



Iranian Institute Of Packaging (IRIP) Presents :

# International Festival of Leaders in Packaging Industry 30 May - 2 Jun 2016



## About Festival

Iranian leaders in packaging industry festival with the approach of sustainable employment, is an event in packaging industry of our country held with cooperation of international organizations, makes a connection between governmental organizations and private companies and tries to help the country develop.

This event sets its goals as adding to the existing knowledge, interacting with international organizations in packaging, and associating all industrial activists in this field. Festival will be held in May 30, to June 3, 2016, in Tehran International Permanent Fairground, Tehran, Iran. It consists of four different parts: conference, packaging designing contest, specialized exhibition, and an international workshop.

Our country has become a member of WPO and APF, and we are honored to welcome the executive board of WPO; the festival will therefore be a good display of the capabilities and a proper place to make good communications, both domestically and internationally, in order to improve packaging industry in Iran.



## Perspective

Introducing Iran as an acceptable figure in global packaging and an important one in Asia to 2020.

## Mission

Improving sustainable employment, adding to the existing knowledge, and interaction with international packaging organizations through unifying all activists of packaging industry in country

## Goals

- Considering the position of resistance economy
- Using all post sanction capacities
- Improving sustainable employment by empowering manpower and technologies
- Increasing the knowledge of designing in order to become a leader in science and technology
- Sublimating and improving the position of Islamic Iran in packaging industry
- Making packaging products and its services knowledge based.
- Branding and strengthening Iran's presence in regional and global markets
- Increasing the growth rate of value added products through using the privileges of packaging
- Improving entrepreneurship through attracting domestic and international investments
- Improvement the citizenship knowledge to use appropriate consumption patterns
- Making proper links in supply chain (suppliers, producers, distributors, and guilds
- Producing and improving technological and engineering services to packaging industry

## Audience

- Senior managers and experts in great private organizations and companies
- Senior managers and experts of state organizations and institutes
- Employers, traders and owners of goods and brands
- Managers and activists in the field of marketing, propaganda, and related fields
- Producers of packaging raw materials and equipment
- Experts, consultants, and executers of packaging designs

## Festival timetable

Item	Program	Time
Conference	<ul style="list-style-type: none"> <li>o WPO executive members' lecture</li> <li>o State authorities' lecture</li> <li>o Giving awards to the selected members of packaging industry of Iran</li> <li>o Giving awards to the winners of first designing contest IranStar Packaging Award 2016</li> </ul>	Mon. May 30, 2016
Packaging exhibition	<ul style="list-style-type: none"> <li>o Participation of more than 200 companies and leaders of packaging industry of Iran</li> <li>o Participation of domestic and international boards of trade</li> <li>o B2B meetings</li> <li>o Exhibiting selected designs of IranStar Packaging Award 2016</li> </ul>	May 30 – June 3, 2016





# Investment Attraction and Development of Trade Relations

Iran has more than 945 Industrial Zone/ Park with good opportunities for foreign and domestic investment. Some of world famous brands are now working in Iran, eg. Nestle, Unilever, Henkel, BASF, Tetra Pack. Post sanction opportunities helped Iran welcome many boards of trades from different countries.

Iran has always been interested lots of foreign investors because of its overwhelming resources and original ground for investigating. Lack of some industrial properties add to it too. Now post sanction situation opens door and gives green light to the investors to test their chances. Iran's geographical situation with good access to high seas is another attraction for those interested in investigating here.

With a great change in economic conditions, now Iran looks for new ways of delivering industry, new ways of investments, and executing shared projects and designs.



## Some Tourist Attractions of Tehran

