



# اولین همایش بین المللی صنعت نمایشگاهی کشورهای اسلامی

The First International Conference Of The Exhibition Industry Of Islamic Countries



فدراسیون توسعه علوم و فناوری کشورهای اسلامی  
Federation of Science & Technology  
Development of Islamic Countries

## General information of the conference :

**Title of the conference:** The first international exhibition industry conference of Islamic countries

**Venue of the conference:** I.R of Iran Broadcasting International Conference Center

**Conference time:** 13 & 14 December 2022

**Organizers of the conference:** Saber Ansar Mehr Company and Federation of Science and Technology Development of Islamic Countries in cooperation with Iran Trade Development Organization and Iran International Exhibitions Company and the support of the stakeholders of this industry

## About the conference:

**Objectives of the conference:**

increasing the level of holding exhibitions in Islamic countries

and

developing the market of this industry in the world.

Business boom among the active members of this industry and its supply

chain in Islamic countries.

Creating a market for Iran's exhibition industry activists in other Islamic countries.

Establishing the exhibition association of Islamic countries and continuing

to hold future periods hosted by others members.

## Conference themes:

New models of holding exhibitions after the reduction of the corona virus.

The role of exhibitions in the economic growth and development of the region

Introducing exhibition industry start-ups and transferring their experience and

knowledge to Islamic countries.

Contrast or interaction of physical exhibitions with virtual exhibitions

Branding exhibition titles.

Innovation in booth design and construction.

The role of the media in promoting exhibitions.

Successful marketing at exhibitions.

Marketing and market research at the exhibition.



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آدرس: تهران، خیابان سهروردی  
شمالی، خیابان توپچی، پلاک ۳۰  
تلفن: ۰۲۱ - ۸۸ ۵۴ ۴۴ ۴۶  
فکس: ۰۲۱ - ۸۸ ۵۲ ۵۸ ۷۲



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Sponsorship in the exhibition industry.  
Exhibition center standards.  
Exhibition service standards.  
Event management standard

## Conference secretary's message :

The Pew Research Center in the United States has conducted research that shows that Muslims will be the largest religious group in the world in terms of number of followers in 2050. That means nearly three billion over the next 30 years, more than one billion Muslims and the most populous group in the world will have the potential to create the planet's largest economy.

Trade relation between Muslim countries are of great importance due to the lifestyle and the specific type of consumption of goods and services that originate from their religious orders and have created an important market around the world, especially in the Middle east. In this regard, exhibitions have always played an effective role in increasing the volume of introduction of new goods and services, transfer of technical knowledge and innovation between different nations. Today, with the development and advancement of technology and the updating of models for holding and conducting exhibitions, this role has become more vital to the industries and has found a special place among businessmen, industry owners and governments. Records show that during the recession of 2008-2010, most of the world's industries were in a severe recession and sometimes went bankrupt, but according to official UFI surveys and statistics, the exhibition industry was one of the few industries that not only did not The "Exhibition Industry in the Islamic World" conference is an international event, the first of which is scheduled to be held in Tehran, the capital of the Islamic Republic of Iran, and will host Islamic countries across the globe.

Although the prevalence of corona was one of the challenges that greatly affected the exhibition industry, the lack of exhibitions increased the importance of attention to hold events considering innovative models. Therefore, considering the serious role of this



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industry in the world and the necessity of knowledge and ideas exchanging, made us start the movement by holding a large conference in the field of exhibition industry. We intend to have specialized and professional government's representatives, modern exhibition advertising companies and media, exhibition services, institutions and organizations of organizing events. Hereby, I invite all activists in the field of event and exhibition education, startups, service providers and investors to join us in the Conference of Exhibition Industry of Islamic Countries in Tehran.

## Conference programs:

### Support for start-ups and knowledge-based companies.

Calling for startup ideas in the field of exhibitions and exhibition service supply chains.

Judging and commercialization of top ideas.

Holding a side exhibition with the presence of all domestic and foreign stakeholders.

### Specialized panels with topics:

The role of media in the exhibition industry

Business networking in the exhibition industry

booth building, services and exhibition businesses

### Specialized workshops with topics:

Digitizing exhibitions - Metaverse and digital tools

### Secretariat of the Conference:

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