

KONTAKT

Verein Swiss Mechatronics
Kathrin Hopkins
Tel: 044 585 2970
info@swiss-mechatronics.ch
www.swiss-mechatronics.ch

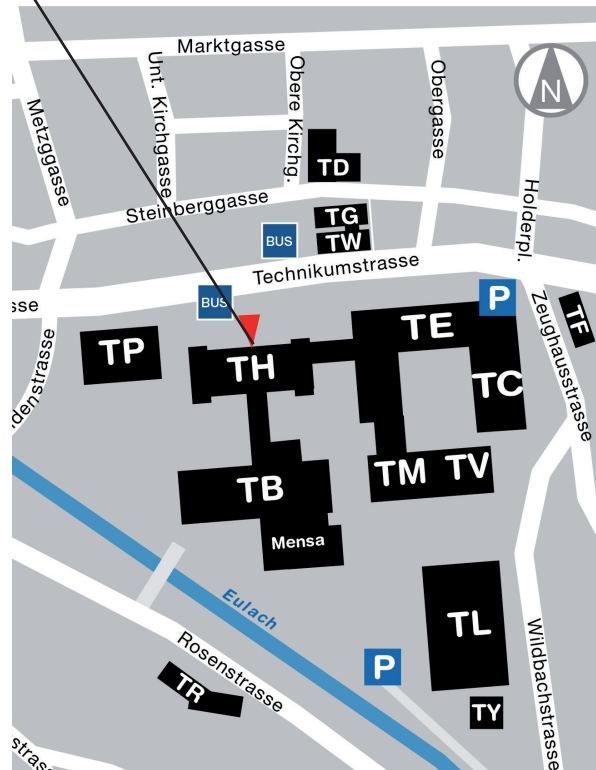
ANMELDUNG

Teilnahmegebühr für das Swiss
Mechatronics Visit-Spezial:

Mitglieder: CHF 32.40 inkl. MwSt.
Associates: CHF 48.60 inkl. MwSt.

Anmeldung bis zum 22. November 2016 bei
Kathrin Hopkins

ZHAW Zürcher Hochschule für
Angewandte Wissenschaften
Technikumstrasse 9
8400 Winterthur
Room TH 363



SWISS MECHA- TRONICS VISIT-SPEZIAL

TOPIC: DOING BUSINESS IN IRAN

29. NOVEMBER 2016

ZHAW - INSTITUT FÜR
MECHATRONISCHE SYSTEME

WINTERTHUR

Organisator:



Unterstützt von:



Mit finanzieller Unterstützung durch:



BACKGROUND Iran is one of the largest economies in the Middle East. According to the World Bank, Iran is the second-highest value market in the region with a population of 80 million and is larger than any other country except Egypt. 71 percent of Iranians live in urban areas, and Tehran and its satellite towns are home to almost 18 million inhabitants.

One of the most interesting factor about Iran is that over 60% of the population are under 30 with one of highest rates of education. The vast majority of the young people in Iran are tech-savvy, always welcoming new technologies and innovations and always interested in new brands and products.

The latest MENA (Middle East and North Africa) Economic Monitor Report - Spring 2016, expects Iran's growth to rise to 4.2 % and 4.6 % in 2016 and 2017, as a result of the lifting of the sanctions and a more business-oriented environment. Due to the low quality of local brands and unreasonable prices, Iranians are excited at the prospect of more choice and competition.

To accelerate its economic growth, the Iranian government is interested in cooperating with foreign companies. Considering this, there is no doubt that Iran is the most exciting market with huge potential in MENA. The speakers at our event will explain how to do business with Iran and will provide hands-on experience and support for high-tech companies.

NETWORKING

Get in contact with representatives from Iran and find out how to do business in this reopened market. Prof. Dr. Jassbi and Prof. Dr. Barata are happy to answer your questions and discuss opportunities for cooperation with research institutes and companies in Iran.

We are looking forward to welcoming you to Winterthur.

PROGRAM

13:00	Welcome Kathrin Hopkins, Cluster Manager Swiss Mechatronics Prof. Dr. Wernher van de Venn, President Swiss Mechatronics
13:10	„Iran, the most dangerous country? - Business Opportunities for High-Tech Companies in Iran“ Prof. Dr. José Barata, Uninova Research Center
13:40	„Last Call for Iran - Coming Events in Tehran“ Prof. Dr. Javad Jassbi, Uninova Research Center
14:00	„The European Project Leader Network (EPL)“ Prof. Dr. Javad Jassbi, Uninova Research Center
14:30	Q&A
14:45	Closing Remarks and Apéro
15:30	End of Event

This event is tailored to members of Swiss Mechatronics. Become a member and link up with companies such as Rockwell Automation, Schindler Aufzüge, Alfred Imhof AG, Engineering Partners as well as research institutes and universities.