Lifting of Iran Sanctions Spurs Growth for European Businesses

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Thousands of businesses across Europe are now able to trade freely with the Iranian market after economic sanctions were lifted on the country. The growing economic powerhouse could provide countless opportunities for businesses looking to expand into a vast untapped market in the Middle East. IranPartner provides the stepping stones to make the Iranian market more accessible than ever.

On 14 July, after years of negotiations, the world's leading powers reached an agreement with Tehran to lift international economic sanctions on the Islamic Republic of Iran in return for restrictions on Tehran's nuclear power programme.The Joint Comprehensive Plan of Action (JCPOA) starts the process of removing all major economic sanctions against Iran and will allow international companies to re-enter Iran and to invest across its economic sectors.

The lifting of sanctions on Iran is one of the most significant changes to the regional business landscape ever seen in the region and it offers huge opportunities for Iranian and international businesses. The end of sanctions is an economic game-changer, providing global investors with access to one of the most promising markets in the developing world.

According to leading economist Jim O'Neill and Goldman Sachs investment bank, Iran is one of eleven countries with the highest potential across the globe. Some of the world's major corporations are poised to explore trading opportunities with consumer-hungry, well-educated Iranian businesses. John Smith, Consultant at IranPartner.com, says:

"The Iranian market has investment needs in the billions of dollars per year. The country needs new infrastructure, and more modern technology, machinery and pharmaceuticals. This will provide a lucrative market for many businesses in the West."

Iran's population currently stands at around 80 million, and the country is the third largest in the Middle East, after Turkey with 81 million people and Egypt with 86 million.

IranPartner.com offers a highly tailored solution and is the only consultancy firm to enable entrepreneurs, small to medium-sized corporations, and international import/export traders to take advantage of the growing business opportunities available in the Iranian market. Consultants at IranPartner.com do this by combining successful business models with their native experience in procurement, sales and marketing. IranPartner.com can help your business succeed in Iran, through its unprecedented connections with thousands of local businesses and decision makers.

"We would like to see European firms trading harmoniously in the Iranian market. Both small and large firms are in a strong position to seize the opportunity to expand their businesses in this untapped market."

How can IranPartner help?

- Providing strategic data on the Iranian market
- Organising business meetings with traders, manufacturers, distributors and corporate decision makers
- Presenting and marketing your products/services/franchise in Iran
- Advising on investing in companies in Iran
- Arranging visits to international exhibitions
- Exhibiting at business fairs
- Providing introductions to suitable producers
- Registering companies in Iran
- Arranging tours of different industries

For information on how IranPartner can help your business, please visit www.iranpartner.com

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