

IRAN: CONSTRUCTION BUSINESS WORTH 154 BILLION DOLLARS. OPPORTUNITIES IN GREEN RENOVATION AND ANTI-SEISMIC SPHERES

23.02.2017

Samoter International Award made to Iran at Veronafiere today

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Verona, 23 February 2017 – The construction market in Iran in 2016 achieved a volume of more than 154 billion dollars, with a full-scale boom in residential building: out of more than 15 million Iranian families, 70% aim to be home owners for a total of 13.5 million residential units, while demand in the future is around 750 thousand new homes/year.

Iran is currently in the limelight at the Verona Exhibition Centre with 15 important buyers and as the Guest Country of the 30th edition of Samoter, the triennial exhibition dedicated to earth moving, site and building machinery open until Saturday 25 February. This Middle East country today also received the Samoter International Award for the considerable impulse given to sector development. It was accepted by Amir Masud Miri, Consul General in Italy of the Islamic Republic of Iran.


The Samoter-Veronafiere Observatory, in collaboration with Euro Orient Expo, confirms the growth of business opportunities for companies in the building-construction supply chain in Iran. Over and above major national projects such as the expansion of the railway and motorway networks and the modernisation of Qeshm and Kish Airports, coming years also envisage significant renovation investments in the private real estate sector. It is estimated that more than 14,000 square meters of buildings will require safety work to meet regulations, since 50% of homes are more than 30 years old and the entire country is exposed to high earthquake risks. There is consequently strong demand for earth moving and excavation machinery as well as cranes, prefabricated buildings, "green" solutions and anti-seismic products - all spheres where Made in Italy products excel.

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