



شرکت نمایشگاهی میلاد مبتکر شرق  
MILAD MOBTAKER SHARGH CO.

By the Support of



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## About Milad Mobtaker Shargh Co.

Milad Exhibition Group has started its professional activity on holding different trade fairs seminars, congress since 2002.

The management team who were engaged in this field, believed in this fact that holding the trade fairs needs a new attitude, therefore all facilities, trained human resources are equipped with a new policy and strategic planning.

Today we have passed 13 years with more than one hundred internal and International exhibitions and congress, specialized exhibition of livestock and poultry industry, Machinery and Furniture accessories, Home Furniture, office and Decoration, Electrical and electronic industry, Construction industry, Heating and cooling ,... and also specialized exhibitions in Saudi Arabia and Afghanistan are such activities of this company.

## Fields of activity:

Milad Mobtaker has always tried to develop its functional circle and fields of providing specialized services during its years of activity, and through this, while effectively participating in the economic development of the country, which also maintains and enhances its competitive advantage.

The most important fields of activity of MMS are:

- Management of holding specialized and international exhibitions.
- Holding specialized / national / international conferences and festivals.
- Designing, consulting, and execution of exhibition booths.
- Preparation of promotional and exhibition items (brochures, catalogues, gifts, etc.).
- Holding international business tours and exhibitions.
- Related business affairs.

## Exhibition records:

Milad Mobtaker Shargh , during its more than twenty years of activity, with its experienced experts and technical capabilities, has so far managed to hold more than one two hundred exhibition events at the national and international levels. Holding specialized exhibitions of livestock and poultry industry, machinery and furniture fittings, home furniture, office and decoration, banking industry, electrical and electronics industry, construction industry, cooling, and heating, etc., as well as holding specialized exhibitions in Saudi Arabia and Afghanistan Ancillary services such as booth construction, exhibition equipment supply, and clearance of goods are among these activities.

## Milad Group has organized the following exhibitions

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IRAN INTERNATIONAL OIL , GAS , REFINING & PETROCHEMICAL EXHIBITION  
Tehran – IRAN -2022 / 2017

International Exhibition of Poultry Livestock, Dairy, and the Related Industries (IRAN PLEX) -  
Tehran 2008 until 2023

International Exhibition Of Machinery, Fittings, Equipment, Furniture And Interior Decoration  
(Medex) - Tehran 2007-2021 + 23 cases in different cities of iran

International Exhibition of Exchange, Bank & Insurance (FINIEX 2018) Tehran – IRAN - 2018

International Exhibition Plastics, Rubber, Machinery & Equipment (IRAN PLAST) Tehran –  
IRAN – 2021-2022

Furniture Exhibition 26 caces

International Exhibition Agricultural Machineries, Irrigation System & Related Industries –  
Tehran – IRAN - 2017

Exhibition & 27<sup>th</sup> Conference of Islamic Bank– Tehran – IRAN -2017

Exhibition Of Computer, Electronic And Office Machines Afghanistan - Kabul -2006

Syriplast- syria 2023

Exhibition Of Rubber And Plastics, Paints, Resins And Printing And Packaging Industry Bndy

Exhibition Of Building Industry, Utilities, Heating And Cooling

Exhibition Of Furniture, Chandeliers And Interior Decoration 5 +cases in different cities of iran

Specialized Exhibition Of Automotive, Motorcycle, Transportation, Power Plant And Associated  
Equipment In Iran

Exhibition Of Export Ceramic Tiles And Sanitary Valves Iran 5 cases in different cities of iran

International Exhibition of Heating, Cooling And Ventilation Systems 8 caces

international medical exhibition 7 caces

Side exhibition of Islamic Banking Conference 3 caces

International exhibition of supplies and equipment for moisture, thermal, optical, acoustic,  
corrosion and related industries 3 caces

Automobile and powertrain specialized exhibition 4 caces

International exhibition of sports equipment, equipment and technologies of Iran 3 caces

\*And more than 100 exhibition in other cities in Iran

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## Achievements

Milad Group has been organizing international exhibitions for past few decades.

Importance of research and education in Milad Mobster's strategies leads them to achieve many certificates in order to increase the quality of their exhibitions.

## Certifications:

- Member of the global association of the exhibition industry (UFI)
- Member of Iran international exhibition organizers association
- Member of Exhibition Stand Builders Association of Tehran
- Certificates including Exhibition Management Degree (EMD) by UFI
- E-Commerce by KNOWLEDGE TRANSFER, Business and Trade
- TA 101 course in transactional analysis
- it is an active member of Iran Exhibition Organizer Association

## Mild Mobtaker Key Executive

### Mission:

Advancing exhibition industry by investigating customer's demand and creating the best possible atmosphere for an exhibition is the main goal. In addition to that achieving highest customer satisfaction is considered as Milad Group's key objectives. In order to achieve such a goal in this industry the necessary requirement is to, not only organizing successful exhibitions but also the ability to be more innovative in terms of creating and implementing the cutting edge knowledge and discoveries.

### Vision:

Company's vision is to advance its performance by acquiring access to the global know-how and hiring expert human resources, in order to facilitate exhibitions with superior management and also cooperating and raising the quality of concurrent activities of all the stakeholders in the industry.

## Milad Mobtaker Shargh Worldwide

As a multinational organization, we are mindful of the impact we can have both locally and globally.

In order to facilitate the development and expansion of the external relationships of International market, Milad Mobatker established another branch in Sweden, under the name Norsiden AB. In 2018 , and also established another branch in Turkey in 2022.

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The countries in which Milad Group has its own representative:  
China, Turkey, Syria , United Arab Emirates , Sweden

Our activities have not been restricted in Iran's market, we have been fruitfully performed our exhibition related activities in the following countries: Qatar, Oman, Lebanon, Egypt, Libya, Kazakhstan, Russia, Turkmenistan, Iraq, Syria, Armenia and Afghanistan

## Milad Mobatker Shargh Key Success Factors

- High risk management capabilities
- Courage: Milad Group has started different carriers in which it has always been the first in its region.
- Putting significant value on fresh ideas from inside or outside the organization.
- Innovation: has always been our core competency.
- Benefiting from topnotch managers and consultants.
- Implementing cutting edge software and hardware and upgrading methods and instruments regularly.
- Integrity: We take the high road by practicing the highest ethical standards and honoring our commitments. We take personal responsibility for our own actions.
- Diversity & Inclusion: We value the skills, strengths and perspectives of our diverse team. We foster a collaborative workplace that engages all employees in finding solutions for our customers that advance our common business objectives.
- Trust & Respect: We act with integrity, consistency, and honesty in all that we do. We value a culture of openness and inclusion in which everyone is treated fairly and where everyone has an opportunity to contribute.
- Development of the exhibition industry of the country and promoting and engaging all employees involved in the exhibition industry.

## Related Organizations

Exhibition Organizing requires consistent cooperation with governmental and private companies in Iran and around the world.

Some of the organizations which we are directly cooperating with are as followed:

- Ministry of Industry, Trade and Mine
- Trade Promotion Organization
- Chamber of Commerce, Industry, Mines and Agriculture of Iran
- Other countries and Iran Chamber of Commerce
- Iran International Exhibition Company "IIEC"
- Exhibition sites worldwide
- Exhibition promotion companies worldwide

## Partners and Subsidiaries

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- NORSIDAN AB—Sweden
- MERKURUNV –Turkey



## Milad group consists of two main departments

### Exhibition Organizing Dept.

which is specialized on Constructing exhibition halls, exhibition sites management, organizing trade shows and marketing consultancy.

Milad has successfully hold dozens of trade fairs in different countries such as: Russia, Kazakhstan, Egypt, Libya, Lebanon, United Arab Emirates, Qatar and Singapore



### Construction Dept.

which is mostly specialized on exhibition related industries such as booth construction, interior design, furniture and exhibition displaying materials.



### Design Construction Dept.

The Milad Mobtaker designers group, as an architectural development company, has started its act signing and implementing exhibition stands since 80s and the name of Iran Stand design was chose mercial brand name since 2013.

Milad Mobtaker designers group, in line with its long-term goals, has expanded its services for gene ized exhibitions both inside and outside the country, designing and executing architectural projects ing and developing a complete supply chain for booths and pavilions.



Milad Mobtaker Shargh designers group from the beginning of its professional activities with the help of a powerful and efficient engineering team, creative designers, and a variety of modern technology and equipment was able to design and execute exhibition stands in Tehran and other cities, as well as exhibitions abroad and become as one of the leading companies in the field of design and construction of exhibition stands.

It is worth mentioning that Iran Stand Design as the Department of stand design and construction of Milad Mobatker Shargh Company is a member of the Exhibition Stand Builders Association of Tehran and has a stand design and construction certificate from the Tehran International Exhibition Center.





## Some conferences held by the Company

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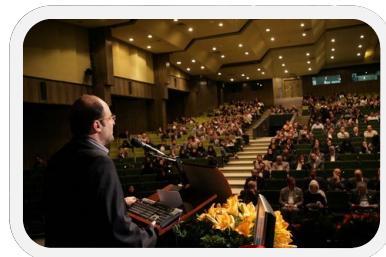
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In addition to holding specialized conferences and scientific and professional seminars on the sidelines of exhibitions held by MMS, the company has also been responsible for conducting the following scientific conferences in cooperation with scientific and specialized associations:

- Dairy products and protein conference-Tehran-2009
- Applied Economic Seminar of isolation with an emphasis on energy conservation -Tehran- 2011
- Conference and festival for organizers of poultry and Livestock industry and related industries-Tehran-2011
- Scientific Conference on Dairy Products and Protein - Tehran - 2009
- National conference on Climate, Building and Energy Efficiency - Tehran - 2011
- Conference and Festival of Livestock, Poultry and Related Industries - Tehran - 2011
- Second Conference on Quality Control Circles - Tehran - 2015
- 1st Conference of Iran's Poultry Industries - Tehran - 2017
- 1st International Conference on Highly Pathogenic Avian Influenza - Tehran - 2018
- 3rd Conference of Iran's Poultry Industries - Tehran - 2019
- Livestock Identification Conference - Tehran - 2019

## Conferences

- Milad group was registered in Registration Office in 2002 and is among the first private companies that officially started its activities in the field of specialized exhibitions, Internal and international exhibitions, Internal and international meetings and conferences. Till now it has been the organizer of More than 160 Conferences, Seminars, Symposium, Scientific meetings and International and Domestic exhibitions.



- Services offered at scientific conferences and specialized workshops are as following:
- -Expert consultation for the implementation of programs promoting the Conference
- -Design and planning of all administrative services
- -Management of Media and Information Services
- -Market research and consulting related methods to marketing Conference
- -Seminars executive management and the Secretariat
- -Allocate operators to communicate with guests
- -Multiple committees at the Secretariat and the separation of duties
- -Project planning and control committee
- -Determine conference location and contract



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