

# Post Show Report



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Date of Issue: 26 FEBRUARY 2024



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## STONE EXPO **2024** MASHAD INTERNATIONAL STONE EXPO MIDDLE ASIA STONE EXPO



15-18  
August  
2024

Fair Organizer

Organizer



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3<sup>rd</sup>  
MASI  
INTERNAT  
STON  
EXPO  
2024



## Main Part of the Fair

- Slabs & Tiles Processing
- Natural Stone
- Stone Products
- Equipment & Mineral Machinery of Natural Stone Extraction
- Stone Processing Machinery & Equipment
- Equipment & Consumption Material of Quarries & Stone Processing Units
- Gem Stones
- Commercial Companies of Import & Export
- Transportation
- Associations & Relative institutions with Stone & Quarry
- International Specialized Magazines, publications & Informing Complexes
- Constructing & Designing Companies
- Stone Specialized & Scientific Center

## Unique Feature of the Fair

- Presence of Specialized Trade Delegations

## The purposes of holding this event

- Create direct connections between manufacturers & Conmsuptions
- Introduce the potentials of Iran Stone Industry
- Develop non-petroleum export of Iran
- Create health competition between domestic & international producers
- Increase contribution in international trade



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## Presented Officials in the Fair

- Dr. Salimi: Representative of Tehran, Shemiranat, Ray, Islamshahr and Pardis People in the Parliament, Presidium Spokesman of Islamic Council, and Member of the Parliament's Industries and Mines Commission
- Mr. Hoseini Kiya  
Representative of Songhor People & Vice President of Parliament's Industries and Mines Commission
- Dr. Mohammadi  
Representative of Fasa people & Secretary of Parliament's Industries and Mines Commission
- Mr. Judaki  
Head of Markazi Minister of Industry, Mine and Trade
- Mr. Shakouri  
Head of Iran Stone Association & Head of Mine and Mining Industries Commission
- Dr. Masuomifar  
Adviser of Minister and Head of the Ministry of Foreign Affairs Representation in Khorasan Razavi Province
- Mr. Mohammadreza Ghalandar Sharif  
Mashhad
- Dr. Bagheri  
Vice President Iran Chamber of Commerce
- Mr. Gholamreza Nazparvar  
Head of Mine House & Member of Board of Representative of Khorasan Razavi Chamber of Commerce
- Mr. Amir Abedi  
Head of Iran-Kazakhstan Chamber of Commerce
- Mr. Ramezan Bahrami  
Head of Iran-Turkmenistan Chamber of Commerce



## Report

### Participants:

Number of Exhibitors

45

Number of Visitors

5458

Net Area

5458

### Visiting Purposes

Negotiation for buying

38/7 %

Marketing

18/1 %

Introduction with Modern Technology

43/2 %

### Foreign Visitors



Turkey



India



Italy



Kyrgyzstan



Uzbekistan



Tajikistan



Turkmenistan



Pakistan



Afghanistan



Kazakhstan

### Domestic Visitors



Eastern Zerbaijan



Western Azerbaijan



Mashhad



Tehran



Isfahan



Qom



Mahallat Nimvar



Yazd



Fars



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## side programmes

- Holding Press Conference of Mashhad International Stone Expo
- Holding B2B Meetings Between Exhibitors and Present Delegations during the fair
- Holding the 10th Natural Stone Meeting

## Specialized & Educational Meetings

**Title: HSEE in Decorative Stone Quarries**

**Title: General Aspects of the Building Facade**

**Title: Design Quarries of Natural & Decorative Stones**

**Title: Parking Requirements**



## Domestic and International Publicity

- Installation of urban and stand banners
- Installation in industrial zones: Mahmoudabad, Razvan Shahr, Mashhad Industrial zone, ....
- Distribution of posters in cities and stone industrial areas
- Sending invitation letters with the exhibition brochure to over 300 governmental organizations for visiting
- Sending over 1,000 invitations to the stone, mining, and related industries (via email, fax, and letter)
- Sending letters to Iranian commercial attachés in target countries' embassies
- Sending letters to all foreign trade chambers in countries with stone industries
- Sending letters to all joint chambers of commerce between Iran and other countries
- Sending SMS invitations to more than 4,000 professionals for visitation
- Publishing over 5,500 invitation letters in digital spaces

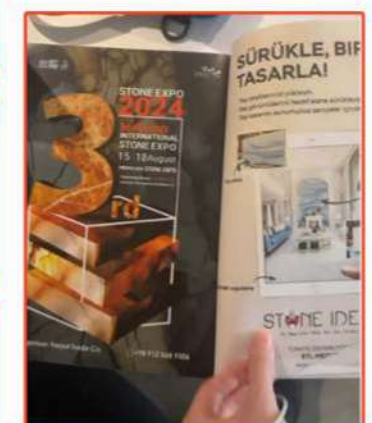


جناب محترم  
با عرض سلام و ارادت از حضرتعالی دعوت  
می‌گردد از سومین نمایشگاه تخصصی بین المللی  
سنگ مشهد بازدید فرمایید  
تاریخ: ۲۵-۲۸ مرداد ۱۴۰۳  
ساعت بازدید: ۱۶-۲۱  
آدرس: مشهد-بلوار وکیل آباد-نمایشگاه بین المللی  
فرجاد تجارت ۰۹۱۲۶۸۹۵۰۶



## News and Media Coverage

- A memorandum of contract which was signed between Farjad Tejarat Company and the Donya-e-Eqtesad media outlet and Khorasan newspaper.
- A special issue was published by Donya-e-Eqtesad newspaper on the occasion of the 3rd Mashhad International Stone Exhibition on August 16, 2023, and was distributed nationwide.
- Press conferences related to the stone industry were held by "Eko Iran" with the participation of experts and officials in Iranian stone industry.
- Various reports were prepared on the 3rd Mashhad International Stone Expo and published through the media capacity of Donya-e-Eqtesad and other news agencies and outlets, including ISNA, Fars, Quds Online, Khabar-e-Fori, IRIB News Agency, and other news platforms.





## Presence of Trade Delegations and Foreign Officials in the Expo

Merchants and traders, buyers and activists in stone, quarries, machinery and equipment sector and international medias from different countries were invited for visiting the 3<sup>rd</sup> International Mashhad Stone Expo (Middle Asia Stone Fair), an important event in stone industry. In that way there were considered some services like accommodation, transfer, fair shuttle service, translator, ....

With coordinated efforts, delegations from Turkmenistan, Tajikistan, and Pakistan attended the exhibition. A tour of the "Thousand and One Nights" stone factory was organized for these delegations to familiarize them with the capabilities and strengths of Iran's stone industry.

During this edition of the exhibition, the Consul General of Saudi Arabia in Mashhad, Mr. Sanan Jam Bash, the Consul General of Turkey in Mashhad, and Mr. Abdol-Salam Morvati, the Consul General of Pakistan in Mashhad, visited the exhibition. They toured various booths and engaged in discussions with Iranian stone industry professionals.

Presence of commercial and trade delegations from Turkmenistan Tajikistan and Pakistan

Mr. Sinan Jam Bash  
Turkish Consul General  
in Mashhad



Mr. Abdolsalam  
Deputy Consul General of  
the Embassy of Pakistan



BrB Meetings



Visiting of Consul General of the  
Saudi Embassy in Mashhad



Foreign Delegation's visiting from  
Hezar-o Yek Stone Factory





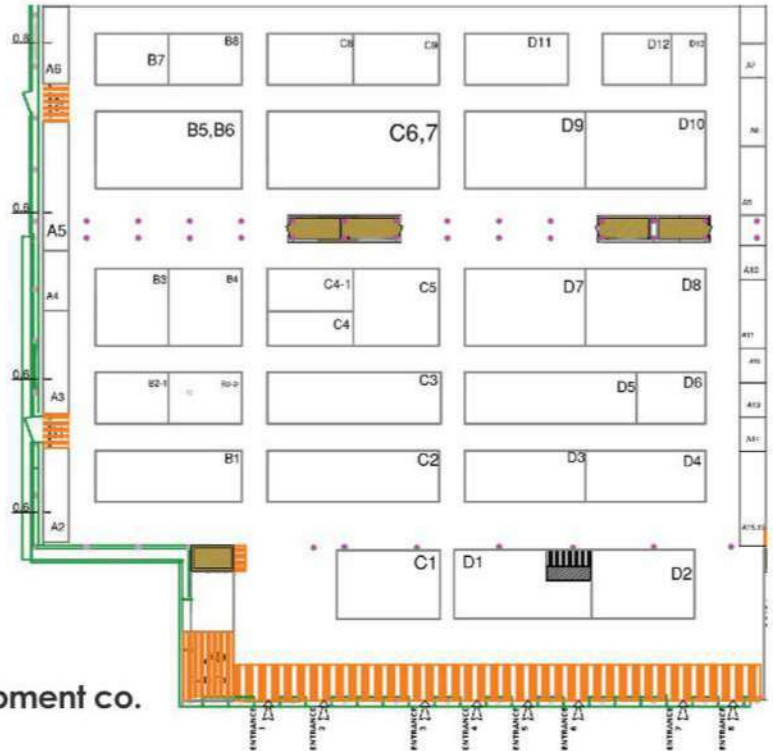
## Certificate of Appreciation & Fair Catalog





## Exhibitor List

A2	Tabriz Asia Marble		
A3	Hatra Smart Home		
A4	Delta Sanat Khorasan		
A5	BigCat Gallery		
A6	Avan Machine		
A7	Chita Jam Gallery		
A8	G.I.S Company		
A9	Haffar Machine Azar		
A10	Sadr Asia Supplier Company		
A11	Apadana Diamond		
A12	Bellsaad		
A13	Henza		
A14	Sun Segment		
A15/A16	Iranian Stone Trading		
B1	Mohammad Stone		
B2/1	Kowsar Mines & Industries Development co.		
B2/2	Shahrian brothers stone complex		
B3	Spadana Sanat Esfahan		
B4	Axon		
B5/B6	Iran Stone Parsian		
B7	BAZARGANI MIKAIL ZEYNALPOUR		
B8	Khorasan News		
C1	Educational Conferences Area		
C2	1001 Stone Industries		
C3	Abadis Stone Tejarat Company		
C4	Kouh Boresh Bajestan		
C4/1	Khorasan Razavi Mining Engineering System Organization		
C5	Firouz Stone Factory		
C6/C7	Talashgaran Parseh zarrin gonashir		
C8	Niagara Stone Complex		
C9	Khorasan Razavi Stone Association		
D1	Kouh Palang Quarry		
D2	Donya-e Eghtesad Medias Group		
D3	Jahan Motor Nasr		
D4	Aram Tyerestan Giti		
D5	King Stone		
D6	Iran-Kazakhstan Joint Chamber of Commerce		
D7	Amiri Granite		
D8	Amir Stone Industries		
D9	Stone dehbid olympic		
D10	Khorasan Razavi Mining House		
D11	Yashm Yazd Stone Co.		
D12	Iran-Turkmenistan Joint Chamber of Commerce		





## Some important events of the expo

### Press conference



### The 10<sup>th</sup> meeting of the National Stone Conference



### Holding Training Courses with Presence of Interested People



### Holding specialized Panels of Donya-e Eghtesad media during Mashhad Stone Expo



### Mr. Daemi's Visit Head of the Legal Commission of the Islamic Council of Mashhad





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## Events & Exhibitions Organizer



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MASHAD  
INTERNATIONAL  
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MIDDLE ASIA STONE EXPO