

Iconic Persian carpet designs set for global protection

Arts & Culture Desk

Iranian carpet authorities are stepping up efforts to protect the intellectual property of the country's renowned handwoven carpets, while pursuing a broader strategy to revive exports and strengthen the sector's global presence, Mohammad Veysian, deputy head of the Iranian National Carpet Center said in Tehran on Sunday ahead of National Carpet Day on June 10.

Veysian said the organization has expanded cooperation with international intellectual property bodies to counter the copying of authentic Iranian carpet designs and motifs abroad.

"Persian handwoven carpets remain the global benchmark for quality," Veysian told reporters. "Protecting the originality of Iranian designs in international forums has become one of our main priorities."

He said specialized legal workshops

have been launched to help producers and exporters navigate international mechanisms for defending the intellectual property rights of Iranian carpets. The initiative comes as Iranian handwoven carpets continue to reach markets across 61 countries. Although annual exports currently stand at about \$50 million, officials said the breadth of destination markets shows the enduring appeal and recognition of Persian carpets worldwide.

"The diversity of our export markets shows that Iranian handwoven carpets still hold a distinguished position internationally," Veysian said, adding that stronger support for producers and targeted market development would be needed to expand exports.

Separately, Yahya Ale-Es'haq, chairman of Iran's Carpet Steering Council and an adviser to the Minister of Industry, Mine and Trade, announced the completion of a national transformation roadmap for

the handwoven carpet industry. The strategy, developed with universities, industry associations, veteran artisans and market specialists, covers production, design, marketing, exports and domestic consumption and is expected to be submitted to the cabinet for approval.

"Carpet is not merely an export commodity. It embodies Iranian identity, artistry and generations of accumulated knowledge," Ale-Es'haq said.

He described the revival of the sector as both an economic and cultural priority, noting its role in job creation, rural livelihoods and the preservation of traditional craftsmanship. While export revenues have fallen sharply from historical highs, he said the global reputation of the Persian carpet remains a powerful asset.

"The Iranian brand and the Persian carpet's identity still provide a strong foundation for renewal," he said.



Officials also reiterated that only authentic Iranian carpets will be permitted at specialized domestic carpet exhibitions, part of broader efforts to safeguard the heritage and reputation of one of Iran's most celebrated cultural exports.

Tehran exhibition showcases Mexican art's message of peace, identity



Arts & Culture Desk

Mexican Ambassador to Iran Guillermo Puente Ordorica visited the Tehran Museum of Contemporary Art (TMOCA) on June 7 and called art "a bridge between nations" as he toured a rare exhibition of Mexican printmaking that explores war, identity and collective memory, according to the museum.

During a meeting with TMOCA Director Reza Dabirinejad, the

two sides discussed expanding museum cooperation and joint cultural initiatives, marking growing cultural exchanges between Iran and Mexico, IRNA reported.

Touring the exhibition, 'Eleven Artworks by Mexican Printmakers,' Ordorica said Mexican artists have historically placed "human beings and human dignity at the center of their work," reflecting the country's experience of independence move-

ments and social transformation. He described art as a vital instrument for preserving cultural identity and reinforcing universal human values.

"War is not the solution to differences," the ambassador said, adding that nations can achieve understanding and coexistence through diplomacy, dialogue and cultural engagement.

"Cultural diplomacy and art build bridges between peoples."

The exhibition, part of TMOCA's ongoing 'Art & War' series, brings together 11 works from the museum's collection and was extended through June 7 following strong public interest. At its core are two rare prints from the 1920s

by celebrated Mexican artists David Alfaro Siqueiros and José Clemente Orozco, whose works portray the struggles of the Mexican people during a period of profound political change.

Nine contemporary prints complement the historic pieces, revisiting themes of independence, social identity and national memory. Together, the works trace how artists transformed the turbulence of history into enduring cultural narratives, allowing distant struggles to resonate across borders and generations.

Ordorica also expressed the embassy's readiness to support joint cultural, artistic, cinematic and research programs with Iranian institutions.

National security impossible without environmental security: DoE chief

Social Desk

National security cannot be achieved without environmental security, Iran's top environmental official said on Sunday, as the country completed its scientific assessment of environmental damage from the recent 12-day conflict in June and pressed ahead with major conservation, pollution-control, and biodiversity initiatives.

Speaking at a press conference in Tehran, Department of Environment (DoE) chief Shina Ansari said sustainable development depended on healthy ecosystems, water resources, and fertile soil, while highlighting the completion of documentation on wartime environmental losses and a series of nationwide environmental programs.

"National security is not possible without environmental security," Ansari said. "Without healthy water and soil, there can be no lasting security."

The DoE has finalized a sci-



up, while monitoring of water resources continued nationwide.

She also highlighted progress in long-term environmental planning, including the completion of the Makran environmental zoning project, preparation of a comprehensive Caspian Sea environmental atlas, and the issuance of government ownership deeds for 18 wetlands.

The official pointed to broader efforts to tackle air pollution and climate-related challenges, including a national dust-control program, continuous air-quality monitoring, flare-gas collection projects, and the expansion of protected areas to 330 sites under a new biodiversity strategy.

Ansari said the government had also accelerated clean-transport measures, scrapping about 500,000 aging vehicles since the current administration took office and launching a program to replace 20,000 gasoline-powered motorcycles with electric models.

Centuries of Persian heritage shine at Baku festival

Arts & Culture Desk

Iran drew strong interest for its cultural heritage at the 14th International Festival hosted by ADA University in Baku, where diplomatic missions from more than 40 countries gathered to showcase their traditions, arts, and customs, according to the Iranian Embassy in Azerbaijan.

The annual festival, held on June 5 by ADA University and attended by diplomats, students, academics, and members of the public, served as a platform for intercultural dialogue and international engagement, IRNA reported.

Iran's pavilion highlighted the depth of the country's ancient civilization through displays of traditional handicrafts, including enamelwork, metal engraving, wood carving, and handwoven termeh textiles. Visitors also explored illustrated publications presenting Iran's cultural tradi-

tions, historical landmarks, tourism attractions, poetry, and artistic achievements.

The exhibition drew significant attention as guests moved through dozens of national pavilions featuring cultural presentations, traditional music, cuisine, costumes, and crafts from across the globe.

Iranian Ambassador to Azerbaijan Mojtaba Demirchilou attended the festival and engaged with visitors at the Iranian stand. He also toured pavilions representing other participating countries, particularly neighboring and friendly nations. The festival, one of ADA University's signature annual events, aims to broaden cultural understanding and strengthen international cooperation. Through its vibrant display in Baku, Iran offered visitors a window into a civilization whose artistic traditions continue to resonate far beyond its borders.



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