

# **AARAX Group**

**INTERNATIONAL TRADING, CONSULTING & INVESTMENTS**

**VIENNA - TEHRAN - BEIJING**

# ABOUT AARAX GROUP

AARAX Group is a global management consulting firm and an international advisor on business strategy, with specific focus and expertise on Iran. The AARAX group is comprised of consulting, trading and investment divisions.

We have offices in Iran, Europe & China and personnel active internationally. Founded in 2007, we have been successful in providing services to a range of companies in various sectors and industries. Representing the large and profitable Iranian market, our enterprise is growing rapidly, while providing tailored services to private and public sectors.

If you have interest in learning how your business fits into the Iranian Market or how it can lead in the Iran economy, we help you present the “why” to your team, identify the “where” and map out the “how”. Reach out to us if you would like to learn more about how we provide effective strategic recommendations to our clients in order to accelerate business growth. The AARAX Group aims to present data-driven and reliable roadmaps to enter and take a leadership position in the regional and global market.





We offer leading market and competitive intelligence services and market strategies for our clients, which include, but certainly are not limited to market-sizing, competitor-profiling, policy and regulatory assessments, business-model testing, customer segmentation, site-selection, commercial due diligence, and evaluation of investment, joint-venture, or distributor partnerships. A list of some of the sectors we have extensive experience in includes:

- Financial Sector
- Automotive Industry
- Mining Industry
- Iron & Steel
- None-Feros
- Rare Metals Industries
- Oil & Gas
- Petrochemicals
- Machine Tools
- Energy Sector
- Healthcare
- Architecture & Construction
- Tourism
- Food & Agriculture
- R&D

## The World & Iran

Aarax Group is the leading management and consulting firm with specific focus and expertise on the Middle East. We possess many years of know-how and experience in Iran, Middle East, China & the EU. We have a deep insight on the economical, political and cultural structure of Iran and a personal relation with the Middle East's demographics.



What we can do for **Global & Iranian Businesses...**



# AARAX Consulting

## Market Research

- Market Insight Report
- Market Entry Options & Road Map
- Strategy Implementation
- Business Solutions & Business Planning
- Investments



## Business Essentials

- Communication (Contacts & Channels)
- Appointments & Agendas
- Accompaniment & Interpretation
- Evaluation & Negotiations
- Logistics & Concierge Services



## Business Activation

- Investment Management
- Registration of a Company & Legal Matters
- Setting up an Office
- Human Resources
- Management Services



## Corporate Services

- Financial Services
- Representation & Agency
- Rep Desk & Resource Sharing
- Public Affairs
- Troubleshooting & Solutions



## Event Management

- Expo Service
- Seminar Arrangements
- Conference Arrangements
- B2B Meetings
- VIP Concierge Services



# AARAX Trading

AARAX Group specializes in commodity trading with focus on Petrochemicals and Metals. AARAX has been active in Iran since 2007. To be competitive in today's world, companies must develop strategic focus and; have high levels of efficiency and operational excellence. AARAX creates strategies that deliver consistent value-creation, transform operational performance and organizational effectiveness. Our team of experts ranging from mine engineers, geologists, and business managers are all equipped with deep understanding of the trading business.

As a massive source of investment and growth strategy for many countries, mining represents a major proportion of the global economy today. Iran is one of the world's forerunners in mining and holds immense resources, many of which are untapped. However, mining companies face various challenges ranging from price volatility, shifting regulations, and operational challenges, all of which AARAX specializes in navigating.

Petrochemicals are also a key focus. We have longstanding relationships with all of Iran's major refineries and production plants and work regularly with trusted shipping and transportation companies to ensure efficient transport and delivery.

## PETROCHEMICALS

### IMPORT & EXPORT

- Bitumen
- Diesel
- Jet Fuel
- Mazut
- Polyethylene
- Propylene

## METALS

### IMPORT & EXPORT

- Iron Ore
- Steel
- Ferroalloys
- Aluminium
- Copper
- Zinc

## OTHER COMMODITIES

### IMPORT & EXPORT

- Cement
- Methanol
- Agricultural Products
- Food Stuffs
- Handicrafts
- Carpet



ARGOUN  
DESHM

Iran's economy is the 27th largest in the world, roughly similar to Argentina and Taiwan, and ahead of Austria or Thailand. With the largest proven gas reserves and 9% of the world's oil reserves, Iran is strategically located at the crossroads of Europe, Russia, the booming markets of the Gulf, and East and Southeast Asia. Iran is a populous country with robust demographics, very low debts and plenty of room to catch up with the rest of the developing world. A young, educated population, a credit-based society with enormous unsatisfied demand for everything from refineries and chemical plants to housing and basic infrastructure – Iran is one of today's most exciting and promising emerging markets with an enthusiastic and engaged consumer culture: the business opportunities are huge. Foreign companies can hope to supply much of the shortfall – in the form of factories, machinery, buildings and infrastructure. The Iranian government is very accommodating to foreign investments and offers one hundred percent tax exemption for an unlimited period of time to foreign investment in the agriculture sector. Tax exemptions up to 80 percent are being offered to the industry and mining sectors and 100 percent for a period of ten years in underdeveloped areas. Tax exemptions in free trade zones will be extended for 20 years.



# ISLAMIC REPUBLIC OF I R A N



Iran is one of the most important mineral producers in the world, ranked among 15 major mineral-rich countries, holding some 68 types of minerals, 37 billion tonnes of proven reserves and more than 57 billion tonnes of potential reserves worth USD 770 billion. Mineral production contributes only 0.6% to the country's GDP. Add other mining-related industries and this figure increases to just 4%. The most important mines in Iran include coal, metallic minerals, sand and gravel, chemical minerals and salt. Khorasan has the most operating mines in Iran. Other large deposits which mostly remain underdeveloped are zinc (world's largest), copper (world's ninth largest reserves), iron (world's 12th largest), uranium (world's tenth largest) and lead (world's eleventh largest). **Iran with roughly 1% of the world's population holds more than 7% of the world's total mineral reserves.**

Iran has leading manufacturing industries in the fields of mining, automobile manufacture, transportation, construction materials, home appliances, food and agricultural goods, armaments, pharmaceuticals, information technology, and petrochemicals in the Middle East. According to the data from the Food and Agriculture Organization, Iran has been among the world's top five producers of saffron, apricots, cherries, sour cherries, cucumbers and gherkins, dates, eggplants, figs, pistachios, quinces, walnuts, and watermelons.







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