



THE 14th
INTERNATIONAL
EXHIBITION OF
MIDEX
ARCHITECTURE
INTERIOR DESIGN
MODERN HOUSE



Tehran International Permanent Fairground 12 - 15 Jan, 2024

ARCHITECTURAL DESIGN & CONSULTATION **EXHIBITION DECORATION**

SMART BUILDING **LIGHTING & LUCULENT** **WALL PAPER & WALL COVERINGS** **CARPET & CURTAIN**

SAGACIOUS MAKING **RECONSTRUCTION** **WOODEN & CONCRETE** **PREFABRICATED HOUSES**

www.midex.ir

MIDEX Exhibition



Supported by:



Iran

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Tehran Int'l Permanent Fairground



The Islamic Republic of Iran



IRAN AT A GLANCE

Formal Name	The Islamic Republic of Iran		Short Name	(IR)(IRN)	Capital	Tehran	
Natural resources	Petroleum, natural gas, coal, chromium, copper, iron ore, lead, manganese, zinc, sulfur						
Language	Persian	Currency	Iranian Rial (IRR)	Religion	Majority of shia moslem		
GMT time	+03:30	Day Light	+04:30	Internet Suffix	.ir	Area	1,648,195 Km ²
Pre Phone Number	+98		Work days	Saturday to Wednesday			
Popular tourist destinations							
Tehran, Mashhad, Isfahan, Hamadan, Shiraz, Yazd, Kashan, Kerman, Susa, Kermanshah, Kish, ...							
Industries	Oil and gas, steel, aluminum, copper, electric & electronic equipment, cement and other building materials, metallurgy, home appliances, iron, textile, rugs and carpets, tapestry, miniature, ceramic, food processing (particularly sugar refining & vegetable oil production), petrochemicals, and car manufacturing and assemblies						
Climate	Iran has a hot, dry climate characterized by long, hot, dry summers and short, cool winters. The climate is influenced by Iran's location between the subtropical aridity of the Arabian desert areas and the subtropical humidity of the eastern						

Huge potentials exist in Iran for the export of non-oil goods & services

- Iran has 80 Public universities, 25 private universities as well as a lot of Research institutes.
- Total of Iranian students in universities are 4,400,000 that 1,920,000 of them are women.
- About 14000 foreign students studying in Iran. Trade promotion organization of iran
- The 18th largest economy in the world by purchasing power parity (ppp)
- Consumption and the government plan billions of dollars' worth of further investment to increase this share.
- The diversified economy & broad industrial base with over 40 industries directly involved in the Tehran stock Exchange is the industrial base in the MENA region.
- Resource-rich economy.
- Labor-rich economy.
- Young and educated population.
- Large domestic market.
- The Middle East market is a prime market . opportunity for Iran's non-oil exports.
- An increasingly sophisticated infrastructure and human capital base providing the foundation for an emerging knowledge - based economy.

Introduction The successful experience of the world's leading countries in the economic sphere is the result of their strong focus on the export promotion and development of foreign trade. TPOs functions including; promotion, facilitation, information, & administration, provide support for the business community. The three core functions of trade policy, trade promotion, & trade facilitation will provide support to build productive capacities, upgrade industrial and agro-technologies, & expand exports and markets. In pursuit of those objectives and in view of the leading role of TPOs in preparing new policies providing supporting facilities needed to develop a comprehensive infrastructure for the foreign trade, the Export Promotion Center of Iran (EPCI) with nearly four decades of hands-on experience in promoting the Non-Oil Export was restructured in 2004 and took up its new mandate as "Iran Trade Promotion Organization". <http://www.tpo.ir>

Goals & Objectives

- 1- Increasing the country's stake in the International Trade
- 2- Proactive Interaction with the Global Economy
- 3- Competition & Anti-trust Policies
- 4- Renovation of National Commercial Systems

[WWW.TPO.IR](http://www.tpo.ir) [WWW.IRANFAIR.COM](http://www.iranfair.com)

Tehran international permanent fairground locates in north of the city on Chamran highway which has an easy access from multiple highways & directions.

- There are several high level hotels (four & five star) which are near to the exhibition center.

Total space of Tehran exhibition is 850,000 m² ,indoor space is allocating 120,000 m² ,outdoor space with 35,000 m² and 220,000 m² for green space.

The remnant space 475,000 m² allocated to large parking ,access ways & administrative, service department. <http://www.iranfair.com>

The International exhibition has the following facilities for presentation of more facility services to exhibition visitors and participants:

- Banks for presenting bank services,
- Exhibition customs house for presenting customs services,
- Insurance (the exhibitions company with cooperation of one of the insurance firms has taken measures so that the insurance agent will be present at the exhibition location for offering services to the participant during the exhibition holding).
- Restaurants, coffee shops (Khalije Fars Hall Restaurant and Exhibition Grand Restaurant, Tapeh Sabz restaurant).
- Goods and articles transportation means (including cranes, lifters, lift trucks).
- Customs affair services (release workers).
- Telephones, fax, internet, phone and wireless services.
- Auditorium and hall for showing films.
- Printing house for printing and replication.
- Greenhouse for offering of flowers and decorative plants to participant and visitors.
- Food shops.
- Stand making and decoration.
- Fire station.
- Red Crescent.
- Parking lots at northern, western and southern gates of the exhibition site.
- Online registration services.
- Visitors registration services.
- Holding virtual and online exhibitions.





Architecture



Design and Consulting

- Home design
- Administrative design
- Commercial design
- Health centers design
- Hotel and Residential centers design
- Recreational sports centers design
- Cultural central design
- Interior decoration
- Various kind of decoration
- Low Sort fit in the limited space
- Kitchen Layout
- Commercial layout
- Administrative layout

Urban

- Urban management
- Urban design
- Regional planning
- Urban planning
- Iranian urban development

Landscape Architecture

- Commercial and Malls center design
- Streets and public infrastructure & urban design
- Housings for schools
- Area hospitals and hotels
- The design of public parks and sports spaces
- Designing residential areas Landscapes, historic and tourist

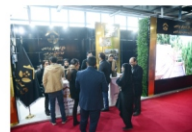
- Protection of historic gardens
- Garden layout to different styles
- Roof garden design
- Urban Furniture design
- External walls of buildings facade design

Persian architecture (Persian homes)

- Places and restored historic homes
- Design religious sites
- Iranian home design

Interior designing health space

- Design office
- Library design
- Design and beautify entrances
- Designing Penthouse
- Interior design of Villa
- Architecture and Photography plan designing
- Object prepared





Decoration



1 - Wall covering, Flooring, Ceiling decoration

❖ Wall covering

- Wall Plugs (PVC ,Woden, Cellulose ,3D Panel)
- Wall stickers
- Wall posters
- Curtain, Shade
- Wallpaper
- Water curtain
- Decorative colors
- Painting work

❖ Roof Coatings

- False Ceiling
- Stretch ceiling
- Composite roofing
- Glass Ceilings
- Plasterboard ceiling

❖ Flooring

- Parquet
- Laminate
- Carpet (rolls and tiles)
- Flooring (home, hospital, sports, parking, decorative)
- of paving and decorative stones of strips and profiles

2 - Wood and related industries

- ThermoWood
- Raw wood
- Wood Plast
- Wood products
- Wood products industries



3 - Iranian home decoration

- Handicrafts
- Wood carving
- Tiling
- Pottery boards
- A variety of products and (Gabbah)
- Wood Industries
- Painting on glass
- Decorative containers
- Mirror work
- Traditional plaster
- Iranian sculptures and wall-mount
- Brick floors

4 - Light

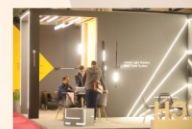
- Lighting
- Urban lighting
- Landscape Lighting
- Interior lighting
- All kinds of projectors and hidden lights

❖ Landscape Lighting

- Garden lights
- Pool lights
- Funeral lights
- Solar lights
- The step lights

❖ Interior Lighting

- Chandelier and antique chandeliers and decorative
- RGB lights
- LED hoses
- Panel Lighting
- Optical fiber of halogens
- LED bulbs



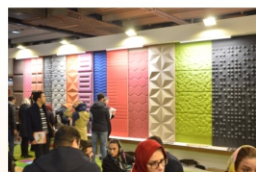


Decoration



5- Equipment

- Decorative doors Wooden
- Types of entrance doors & interior
- Forged decorative door glass and knob Luxury
- Fittings sofas and curtains
- Fittings bath, sauna and Jacuzzi decorative
- Designed pool, sauna and Jacuzzi
- Designed kitchen decoration & accessories
- Window types (traditional decorative)
- Pergolas and garden furniture
- Fireplaces (indoor and outdoor)
- Barbecue
- Instead of flowers and plants
- Fountain, pond, pool, aquarium
- Fences
- Decorative glass
- Types of partitions
- Shooting waste systems
- Design and Decoration for children's room and children's play area
- Artificial Grass
- Roof Garden and the implementation of green space and a variety of decorative plants
- Carpets
- Bed Professional services (for children and parents)
- Luxury furniture
- Sculptures and antique dishes
- Decorative shelves
- Showcase
- Low chests here
- Wall-mount types
- Art paintings of plaster





Prefabricated houses and related industries

- Prefabricated houses (wood, concrete, metal)
- Wooden houses
- Industrial technology of building and greenhouse
- Caravan
- Residential
- Structures LSF
- Tent structures
- Parasol
- Sandwich panels
- Prefabricated column capital
- Gypsum Panel
- False-faced



Make smart

- Design and implementation of smart homes
- BMS management systems
- Alarm systems and fire extinguishers
- Protection systems and security
- Surveillance and monitoring
- Feeding systems of plants and animals
- Locks and Fittings and electronic opener
- Roadblock
- Switches and Sockets

Materials, structures and Technology of building

- Coating of nano and biotechnology
- Acoustic and thermal insulation

Modern House



- Lighter materials of Structural fireplace insulation covering
- Insulation performance and innovation and technology in building materials

Green house

- Eco-friendly materials
- Equipment related to clean energy
- Solar Water Heater
- Paints and coatings Environmental
- Solar and gas cooling systems



Heating & cooling system

- Water treatment systems
- Air Filtration Systems
- Heating and cooling equipment to energy savings
- Industrial innovations

The Other



- Scientific Bank
- Magazines & publications
- Groups & organizations
- Scientific institutions
- Software and databases



Extra Services



For more information about the prices , please kindly contact with the executive office.

SERVICE	
<input type="radio"/> Transfer <input type="radio"/> custom services <input type="radio"/> VIP booth construction	<input type="radio"/> Visa & Hotel <input type="radio"/> tour <input type="radio"/> Iran tourism

- Deadline for sending the documents in order to issue the e-visa (Monday 4 Dec 2023)
(NOTE : We have services for hotel reservation with the same deadline.)

Travel Agency	
Hiva Gasht	Nama Tour
CONTACT	
<input type="radio"/> hivagasht@gmx.com	<input type="radio"/> office@nni.ir <input type="radio"/> services@nni.ir
<input type="radio"/> TelFax: (+9821)8886 2909 - 18	<input type="radio"/> Tel:(+9821)8820 3020 <input type="radio"/> Fax:(+9821)8820 8423 <input type="radio"/> Mobile:(+98)912 924 2078

Individual /Company name:	
Telephone:	
Email:	
Fax:	
Mobile:	
Website:	
Fair name:	
Arrival time:	
Departure time:	
Car rental: <input type="checkbox"/>	
Transfer:	Normal <input type="checkbox"/> VIP <input type="checkbox"/>

Name & Family name:

MIDEX

Climate Data for Tehran

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Recording high °C	19.6	23.0	28.0	32.4	37.0	41.0	43.0	42.0	38.0	33.4	26.0	21.0	43.0
Average high °C	7.9	10.4	15.4	22.1	27.9	33.9	36.6	35.6	31.6	24.4	16.2	10.0	22.7
Average low °C	-0.4	1.2	5.4	11.2	16.1	20.9	23.9	23.3	19.3	13.3	6.7	1.7	11.9
Recording low °C	-15.0	-13.0	-8.0	-4.0	2.4	5.0	14.0	13.0	9.0	2.8	-7.0	-13.0	-15.0
Precipitation mm	34.6	32.2	40.8	30.7	15.4	3.0	2.3	1.8	1.1	10.9	26.0	34.0	232.8

MIDEX

Tehran Average Temperature on January : 2.2 °C

Meteorological Site : www.havairan.com , www.cloudsky.ir

Imam Khomani International Airport Site : www.Ikia.ir

Mehrabad Airport Site : mehrabad.airport.ir

Company Name:		
Contact Person:		
position:		
Address:		
P.O.Box:	City:	Country:
Tel: 00 ()		Fax: 00 ()
Email:		Website:

Application Form



Architecture ☐ **Decoration** ☐ **Modern House** ☐ **Others** ☐

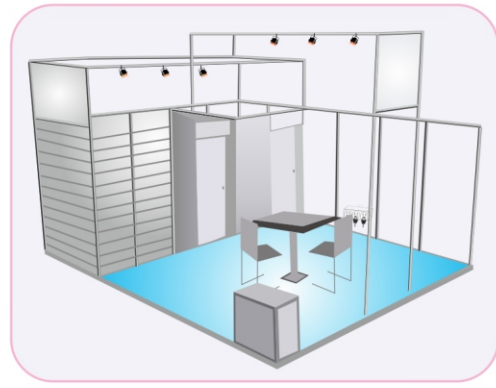
Products:

Exhibition Tariffs		Services
Exhibition Space	Indoor space equipped (Standard Stand) (minimum 12 m ²)	<input type="checkbox"/>
	Out door space (minimum 30 m ²)	<input type="checkbox"/>
Other Expenses	Energy, Insurance, Parking, etc, (Obligatory)	
	Serving Snacks (includes: Fruit, Fresh Sweets, Tea, Coffee, Water Bottle, Finger Foods) (Obligatory)	
Other Expenses	Application	
	Registration & Media Fee	
Booth Construction	Type 1 (Standard Stand + 1Counter + 2Black Leather Chairs N - 104)	<input type="checkbox"/>
	Type 2 (For minimum 24 m ² Spaces), Including:Type 1 +3 3 m ² VIP place, Special Floored Space, The Construction will be done by 10cm width high quality Constructs up to 4 M height)	<input type="checkbox"/>
	Type 3 (20 - 200 m ² spaces), modular aluminium structures, contains spaces : vip - ware house - pantry - various tables and ...	<input type="checkbox"/>
	Type 4 (12 - 60 m ² spaces), STANDARD+ and EFFECT stands are enhanced-configuration standard stands. Maxima (or any similar system) modular aluminium structures are used to build enhanced stands. The modular structures allow building a stand of any configuration, while supplementing it with standard components and graphic elements of your choice Including: Carpet flooring 12 m ² 13-17 m ² 18-24 m ² 25-48 m ² 49-60 m ² . Table 0.7 m x 0.7 m ,Chair ,Garbage bin ,Information desk Socket unit V = 220 V W = up to 1 kW (for 3 outlets) , A 150 W lamp on an arm support (placed on open sides of the stand)	<input type="checkbox"/>
Other Services	Lunch (Iranian or International Food)	<input type="checkbox"/>

○ Type 1:



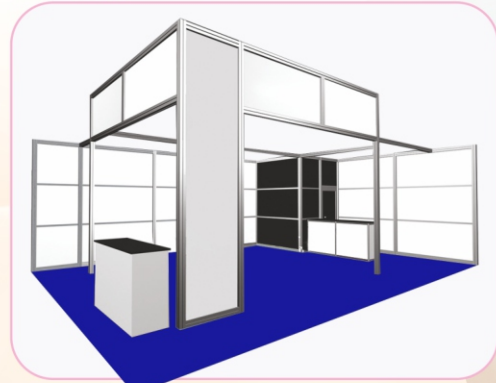
○ Type 2:



○ Type 3:



○ Type 4



Organizer



نمانگر
NAMA NEGAR GROUP

The NAMA NEGAR group is, one of the most experienced organizer in exhibition industry, conferences and international events, which over the years, it has been managing executive and holding more than 100 Specialist and international exhibitions and one of this famous exhibition is MIDEX.

Specialized departments:

- ❖ Organizing exhibition and congress
- ❖ Special event organizing (including: seminars, educational workshops, unveiling ceremony of new products, Opening production lines...)
- ❖ Management consulting and diagnose
- ❖ Planning and implementation of Market Research Campaigns and Marketing
- ❖ Media planning
- ❖ Designing and implementation and decoration, exhibition and shop interior design
- ❖ Commercial Affairs marketing services
- ❖ Foreign trade consultancy and services

Member of:

- ❖ International Association of Exhibitions & Event (IAEE) 
- ❖ Iran International Exhibition Organizer Association (IEOA) 
- ❖ Iran Marketing Research Association (IMRA) 
- ❖ Association of Tehran Stand Builders Management 
- ❖ Tehran Chamber of Commerce, Industries, Mines and Agriculture 
- ❖ Deutsch-iranische Industrie-und Handelskammer 
- ❖ Iran-Italy import and export statistics (CCIM) 

Our mission is to design a networking platform between manufacturers, international suppliers, traders, investors, experts, & end users to provide them with a multiple opportunity for sales and learning.

Nama Negar team has been the organizer of numerous exhibitions since 1995 including these ongoing events:

- IranHVAC&R (Heating, Ventilation, Air Conditioning and Refrigerating)
- IranMetafo (Steel, Mineral Industries, Casting, Non-Ferrous Metals Industry, Refractories,
- Midex (Modern House, Interior Design, Architecture)

We honor to host you in these events and provide you with a full comprehensive exhibition services such as:

Market research, Survey, Traveling services, Hotel reservation, Booth Construction, Designing, Website design, Advertising and Printing, Supplying human resource (translator, reception), Photography and Lightning.

www.nni.ir

info@nni.ir



Think globally with
Nama Negar

Thinking Consciously
Targeted Research
Efficiently Production
Powerful Attendance





**12 - 15
January
2024**



**IT'S NEVER
TOO LATE !!!
WITH
NAMA NEGAR
BE THE CREATOR
OF NEW OPPORTUNITIES**



**Tehran
International
Permanent
Fairground**



with full observance of all health protocol
from corona's headquarters
Special visit of specialists



Member of :



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Halls : **31A 31B 35 38 38A 38B 40-40A 41-41B 44/1 44/2**
& the surrounding open area