time for the CCPIT to organize an 87m<sup>2</sup> size Chinese pavilion at iran telecom 2011. It was a great success for the Chinese exhibitors to enter the Iranian telecommunication market. They all have received many positive feedbacks and had many good negotiations with their customers during and after the exhibition. They have all confirmed to attend again iran telecom 2012.”

Ye Guang / Senior Project Manager  
**CCPIT - Electronics and Information Industry Sub-Council**

“iran telecom 2011 was a great opportunity for our company to introduce our new products to the telecommunication market and to our customers. We have received many positive feedbacks and had many good negotiations with our customers during and after the exhibition.”

Majid Mohammadi / Manager  
**BAAM Electronic Co. Ltd.**

"iran telecom 2011 was very helpful. Many customers visited our new products and services. We found good opportunities during the event, thanks to fairtrade's professional execution. Before the exhibition, I was worried, because of the sanctions, but then I was satisfied. For the next year I wish that more foreign companies can participate.”

Ali Parsa / Dept. Manager  
**AVAYA**

"This year, iran telecom fair provided the opportunity to share viewpoints with some domestic ICT Industry pioneers as well as a small part of global ICT community. Iran telecom 2011 also let attendees explore new products and solutions in this area. For us, meeting new people aside from our regular clients, depicted a more precise insight of the Iranian future ICT trends and the challenges ahead, which will help in adjusting our company's roadmap. Nevertheless economic and political considerations caused some problems for the event this year."

Saeed Bonakdar / Managing Director  
**Ertebatat Faradanesh Saman Co.**

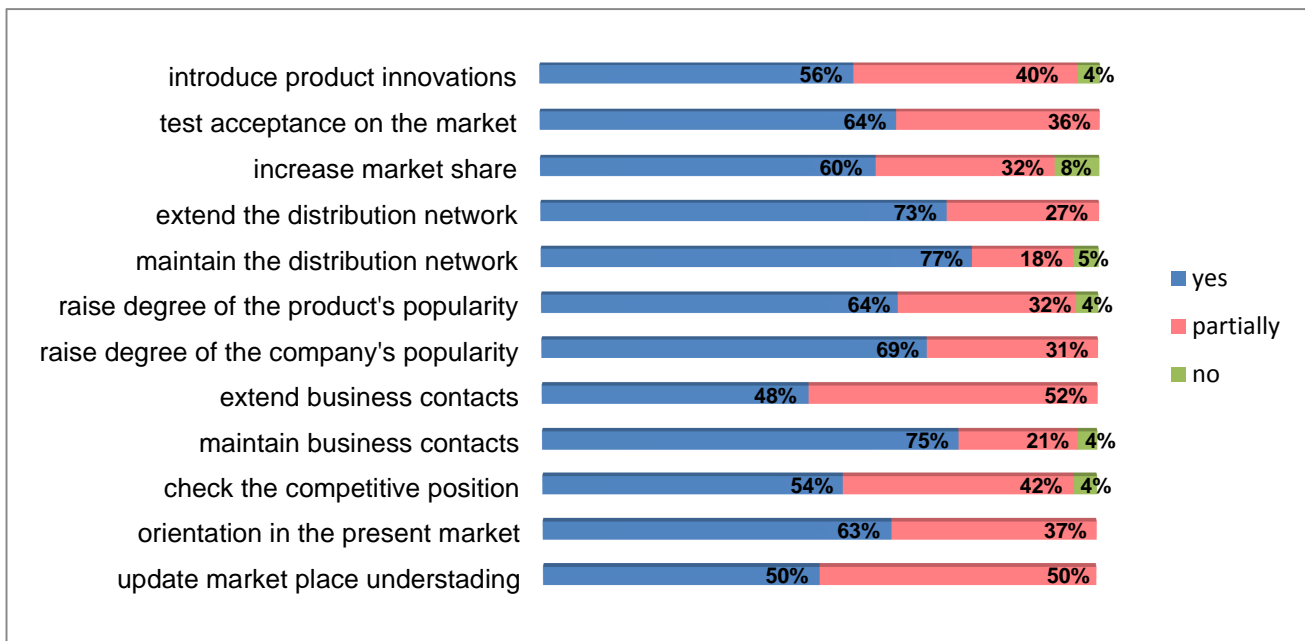
### iran telecom 2011 in figures

	<u>2010</u>	<u>2011</u>	
Net exhibition space indoors	9,914 m <sup>2</sup>	10,694 m <sup>2</sup>	+ 7.9%
Net exhibition space outdoors	1,028 m <sup>2</sup>	1,260 m <sup>2</sup>	+ 22.6%
Total net space	10,942 m <sup>2</sup>	11,954 m <sup>2</sup>	+ 9.3%
Number of international exhibitors	50	35	- 30%
Number of national exhibitors	154	173	+ 12.3%
Countries represented	9 (Belgium, Canada, China, Denmark, France, Iran, Singapore, Turkey and the United Arab Emirates)	11 (China, Denmark, Finland, France, Germany, Greece, Iran, Malaysia, Netherlands, Turkey, UAE)	
Number of visitors	30,455	more than 30,000	

### Evaluation of the exhibitor survey of iran telecom 2011

All exhibitors were required to fill in a questionnaire on the last day of the event. The following evaluation is based on this survey

#### Main targets for participation and grade of achievement:



Graph 1

#### Exhibition quality assessment

An overall assessment of the perceived quality of the event was generated by asking exhibitors to rate each of the following parameters:

##### With the whole fair, the exhibitors were:

satisfied  82.8 %


##### With the number of visitors at their stand, the exhibitors were:

satisfied  82.8 %

##### With the business contacts initiated, the exhibitors were:

satisfied  89.7 %

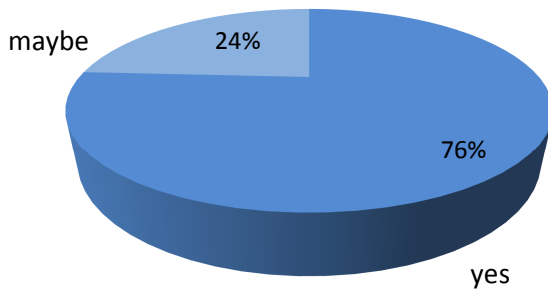
##### Exhibitors would recommend the fair:

yes  96.6 %

Graph 2

### Exhibitors wishing to participate at the next iran telecom 2012

During the last day of the exhibition 76% of the exhibitors showed their interest to participate again at iran telecom in 2012!



Graph 4

### Outlook on iran telecom 2012

The 12<sup>th</sup> International Telecommunications Trade Fair, iran telecom 2012, will take place at the Tehran International Fairgrounds in November 2012.

For more information and pictures from the 2011 edition, please visit also our website: [www.iran-telecomp.com](http://www.iran-telecomp.com)