



## IEE 2023, an opportunity for Iranian NTBFs

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The 23rd Iran International Electricity Exhibition (IEE 2023), which kicked off in Tehran on Tuesday, is a great opportunity for startups and new technology-based firms (NTBFs) active in the industry to showcase their achievements and products to the visitors and experts of the industry. The four-day exhibition covers various areas including production, transmission, and distribution, as well as high-, medium-, and low-voltage electrical equipment.

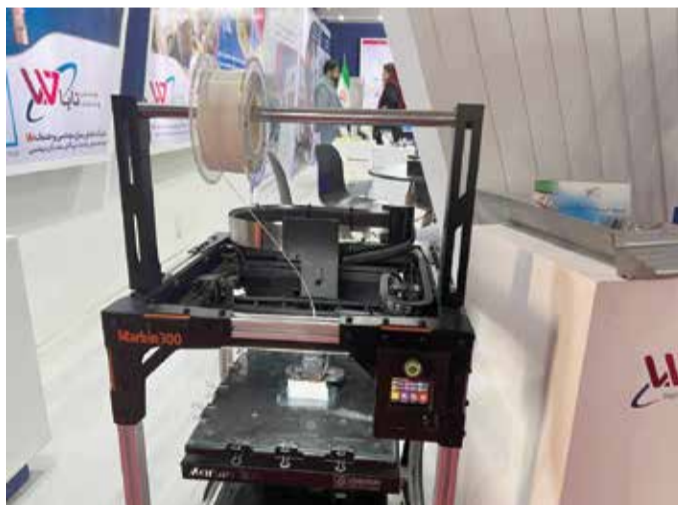
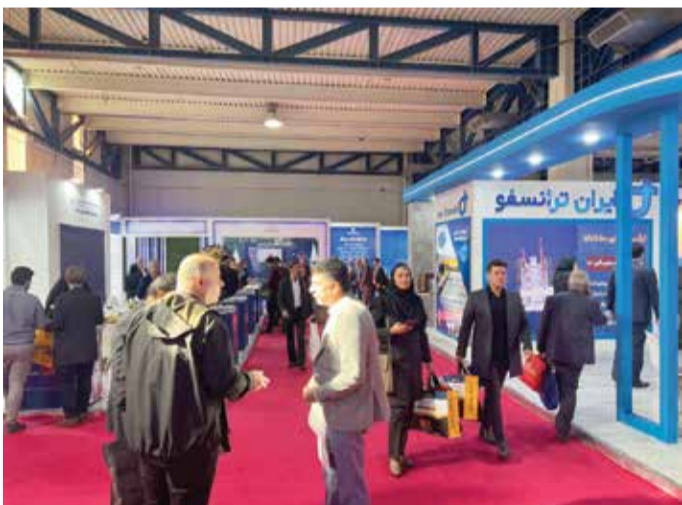
A total of 474 domestic firms, along with 110 foreign exhibitors from different countries, including Italy, Czech Republic, Germany, China, South Korea, Croatia, Turkey, Spain, India, Slovenia, Poland, and Japan, are showcasing their latest products and services in this exhibition. All kinds of electrical panels, lighting equipment, smart equipment, diesel generators and electric motors, batteries, and UPS; earthing and protection systems, transformers, wires and cables, industrial automation and precision instruments, and measuring equipment are being showcased at IEE 2023. The Iranian NTBFs plan for their future activities and innovations

by considering the trend of market demand and the growth of the industry. The Tana Energy Group is among the participant companies in IEE 2023, which was founded in 2010 by renowned key figures in Iran's power sector. Tana Energy Group is active in water and power, oil and gas and rail transportation sectors, Nasrin Asl-Shahrivar, a member of the company told Iran Daily. Relying on its highly qualified and experienced staff, archive, up-to-date documentation system, procedures and methods, implementation of creative solutions, new management approaches, the group is making

efforts to secure its position in the Middle East energy sector as a reliable and rapidly growing entity. To materialize its goal, Tana Energy Group is carrying out its activities through subsidiary companies and partners in various fields including energy, she said. Engineering services, procurement of equipment and construction (site mobilization and commissioning) are among the services of the NTBF. 3D printing is one of the attractive issues in the field of construction in the world, she said, adding that if we attain the technology to manufacture a turbine by 3D printing, a leap will happen in this field.

"Our innovation to present in IEE 2023 is 3D printing of polymer material, and based on the 3D model given to a software, we get its hardware output." The number of visitors of the exhibition was much higher than previous years, and we had negotiations with the Iraqi Minister of Energy at the exhibition on exports of our products to the neighboring country, she noted. Another NTBF, which is showcasing in the 23rd Iran International Electricity Exhibition, is Jebel Electric Manufacturing and Commercial Company. Talking to Iran Daily, Mehran Abolhasani, commercial manager of the company said that as the first producer of industrial switchboard insulators in Iran, the NTBF was founded in 2005, with the aim of providing service and meeting the needs of the electrical industry in the low- and medium-pressure insulators. "We are active in the field of insulation while Iraq, Oman and Pakistan are the main importers of our products, which enjoy the highest quality. Our products enjoy the same quality as the European-made ones, and its price is lower than the Chinese, which makes neighboring countries interested in our products." Our company supplies 80 percent of the domestic market,

Abolhasani claimed, adding that Iran has absolutely no need to import foreign insulators. Moniran Niroo Sanat, another Iranian NTBF, has attended the IEE 2023 to showcase its products, Monireh Taqvaei, the managing director of the company told Iran Daily. By supplying services and products to distribution and transmission systems in the electricity industry, the firm helps eliminate pollution such as fine dust and salt fog by boosting transmission systems' reliability and equipment cost, she said. The NTBF is a manufacturer of one-component Room Temperature Vulcanizing (RTV) silicon rubber for high-voltage insulator coatings (HVIC). RTV silicone is a type of silicone rubber that works at room temperature. It is available as a one-component product, or mixed from two components (a base and curative). We are among the countries that have reached the technology of producing this product (RTV), she said, adding, "We will move forward with the polymer and insulation needs of the country." Most of the exports of the company are destined for Iraq due to the large amount of dust in the country, and Pakistan and Afghanistan are other markets for our products, Taqvaei concluded.



## Iran should prioritize finding new export markets for pistachios: MP

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In order to increase Iran's pistachio exports and help the country to earn more forex through exports, the Iranian government should prioritize finding new export markets, an Iranian lawmaker told Iran Daily. Calling it green gold, Shahbaz Hassanpour Beyglari said pistachios have always been one of the most valuable export products of Iran, which has fetched lots of forex for the country, but Iran has not had a detailed plan for boosting exports of the product. According to figures by the Islamic Republic of Iran Customs

Administration (IRICA), 57% of the total value of Iran's agricultural exports, and 11% of the total value of non-oil exports in the first six months of the current Iranian year (started March 21) have been pistachio exports. The country exported 20,000 tons of pistachios, worth \$137 million, during March 21-September 22, 2023, the IRICA statistics indicated. Russia imported \$28 million worth of pistachios during the six months as Germany (\$13.1 million), the UAE (\$13 million), India (\$12.8 million) and Kyrgyzstan (\$12.5 million) were other main importers of the products from Iran. Pointing out that Kerman Province is the hub of pistachio production in Iran, the MP said, Sir-

jan and Rafsanjan are the main pistachio-producing cities of the southeastern province. Referring to measures taken in Kerman Province to increase pistachio production, he explained that among the measures was the improvement of irrigation efficiency with modern irrigation methods including pressure irrigation and subsurface drip irrigation, which lead to an increased productivity of trees. Subsurface drip irrigation is a highly efficient system that uses buried drip tubes or drip tape to meet crop water needs. Since the water is applied below the soil surface (as opposed to surface irrigation or traditional drip irrigation), the effects of surface infiltration, such as crusting, saturated

condition of ponding water, and water losses via evaporation and surface runoff (including soil erosion) are eliminated. "The increase in pistachio production in Kerman Province during recent years is not due to the increase of the cultivated area of this product, but rather the rise in the amount of harvest per unit area has increased the volume of pistachio production." "The formation of pistachio headquarters composed of the Ministry of Agriculture, the Ministry of Foreign Affairs, the Ministry of Industry, and the Ministry of Economic Affairs should be prioritized, with a focus on the export of pistachios," the MP said. Criticizing some measures of the Central Bank of Iran, he



pointed out that some of these actions have been an obstacle in the field of export development. Pointing to policies on forex deposits of farmers, the CBI has created problems for exports of agro-products, which we hope the bank will reconsider.

In many countries, in order to increase exports, their governments consider incentives for exporters, but some of our measures not only do not encourage exporters to export, but cause them to stop exporting, the lawmaker said.