



## **Message** **from the President of TCCIMA**



*Since the 2<sup>nd</sup> century BC Iran has been at the heart of the Silk Road, facilitating trade and commerce as well as acting as a hub for exchange of ideas and knowledge between East and West. The wider frameworks that governed the region's economic exchange for two millennia remain intact to this day.*

*Being the 18<sup>th</sup> largest economy worldwide, Iran is the final major market to be untouched by the global economy and has yet to reach its fullest potential in the international market.*

*It is our goal in the Tehran Chamber of Commerce to ensure that Iran's natural as well as human resources are utilized fully to boost high economic growth, offering profitable opportunities to investors and creating jobs for the country's youthful population.*

*It is also imperative that more attention is paid to fostering the growth and development of the Iranian private sector, especially SMEs involved not only with the production of goods and services, but also with innovation and the development of new industries.*

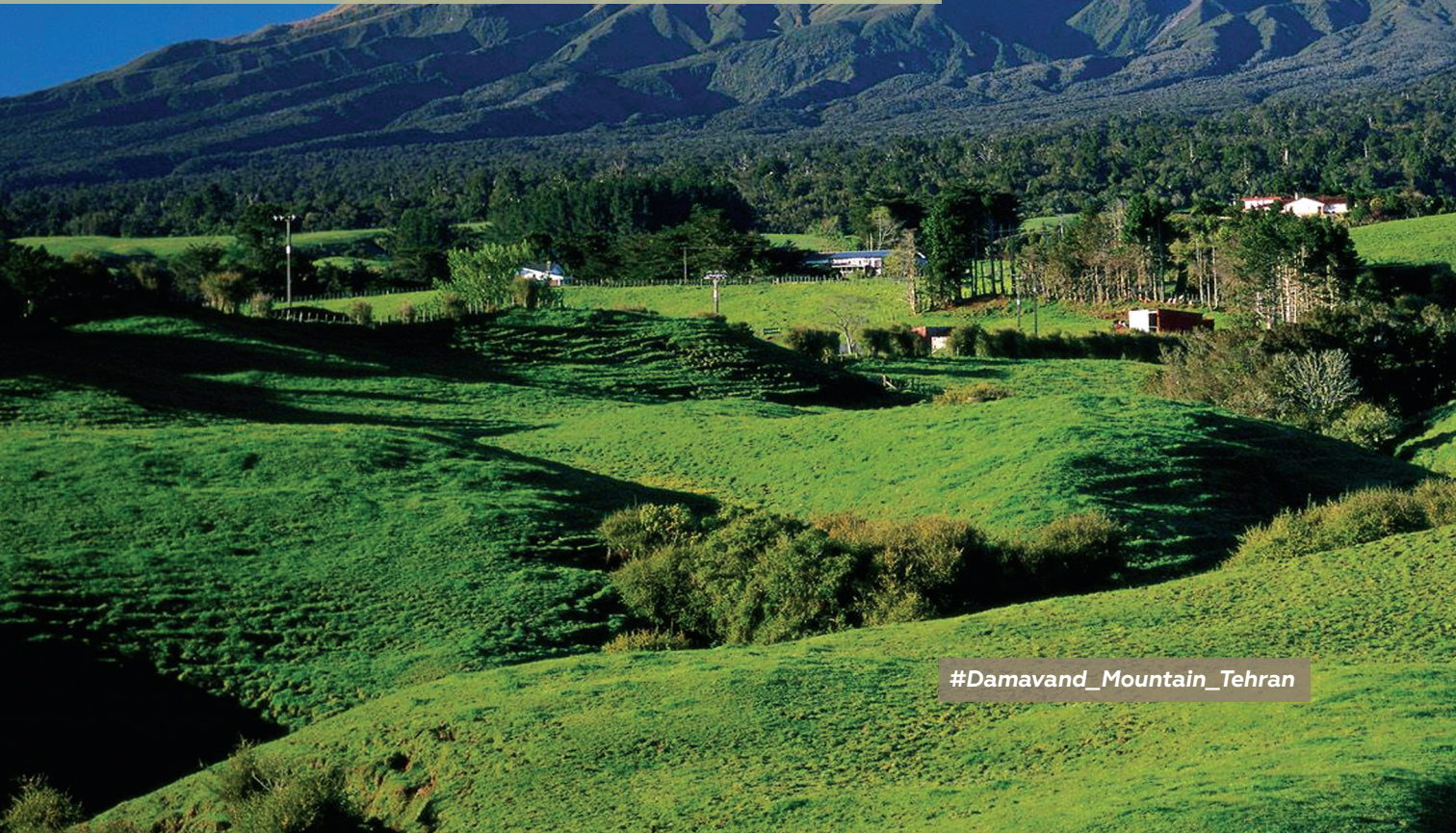
*To this end, TCCIMA has formed an Investment Center comprising prominent members of the TCCIMA board with first-hand experience to facilitate contact between its members and their counterparts in the global ecosystem.*

*The objective is to provide a vibrant platform for the exchange of ideas, sharing of experiences and development of new professional services apt to help foster new relations and partnerships which is imperative for the creation and successful realization of joint ventures, with the outlook of*



serving the interests of Iran as well as that of the region.  
As the president of TCCIMA, I invite you to visit Iran and  
witness for yourself the opportunities our country has to  
offer as a basis for mutually beneficial co-operations.

**H.E. Masoud Khansari**  
**President of Tehran Chamber of**  
**Commerce, Industries, Mines and**  
**Agriculture**



**#Damavand\_Mountain\_Tehran**





## **Head of Center's Message**

Acknowledging the need to sustain joint collaboration between Iran and other countries in order to facilitate Iran's economic development, TCCIMA has been a key player in the private sector of Iran and been playing a central role in attracting foreign investment and sustaining economic development over the past few years.

*In the Investment Center, It is our aim to provide foreign investors with top services to facilitate their investing process in Iran on the one hand, and on the other, offer a platform to Iranian companies that have a potential for global scale of growth to flourish and reach their real potentials. Today is a critical phase in the country's economic history and it is our firm belief in the Investment Center that through sustainable investment, economic development of our country is not out of reach. Holding business meetings can help highlight Iran as a new market of global significance and provide insight into the best practices in extending its cooperation with the international community. It is essential for Iran to move fast to identify gaps and provide recommendations for investment promotion and economic growth. It is essential that the private sector itself, and its chief arm, the Chamber of Commerce, adopt a leading role in defining the way forward.*

**Ferial Mostofi**  
**President of Center of Investment &**  
**Consultancy Services**

A stylized, handwritten signature in white ink, likely belonging to Ferial Mostofi, positioned next to her name and title.



## Major Sectors





The image features a dense, repeating pattern of stylized flowers and birds on a light blue background with a grid of thin gold lines. The flowers are in various colors, including red, pink, blue, and yellow, with some having intricate, multi-layered petals. The birds are depicted in various poses, some perched on branches and others in flight. The overall style is reminiscent of traditional Chinese silk embroidery or ceramic tile patterns. A semi-transparent grey rectangle is overlaid on the top right corner, containing the word "Overview" in white text.

# Overview



## Overall Description of the Sector

Travel & tourism is nowadays an important part of countries' economies around the world and has proven to have significant direct as well as indirect impacts on their economies. The tourism industry is one of the world's largest and fastest-growing services sectors and a vital area for economic development and job creation in any country. With its diversified attractions ranging from ecological ones to cultural, historical and architectural sites, Iran benefits from high potentials in the tourism industry and has been listed among the top 20 countries with the highest number of tourist attractions.

Iran enjoys an ancient history; historical monuments and architectural remnants some of which date back somewhere between an average of 2,000 years; unique cultural treasures, and bears home to some 22 World Heritage sites.

استاد طاهر یزدانی  
تألیف و تصدیق  
خرداد ۱۳۷۹  
۱۳۷۹

#Yazd



## GDP

According to the Travel & Tourism Economic Impact of Iran report (2018) published by World Travel & Tourism Council (WTTC) a total of USD 11.8 bn was the contribution of the Travel & Tourism to the country's GDP accounting for 2.8% of total GDP in 2017, which is expected to rise by 2.5% pa from 2018-2028.

## Employment

Based on the 2018 Travel & Tourism Economic Impact of Iran report; 552,500 direct jobs (3.11% of country's total employment) were created by the tourism industry and also 1,577,500 indirect jobs were supported by this sector accounting for 6.1% of total jobs which was expected to rise by 1.5% by 2018.

## Competitiveness

With a score of 6.7 in "Travel and Tourism Competitiveness Report 2019" Iran has been **ranked first** worldwide in terms of price competitiveness. According to the report published by the World Economic Forum (WEF) which includes 166 countries and shows their performance in 14 categories Iran stands ahead of countries such as Egypt, Malaysia, Germany, Greece, Spain, France and Italy, in terms of price competitiveness.

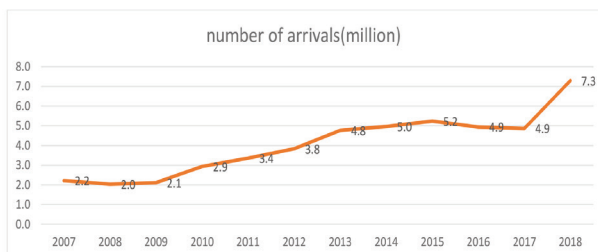
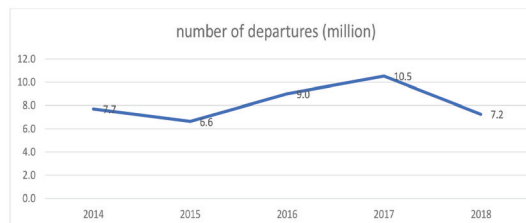


Figure 1. International tourism, number of arrivals - Iran, Islamic Rep. source: [www.data.worldbank.org](http://www.data.worldbank.org)





#Silver\_Conins  
of\_Various\_  
Parthian\_Kings





# Why to Invest





#Si\_o\_Se\_Pol\_Isfahan



## Cultural Tourism

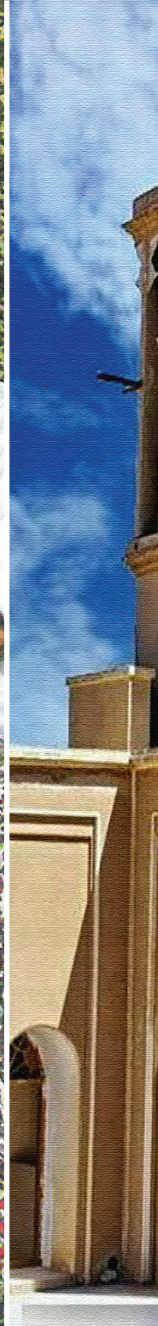
Iran is the ultimate hub for those interested in visiting rich and diversified cultures and also making a time travel and visiting historical lands and monuments.

After Tehran and Mashhad, Isfahan is a district with Iranian civilization and culture which contains many heritage from all historical eras.

With the latest addition of city of Yazd, known to be world's largest inhabited adobe city, Iran is now home to 22 world heritage sites, which puts Iran highest ranked country in the Middle East regarding the number of its inscribed world heritage sites and eleventh worldwide.

Iran has a large number of museums that offer a rich insight into thousands of years of national art and culture of one of the world's oldest civilizations. For over 70 years 300,000 museum items in a surface area of over 20,000 square meters are kept and exhibited in the Iran National Museum. In terms of the size, variety, and nature of its gigantic monuments, it not only serves as the largest museum for history and archaeology in the region but it is also among the world's most prestigious museums. Amongst the most visited museums in Iran are the Reza Abassi Museum, the Glassware and Ceramic Museum, the National Jewelry Museum, the Tehran Museum of Contemporary Art (TMOCA), the Shiraz Pars Museum and the Iran Carpet Museum.









#Aghazadeh\_House \_Abarkooh \_Yazd







#Badab\_Sort\_Mazandaran





## Health Tourism

Over the past few years Iran has been moving towards becoming a regional hub for health tourism and has been attracting medical tourists from Islamic, neighboring and regional countries with medical and health-related inquiries. Iran's geographic location, multiple hot and cold springs, low medical costs and high quality health services across different parts of the country offer good opportunities for health tourists seeking treatment concerning pregnancy, stem cell therapy, dialysis, cardio, cosmetic surgeries, eye surgeries, dental care, organ transplant and so on. Iran also manufactures innovative high-tech medicines thanks to its established pharmaceutical companies. In addition, the country provides medical services in 130,000 hospital beds, 980 hospitals, 6,400 rehabilitation centers, 3,000 radiographic and imaging centers, 3,700 clinics, 7,601 medications, 5,500 laboratories and more than 1,000 spas. The increasing demand for quality and at the same low-cost health services in some countries, especially in West Asia, the readiness of tourists from neighboring and Central Asian countries who have weak healthcare infrastructures and facilities compared to Iran, have given the country a great opportunity to attract health and medical tourists.



## Eco Tourism

Iran has 520 species of birds, 194 mammal species, 215 reptiles, 21 amphibians, 155 fish species, and 9,000 distinctive plant species. 548,000 kilometers of coastal line along Caspian Sea (630 km) and the Persian Gulf and Oman Sea (1,880 km), long mountain ranges in West and North of Iran, two well-known deserts located in the central plateau of Iran, 50 fresh water lakes are other unique features of the ecosystem of Iran.









According to the Iranian Department of Environment, with only 5% of its area occupied, an area of over 8 million hectares, Iran is endowed with more than 31 national parks, 46 protected wildlife zones, and 169 protected areas.

Thirty five natural reserves and 111 protected areas are amongst the features that make Iran one of the five countries in the world with the widest range of biodiversity.



#Darak\_Village



#Chah\_Koh\_Qeshm





Beris Port, in Sistan and Baluchestan province, Chahkooh geological landmark with rain-carved rocks listed as a UNWESCO GEOPARK in Qeshm Island, Darak village where the desert nestles in the arms of free waters. The village is a potential touristic site, which enjoys all tree types of the cliff, sandy and coral beaches in the vicinity. Dasht-e Kavir, Lar, Khosh Yellagh, Bakhtegan Lake, Bamoo Mountain and other ecotourism attractions also have been listed as natural parks and protected areas. Mountain and desert hiking, bird watching and diving, trekking, are popular nature-based activities in Iran.

**#Beris\_Port\_Chabahar**





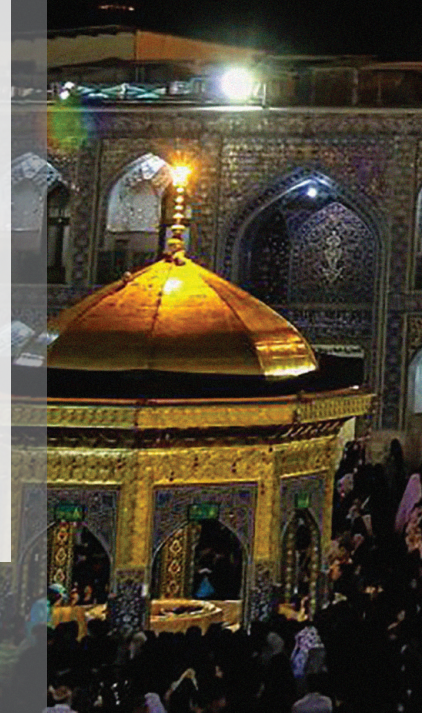
## Religious Tourism

It is thought that 1.5 million foreign tourists visit Mashhad each year. Mashhad is generally considered to be the holiest Shia shrine in Iran and is known to be ranked as the third holiest Shia shrine in the world. With the expansion of Islam in Iran, the mausoleums of the Imams (descendants of the Prophet of Islam and Shiite religious leaders), namely Imamzades gradually became the places of pilgrimage that attract pilgrims from all over country.

Iran is the birthplace of Zoroaster, the founder of the Zoroastrian religion; one of the oldest religions of the world. Zoroastrianism is based on three main principles: Good Thoughts, Good Words, and Good Deeds.

Zoroastrians of Iran, who live mostly in Yazd and Tehran, annually go to Persepolis, Naghsh-e-Rostam, Taq-e-Bostan and Bistoon Inscription for their religious ceremonies and rituals. The old Azargoshasb Fire-temple in Takht-e-Solaiman, Kashmar Tower in Khorasan, and Orumieh Lake are other sacred sites for Zoroastrians. In the heart of Iran, the city of Yazd is a Zoroastrian temple with a sacred burning fire since 1,500 years ago.

There are also 13 churches in Jolfa (Esfahan), which are sacred places for Armenians, as well as many other historic churches in other parts of the country may be pointed out like many old churches in Azerbaijan (of which the most famous ones is St. Stepanous Church), Salmas, and Maku. Armenians travel to St. Tatavoos Church, located in Siyah Cheshmeh close to Maku, in summers for pilgrimage. The church of "Naneh Maryam" (which means Mother Mary in Farsi), is also one of the oldest churches in the world and is located in Urmia, northwest of Iran.







#Imam\_Reza\_Mashhad





#Nasir\_al\_Mulk\_Mosque\_Shiraz





# Investment Incentives

A variety of programs have been foreseen to facilitate and attract foreign investment in the tourism industry. The aim is to take into consideration investor concerns and resolve their potential problems in order to encourage investment in the tourism and hospitality industries. The followings are a list of incentives offered by the Islamic Republic of Iran to encourage investment in tourism industry in the country:

- Full protection from commercial liability under FIPPA (Foreign Investment and Protection Act),
- Tax exemption for 5 years with a rate of 0% which can be extended to 10 years, for investments situated in under-developed regions,
- Free capital inflow and outflows and income for investments in free trade administration and industrial zones,
- Property and income tax exemption for 30 years in free trade zones,
- Procurement related to the projects in free trade zones and industrial zones are exempted from paying port and airport charges,
- National organization of land and housing is obliged to provide lands with peer reviewed pricing under 5 years installment plan.









## Government Vision/Outlook

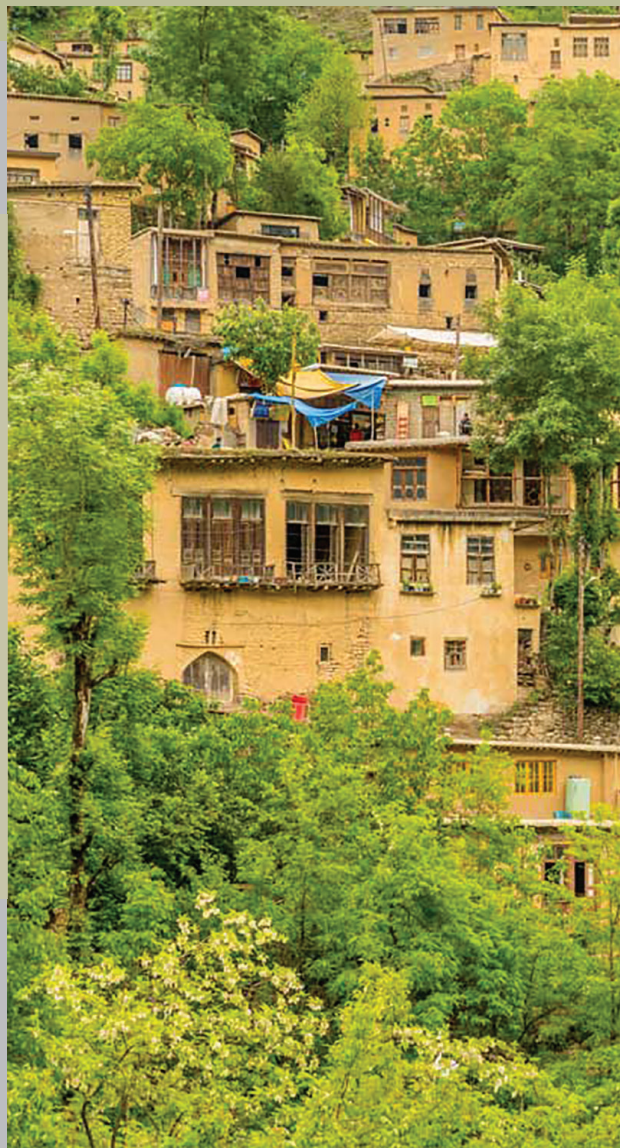






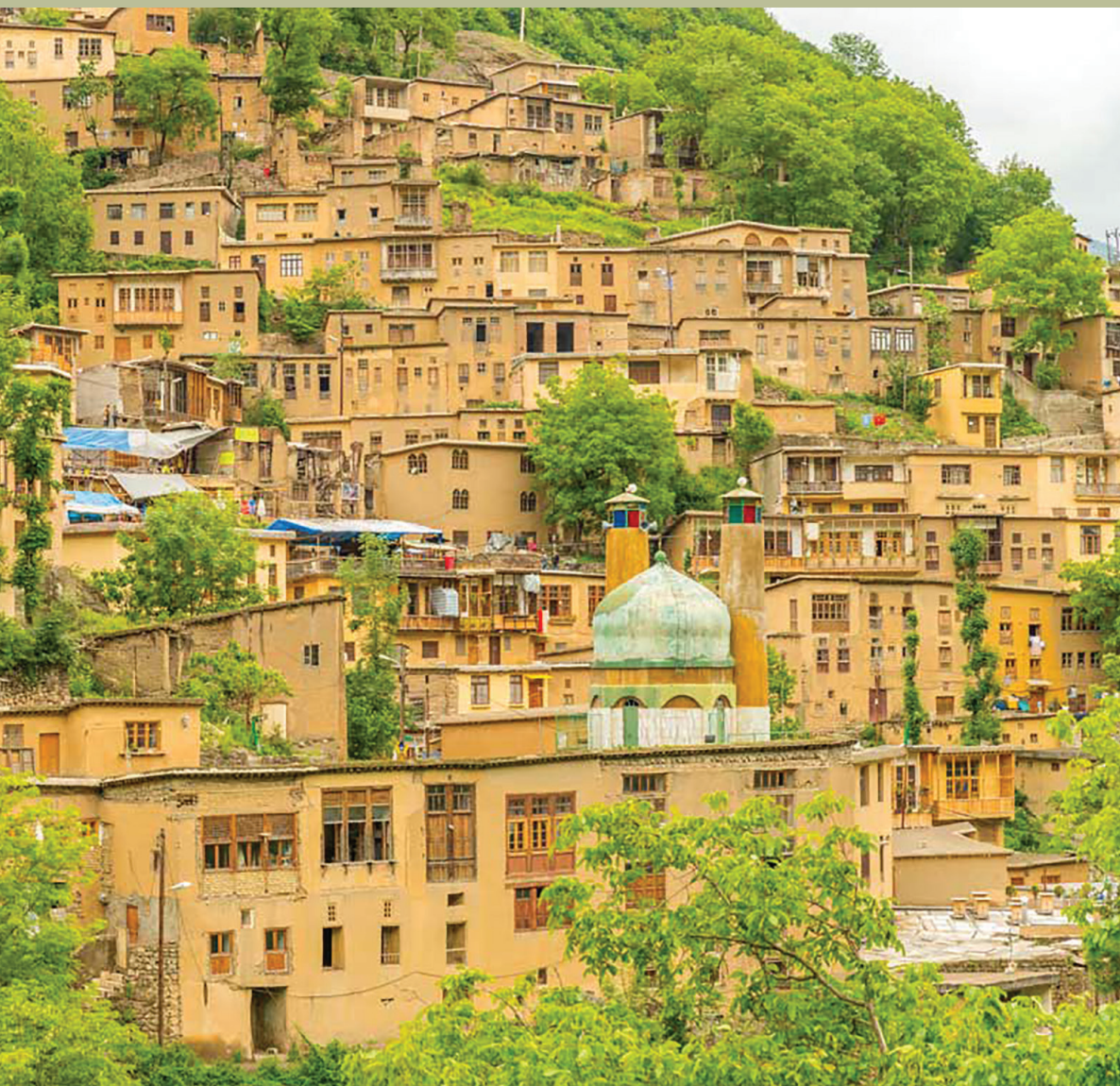
As part of its Twenty-Year Vision Plan, Iran is hoping to attract 20 million tourists per year by 2025. Ministry of Cultural Heritage, Tourism and Handicrafts has made plans to build 300 four and five-star hotels within five years in cooperation with the private sector and has initiated the construction of more than 170 hotels so far.

Based on the 6th Five-Year Development Plan (2017-2022), Iran is aiming to attract between 500,000 and 600,000 medical tourists every year.



#Masuleh\_Gilan







# Tourism Prioritized Divisions for FDI



#Ghesareyh\_Isfahan





#Ghesareyh\_Isfahan





## Land Transport Except Railways (Tourism)

This division includes the transport of passengers and freight via road, with tourism targets.

### **Urban and Suburban Passenger Land Transport**

Land transport of passengers by urban or suburban transport systems may include different modes of land transport, such as by motorbus, tramway, streetcar, trolley bus etc. The transport is carried out on scheduled routes normally following a fixed time schedule, entailing the picking up and setting down of passengers at normally fixed stops.

This class also includes town-to-airport or town-to-station lines and operation of funicular railways, aerial cableways, etc. if part of urban or suburban transit systems.

### **Freight Transport by Road**

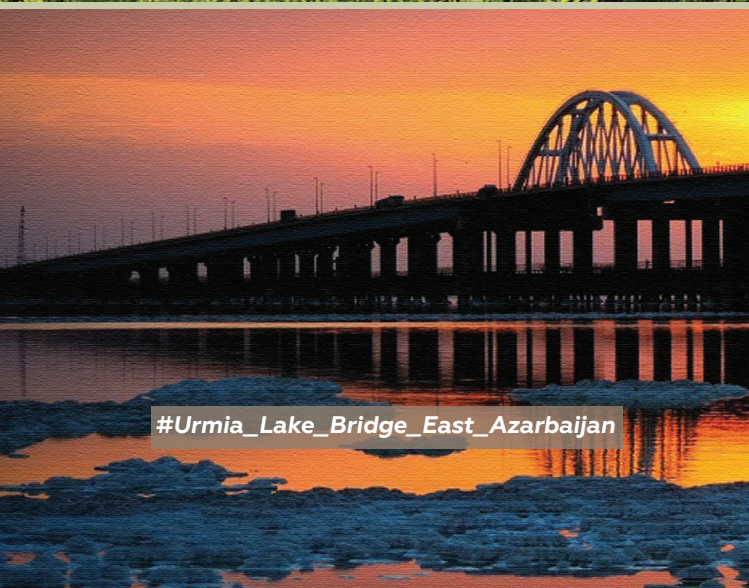
This class includes all freight transport operations by road:

- Stock haulage
- Refrigerated haulage
- Heavy haulage
- Bulk haulage, including haulage in tanker trucks
- Haulage of automobiles
- Transport of waste and waste materials, without collection or disposal





#Tabiat\_Bridge\_Tehran



#Urmia\_Lake\_Bridge\_East\_Azarbaijan

- Furniture removal
- Renting of trucks with driver
- Freight transport by man or animal-drawn vehicles

#### **Other Passenger Land Transport**

This class includes other passenger road transport:

- Scheduled long-distance bus services
- Charters, excursions and other occasional coach services
- Taxi operation
- Airport shuttles
- Operation of telfers (téléphériques), funiculars, ski and cable lifts if not part of urban or suburban transit systems
- Other renting of private cars with driver
- Operation of school buses and buses for transport of employees





## Food and Beverage Service Activities

This division includes food and beverage serving activities providing complete meals or drinks fit for immediate consumption, whether in traditional restaurants, self-service or as take-away services, includes activities of:

- Restaurants
- Cafeterias
- Fast-food restaurants
- Pizza delivery
- Take-out eating places
- Mobile food carts
- Food preparation in market stalls
- Restaurant activities connected to transportation, when carried out by separate units

### Event Catering

This class includes food services based on contractua.







## Other Food Service Activities

This class includes industrial catering, i.e., food services based on contractual arrangements with the customer, for a specific period of time.

### This class includes:

- Activities of food service contractors (e.g. for transportation companies)
- Operation of food concessions at sports and similar facilities
- Operation of canteens or cafeterias (e.g. for factories, offices, hospitals or schools) on a concession basis

## Beverage Serving Activities

This class includes the preparation and serving of beverages for immediate consumption on the premises, includes activities of:

- Coffee shops
- Fruit juice bars
- Mobile beverage vendors







## Accommodation

This division includes short-stay accommodation for visitors and other travelers and longer-term accommodation for students, workers and similar individuals. Some units may provide only accommodation while others provide a combination of accommodation, meals and/or recreational facilities.

### Short-term Accommodation Activities

This class includes daily or weekly basis, principally for short stay by visitors, which includes furnished accommodation, guest rooms, suites or complete self-contained units with or without daily or other regular housekeeping services. Additional services may be included also. This service varies from parking, laundry services, swimming pool, spa and fitness, recreational facilities and conference and convention.

#Hanna\_Boutique\_Hotel







#Darb\_e\_Shazdeh\_Hotel





facilities provided by:

- Hotels
- Resort hotels
- Suite/apartment hotels
- Motels
- Motor hotels
- Guesthouses
- Pensions
- Bed and breakfast units
- Visitor flats and bungalows
- Time-Share units
- Holiday homes
- Chalets, housekeeping cottages and cabins
- Youth hostels and mountain refuges

### **Camping Grounds, Recreational Vehicle Parks and Trailer Parks**

#### **This class includes:**

- Campgrounds, trailer parks, recreational camps, fishing and hunting camps for short stay visitors,
- Space facilities for recreational vehicles,
- Accommodation provided by protective shelters or plain bivouac facilities for placing tents and/or sleeping bags

#### **Other Accommodation**

This class includes temporary or longer-term accommodation in single or shared rooms or dormitories for students, migrant (seasonal) workers and other individuals.



# Hormozgan