interlift
2015

Iranian Elevator Market

Amir Reza Hashemi

Iran Facts

Iran at a glance

Area: 1,648,195 km^2 (18th)

Population: 79,476,308 (17th)

Density: 45/km^2

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Major Cities

Karaj

Population about **1.5 Million**

Tabriz

Population about **1.5 Million**

Isfahan

Population about **2 Million**

Tehran

Population more than **8 Million**

Shiraz

Population about **1.2 Million**

Mashhad

Population about **2.5 Million**

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History of Elevator in Iran

The first elevator was installed at the reign time of Ahmad Shah Qajar

The Growth of high-rise buildings were started from the beginning of 1960s

The first elevator manufactory were established in Industrial city of Qazvin under the license of Schindler Company

Tehran Milad tower

1925 — 1956 — 1974 — 1979 — 2005 — 2014

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Iran fastest elevator

Milad Tower

Height : **435m**

Travel : **302m**

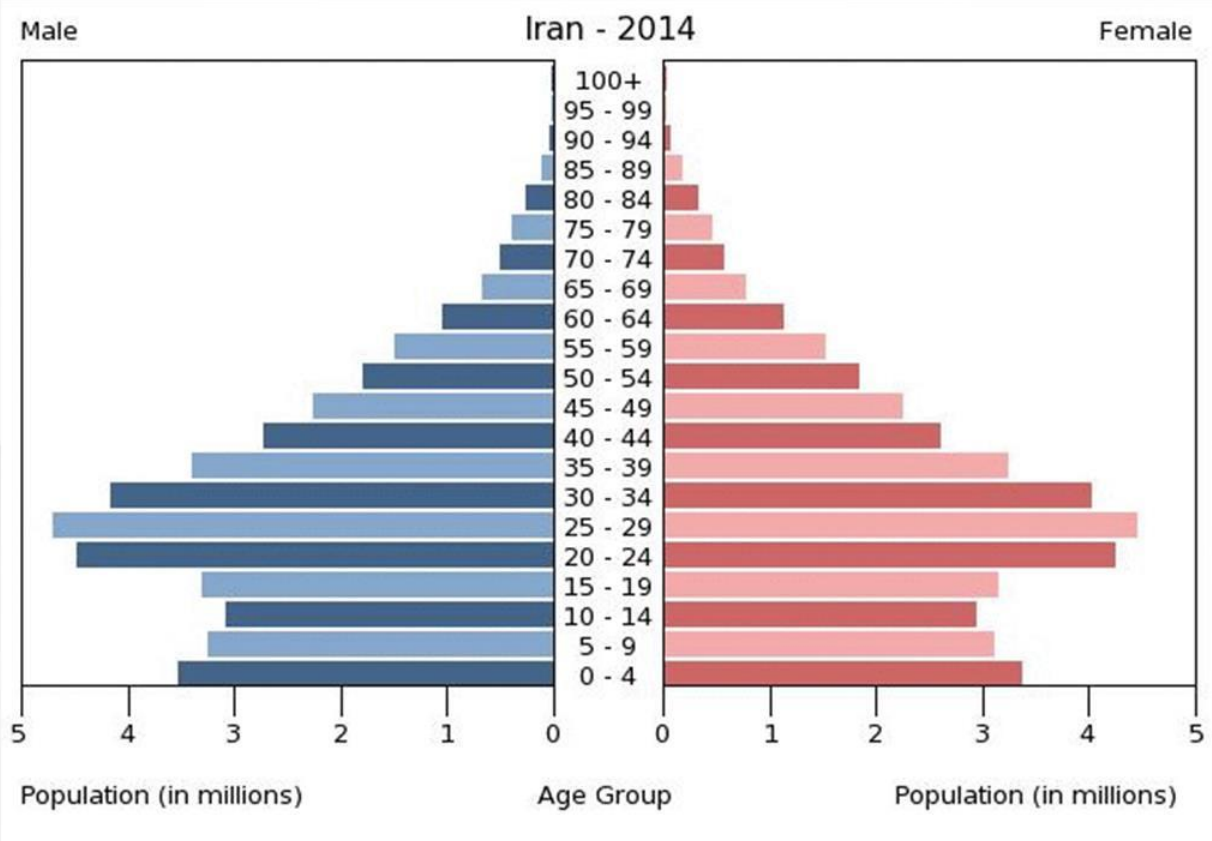
Quantity of elevators : **6#**

Speed of Elevators : **7m/s**

Construction and Elevator Industries Trends

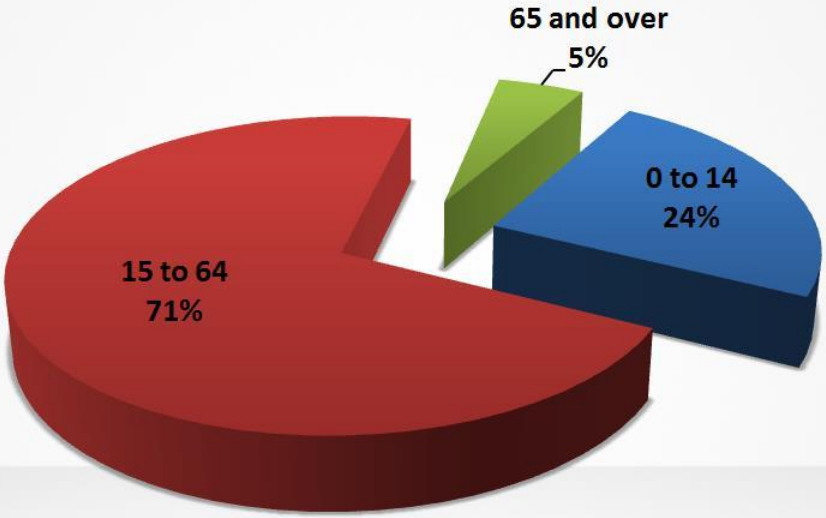
Population Growth

Iran Population Pyramid



REF: CIA World Factbook (updated June 30, 2015)

Iran Population Age Distribution



0 - 14	24.1%
15 - 64	70.9 %
65 years and over	5%

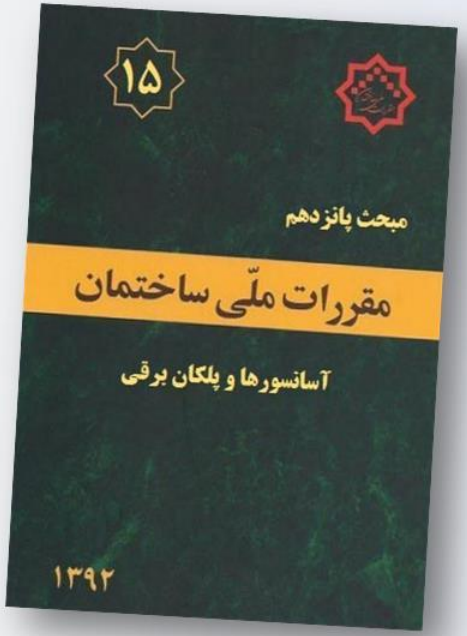
Urban population	**71%**
Rate of Urbanization	**1.9%**

New Construction Permits

According to Iran national building code (NBC Chapter 15:2013):

In the buildings higher than 7 meters vertical travel height from the main entrance, the installation of elevator is mandatory (15-2-1-2).

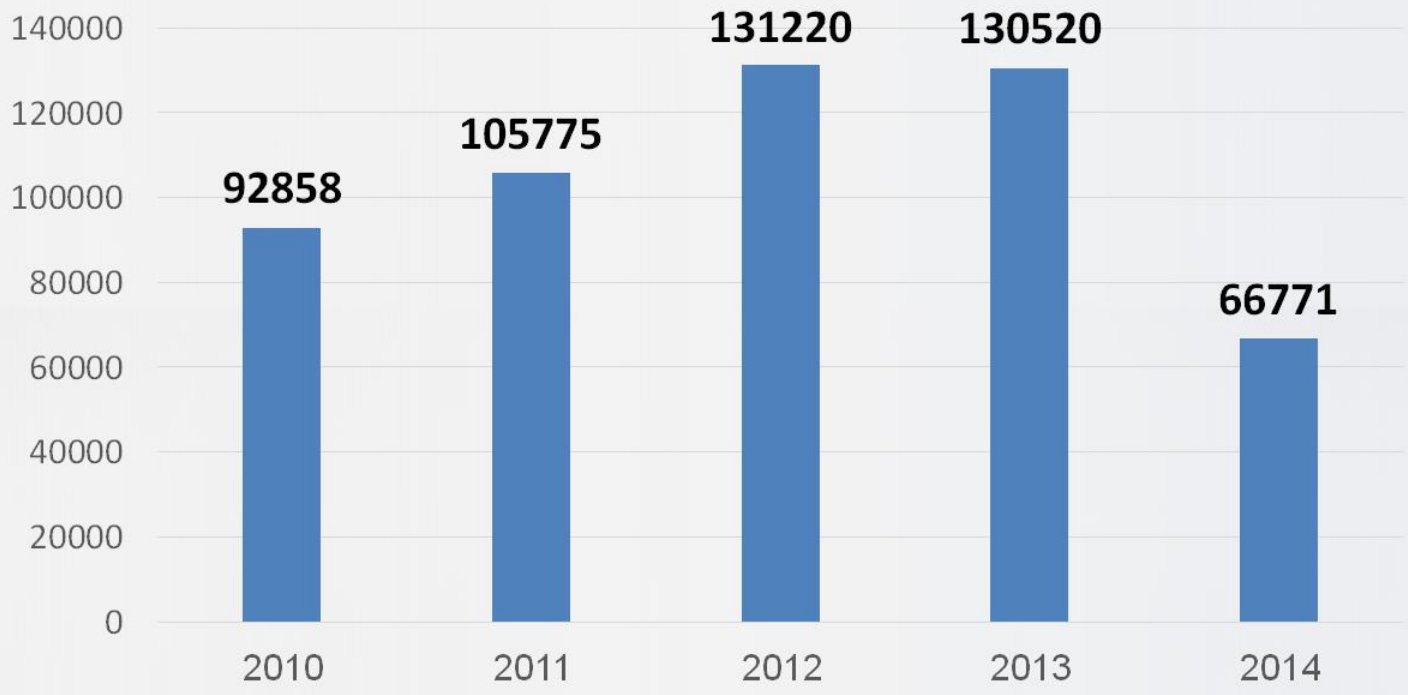
At least, one unit of the elevators in the building has to be fitted for persons with disability (15-2-1-5).



REF: Statistical Centre of Iran

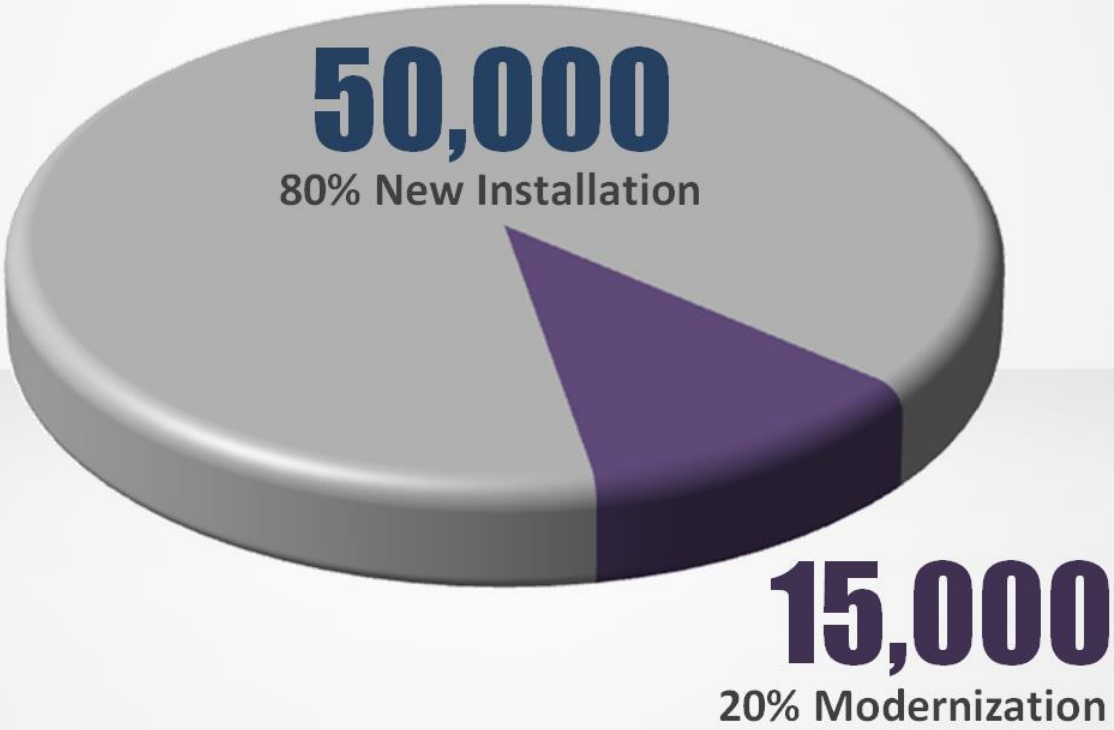
New Construction Permits

Buildings with 3 stories and more

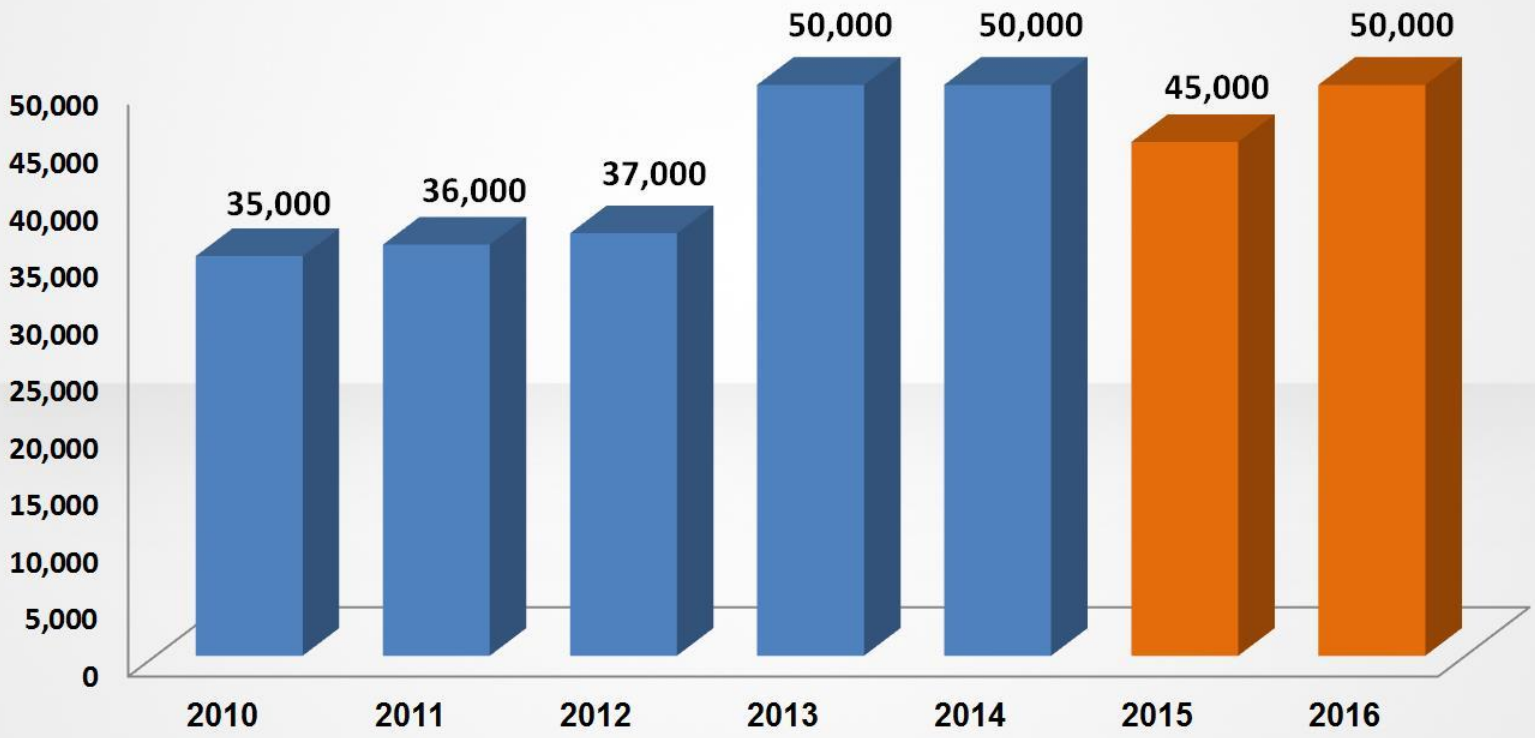


REF: Statistical Centre of Iran

Iran Elevator Market (2014)



Iran Elevator Market (New Installation)



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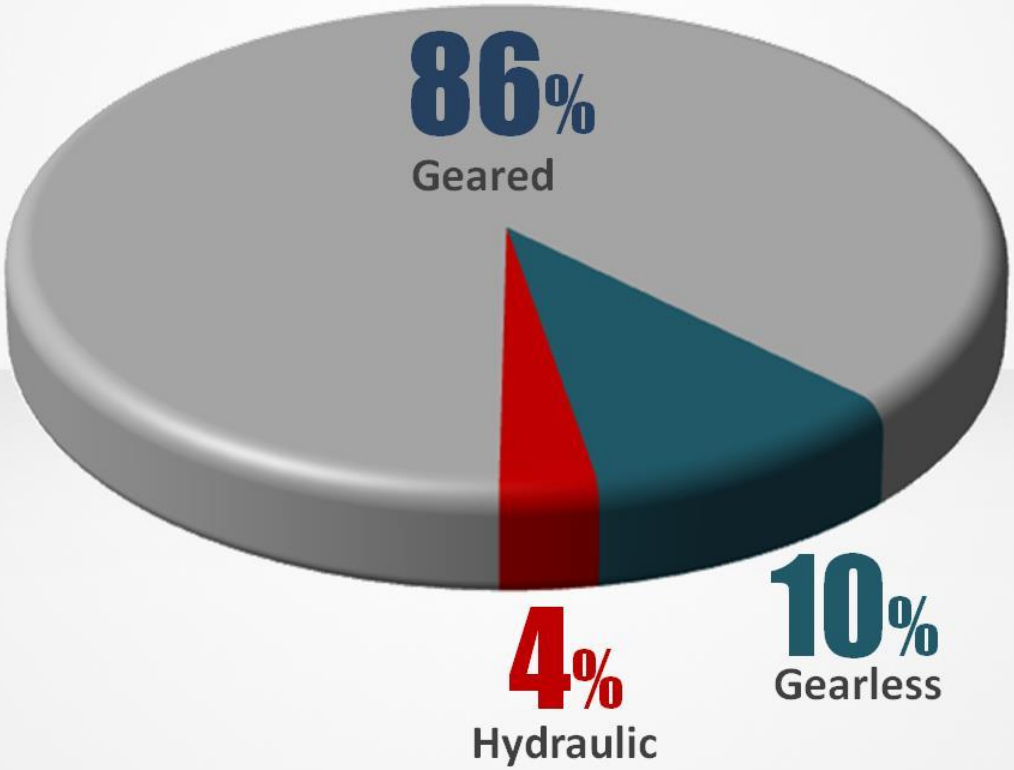
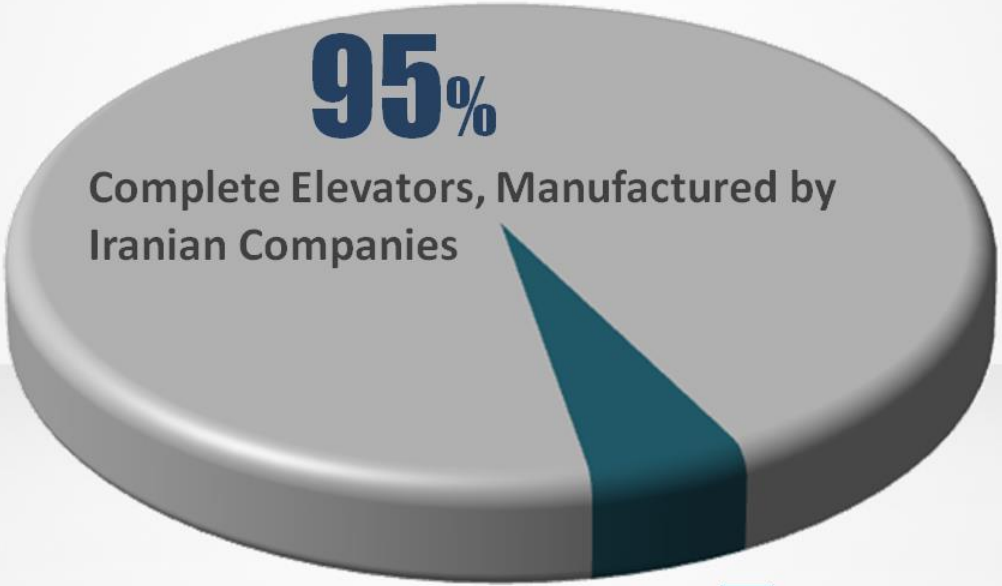
New Installations



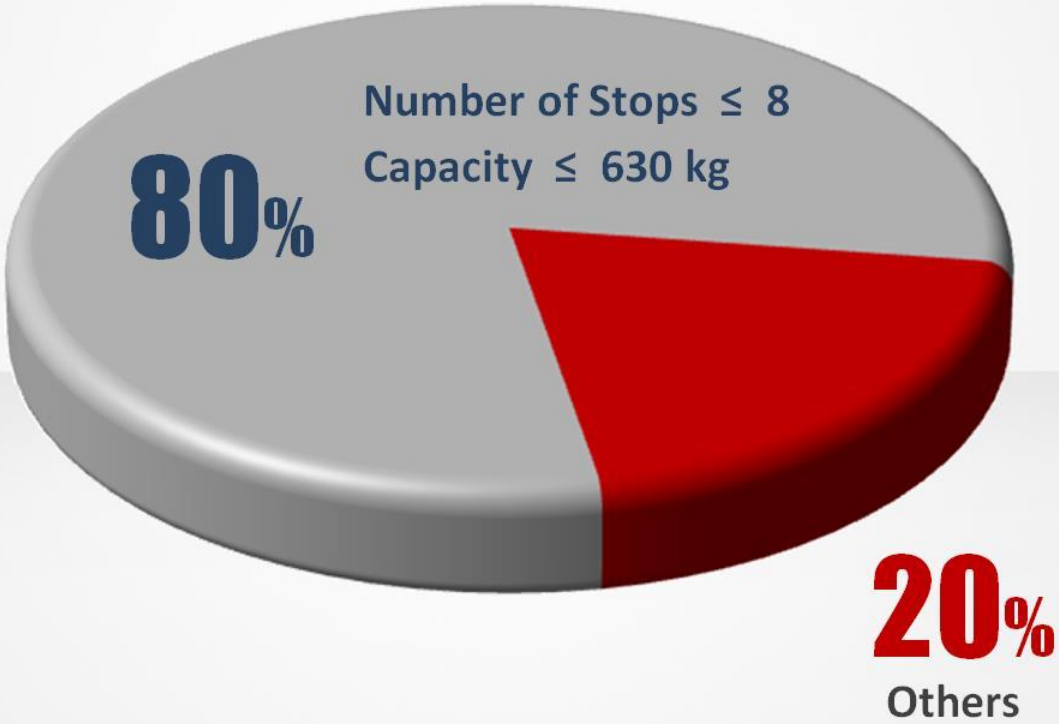
Iran Elevator Market (2014)



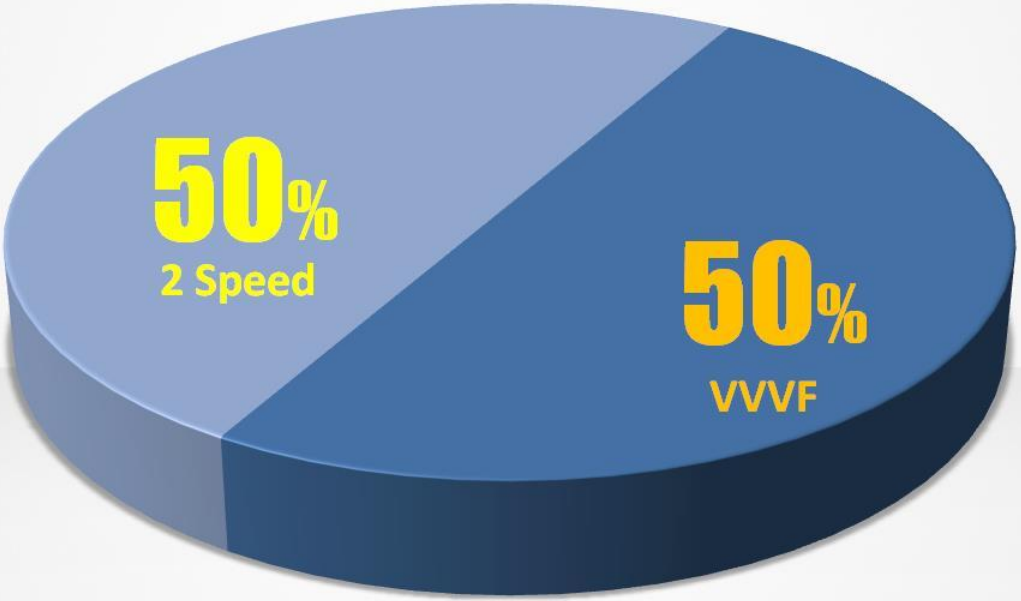
5%

Imported Complete Lifts

Typical Specification



VVVF versus 2-Speed



Typical Specification

According to new revision of Iran national standard (6303-1:2014), all elevators must be equipped with inverters.

Suppliers and manufacturers

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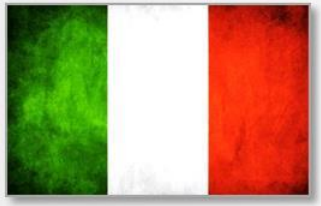
Major Exporting Countries to Iran



Gearless & Geared Machines,
Guide Rails, Doors,
Hydraulic Systems, Cabins

Guide Rails, Doors,
Safety Gears

Gearless & Geared Machines,
Control Panels, Inverters,
LOPs & COPs, Wire Rope

Traveling Cables,
Wire Ropes,
Hydraulic Systems,
Safety Gears

Guide Rails, Wire Ropes,
Traveling Cables, Doors,
Control Panels, Inverters,
Gearless and Geared Machines

Complete Lifts,
Gearless Machines,
Geared Machines

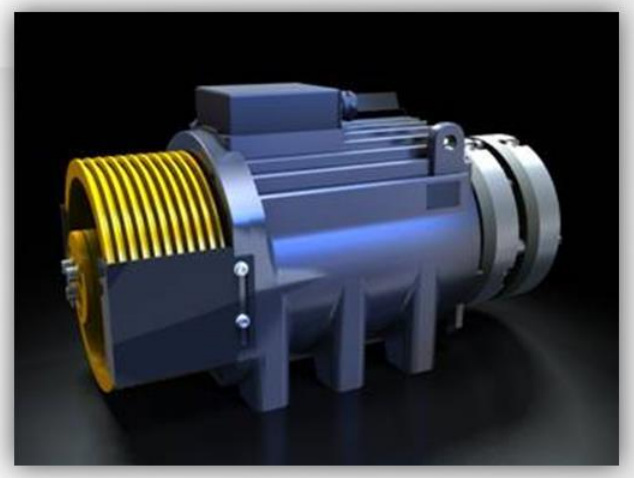
Gearless and Geared Machines
Cabins, Doors, Control Panels
Guide Rails, Traveling Cables

Complete Lifts

Elevator Components in Iran Market

Leaders of gearless machines:

- WITTUR
- ZIEHL-ABEGG
- ALBERTO SASSI
- EMF
- YUNGTAY
- TORIN DRIVE
- XINDA
- BLUE LIGHT
- Other Chinese and European brands



Elevator Components in Iran Market

Leaders of geared machines:

- ALBERTO SASSI
- MONTANARI
- SICOR
- FIA
- AKISH
- GEM
- BEHRAN (Domestic Brand)
- ELCO (Domestic Brand)
- Other Italian & Turkish brands

Elevator Components in Iran Market

Leaders of hydraulic systems:

- OMAR LIFT (ex-member of Wittur Group)
- START ELEVATOR
- HYDROPART (Domestic Brand)
- GMV
- MORRIS
- BUCHER

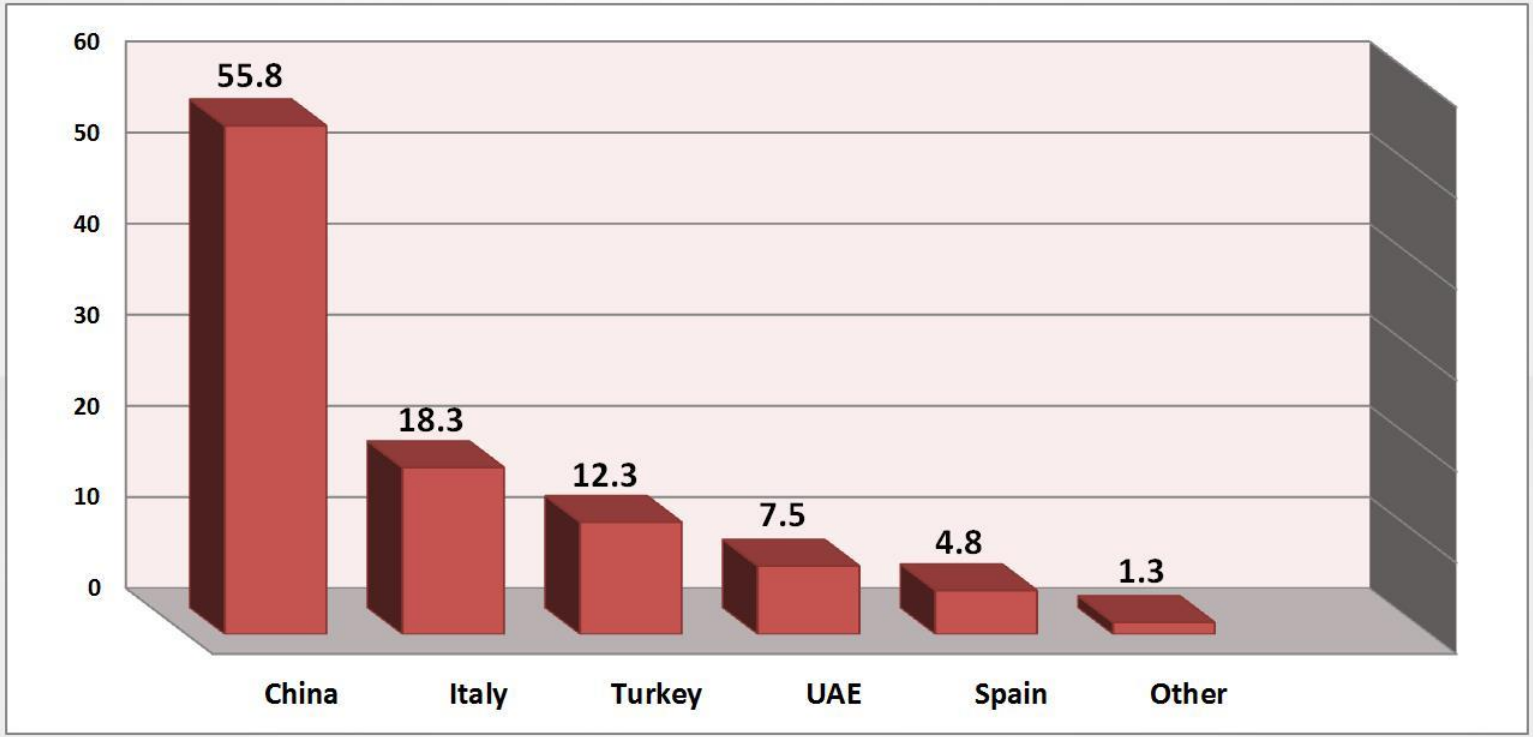
Elevator Components in Iran Market

Leaders of guide rails

- MONTEFERRO
- SAVERA
- MARAZZI
- RUNFA
- LOSAL
- ASRAY
- Other Chinese & Turkish brands

Elevator Components in Iran Market

Import of guide rails (2014)



REF: Iran Chamber of Commerce and Industries and Mines

Elevator Components in Iran Market

Leaders of elevator doors:

- SELCOM
- FERMATOR
- PRISMA
- SIMATAKSUN (Domestic Brand)
- AFRAND-KS (Domestic Brand)
- YARAN (Domestic Brand)

Elevator Components in Iran Market

Leaders of control panels:

- ARIAN ASNASOR (Domestic Brand)
- AFP (Domestic Brand)
- PAAR CONTROL (Domestic Brand)
- CASPIAN (Domestic Brand)
- ELSA (Domestic Brand)
- Other Iranian brands
  - (TOP CONTROL, ASANOR, ETC.)

Elevator Components in Iran Market

Leaders of wire ropes

- GUSTAV WOLF
- PFEIFER DRAKO
- Other Chinese & Turkish brands

Elevator Components in Iran Market

Foreign Complete Lifts

- KONE
- SCHINDLER
- FUJITEC
- LIFTMATERIAL
- SJEC
- KLEEMANN
- SHANGHAI MITSUBISHI
- ORONA

Industry Standards

- 6303-1 ≈ EN81-1:1998
- 6303-2 ≈ EN81-2:1998
- 6303-77 ≈ EN81-77:2014
- 13836-1 ≈ EN115-1:2008

INSO

www.isiri.org

Industry Standards

- Mandatory elevator inspection (according to Iran national standards).

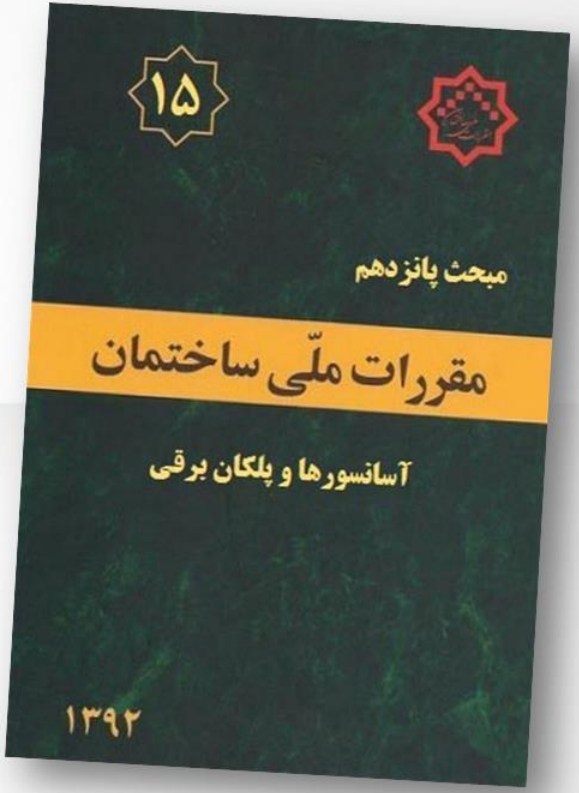
- INSO special elevator and escalator standard committee for standard discrepancies.

Building Codes

Iran National Building Code

Chapter 15:2013

Elevators and Escalators



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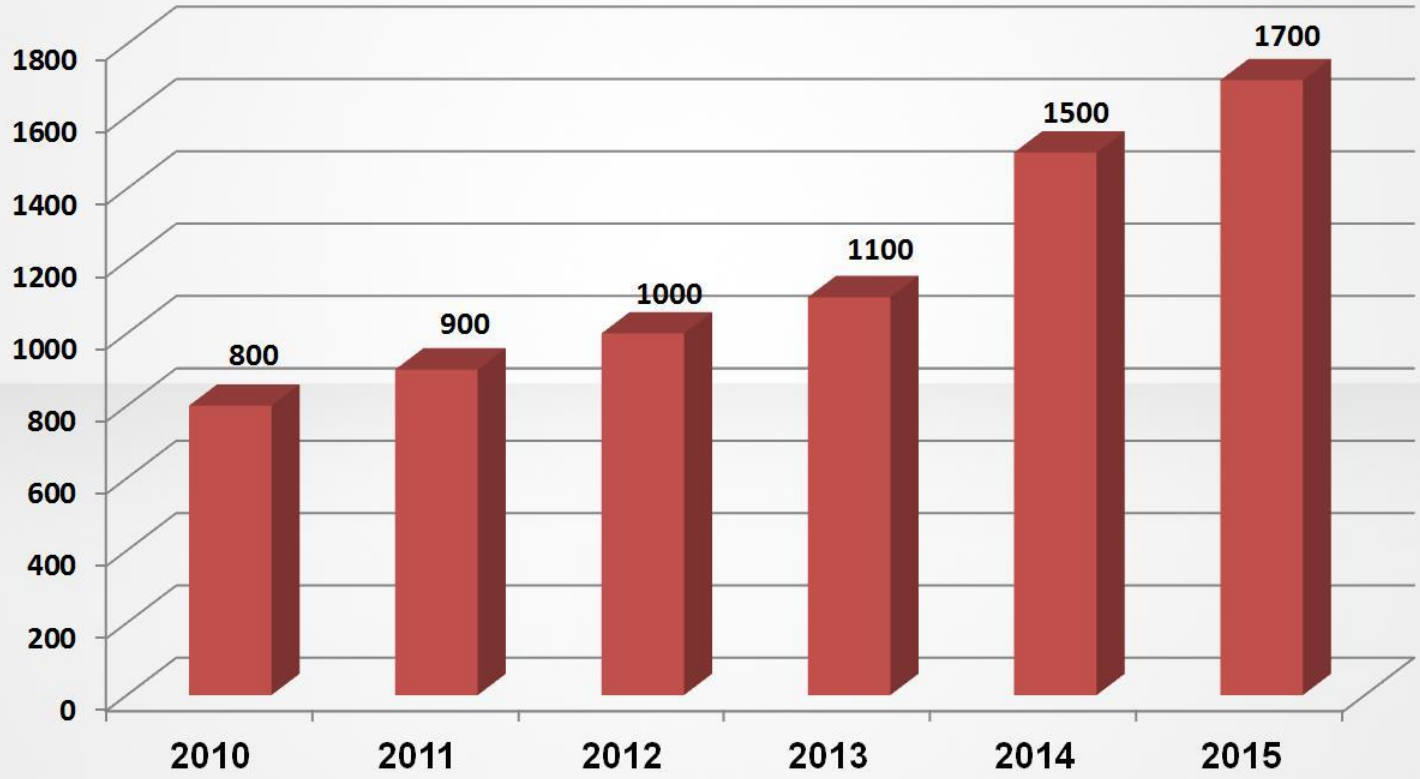
Iran Escalator Market (2014)

1,500

New Installation

Iran Escalator Market (2010-2015)



Companies and Human Resources

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Companies and Experts in the Field

50,000

People involved in the elevator industry (Engineers, Technicians, Business managers, Sales persons, etc.)

1,000

Companies which are members of Iranian Syndicate of Elevator and Escalator Industry

2,000

Companies which achieved License for designing and assembling elevator from Ministry of Industries and Mines.

3,000

Total Companies Active in the Field

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Associations & Publications

- Iranian Syndicate of Elevator and Escalator Industry
- Iranian Association of Elevator and Escalator Component Manufacturers
- Universities and Training Colleges
- Donya-ye Asansor Magazine

دنیای آسانسور
Donya-ye Asansor

LIMA

ISEEI

Publications

Challenges and Opportunities

Recent Political Changes in Iran

Iran Presidential Election (2013)

Telephone Diplomacy: Iran - US

Historic Phone Call

President Obama – President Rouhani

2013: New York

E3/EU+3 (P5+1) - Iran Talks

E3/EU+3 (P5+1) - Iran Talks

Finalizing Nuclear Deal JCPOA (Vienna: 14 July 2015)

Joint Comprehensive Plan of Action (JCPOA)

Formal announcement of the deal (Vienna: 14 July 2015)

by Mogherini (High Representative of the EU for Foreign Affairs)

"It is a sign of hope for the entire world"

Joint Comprehensive Plan of Action

Vienna, 14 July 2015

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Joint Comprehensive Plan of Action (JCPOA)

Formal announcement of the deal (Vienna: 14 July 2015)

"I believe this is a historic moment. We are reaching an agreement that is not perfect for anybody but is what we could accomplish. Today could have been the end of hope, but now we are starting a new chapter of hope."

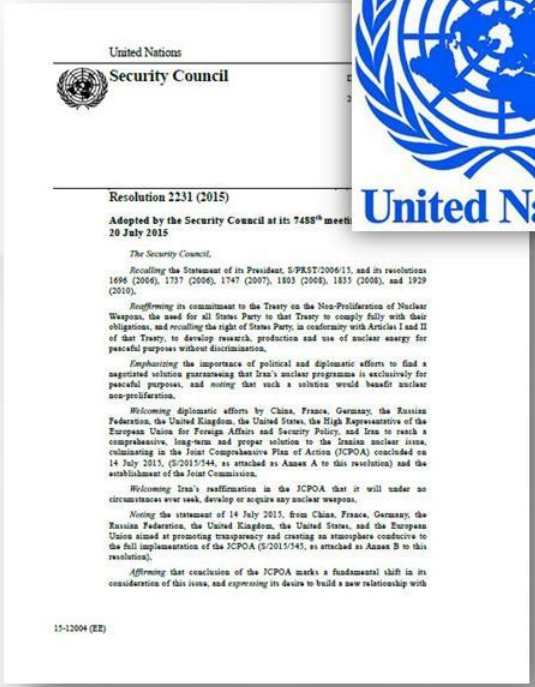
Javad Zarif (Iran foreign minister)

Joint Comprehensive Plan of Action (JCPOA)

Statements delivered by President Rouhani and President Obama after formal announcement of JCPOA

UN Security Council Resolution 2231

Security Council, Adopting Resolution 2231, Endorses Joint Comprehensive Agreement on Iran's Nuclear Programme (20 July 2015)



United Nations

Security Council

Resolution 2231 (2015)

Adopted by the Security Council at its 7488th meeti
20 July 2015

The Security Council,

Recalling the Statement of its President, S/PRST/2006/15, and its resolutions 1696 (2006), 1737 (2006), 1747 (2007), 1803 (2008), 1835 (2008), and 1929 (2010),

Reaffirming its commitment to the Treaty on the Non-Proliferation of Nuclear Weapons, the need for all States Party to that Treaty to comply fully with their obligations, and *recalling* the right of States Party, in conformity with Articles I and II of that Treaty, to develop research, production and use of nuclear energy for peaceful purposes without discrimination,

Emphasizing the importance of political and diplomatic efforts to find a negotiated solution guaranteeing that Iran's nuclear programme is exclusively for peaceful purposes, and *noting* that such a solution would benefit nuclear non-proliferation,

Welcoming diplomatic efforts by China, France, Germany, the Russian Federation, the United Kingdom, the United States, the High Representative of the European Union for Foreign Affairs and Security Policy, and Iran to reach a comprehensive, long-term and proper solution to the Iranian nuclear issue, culminating in the Joint Comprehensive Plan of Action (JCPOA) concluded on 14 July 2015, (S/2015/544, as attached as Annex A to this resolution) and the establishment of the Joint Commission,

Welcoming Iran's reaffirmation in the JCPOA that it will under no circumstances ever seek, develop or acquire any nuclear weapons,

Noting the statement of 14 July 2015, from China, France, Germany, the Russian Federation, the United Kingdom, the United States, and the European Union aimed at promoting transparency and creating an atmosphere conducive to the full implementation of the JCPOA (S/2015/545, as attached as Annex B to this resolution),

Affirming that conclusion of the JCPOA marks a fundamental shift in its consideration of this issue, and *expressing* its desire to build a new relationship with

15-12004 (EE)

Visit of EU high ranking delegations to Iran

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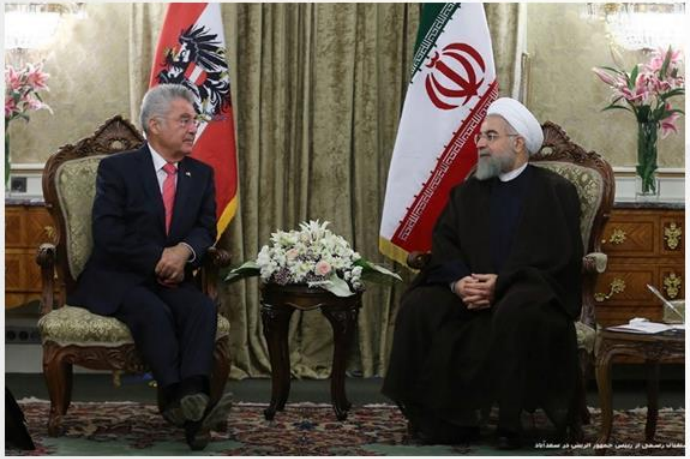
Visit of EU high ranking delegations to Iran



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Visit of EU high ranking delegations to Iran

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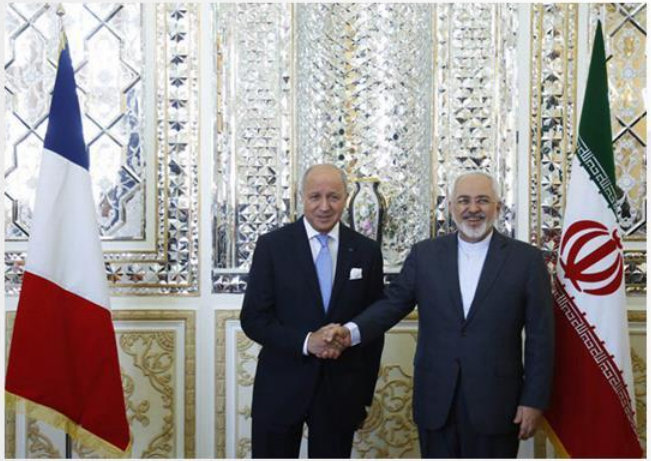
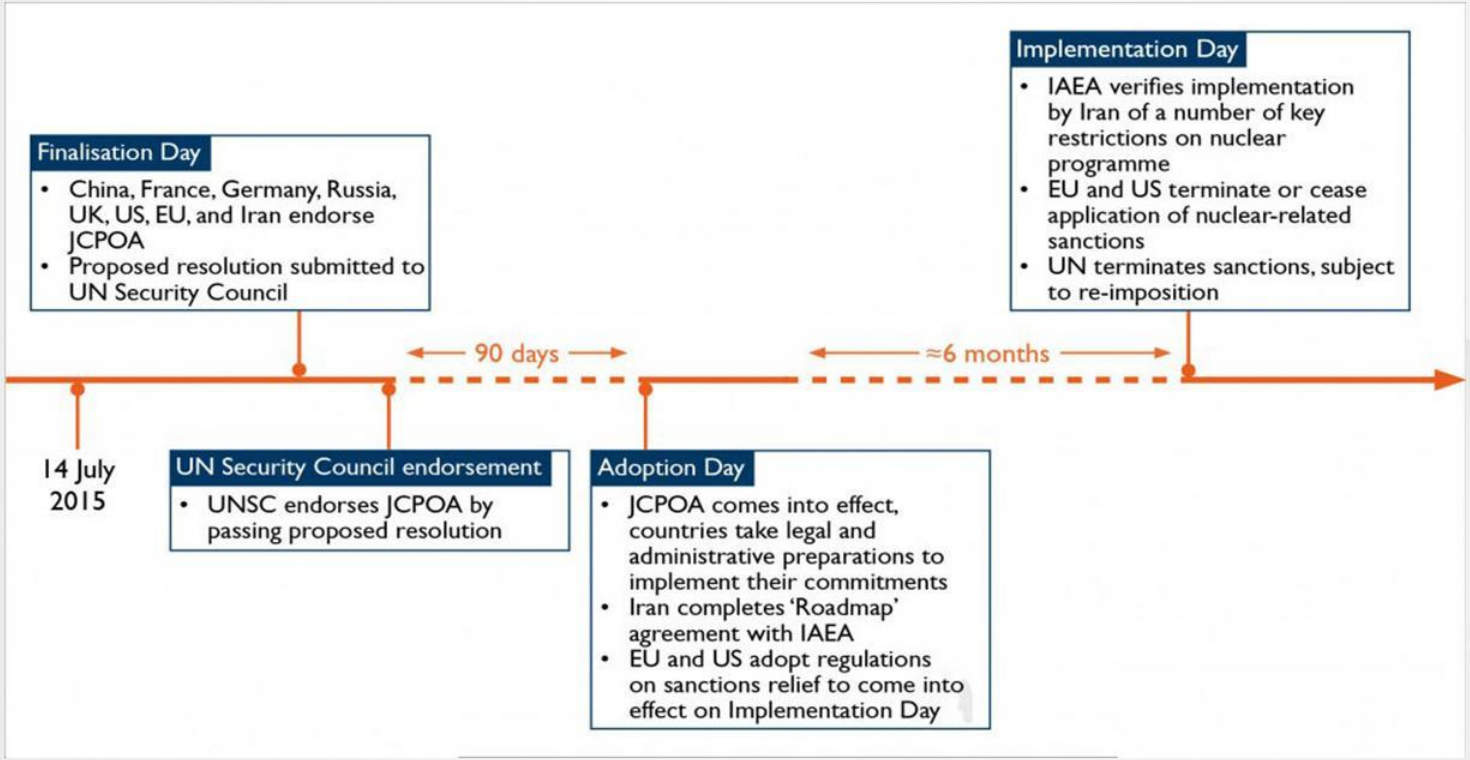


Visit of EU high ranking delegations to Iran

JCPOA: Implementation Date

Timeline of Joint Comprehensive Plan of Action (JCPOA)



Early 2016

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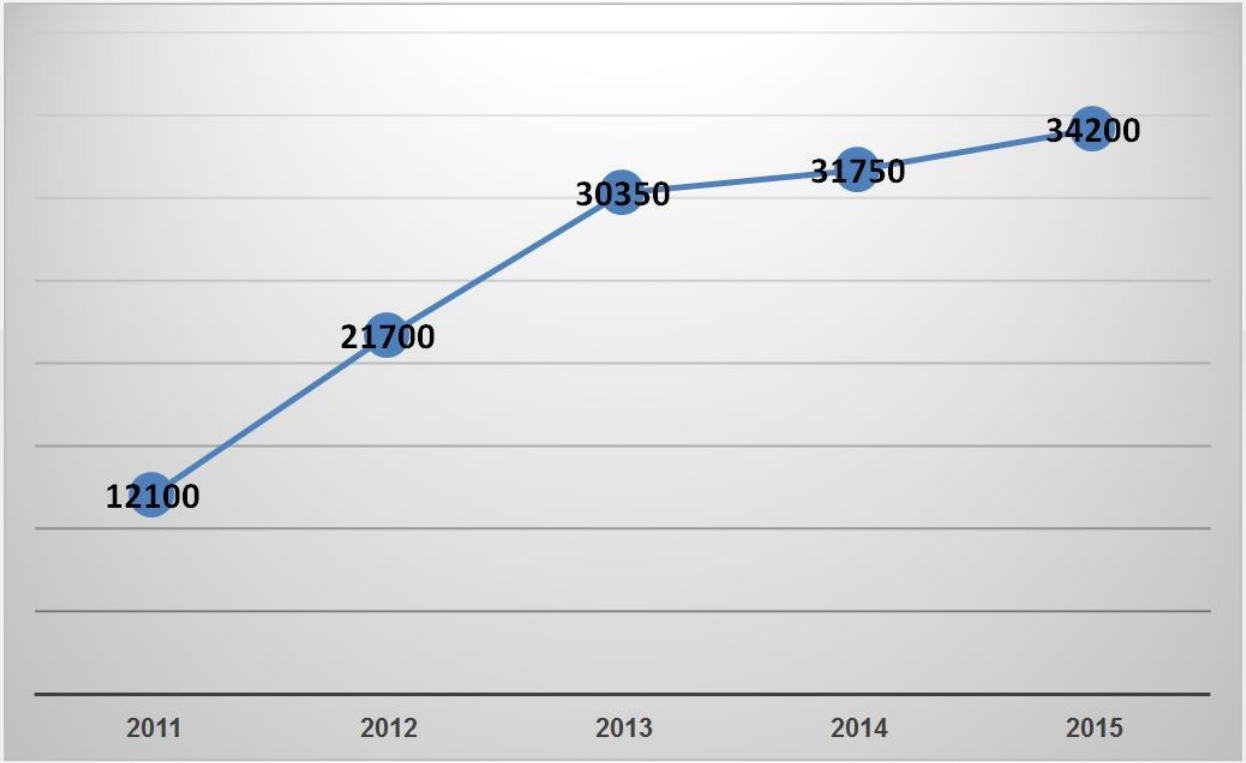
Challenges

- Restrictions for exporting to Iran for US suppliers.
- Possibility of higher custom duties especially for complete lifts and escalators.
- Standards discrepancies issues
- The possibility of new regulations on importation procedures due to government support for domestic production.

Challenges

Fluctuation of Exchange Rate due to the Sanctions against Iran (2011-2015)



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Opportunities in Iran Elevator Market

All above mentioned points makes Iran elevator market a considerable market for elevators with high quality components with reasonable prices.

Geographic conditions, capacity of manufacturing and reasonable energy price and labor cost make Iran as suitable country for foreign investment and joint venture projects.

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Opportunities in Iran Elevator Market

Remarkable segment of Iran elevator market demands of high quality elevator for the high-rise buildings.

Government environmental protection policy leads to green elevator. So elevator systems with better efficiency have better competition advantages in Iran elevator market.

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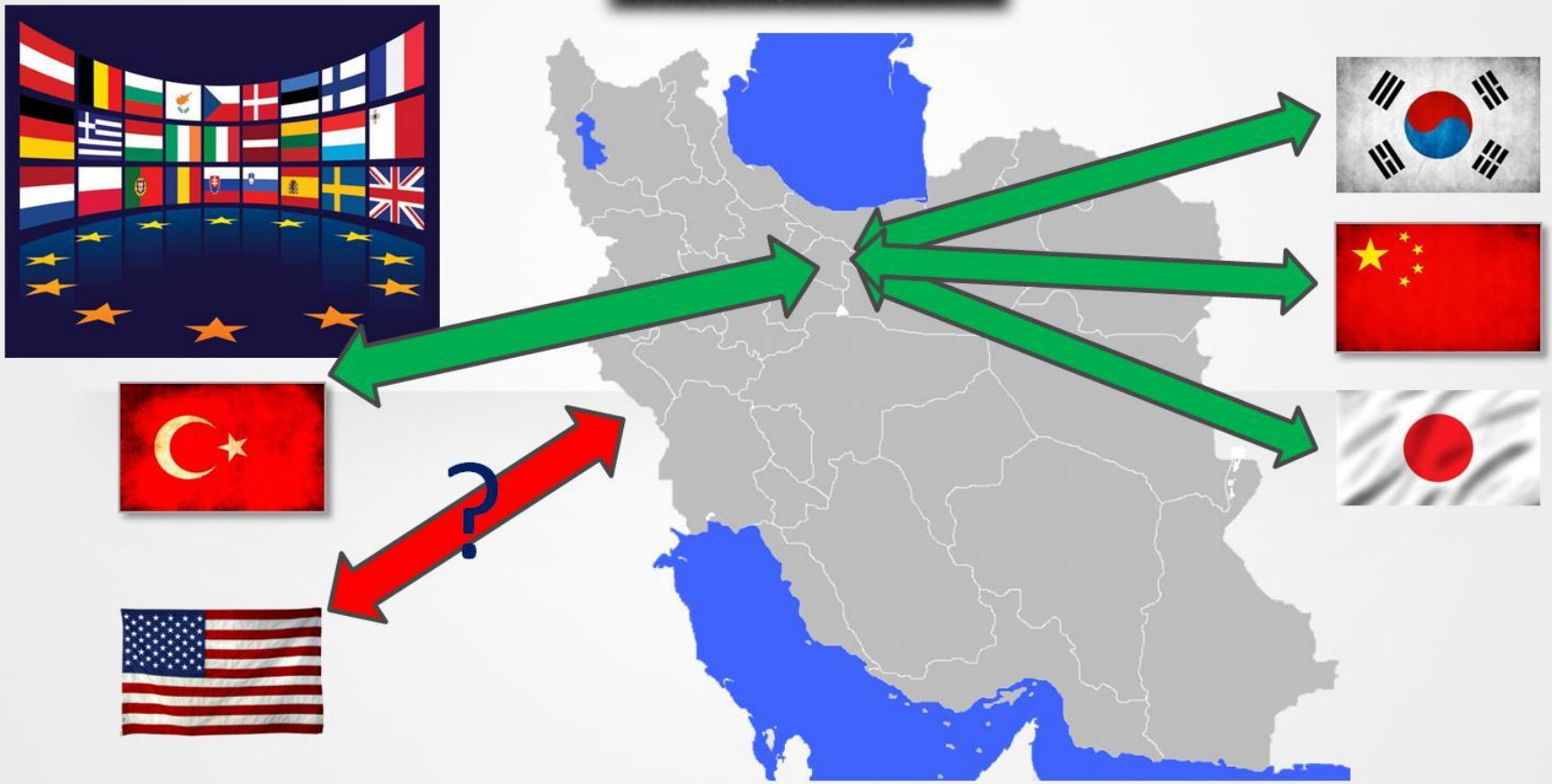
Are you ready?!



Thanks for
Your Attention