

BANIAN OMID

GROUP OF COMPANY

Started from 1982

ABOUT US

Banian Omid Group is accounted for the first and one of the most well-known company in Iran which is specialized on local and international exhibitions. Starting their activities dated back to 1986 and in past two decades they have achieved many awards and compliments from government and private sectors. Nowadays, their decades-long experiences and achievements contributed to positioned them on the highest level of exhibition related industries.

- Banian Omid Group and its subsidiaries have been engaged in the following industries:
- Construction of exhibition sites
- Administration exhibition sites
- Organizing local and international exhibitions and events
- Booth construction and decoration and related services
- Production of modular booth construction and home & office furniture
- Marketing consultancy (especially for more successful exhibition participation)

KEY HISTORICAL MILESTONE

1985:

Starting exhibition related activities and establishing a company named Ghorfeh as the first company in this field. They were appointed as Dubai, Qatar and Singapore fair representative.

1989:

They have gone through an agreement with Octanorm which is a multinational company based in Germany concentrating on exhibition to be appointed as Octanorm Partner Service in Iran.

1991:

They started manufacturing exhibition products under Octanorm license.

1998:

They established Milad Exhibition Management Center with cooperation of Export Guarantee of Iran

Starting from this year they initiated their exhibition organizing activities officially under the name Milad Exhibition Management Center. They have successfully hold 22 international exhibitions in only 18 months this record has been considered as the highest number of exhibition organized by an organization in a short time in Iran. Many of those exhibitions were already established and many others were firstly introduces by Banian Omid Group such as: International exhibition of Tourism, International Exhibition of Traffic, International Exhibition and Paint, Coatings, Resin and Composites, International Exhibition of Road and Urban development, International Exhibition of Logistics and Supply chain, International exhibition of Education and research and many more.

KEY HISTORICAL MILESTONE

2000:

By then number of company tasks has increased and they noticed in order to meet the requirements of their missions they have to do task fragmentation, as a result they established Banian Omid Co. to be specially concentrated on exhibition's related tasks including: 1. Exhibition's site management, 2. Organizing exhibitions, 3. Event management and so forth. At the same time, Ghorfeh Co. took the responsibility of booth construction and Octiran was in charge of Interior design section.

Starting from 2000 exhibition organizing process was professionally adopted by Banian Omid group and they have organized following exhibitions:

- International Paint, Coating, Resin and Composites fair "IPCC"
- International exhibition of Oil, Gas and Petroleum "Oilshow"
- International exhibition of Electronic, Computers and E-Commerce "Elecomp"
- International exhibition of Print and Packing
- International exhibition of Home Appliances
- International exhibition of Logistics, Transportation and Supply chain "Translogex"
- International exhibition of Education and Research "IREX"
- International exhibition of Medical, Dental, Laboratory Equipment, Pharmaceutical Products and Healthcare "Iran Health"

QUICK FACTS

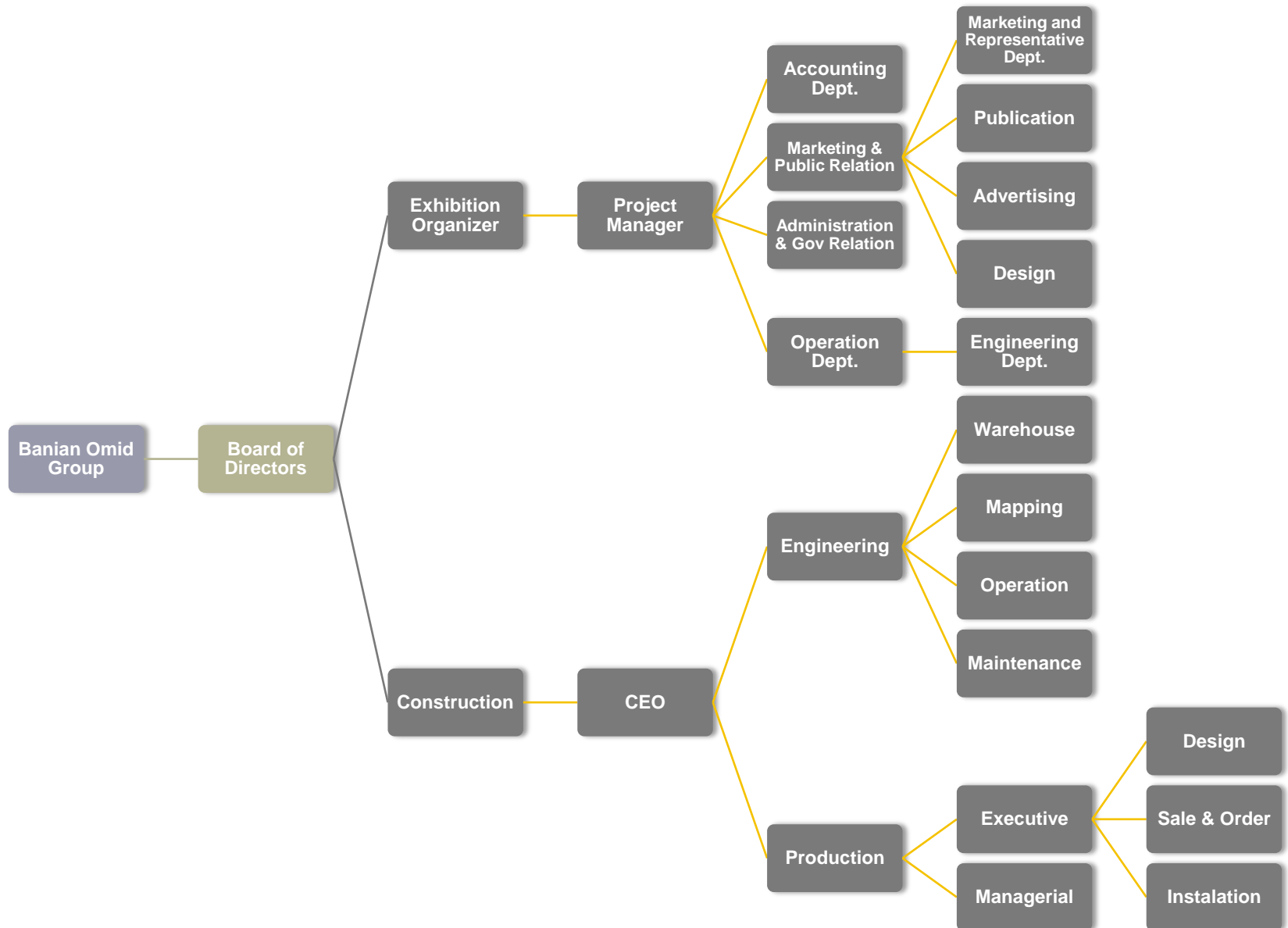
Organizing exhibitions in Iran has its own precise procedure, first of all Exhibition Organizer Companies has to be approved by Ministry of Industry, Mine and Trade also Chamber of Commerce, Industry, Mines and Agriculture. Secondly, their proposal has to be approved by Trade Promotion Organization. And last but not least Iran International Exhibition Company acceptance will allow them to go through promoting procedure and organizing the proposed trade fair.

Those above mentioned organizations will evaluate different elements including experience, facilities, knowledge and capabilities in order to approve any specific organizer. Below are some of the permissions given to Banian Omid.

BOARD OF DIRECTOR

Mahshid Monfared	Position Executive Chairman of the Board	
Shahnam Sepasdar Tehran	Position Chief Executive Officer and Managing Director	
Saleh Sepsadar Tehran	Position Vice President	

ORGANIZATION CHART



BANIAN OMID GROUP IN SHORT

Banian Omid has been organizing international exhibitions for pas few decades. Importance of research and education in Banian Omid's strategies leads them to achieve many certificates in order to increase the quality of their exhibitions. Certificates including Exhibition Management Degree (EMD) by UFI, Modern Management for 21st Century by Brian Tracy, E-Commerce by Knowledge Transfer, Business and Trade. TA 101 course in transactional analysis. It is an active member of Iran Exhibition Organizer Association.

Banian Omid Group consists of two main departments including:

1. Exhibition Organizing Dept. which is specialized on Constructing exhibition halls, exhibition sites management, organizing trade shows and marketing consultancy. Banian Omid has successfully hold dozens of trade fairs in different countries such as: Russia, Kazakhstan, Egypt, Libya, Lebanon, Unite Arab Emirates, Qatar and Singapore
2. Construction Dept. which is mostly specialized on exhibition related industries such as booth construction, interior design, furniture and exhibition displaying materials.

BANIAN OMID GROUP IN SHORT

- a. Building Iran's public sector stands in Tehran and the other cities and abroad with more than 100,000 m² area and providing their additional requirements.
- b. Building different countries stands in Iran, with more than 40,000 m² area, and providing their additional requirements.
- c. Building different countries stands out of Iran, with approximately 20,000 m² area, and providing their additional requirements.
- d. Making public stands with more than 500 thousands m² area in different exhibitions of Iran
- e. Building hundreds of domestic and foreign stands, with special designs inside and outside, for reputable and famous companies.
- f. Interior designing and decorating of the stores and offices of the foreign companies as well as public and private organizations.
- g. Building and executing tens of stands in the open spaces.
- h. Providing additional requirements with high quality for exhibition participants.

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 Banian Omid Group's key objectives. In order to achieve such goal in this industry the necessary requirement is to, not only organizing successful exhibitions but also ability to be more innovative in terms of creating and implementing the cutting edge knowledge and discoveries.

Vision:

Company 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. 4S Global introduces the most successful industrial events to its customers, which would lead to more beneficial participation.

KEY SUCCESS FACTORS:

- High risk management capabilities
- Courage, Banian Omid 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.

RELATED ORGANIZATIONS

Exhibition Organizing requires consistent cooperation with governmental and private companies in Iran and around the world, some of organizations which we are directly cooperate 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:

- Octiran Co.
- Ghorfeh Co.
- 4S Global Sdn. Bhd.
- Royal World Ltd. Co.

BANIAN OMID WORLDWIDE:

As a multinational organization, we are ever mindful of the impact we can have both locally and globally. Banian Omid in order to facilitate the development and expansion of the external relationships of International market; established another branch in Malaysia, under the name 4S Global Sdn. Bhd. In 2011.

Then a year later considering growing demand of offshore customers has brought substantial demand for an offshore office. Therefore, to facilitate the development and expansion of the external parts of exhibitions related to offshore industries, Banian Omid holding established Royal World in free trade zone area of Labuan, Malaysia.

Banian Omid has been in cooperation in its agent all around the world. The Countries in which Banian Omid has its own representative:

- Malaysia
- China
- Turkey
- India
- Korea
- Taiwan
- United Arab Emirates

BANIAN OMID WORLDWIDE:

Our activities have not been restricted in Iran's market, we have been fruitfully performed our exhibition related activities in the following countries:

- I. Qatar
- II. Oman
- III. Singapore
- IV. Malaysia
- V. Lebanon
- VI. Egypt
- VII. Libya
- VIII. Kazakhstan
- IX. Russia
- X. Turkmenistan
- XI. Iraq
- XII. Syria
- XIII. Armenia