



IRAN
HEALTH
2024

میلاد
شرکت نمایشگاهی میلاد مبتکر شرق
MILAD MOBTAKER SHARGH CO.
شماره مجوز: ۱۴۰۲/۳۲۰/۴۵۷۹

بیست و پنجمین نمایشگاه بین المللی ایران هلت

تجهیزات پزشکی، دندان پزشکی،
دارویی و آزمایشگاهی

25th International Exhibition of IranHealth
Medical, Dental, Laboratory and Pharmaceutical Equipment Tehran International Permanent Fairground

۲۹ اردیبهشت تا ۱ خرداد ۱۴۰۳ | 18 - 21 May 2024

**IRAN
HEALTH**



MEDICAL



DENTAL



PHARMACEUTICAL



LABORATORY



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Medical / dental / laboratory/ pharmaceutical equipment/ services

**18-21
May 2024**

**Tehran International Permanent Fairgrounds
www.iranhealth.org**

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The 25th anniversary edition

Iran Health has developed over the decades into the most important annual industry meeting place for Iran and its neighboring countries. The fair has long been an integral part of the international trade. In 2024, exhibitors, trade visitors and organizers will now all celebrate the 25th anniversary edition of Iran Health together.



Exhibition topics

A unique concept: Iran health covers the entire value chain

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Review:

Facts & figures on Iran Health 2023



Gallery



Video 2023

It was the massive influx of well over 30,000 visitors and the thousands and thousands of serious B2B meetings that made the 2023 edition so successful for the 500 exhibitors from 13 countries exhibiting in 10 halls, up from 311 exhibitors last year. See full details on the 2023 event in the [Post Show Report](#).





Iran ranks among the two largest sales markets for Medical technology in the Middle East

Strong demand for quality Medical technology

- Iranian imports of Medical technology have grown by 25% annually over the past five years.
- The Iranian agricultural technology market ranks second in the Middle East after Saudi Arabia.
- The healthcare and medical sector's market value in Iran worth almost \$96 billion in 2017 and is predicted to rise to \$110 billion in 2025.
- with a population of 88 million (2023), Iran is one of the most populous countries in West Asia.

Visitor profile

- Doctors from Hospitals, Health Centre, Medical Establishments
- Hospitals CEO, Directors, Purchase Heads
- Admin Managers, Technical Manager & Staff
- Veterinarian, Dentists, Dental Surgeon
- Physiotherapists, Radiologists
- Biologists, Microbiologists, Biochemists, Chemists
- Rehabilitation Aids Centre, Medical Colleges
- Universities, NGO's, Int'l Agencies, Govt. Departments
- Medical Laboratory Assistant, Lab Technicians, Medical Staff
- Trade Manufacturers & Exporters
- Dealers, Distributors & Traders from the Medical Industry

Why Exhibit?

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Customer Base in Iranian Pharmaceutical Sector

According to the World Bank, Iran is a country with upper middle range income and the total expenditure on the pharmaceutical products is 1.16 % Of GDP. The following figure shows more data about the Iranian pharmaceutical customers.

Figure 1. Customer base in Iranian Pharmaceutical Sector



10 Reasons to Exhibit

1. **Networking:** Medical exhibitions provide an opportunity to network with industry professionals, potential partners, and clients.
2. **Brand Exposure:** Exhibiting at a medical exhibition can increase brand exposure and awareness among a targeted audience.
3. **Product Launch:** It's an ideal platform to launch new medical products, technologies, or services to a relevant audience.
4. **Education:** Exhibitions offer educational opportunities to learn about the latest trends, innovations, and best practices in the medical field.
5. **Market Research:** It allows companies to conduct market research and gather feedback from potential customers.
6. **Lead Generation:** Medical exhibitions are an effective way to generate leads and build a database of potential customers.
7. **Sales Opportunities:** Exhibitions provide a platform to showcase products and services, leading to potential sales opportunities.
8. **Industry Insights:** Exhibiting at medical exhibitions provides insights into industry trends, challenges, and opportunities.
9. **Partnership Opportunities:** It's a great place to explore potential partnerships, collaborations, and distribution opportunities.
10. **Professional Development:** Participation in medical exhibitions can contribute to the professional development of employees by exposing them to new ideas and industry knowledge.



Iran's Pharmaceutical Market Map

Within this part, we are going to look at the Iranian pharmaceutical market from the valid national organizations. The IFDA valued the Iranian pharmaceuticals market 3.7 billion USD from March - November 2018 including domestic, import and licensed products. Moreover, according to the president of the CBI the importation value of pharmaceutical and medical necessities is around 4 billion in the same period in 2019. As depicted in the charts below, the Iranian pharmaceutical sectors experienced a steady growing market in the last 3 years.

Supporting authorities

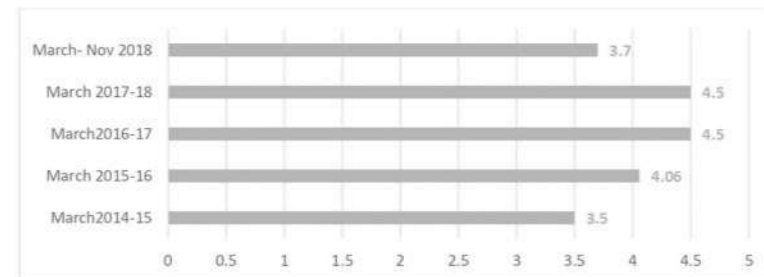
Ministry of Industry, Mine and Trade
TPO-Trade Promotion Organization of Iran
IIEC-Iran International Exhibitions Co.



Among the top exhibitors

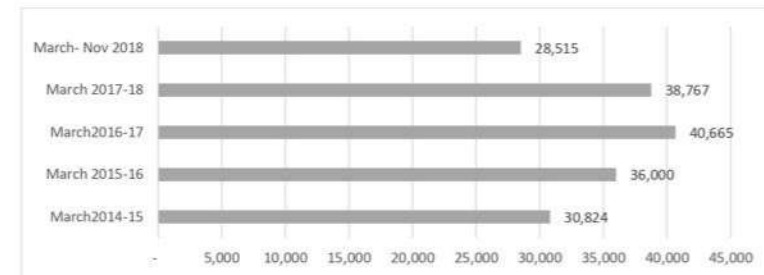


Graph 1. Pharmaceutical Products Market Size -Sales in billion USD



Source: Pharmaceutical Annual Report, IFDA

Graph 2. Pharmaceutical Products Market Size- Units in Million



Source: Pharmaceutical Annual Report, IFDA





Key Market Players of the Iranian Pharmaceutical Products

Iranian Food and Drug administration (IFDA), which is a sub-branch of MOHME, is responsible for the management and regulation of the Iranian pharmaceutical sector, including biological and herbal products. The national regulatory system of Iran is composed of two main sectors; pharmaceutical affairs and the national control laboratory. The former is responsible for supervision of manufacturing, distribution, and importation of medicines. The latter checks the quality, origin, etc. of the medicines.

Iranian Pharmaceutical Companies Morphology

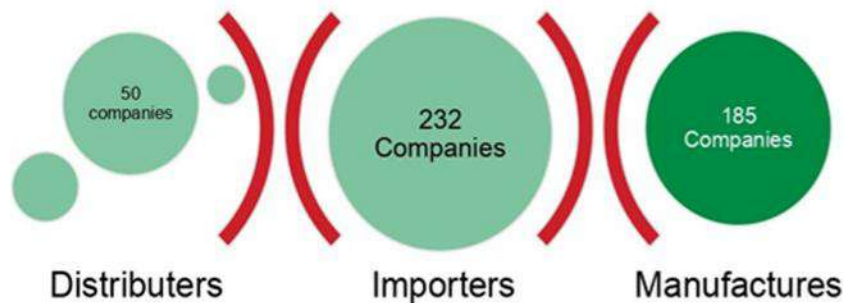
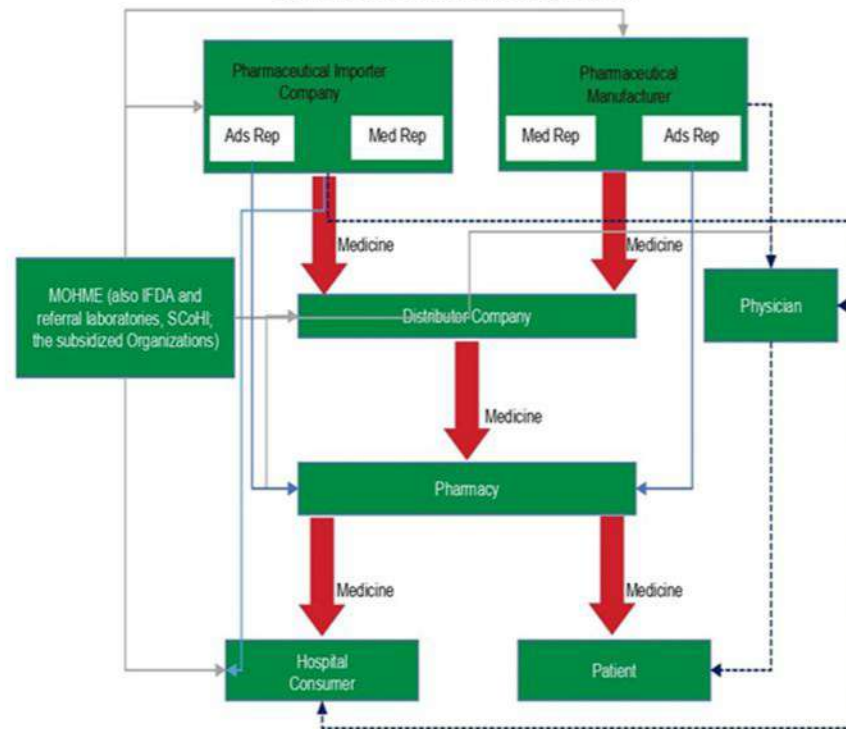


Figure 2. Pharmaceutical Market Players in Iran





Iran exporting medical equipment to 63 world countries

- Last year, some 1,060 trillion rials (about \$2.1 billion) worth of medicine and medical equipment were manufactured inside the country.
- Around 99% of the medicine supplied to the domestic market is produced by Iranian companies.
- Iran plans to increase the exports of medicine to around \$200 million in the current year from some \$60 million last year,
- A total of 227 knowledge-based firms are supplying medical equipment for health centers across the country, according to the Vice Presidency for Science and Technology.

Facts on the Iranian medical industry

1. **Pharmaceutical Industry:** Iran has a well-established pharmaceutical industry, with a large number of domestic pharmaceutical companies producing a wide range of medications. The country also exports pharmaceutical products to various countries.
2. **Medical Device Manufacturing:** Iran has a growing medical device manufacturing sector, producing a variety of medical equipment and devices to meet domestic demand and for export.
3. **Research and Development:** The country has been investing in research and development in the medical field, leading to advancements in medical technology, drug discovery, and healthcare innovation.
4. **Healthcare Infrastructure:** Iran has a network of modern hospitals, clinics, and healthcare centers, particularly in urban areas, providing a wide range of medical services.
5. **Medical Tourism:** Iran has emerged as a popular destination for medical tourism, attracting patients from neighboring countries and beyond for medical treatments, including cosmetic surgery, organ transplants, and advanced medical procedures.

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Floor Map





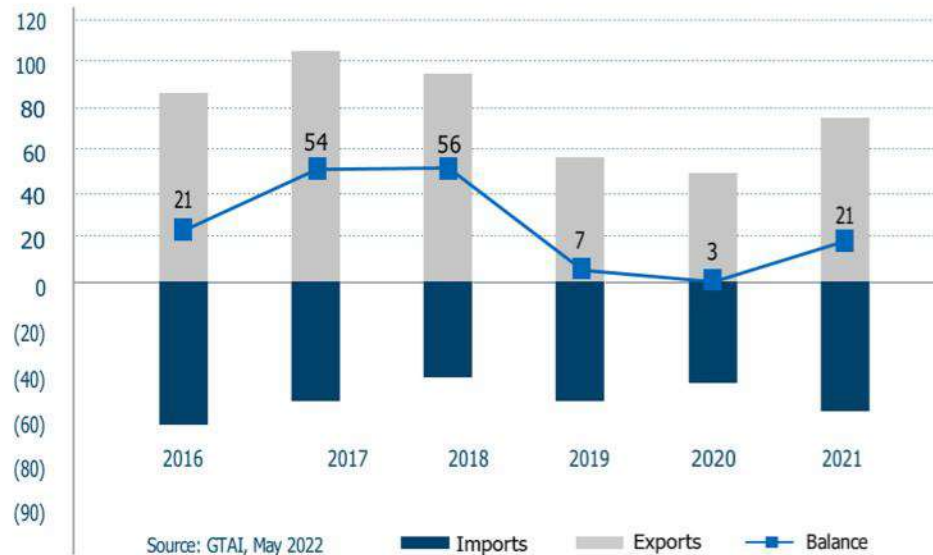
Economic outlook Iran

The strong growth reflects positive IMF and World Bank assessments, a recovery in consumption and a strong expansion in imports and exports.

See Economic outlook Iran by GTAI of 13 May 2022.

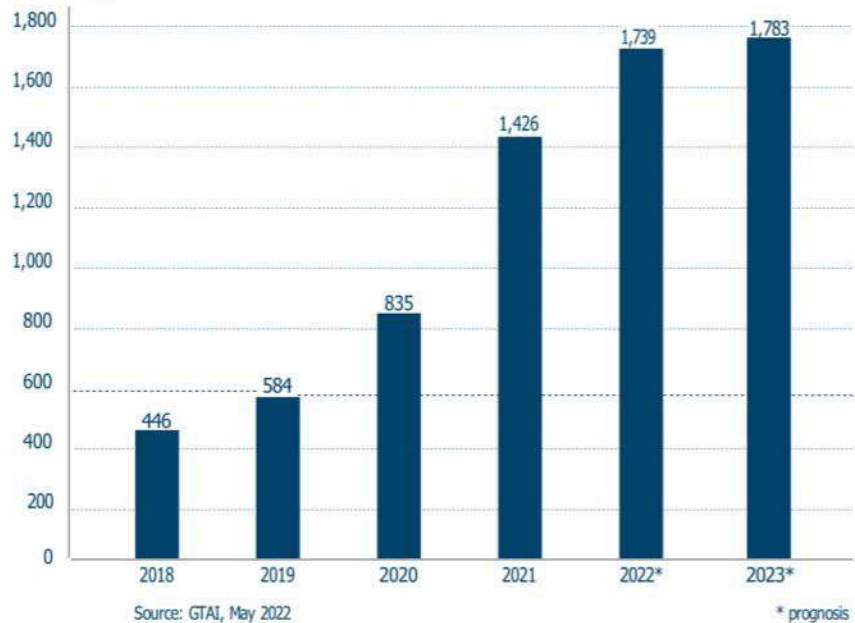
Foreign trade

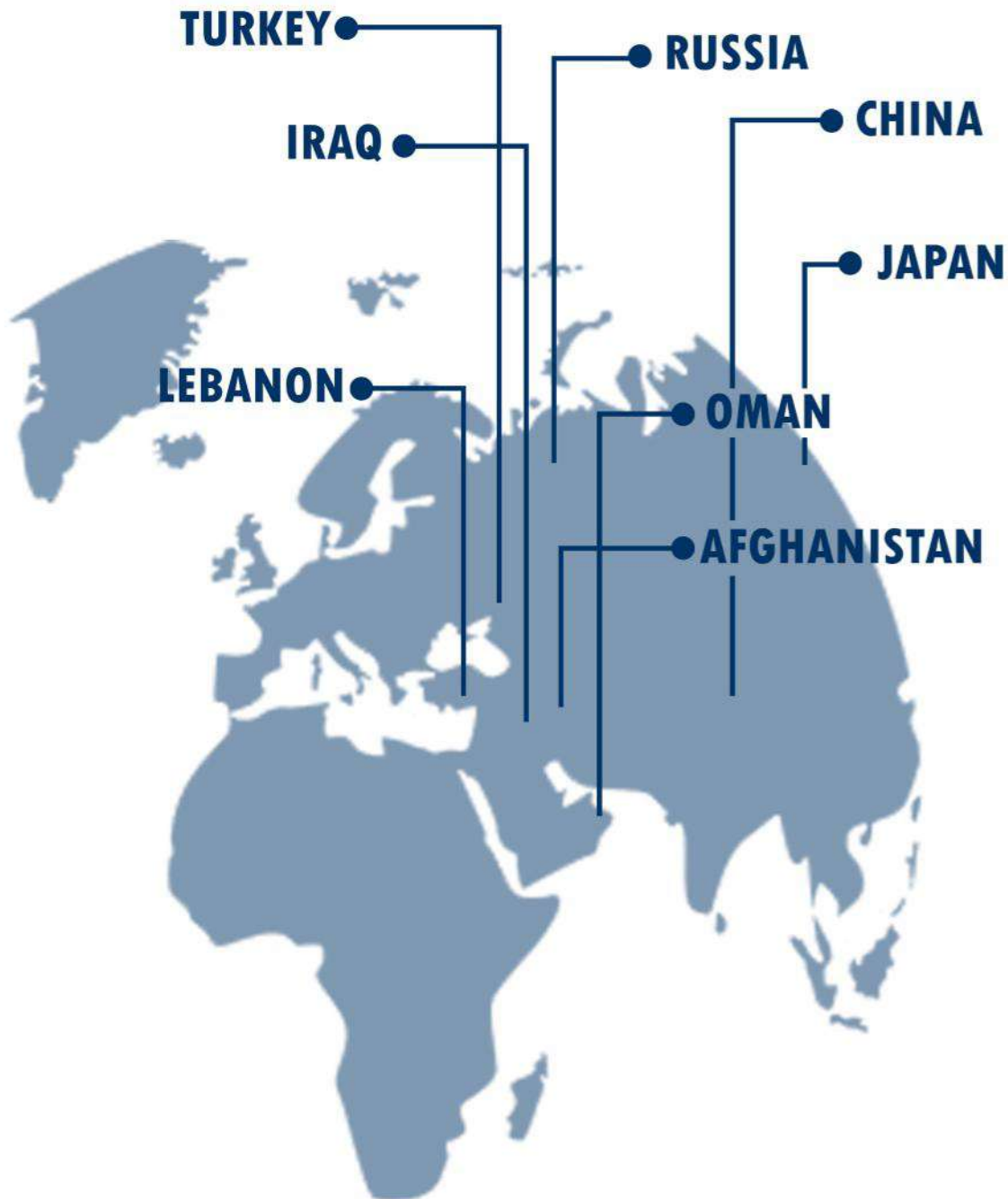
Billion US \$



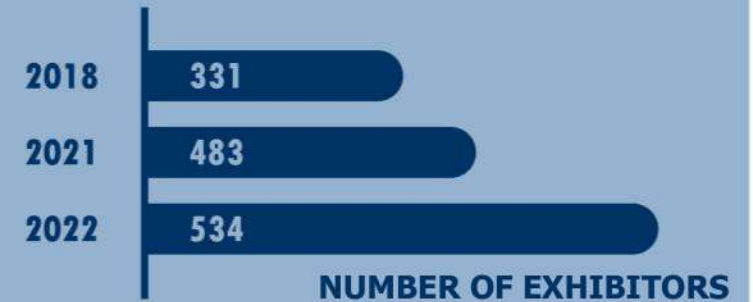
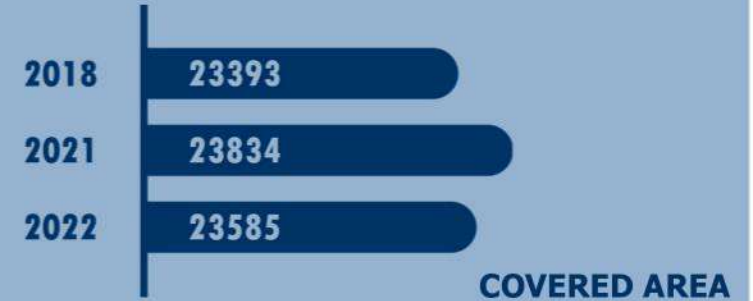
GDP

Billion US \$

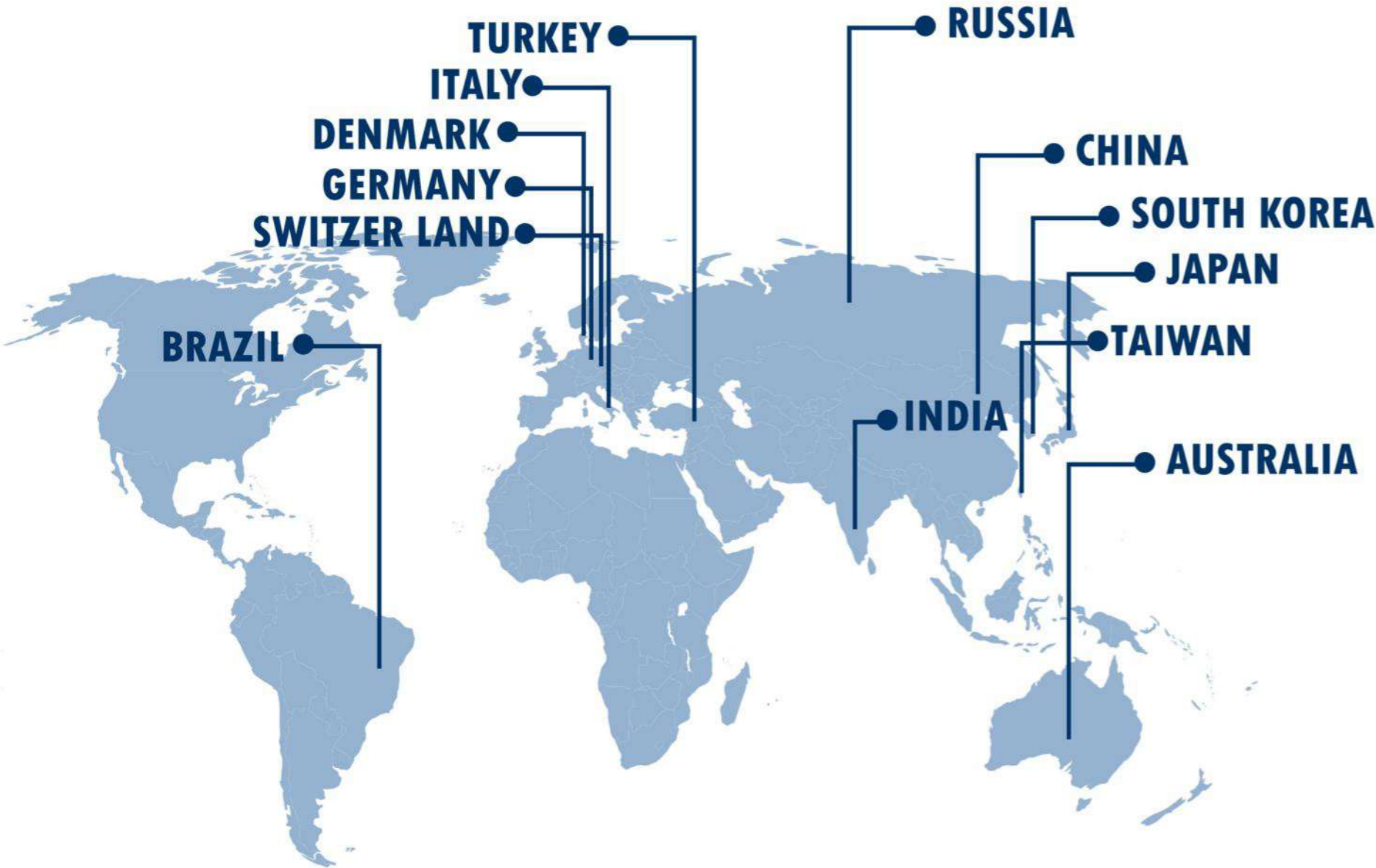




A QUICK LOOK AT THE PAST THREE EXHIBITIONS



2022 Foreign Exhibitors





About IHEDC Iran Health Export Development Center

Creating and developing the necessary platforms for a knowledge based economy in the field of health is one of the long-term goals and perspectives in the country, which vice presidency for science, technology and knowledge based economy is trying to strengthen and implement through various programs.

The health export development center has been formed as an arm to support the country's health exports and their market development. In addition to providing various services in order to strengthen and empower companies in the health sector, this center has special programs for export management of interested companies.

About Non-Governmental Medical Equipment Research & Technology Fund

Who We Are?

The Non-Governmental Medical Equipment Research & Technology Fund, has been founded with the partnership of ministry of health and medical education (20%), Tehran university of medical science (20%) and 17 productive and medical engineering companies (60%).

Our Services

Lending and facilities, venture capital, participation and investment in research and technology projects, issuance of required bonds, evaluation and monitoring of projects etc. are services that provided by Non-Governmental Medical Equipment Research & Technology Fund. The owners of innovative ideas and advanced technology plans that has a vast target markets can arrange to offer their proposals to this fund.

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