



Iranian – German SME Investor Forum & Workshop 2016

Introduction

The Event

Shanda Consult Ltd, Nicosia – Cyprus, in cooperation with its German Partner Wiese Consult GmbH, Berlin – Germany, will conduct a specialised Forum & Workshop in autumn 2016 in Tehran. The event will last 2 to 2,5 days.

The “Iranian – German SME Investor Forum & Workshop 2016” will bring together:

- pre-selected German investors and business people who attend for specific investments in Iran, with
- pre-selected Iranian companies that are looking for foreign investment in form of joint-ventures in the same fields and industries as the participating German investors and business people.

What makes the “Iranian – German SME Investor Forum & Workshop 2016” special?

Iran, and Tehran in particular, currently experiences international business delegations almost every few days. While those business delegations are good to get a first glimpse and perhaps some first contacts, they are empirically unfortunately not very productive. For the majority of foreign business people, representing small and medium sized companies, business delegations do not turn into continued contacts or businesses with the Iranian business people briefly met during the delegation visits to Iran.

One of the many reasons for this lack of tangible results is the lack of “targeted pre-selection” and the lack of substantial preparation on both the German and the Iranian side. Participants to B2B meetings often participate just to check out possibilities and opportunities, rather than coming with concrete projects in their bags – and this applies to both sides, both foreign and Iranian participants.

And this is exactly our starting point and where we come in with the “Iranian – German SME Investor Forum & Workshop 2016”!

The participants to our “Iranian – German SME Investor Forum & Workshop 2016” will be carefully pre-selected in order to ensure that the participants from both sides

- are actually already a real match in terms of the industry they come from and in terms of their expectations,
- are decided to invest in Iran (as far as the Germans are concerned),
- are decided to enter a joint-venture with a German investor (as far as the Iranians are concerned), or



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- are decided to enter a serious and long-lasting cooperation with the possible counterparts.

To give an example:

- A participating representative of a German screw manufacturer who is specialised in the production of screws for the automotive industry in Germany,
- will meet a possibly prospective Iranian counterpart, being the representative of an Iranian screw manufacturer who is specialised in the production of screws for the automotive industry in Iran, who wishes to enter a joint-venture with a German investor, either
 - to increase the capacity of his production, or
 - to modernise existing production facilities, or
 - to enhance technology and know-how of the current production, or
 - to achieve any combination of the above.

While we are interested to find Iranian counterparts for a current number of over 20 German investors who confirmed their participation, we will also be able to invite German counterparts for projects of Iranian companies, which are not yet covered by the areas of activities of the German investors.

How do we prepare the participants from both sides?

The better the match of the participants from both sides, the more efficient the meetings, and the bigger the probability that the meetings at the “Iranian – German SME Investor Forum & Workshop 2016” will turn into real investment and business!

What we are doing to facilitate success, **prior** to the “Iranian – German SME Investor Forum & Workshop 2016”:

- Detailed personal meetings with all participants from both Iran and Germany, well before the event; if possible, visits to production facilities of prospective participants;
- Determining the current situation of the prospective participants; this includes capacity and kind of production facilities, size of current business, market chances as seen by the participant, etc.;
- Determining the scope, size and kind of joint-venture investment or of business cooperation of all participants;
- Carefully applying appropriate pre-selection criteria in order to increase the probability that the participants from both countries will be matching prospective partners;



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- Preparing detailed documentation of each participant, such as business profiles of current production or business, investment profiles, profiles of expectations from the envisaged joint-venture.

What we are doing to facilitate success, **during** the “Iranian – German SME Investor Forum & Workshop 2016”:

- Inspiring inter-cultural communication session;
- Presentations about the economy of Iran and Germany;
- Presentations about the business culture of Iran and Germany;
- Introduction of the Participants and their Counterparts which each other;
- Partly moderated B2B Meetings of Iranian and German Counterparts;
- Translation services;
- Specific intermediary support during B2B Meetings;
- Detailed Questionnaire for all participants.

What we are doing to facilitate success, **after** the “Iranian – German SME Investor Forum & Workshop 2016”:

- Preparing Memos of the B2B Meetings;
- Pro-actively following up further procedures/preparations for the next step that will lead to mutual investment and cooperation of the prospective business partners;
- Arranging for mutual visits of the prospective business partners in order to see each other’s premises and for further meetings (if desired);
- Accompanying and assisting further meetings between the prospective business partners (if desired);
- Assistance in the preparation of documentations, business plans, etc.;
- Practical guidance and assistance regarding the planned investment and cooperation, to both sides;
- Administrative and legal assistance as required by either side, preparation of agreements and contracts;



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- Assistance on administrative and political level in Iran (if desired);
- Further consultancy after establishment of investment and cooperation (if needed).

Please note that the services listed in this section will be subject to additional fees.

Who is Shanda Consult Ltd?

Shanda Consult is a Consulting Company and Fiduciary Service Provider, licenced by the Regulatory Body of the Capital Markets of Cyprus, CySec. The owner and managing director of Shanda Consult is Stefan Nolte, German from Hamburg.

Established eight years ago, Shanda Consult is specialised in corporate consultancy with a strong focus on tax-friendly solutions for client with cross-border business and/or investments.

Shanda Consult is also specialised in consultancy regarding project-based investments and as a partner in bringing together investors and investment projects.

As a licenced Fiduciary Service Provider, Shanda Consult offers services such as company incorporation and administration, trustee and/or interim directors, office services and bookkeeping services.

Who is Wiese Consult GmbH?

WIESE CONSULT focuses on three main areas of management consultancy, namely Consulting, Public Affairs and Strategic Future Markets like Energy, Mobility and Healthcare, which are decisive fields of expansion, especially for medium-sized corporations. Among our clients are single entrepreneurs, innovative start-ups as well as medium-sized and major corporations.

Political Consulting: WIESE CONSULT supports in establishing and maintaining contacts with decision makers and administration on local, regional and federal level.

International Business: WIESE CONSULT consults international enterprises, operative in Germany, as well as German companies, expanding to or in foreign markets (e. g. Russia, Turkey, Iran or China).

Consulting: Located at the very heart of the German capital, WIESE CONSULT is working as an interface between business and politics, nationally and on an international scale.